

# Welcome to Usana!



Welcome to the Team!

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[www.LeadersAreLearners.com](http://www.LeadersAreLearners.com)

In association with [www.TeamLAJ.com](http://www.TeamLAJ.com)

# We Welcome You

## Congratulations and Welcome to the Leaders Are Learners Team and to Team LAJ

*You have now become part of one of the fastest growing teams in  
the world of USANA!*



Growth 25  
Award Winners

**T**his booklet is designed to get you started right and give you the first steps needed to begin your successful journey with USANA. This business is all about duplication. Therefore, all new associates should receive this booklet as soon as they have joined the team. It will be up to you to continue this process. Our most successful team members have achieved their goals by duplicating our business model. Please review carefully and complete the steps outlined beginning with Step #1. Additional resources can be found on [www.LeadersAreLearners.com](http://www.LeadersAreLearners.com).

It is vitally important to your business that you plug yourself into the team's activities. This can be accomplished in many ways. We have regular meetings, trainings, webcasts and corporately sponsored events. Please visit our comprehensive team website [www.LeadersAreLearners.com](http://www.LeadersAreLearners.com) for upcoming events.

We are committed to your success as you work toward your vision of health and wealth in USANA.

ROY AND JEANNIE BLOCHER, RUBY DIRECTORS  
USANA HEALTH SCIENCES  
(800) 569-0516

### A message from our mentor, Lynn Allen-Johnson

My wish is that we all unite as one big beautiful USANA family and we work together in supporting each other as we build our futures together. I wish you all the health, joy and prosperity that I know you will create and I am honored in knowing that I have played even a small part in helping you build your future. Wishing you Massive Success!

Lynn Allen-Johnson, 5-Star Diamond Director, Usana Health Sciences

# 1st

## First Steps

**T**he following steps are not required but are highly recommended to increase the success you'll have in your USANA business. Our leadership team, under Lynn Allen-Johnson's mentorship and her TeamLAJ, brings many years of experience to your USANA business and we will share our success with you.

- STEP 1**      **Action:** Listen to Lynn Allen-Johnson's "*The Rest of the Story*" CD. You should have received this CD with this handbook.
- Why:** This will help you realize what this business is truly about. It will also open up your mind to all that is possible and help you begin to understand your new business.
- STEP 2**      **Action:** Listen to Dr. Ladd McNamara's "*The Power of Cellular Nutrition*" CD which you should have received with this handbook.
- Why:** After you listen you will begin to establish a firm product belief.
- STEP 3**      **Action:** Visit <http://meetrjb.usana.com> and follow the instructions for a first time user of Live Meeting to prepare you to participate in online trainings and Health & Freedom presentations.
- Why:** Being prepared and getting your questions answered long before you need to log on to a live meeting will ensure that you are familiar with the process and can get the most from your training. This team website is your Live Meeting starting point for you and for any future guests you invite to a team or private training or presentation.
- STEP 4**      **Action:** Order resource toolkit from [www.unitogether.com/laj](http://www.unitogether.com/laj)
- Why:** Every new associate needs to be armed with prospecting, educational, and motivational materials. UNI Together has made available a special package specifically tailored for Team LAJ that allows you to get the materials at a much discounted rate.
- STEP 5**      **Write Your Vision Statement** - Your vision is different than your goals, it's what you are fighting for. Review the vision statement worksheet later in this handbook for assistance. **Within the first week you must email or fax your vision statement to your sponsor.** After you have your vision statement we will help you follow through by setting goals to make that vision a reality!
- Why: Congratulations! THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT!**
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STEP 6      **Action:** Create your Business Partner (Million Dollar) List. Use the worksheet in this handbook to qualify your TOP 25. **Reminder:** DO NOT talk to the people on your list about your new USANA business until you have completed the training on LeadersAreLearners.com and step 9 below. Start your training by going to <http://healthforlife.hfsolution.com> and clicking on "View Movie Trailers" and watch both "Brilliant Compensation" and "What the Wealthy Buy on Payday."

**Why:** Without prospects, you have no business. The movies are an important first step to begin your training.

STEP 7      **Action:** Create your Preferred Customer List with 20 people you would like to introduce the products to. These could be people who have health challenges or people that you know who are health conscious. Use the worksheet in this handbook to capture these names. Do not contact these people until you have completed steps 2, 9 and 10.

**Why:** 70% of people in North America already use supplements and are not getting what they pay for. Preferred customers are distributor incubators.

STEP 8      **Action:** Establish a belief in the USANA products by taking them and experiencing the results. BE A PRODUCT OF THE PRODUCT. Sign up for [www.bionutrition.org](http://www.bionutrition.org).

**Why:** It is a great website with information on over 100 degenerative diseases and the protocols that Dr. Ray Strand uses to treat his patients. An annual subscription to this website is \$39.95.

STEP 9      **Action:** Schedule a business strategy meeting with your sponsor. Allow 2 hours.

**Why:** This will jumpstart your business and insures that you have a business building strategy in place.

STEP 10      **Action:** Once you have received your business box, schedule yourself for product overview training. See link on [leadersarelearners.com](http://leadersarelearners.com) for events, or talk with your sponsor.

**Why:** This will introduce you to all of USANA's main products and explain how to use your marketing materials included in your pack.

STEP 11      **Action:** Regularly check <http://www.leadersarelearners.com> for training updates and announcements. There are multiple training teleconferences and webcasts each week.

**Why:** You should be continually expanding your knowledge through educational trainings. Your business will grow to the extent you grow personally. Plug in!

STEP 12      **Action:** Attend several Health and Freedom presentations both in person and on the web. Check [leadersarelearners.com](http://leadersarelearners.com) and [Usana.com](http://Usana.com) for events in your area.

If you are not a member of the hfsolution community and would like to have a preview of the webcasts go to <http://preview.hfsolution.com>. To view a Health & Freedom Webcast go to <http://healthforlife.hfsolution.com> and select a webcast from the drop down menus and send an invitation to yourself. For more information go to the WebCasts link on LeadersAreLearners.com.

**Why:** Your goal is to match each of your prospects to the style of our presenters. You can only successfully do this if you have attended several presentations.

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# Create Your Personal Vision Statement

Write about your perfect life in present tense if money was no object and you had all the time in the world. This should be very detailed (dates, type of car, house, etc). If you are a husband and wife team then each of you should have your own vision statement. Post it in visible places throughout your home where you can look at it frequently. Review it at least twice a day so you can begin to feel the passion of where you will be 24 months from now.

Write your personal vision statement as the first step in focusing your life - for your joy, your accomplishments, your contribution, your glory, and for your legacy.

## Exploration to Prepare to Write the Personal Vision Statement

Use these questions to guide your thoughts.

- What are the ten things you most enjoy doing? Be honest. These are the ten things without which your weeks, months, and years would feel incomplete.

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- What three things must you do every single day to feel fulfilled in your work?

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- What are your five-six most important values?

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- Your life has a number of important facets or dimensions, all of which deserve some attention in your personal vision statement: physical, spiritual, career, family, social relationships, financial security, mental improvement, and fun. Write one important goal for each of them:

Physical: \_\_\_\_\_

Spiritual: \_\_\_\_\_

Career: \_\_\_\_\_

Family: \_\_\_\_\_

Social  
relationships: \_\_\_\_\_

Financial  
security: \_\_\_\_\_

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Mental improvement:

Fun: \_\_\_\_\_

- If you never had to work another day in your life, how would you spend your time instead of working?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- When your life is ending, what will you regret not doing, seeing, or achieving?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- What strengths have other people commented on about you and your accomplishments? What strengths do you see in yourself?

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- What weaknesses have other people commented on about you and what do you believe are your weaknesses?

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## Craft Your Personal Vision Statement

Once you have thoughtfully prepared answers to these questions and others that you identify, you are ready to craft a personal vision statement. Write in the first person and make statements about the future you will create. Write the statements as if you are already making them happen in your life.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# BUSINESS PARTNER LIST

*It is important to list the names of people who you know - before you rate them! Use the memory jogger from your BDS to help you remember. Just let your mind wander over the acquaintances you can remember. Once the names are listed write the letters (PEARL) that match their characteristics. Then highlight the names that are closest to spelling out the word PEARL.*

			P	E	A	R	L
	Name	Phone	People Person	Entrepreneur	Positive Attitude	Risk Taker	Leader
	Example: Lynn Allen-Johnson	(407) 555-1212	P	E	A	R	L
1							
2							
3							
4							
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6							
7							
8							
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23							
24							
25							

# PREFERRED CUSTOMER LIST

*Create a preferred customer list of 20 names. These are people who you would like to introduce the product to. These could be people who have health challenges or those people who you know who are health conscious.*

1. Sign up for [www.bionutrition.org](http://www.bionutrition.org)
2. Review protocols and then call your potential preferred customer
3. Say something like this "I found something that I think may help you with your health". Or, "I know you have been suffering from (insert any health challenge) for a long time and I just ran across something that you might want to take a look at. Let me confirm I have the right email address"
4. Then email protocol.
5. Follow up to get them started – to ensure autoship say this exactly "I am happy you are going to use the products. What I want you to do is to commit to take these products for a minimum of 90 days because your body did not get this way overnight (nodding head while talking) so what I am going to do is set it up so that these products are delivered to your door every 28 days, you don't have to call up and order them, you don't have to do anything and for that you are going to get an extra 10 % off. Now I need your name, address, phone number, email, your method of payment and your order"
6. Begin everybody with essentials or health pack and appropriate optimizers based on the protocols.
7. Say this; "Now, let's do a quick health assessment. How are you sleeping? Any aches or pains? How's your energy?" Write it down on a piece of paper. Date it, put it in an envelope and seal it for 90 days.

	NAME	PHONE	HEALTH CHALLENGES
	Example: Sally Smith	(407) 555-1212	Diabetes
1			
2			
3			
4			
5			
6			
7			
8			
9			
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13			
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20			



## Set Your Pace for Success! Become a Platinum Pacesetter

*Get off to a fast start! Lead by example! Become a Platinum Pacesetter and your team will follow!*

Becoming a Platinum Pacesetter will put you on the fast track to success in your USANA business. In addition, there are many great benefits available exclusively to Associates who attain Platinum Pacesetter status. Now is the time to hit your stride as you strive to become a member of this prestigious group.

### To Become A Platinum Pacesetter:

Within the first six Fridays after your initial enrollment, you must personally enroll at least four new Associates who activate one or three business centers and remain active (100 or 200 PSV points every four week cycle) for eight consecutive weeks.

### Platinum Pacesetters Receive

**MASSIVE RECOGNITION  
and REWARDS throughout the year!!**



## HFSolution

*Provides Live Webcasts & Training Five Days a Week around the Globe!*

HFSolution is a professional and duplicatable system designed for associates who are looking to leverage their time and resources through the use of cutting edge technology. They offer several weekly webcasts with very successful members of our USANA family.

You can log on to <http://preview.hfsolution.com> to see how the system works. Click on the movie trailer and view “Brilliant Compensation.” A must see!

HFSolution provides you with webcasts, email address, toll free number, fax number and a backend operating system to manage your USANA business.

Lynn Allen-Johnson recommends this resource. Roy and Jeannie Blocher also have subscribed, see their web site at <http://healthforlife.hfsolution.com>.

Go to [www.hfwebcast.com](http://www.hfwebcast.com) for more details and to sign up for the service.

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# Great Websites for Building Your Business

*You will want to visit all of these sites! Great resources for you!*

<http://LeadersAreLearners.com> – Your comprehensive team website for training and support. Make sure to visit often for announcements and updates.

<http://MeetRJB.usana.com> – Your common launch point for Live Meeting webcasts of Team meetings weekly and special presentations such as one-on-one private Health and Freedoms, small group trainings and more.

[www.TeamLAJ.com](http://www.TeamLAJ.com) – Our mentor's web site. You will find much of what is there already available to you on LeadersAreLearners.com.

[www.bionutrition.org](http://www.bionutrition.org) – Dr. Ray Strand, MD offers a site with protocols for over 100 degenerative diseases. It is a subscription of \$39.95 per year and it is worth it! This resource allows you to provide people with authoritative guidance from an MD on how to address issues of health with a nutritional approach.

[www.BillingsPhoto.com/usana](http://www.BillingsPhoto.com/usana) - Rick Billings is a photographer in Lynn's group offering great photo business cards and a USANA photo quality notebook and flipchart.

[www.HFWebcast.com](http://www.HFWebcast.com) – Learn about live webcasts as they are an important communications tool for you, one that Lynn, Roy and Jeannie have all come to appreciate and depend on to build the business.

[www.Usana.com](http://www.Usana.com) – Your associate website for enrolling new associates and preferred customers, ordering products, managing your autoship and viewing the latest company announcements. You link to your Usana email account from here as well as to your Downline Management software and your Usana.com website.

[www.UniTogether.com](http://www.UniTogether.com) – ProTools site, your online store for USANA resources like audio CD's, books, business cards, DVD's and more. A rich source of tools dedicated to USANA.

***Note: this handbook should have come with two CD's, Lynn Allen-Johnson's "The Rest of the Story" and Dr. Ladd McNamara's "The Power of Cellular Nutrition." If you did not receive them with this handbook, they are available at [www.UniTogether.com](http://www.UniTogether.com).***

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# The Comfort Zone

*Author Unknown*

I used to have a Comfort Zone  
Where I knew I couldn't fail  
The same four walls of busy work  
Were really more like jail

I long so much to do the things,  
I'd never done before.  
But stayed inside my Comfort Zone  
And paced the same old floor.

I said it didn't matter  
That I wasn't doing much  
I said I didn't care for things  
Like diamonds, furs, and such.

I claimed to be so busy  
With the things inside my zone,  
But deep inside I longed for  
Something special of my own.

I couldn't let my life go by  
Just watching others win  
I held my breath and stepped outside  
To let the change begin.

I took a step and with new strength  
I never felt before  
I kissed my Comfort Zone "good-bye"  
And closed and locked the door.

If you are in a Comfort Zone  
Afraid to venture out  
Remember that all winners were  
At one time filled with doubt.

A step or two and words of praise  
Can make your dreams come true  
Greet your future with a smile  
Success is there for you!!!!

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