



DISTRIBUTOR **GUIDEBOOK**



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welcome

ERIC VILL / Chairman, Reliv Europe

In September 2004 I was fortunate enough to meet with our founder Mr Robert Montgomery. We sat down and he told me how he and his wife Sandy had started the Reliv business from their kitchen table in 1988 and how it had gone on to grow throughout the USA and then into 10 other countries. Today, Reliv continues to grow and is now present in 15 countries!

What captured my mind was the passion that Robert had to help others through the Reliv products, the Reliv business opportunity and the charitable arm of the business, the Reliv Kalogris Foundation which was named after Dr Ted Kalogris who formulated the original Reliv product, Classic.

After listening to Robert, I knew I wanted to be part of what he and others were building on a worldwide scale. Luckily for me, Robert felt the same way and I started working with Reliv on March 14th 2005 as UK Managing Director. Three years later, I found myself heading up the Reliv Europe business.

During those years, Reliv Europe has experienced unprecedented growth and we are currently the 2nd largest market after the USA in the Reliv world. Why has that happened? It is very simple – be-

cause of people just like you, joining Reliv and seizing the opportunity that Reliv has to offer. We have amazing Distributors and leaders who on a day-to-day basis are working with others, coaching, encouraging and developing them to join them as Reliv Presidential Ambassadors.

I want to congratulate you on your decision to join Reliv and I welcome you to our family business.

I also want to encourage you to set out, with an open mind, on a journey of personal development and learn from the good people who introduced you to our great company. By following in their footsteps, I look forward to seeing you join them as a leader who takes others from where they are today to where they want to be tomorrow. Finally, I urge you to embrace the Reliv culture of helping others and making a difference, not only in your life, but in the lives of others.

Welcome to Reliv Europe and Reliv worldwide, I look forward to working with you in the future.

Sincere regards,

SET YOURSELF UP TO BE SUCCESSFUL WITH RELIV



Commitment to action equals results and we are sure you want to start getting results as quickly as possible. To enable you to do just that, here are six things you need to take action on:

1 **Order Products:**

Review the Reliv compensation plan with your sponsor and decide how much you want to earn. This will determine how much product you need to purchase in order to achieve your desired profit level.

While the only requirement for becoming a Reliv Distributor is to purchase a Distributor Kit and complete a Distributor Application, it makes sense to enter into business with sufficient product inventory to supply both your own needs and those of your customer base. The Fast Start Programme is designed to help you do this, and it also helps you qualify for higher profit levels in the compensation plan.

2 **Become a Product of the Products:**

This is the single most important step for your new business. Reliv is a lead-by-example business. Your consistency in using the products will be duplicated by the people you involve in the business. Your personal product story can be powerful.

3 **Develop Your List:**

Make a list of everyone you know: family, friends, co-workers and acquaintances. It is important not to prejudge — everyone deserves the chance to decide for themselves what aspect of Reliv is right for them. On page six you will find additional information about developing a list, including prompts on who to consider. Please remember to work with your upline in creating your list as they have been through this process previously.

4 **Plug Into the Reliv System**

The Reliv Success System is an ongoing network of local meetings, basic trainings, conference calls, conferences and other periodic events. The System is important to your business on many levels: it exposes your prospects to the stories and experiences of a variety of Reliv Distributors from all walks of life, it allows you to work with more people at one time and it enhances your credibility and establishes Reliv as a “big opportunity.” If there is no System established in your area, ask for help on getting one started.

5 **Look, Listen and Be Teachable**

Review the materials in your Kit. Watch your sponsor carefully and follow their example. The tools will provide you with a good overview of the company and the business and your sponsors will show you how to put it all together to get into action immediately. You are about to learn about a whole new and exciting industry so be teachable all the time.

6 **Start Calling!**

Once you’ve created your list, start calling (one of your upline sponsors will help initially). The best time to start telling people about Reliv is right now. The excitement people will hear in your voice and your enthusiasm about your new venture is more important than making sure you use “the right words.” Remember, your goal right now is simply to set appointments. Don’t worry about telling the whole Reliv story — that’s what you will do with your sponsor during the appointment.

HOW TO DEVELOP YOUR LIST

Work with your sponsor to create a list of all the people you know — family, friends, co-workers, acquaintances. It is important not to prejudge as everyone deserves the chance to decide if Reliv is right for them.

Don't limit yourself!

This checklist will give you just a glimpse of the number of people you will be able to add to your list. Tick all that apply then be creative... add your own.

Family Members

**Friends/Neighbours/
Casual Acquaintances**

Employment Contacts

- Former jobs
- Professional organisations
- Spouse's job

Educational Contacts

- School friends
- University friends
- School organisations

Hobbies or Sports Contacts

- Golf, tennis, cricket, football, etc.
- Sports leagues
- Health club contacts

Home Contacts

- Estate agent
- Handyman
- Gardener
- Postman

Daily Living Contacts

- Shop employees
- Dry cleaners
- Cashiers
- Barbers/Hairdressers
- Family healthcare contacts
- Pharmacists
- Pet care contacts

Children's Contacts

- Teachers, coaches and parents
- PTA/PTO acquaintances
- Extracurricular activities
- Nursery

Volunteer Contacts

Social Media Contacts

- Facebook
- Twitter
- Instagram
- LinkedIn

- _____
- _____
- _____

ADD TO YOUR LIST

Write the names for your list in a separate notebook and add all of the other names you can think of from the memory joggers. Then go through your address book, your email address book and any other resource that can help you to build your list.

Do you know more people than you thought you did? The best part is you're just getting started! Each person on your list knows many more people. If someone's not interested in Reliv at that time, ask them to suggest someone they know who might be.

Always remember that your list is never complete. It will grow and evolve along with you as a Distributor. Your job is to add more people to your list every day.





PLUG INTO THE RELIV SYSTEM

Over more than three decades, Reliv Distributors have developed a successful and proven System unlike any other in the industry. The System streamlines and simplifies the process of introducing Reliv to prospects and educating Distributors about the business. Messages and events are consistent from country to country, making it even easier to build an international business from the comfort of your own home.

The System is comprised of the following seven elements and the quicker you plug in, the faster you will become empowered.

The Reliv System

- 1. Work With Your Sponsor and Uplines**
- 2. Use 3-Way Calls**
- 3. Monday Night Calls**
- 4. Tuesday Night Opportunity Meetings**
- 5. Saturday Training**
- 6. Special Events (MATS, regional events, etc.)**
- 7. Conferences**

THE MAGIC QUESTION

Want to know one of the most tried-and-true approaches to sharing Reliv? It's a simple question that's been used by our most successful Distributors since Reliv began. If used regularly, it will mean everything to your business success. Here it is...

How are you?

Ask this question and just listen. Since Reliv offers answers for what people today need most — nutrition and improved finances — you'll be amazed at how your conversation will naturally lead to your new business and you'll be amazed how much you'll enjoy sharing what you've found. Give it a try and see for yourself!

Working With Your Upline

Your sponsor is there to guide and coach you. That is good news but it gets better because you have at least another four people above your sponsor who are all part of your upline. They have a vested interest in helping you succeed. Make sure your sponsor introduces you to these people, they are part of your support network!

Set up Appointments

Once you've determined that a prospect wants to learn more about Reliv, it is time to set up an appointment. The objective is to simply establish a time and place where you and your sponsor/upline (if available) can tell the person more about Reliv's products and opportunity. There is no need to go into details at this point. Just share enough to get them interested in hearing more. In setting up an appointment, offer a choice between two days (e.g. "Would you like to get together on Wednesday or Thursday?") rather than asking when someone would like to meet. This encourages people to choose a day rather than simply saying they don't have time.

What to Say at the Appointment

You have arranged the appointment. Now it is time to meet and talk about Reliv. Remember to ask your sponsor/upline to accompany you until you are comfortable on your own. They will be able to show you how to conduct an effective appointment simply by using the Opportunity Workbook.

The Opportunity Workbook

Distributors can use this booklet to present the Reliv opportunity simply and effectively. Within the compensation plan section, blank spaces are available for Distributors to insert names and figures on each of the pages as they walk through this section in their presentations. This is an excellent tool for a group or long-distance presentation.





SHARING YOUR PERSONAL TESTIMONIAL

Work with your upline to fine-tune your story — you want it to be short, specific and truthful in order to build interest and get others ready to hear more. Here are a few basic guidelines for testimonials:

Start with the 3 Ws

Who: My name is...

What: I do/used to do... (occupation)

Where: I'm from... (location)

Speak from the Heart

Talk about:

- Your experiences of the products
- The simplicity of the business
- What this means to you — how Reliv has changed your life and your lifestyle

Remember: never make medical claims. Offer only specific examples of what Reliv has done for YOU. Try to work on making your testimonial around 1 minute long — people are busy.

Two-on-Ones

Whenever possible, take your upline with you on your appointments. This is called holding a two-on-one — two Reliv Distributors talking to one prospect. If it is not possible to get your upline and your prospect together in person, hold a 3-way call. You will still be able to use the stories from your upline as you go through the Opportunity Workbook together.

After the Appointment — Follow-Up

Once you have completed the appointment, it is time to ask for a decision. Simply ask them how they'd like to get involved with Reliv. Whether the person decides to become a retail customer or a Reliv Distributor, it is essential that you continue to follow-up regularly. Your attention will ensure that they are using the products correctly and laying the groundwork for long-term success.

An in-home appointment may be one of the best ways to introduce people to Reliv, but it's not the only way. The seven elements of the Reliv Success System (outlined on page 8) offer additional opportunities. If an appointment isn't practical, invite them to a Tuesday night Opportunity Meeting, to take part in a 3-way call or engage with them on social media. As long as people are learning about Reliv, you're going to grow your business.

FOLLOW-UP PROCEDURES FOR A RETAIL CUSTOMER

Personalised customer service builds rapport and customer confidence which in turn provides a source of referrals and repeat orders. Remember to give your customer a copy of the signed and completed order form.

If you can, it is best to present your customer with their products immediately. This will allow them to begin using them immediately while their excitement and commitment are at their peak.

Once your customer receives their products, follow-up begins.

Let your customer know you will be calling on a regular basis to ensure that they are using the products correctly.

The following is one example of a follow-up schedule:

- First Day: Ask — How did you use the products?
- Third Day: Check for consistency. Suggest getting them on a conference call.
- Fifth Day: Same as day 3. Utilise 3-way calls for support.
- Seventh Day: Same as day 3.
- Tenth Day: Results — What results are you seeing?
- Fifteenth Day: Ask — Who do you know? Check on product supply.
- Twentieth Day: Same as day 10. Utilise 3-way calls for support.
- Twenty-Fifth Day: Reorder day.
- Follow-up twice the second month.
- Follow-up once each month thereafter.





CUSTOMER SUPPORT THROUGH THE SYSTEM

As we mentioned earlier, 3-way calling allows you to connect customers with other people who have overcome similar challenges through Reliv. You can also use 3-way calling to include customers on conference calls where they will be able to hear additional testimonials.

The Reliv System is also a great way to validate the business long after the first appointment. Invite your prospect to a Tuesday night Opportunity Meeting where they will hear stories from several different people. As customers begin to experience their own results, make sure you give them any other exposure tool that might apply. This follow-up process helps a customer to see that a Reliv Distributorship may be right for them. Your customers can become successful Distributors!

3-Way Calls

The power of this type of communication is extremely effective. By using 3-way calls, you can connect your prospects to testimonials that abound throughout Reliv. Talk to your upline about how you can get 3-way calling on your mobile and home phone. As you meet more Reliv Distributors, you will collect more stories and it will be these stories that you want prospects to hear.

Always make sure beforehand that the person you are asking to share their story is available at the time you are having your call with your prospect or customer.

Monday Evening Story and Business-Builder Call

Put it into your diaries, planners or mobile phones — every Monday night at 8.00pm, you are on the Monday night call.

The call normally lasts about 30 minutes and should never take longer than 45 minutes. These calls inform you, develop you and empower you and they are free so you should never miss a Monday night call. The good news is that these calls are happening all over the Reliv world on a Monday night so you can plug your friend or relative who lives in Australia or any of the Reliv countries into their Monday evening call to hear the Reliv story.

Tuesday Night Opportunity Meetings

Tuesday nights are a huge opportunity to build your business, create relationships with other Distributors and a chance for you to grow within the business. By inviting guests on the Monday night call, you can then invite them to investigate further and come along to a local Tuesday night Opportunity Meeting where they will learn more about Reliv and get to meet with Reliv people.

Saturday Morning Training

Saturday morning is education time. Both new and old Distributors learn how to build a successful Reliv business at these sessions. The best Saturday Trainings are when you bring a new Distributor with you. By learning in more depth about the various items mentioned in this guide, (3-way calls, setting appointments, hosting presentations, the importance of follow-up, etc.) you will see your business take off.

Special Events and Master Affiliate Training

Now you will really start seeing the much bigger picture of Reliv. The company organises Special Events with Reliv guest speakers who are successful Reliv people in their own right and will share with you how they did it. Recognition takes place on a much bigger scale.

Master Affiliate Training Schools (MATS) are a little bit different in that you have to qualify to attend. Ask your upline how you do that. Every three months MATS are held at various locations throughout Europe. Reliv Ambassadors or top Distributors are your hosts and presenters for MATS and they share the journey called the Road to Presidential. These are extremely powerful meetings that are designed for leaders and presented by leaders.

Conferences

Most Reliv market areas have their own conferences. Reliv Europe is no different as Distributors from all over Europe and beyond come to meet once a year for the European Conference.

At conferences you will get to see the whole picture of Reliv. In fact, you will not only see the whole picture but you will hear it, feel it and touch it. These are the events that have opened people's eyes and hearts to what Reliv is all about.



All of the elements in the Reliv System are the key to building a strong business.

COMPENSATION PLAN BASICS

Our exceptional compensation plan makes it possible for you to achieve your financial goals, whatever they may be. If you're looking to make a car payment, save money towards university or enjoy a life of financial independence, Reliv can help you get there. The only variable in your income potential is the amount of time you're willing to invest and your commitment to using the Reliv Success System. Following is a quick overview of the Reliv compensation plan.

Profit Levels

You can increase your income simply by increasing your Distributor profit level. Your profits are based on the volume of products you and your personal group purchase from Reliv (for personal use or resale) in a single calendar month.

The higher your volume, the higher your profits:

20% profit level: Retail Distributor

25% profit level: Affiliate (700 group volume in a single month)

30% profit level: Key Affiliate (1,500 group volume in a single month)

35% profit level: Senior Affiliate (3,000 group volume in a single month)

40% profit level: Master Affiliate (5,000 group volume in a single month OR 3,000 in two consecutive months)

You Decide How Much You Want to Earn!

With the exception of Master Affiliate level (which requires annual requalification), once you achieve a profit level, you remain at that level for the duration of your Reliv Distributorship unless, of course, you qualify for a higher profit level.

Example: You reach the Senior Affiliate level of 35%. You will remain at the 35% level as long as you are an active Reliv Distributor.

Five Avenues of Income

Distributors generate Reliv business income from five sources. Each product is allocated a Business Volume (BV) and Retail Volume (RV) upon which discounts and commissions are calculated.

Seven Day Rule (£200 liability limit; UK only rule)

A promoter of, or a participant in, a trading scheme shall not accept from a participant joining the trading scheme any payment or an undertaking to make a payment of any sum exceeding £200 unless seven days have expired from the making of the agreement relating to goods or services supplied or to be supplied under that agreement to the participant by the promoter or any other participant under the trading scheme.

The above paragraph is taken from the Statutory Instrument 1997 No. 30 of The Trading Scheme Regulation 1997.

When the Seven Day Rule is applied to our business, it means that when your Distributor Application form is accepted by Head Office (UK) and you are entered into the system, in the seven days following your entry date you are able to purchase goods up to the value of £200 only. This rule only applies to the United Kingdom — the rest of Europe is exempt.

Purchasing a Fast Start Kit is very beneficial to your business as you have product to offer your customers and you come into the business at a 25% discount. (This is normally only achieved after 700 points have been earned.) After seven days, you may order whatever you wish. Customer orders can be processed through this office so you do not need to lose business. All points earned by the customer orders will be credited to your account, helping you to reach higher discount levels on your personal orders.

Retail Profit

Distributors purchase their Reliv products at a discount ranging from 20 to 40% of Business Volume. Retail profits represent the difference between your discount price and the retail price at which you resell the products to your customers.

Wholesale Profit

Distributors who achieve 25 to 40% discounts earn from 5 to 20% of Retail Volume (RV) wholesale profits on the volume of all personally sponsored Distributors and their groups. Wholesale profit is the difference between the discounted price paid by the sponsor and the price paid by their downline Distributors.

For example:

You: 35% RV

Distributor: 20% RV

Wholesale Profit: 15% RV

Cash Bonuses and Trips

Cash bonuses are paid for a variety of outstanding achievements in sponsoring and volume performance. Distributors may also qualify for incentive trip awards through various promotions.

Overrides

Active Master Affiliates may qualify for Overrides each month. Overrides of up to 8% may be earned on the Business Volume (BV) of all Master Affiliates up to five levels deep in your downline organisation (this is your payline).

THE ROAD TO PLATINUM DIRECTOR PROGRAM

TITLE	OneReliv Director	OneReliv Key Director	OneReliv Senior Director	OneReliv Master Director	OneReliv Presidential Director
QUALIFICATIONS	Monthly earnings >£300/€350 OR 10,000 New PGPV in one month	Monthly Earnings > £600/€700 OR 20,000 New PGPV in one month	Monthly Earnings > £1,200/€1,500 for 2 Consecutive Months	Monthly Earnings > £2,300/€2,800 for 2 Consecutive Months	Monthly Earnings > £4,600/€5,700 for 2 Consecutive Months
ADVANCEMENT BONUS + BENEFITS	One-time £100/€120 bonus	One-time £250/€280 Bonus	One-time £500/€575 Bonus Invited to Quarterly Corporate Zooms	One-time £1000/€1,150 Bonus Invited to Quarterly Corporate Zooms	One-time £2,000/€2,300 Bonus Invited to Quarterly Corporate Zooms Presidential Ring
MONTHLY QUALIFICATIONS FOR BONUS			100% Required Maintenance + Monthly Earnings > £1,200/€1,500	100% Required Maintenance + Monthly Earnings > £2,300/€2,800	100% Required Maintenance + Monthly Earnings > £4,600/€5,700
BONUS			1/2 % of Worldwide Sales calculated on your 5 Level organizational BV	1/2 % of Worldwide Sales calculated on your 5 Level organizational BV	1% on 4th Level BV 1% on 5th Level BV
ANNUAL REQUALIFICATION ACHIEVE 1 OF 3 OPTIONS			Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification	Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification	Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification

TITLE	OneReliv Bronze Director	OneReliv Silver Director	OneReliv Gold Director	OneReliv Platinum Director
QUALIFICATIONS	Monthly Earnings > £6,000/€7,500 for 2 Consecutive Months 1 First Level MD with MD Earnings	Monthly Earnings > £7,000/€8,500 for 2 Consecutive Months 2 First Level MD's with MD Earnings	Monthly Earnings > £8,000/€10,000 for 2 Consecutive Months 3 First Level MD's with MD Earnings	Monthly Earnings > £9,000/€11,500 for 2 Consecutive Months 4 First Level MD's with MD Earnings
ADVANCEMENT BONUS + BENEFITS	One-time £2,500/€2,800 Bonus Invited to Quarterly Corporate Zooms	One-time £3,000/€3,500 Bonus Invited to Quarterly Corporate Zooms	One-time £3,500/€4,000 Bonus Invited to Quarterly Corporate Zooms	One-time £4,000/€4,500 Bonus Invited to Quarterly Corporate Zooms
MONTHLY QUALIFICATIONS FOR BONUS	100% Required Maintenance + Monthly Earnings > £6,000/€7,500 + 1 First Level MD with MD Earnings	100% Required Maintenance + Monthly Earnings > £7,000/€8,500 + 2 First Level MD's with MD Earnings	100% Required Maintenance + Monthly Earnings > £8,000/€10,000 + 3 First Level MD's with MD Earnings	100% Required Maintenance + Monthly Earnings > £9,000/€11,500 + 4 First Level MD's with MD Earnings
BONUS	1% of 4 th Level BV 1% of 5 th Level BV	1% of 4 th Level BV 1% of 5 th Level BV	1% of 4 th Level BV 1% of 5 th Level BV	1% of 4 th Level BV 2% of 5 th Level BV
PRESIDENTIAL BONUS QUALIFICATION	1 First Level PD with PD Earnings	2 First Level PD's with PD Earnings	3 First Level PD's with PD Earnings	4 First Level PD's with PD Earnings
PRESIDENTIAL BONUS	1% of 6 th Level BV	1.5% of 6 th Level BV	1.75% of 6 th Level BV	2% of 6 th Level BV
ANNUAL REQUALIFICATION ACHIEVE 1 OF 3 OPTIONS	Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification	Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification	Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification	Personally Advance to new Rank Promote new First Level SD, MD or PD 10,000 New PGPV in 12 month requalification

The Road to Platinum Director program is for those who want to build a solid, stable, profitable Reliv business. Building a healthy Distributorship is vital to the ever-changing direct selling industry and your long term Reliv success.

The need for a supplemental income is greater than it has ever been. Now, more than ever, people are looking for product that optimise their health. Our message of healthy aging solutions combines science-based nutrition with the power of nature to optimize the aging process.

The past few years have prompted people to take a hard look at the way they earn money. This means millions of people are searching for new ways to supplement their income.

We can help people get healthier and create an opportunity that allows them to live the life they imagined. On their terms.

The Road to Platinum Director simplifies the marketing plan and rewards people based on their efforts.

PAYDAY CHECKLISTS FOR MASTER AFFILIATES

With the exception of the first two items, each of the following must be completed monthly in order to qualify for full Master Affiliate benefits.

- Master Affiliate qualification/requalification has been achieved — 5,000 Personal Group Point Volume (PGPV) during a calendar month with 1,000 PGPV unencumbered*, or 3,000 PGPV a month for two consecutive months with 1,000 unencumbered each month.
- Master Affiliate application completed, submitted and accepted by Reliv.
- Personal Volume Qualification (PVQ) of 100 points has been met.
- Maintenance of 2,000 PGPV (1,000 PGPV for 10 Star Directors has been met).
- Star Director Programme — appropriate number of frontline Master Affiliates and frontline PGPV qualifications have been met.

The following will help you understand the payday checklist for Master Affiliates:

Override Maintenance

In order to qualify for Override payments, an active Master Affiliate must meet monthly maintenance requirements. Your monthly maintenance is in addition to your PVQ requirement and is intended to demonstrate that you are actively pursuing your Reliv business and performing the necessary duties of an organisation leader. Overrides are paid based on the following PGPV requirements:

PGPV % of Overrides Paid

0 – 999 _____ 0

1,000 – 1,999 _____ 50%

2,000+ _____ 100%

In each case, available Overrides are totalled for the active Master Affiliate, and they then receive the applicable percentage of that royalty for the month.

**Unencumbered volume is any volume not being used to qualify a new Master Affiliate.*

Master Affiliate Yearly Requalification

Master Affiliate is the only profit level that requires requalification on an annual basis. To retain benefits and 40% buying privileges, Master Affiliates must requalify at least once during the qualification period February to January.

Requalification is the same as it is for initial qualification: achieve either 5,000 PGPV during a single month with 1,000 unencumbered, or 3,000 PGPV per month during two consecutive months with 1,000 unencumbered each month.

For newly qualified Master Affiliates, requalification is required during the year following the year in which they promoted.

Personal Volume Qualification (PVQ)

Only fully qualified, active Master Affiliates may receive Master Affiliate privileges. To certify that you are active each month as a Master Affiliate, Reliv requires a monthly personal volume of 100 PV. This monthly qualification, which is ordered at 40% discount, can be satisfied in one of the following ways:

- Place a designated wholesale order of at least 100 PV each month.
- Arrange an autoship monthly PVQ Protection Order.

Your PVQ order assures Reliv that you are actively pursuing your Reliv business, retailing to customers and working with your Distributors.

Matching Volume Requirement

If you are a Master Affiliate, each time a Distributor in your personal group qualifies as a new Master Affiliate, you must meet a matching volume requirement during their qualifying month. This requirement is used by Reliv to validate the Master Affiliate process and in some instances to validate the qualifying Master Affiliate's sales for the month. If a promoting Master Affiliate does not meet the matching volume requirement, you risk losing sponsorship of the newly promoted Master Affiliate and may not be able to receive future Overrides for them.

**All income examples and illustrations found in this Guidebook are included for illustration and explanatory purposes only. They are intended to show how the Reliv programme functions and how payments within the structure of the compensation plan are calculated. In no way do these explanations and illustrations represent actual, historical examples of specific Distributors or groups. They are not put forward as typical expectations for Distributors and group members, nor are they intended to suggest that achievement of this type will be easy or even possible in all circumstances. No Distributor and/or individual group can be expected to follow precisely any of the diagrams or configurations. The Distributor's group could be higher or lower than the hypothetical cases shown. Each individual's success depends solely on their individual efforts.*



STAY SOCIAL WITH RELIV EUROPE

The quickest and easiest way to get the latest updates from Reliv Europe is by following our social media accounts. You can share our latest photos and information with your contacts and connect with Distributors on an international scale. We also have a selection of Facebook Adverts tailored for you to share online and further boost your business. Find out on this page how you can connect and stay social with Reliv Europe!



Like us on Facebook

Facebook is Reliv Europe's most up-to-date and active social media page. You can see new photos, videos, promotions and much more. Like our page, share our posts and join in the fun!

Don't forget to like the Reliv Athletic Facebook page too and see all of the latest achievements and product reviews from our sponsored athletes!



Enjoy our Pictures on Instagram

A picture speaks 1000 words and by following the Reliv Europe Instagram account, you will see fantastic photos from various Reliv events, our Reliv Athletic team and behind-the-scenes shots taken at Reliv Europe HQ. See Reliv Europe's latest photos and like our picture perfect account!



Follow us on Twitter

The Reliv Europe Twitter page is a great way to get quick pieces of information that link to our latest web pages and videos. We also share photos from Distributors and gain followers from across the world, making greater global connections. Follow us now and be part of the #reliv trend!

WRITE DOWN YOUR GOALS

You became a Reliv Distributor for a reason. In order for you to become a successful Reliv Distributor, you need to always remember your “why” for signing up. The best place to start is writing down your long-term goals and the short-term goals that will help you accomplish them. Don't limit yourself — dream big! Now is the time to pick your destination for your Reliv journey.

The SMART Formula for Success

Effective goal-setting is essential to building a Reliv business and there's no better time to set your goals than right now. Be “SMART” and you can achieve success with Reliv:

Specific: Be clear about what you want to become and what you need to do to achieve your goal.

Measurable: Measuring your progress will keep you on the road to success.

Attainable: Be sure that you can succeed in achieving your aims.

Reachable: Be realistic about your goals and your time-frames for fulfilling them.

Time-specific: Every goal must be tied to a timetable.

Write down the following goals for yourself. You might ask one of your upline Distributors to help you set your Reliv-specific goals. Follow the SMART goal-setting guidelines outlined above.

Daily goals (e.g. How many people am I going to talk to about Reliv every day?)

Weekly goals (e.g. How many people am I going to meet with every week via appointment or through the Reliv Success System?)

Monthly goals (e.g. How many customers and Distributors am I going to sponsor every month?)

90-day goals (e.g. What Distributor level will I reach in three months? What else will I achieve — cover a car or house payment, pay for children's sports and activities, buy something I've always wanted?)

1-year goal (e.g. What Distributor level will I reach by this time next year? What else will I achieve — replace my current income, take my family on a dream holiday, send my child to university?)

Long-term goals (e.g. Where do I see my Reliv business in five years? What else will I achieve — live debt-free, move into my dream house, work from home, travel the world, change countless lives for the better through Reliv?)

Setting daily, weekly, monthly and yearly goals will keep you on the road to success and help you to develop a specific action plan. Always remember to revisit your goals to measure your progress and to set new ones as you move forward.

If you can dream it, you can do it!



USE TOOLS TO BUILD YOUR BUSINESS

Opportunity Workbook: The perfect tool for one-on-one presentations. The Opportunity Workbook has names and numbers filled in on the compensation plan.

Opportunity Presentation Slides: The Reliv Opportunity Presentation is available in PowerPoint and Keynote formats, ideal for group presentations and long-distance appointments.

Product Catalogue: An overview of each of Reliv's ground-breaking nutritional formulas.

You can find these tools online by visiting our website. Work with your upline to identify the tools that work best for you.

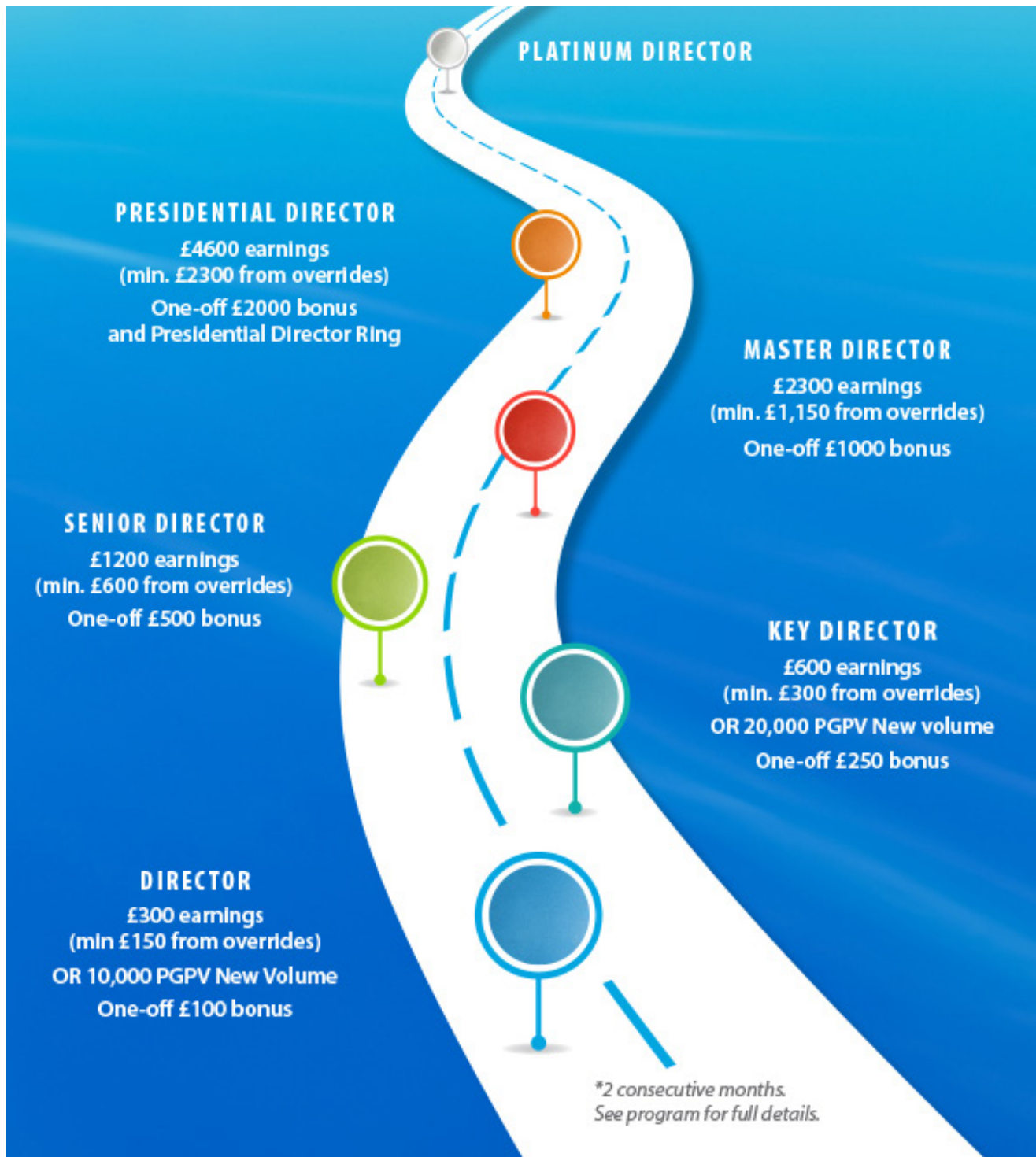
Engage Online

When you became a Reliv Distributor, you were given your own RCN and password to access the online Distributor portal, your doorway to Reliv's full array of web resources, training and tools. On reliv.co.uk or ie.reliv.com, select "distributor login" to get started. Some highlights include:

Shopping: Experience the convenience of placing orders online for products, sales tools and Reliv accessories.

My Business: Track your business, download forms and other essential information, access online prospecting tools and much more.

ADVANCING ON THE ROAD TO PLATINUM



RELIV GLOSSARY

Downline

The customers/Distributors that you sponsor, mentor and work with.

Fast Start Programme

A variety of Reliv product bundles available for you to purchase, enabling you to benefit from preferential rates of discount and maximise your product offering.

PGPV

Personal Group Points Volume

Prospect

Potential customer/Distributor

PVQ

Personal Volume Qualification

RCN

Reliv Control Number; your customer identification number.

The Reliv System

A proven 7 element system that simplifies the process of introducing Reliv to prospects and educating Distributors about the business.

Sponsor

Your immediate point of contact and your mentor. This is the person that introduced you to Reliv.

Upline

The other people in your 'team'; your sponsor will introduce you to them.

