

Fast Start

Your Business on

NONITM

FAST TRACK

BUSINESS MANUAL

Retail Use Network

Boost Yourself with

NONITM

WIN A HOLIDAY

Empower India Movement
Noni Family Business

Noni - A Product From Paradise

**No Product in the world
has produced such
Amazing Results !**

This Life-Changing product is called

NONI™

1. Noni has given multiple Health benefits to millions of people worldwide !
2. It is highly Consumable - Creates Repeat Purchases to increase your income.
3. It has Universal Appeal - a product which everyone wants, everyone needs and everyone loves.
4. Endorsements of experts - Prominent Health Professionals Globally Extol the Benefits of Noni.
5. Proven Income Generating System - **“Noni Fast Track”**
6. Complete Training and Support by Seasoned Professionals

Noni Family Business is a True Business Opportunity.

“Fortunes of the millenium will be created in the Wellness Industry” - Paul Zame Pilzer

Paul Zane Pilzer is a world-renowned economist, a multimillionaire, software entrepreneur, a college professor and the author of three best selling books. He was an appointed economic advisor in two presidential administrations. Pilzer identifies a newly emerging “wellness” industry that will soon occupy an additional one-seventh, or “next trillion” of economy - an industry in which the fortunes of the new millennium will be created.

Introduction

The 'Noni Fast Track' is a brand new tool to support you to build your Noni business. It is a simple, clear and duplicatable tool for your success with Indian Noni. Using this tool, you can build a huge network marketing business. Following this Noni Fast - Track Manual, will guide you to build a powerful business with Indian Noni. Combining this tool with Noni Family Business curriculum for success will guarantee you to achieve true Freedom in life.

The following 3 simple steps to success are suitable for everyone, from the brand new distributor to the seasoned leader:

1. **Identify your market**
2. **Contact your prospect**
3. **Follow-up and Sign up**

The "Noni Win A Holiday" Contest adds excitement and energy to the Noni Family Business. Everyone will be excited to participate in the **"Noni Win A Holiday"** Contest. **"Noni Win A Holiday"** Contest offers the potential Noni customers to win a fabulous holiday gift. This programme will attract more and more people to participate with you either as a customer or as a distributor. This manual will also help you to understand the Noni Family Business and to visualise your success through Indian Noni.

Three Simple Steps

The “Noni Fast - Track” will support you to achieve what you want by following the 3 simple steps to success. Whoever you are, the “Noni Fast - Track” is for you. If you follow the “Noni Fast - Track”, everyone in your team will follow the “Noni Fast Track”. (duplicate your activity)

Combining “Noni Win A Holiday” Contest with these simple steps, will help you to achieve your dreams and goals faster than you can ever imagine. The Noni Fast - Track generates activity and activity generates income.

So get ready. Write down your dreams and goals, visualise as if you have already achieved them and unleash the creative energy in you.

Follow the Noni Fast - Track. Make your dreams a reality.

Identify Your Market

1

The first step as Noni distributor is to decide to whom you are going to introduce Indian Noni.

The fastest, easiest and most effective way to do this is with the “Noni Win a Holiday” Contest. This extraordinary programme is a phenomenal sponsoring system never been used in the history of Network Marketing. The chance to win a free holiday for 2 persons, for 4 nights and 5 days gets people excited and they talk about Indian Noni. When your prospects fills the card to participate in the draw you can know their interest and you can do product presentation and sign them up as a customer. This system will enable you to build your prospect list continuously. You will generate interest from the people whom you don't even know.

The “Noni Win A Holiday” contest is the best prospecting system you will ever find. This great system provides incentives which gets people talking about Noni and when they talk about Noni, your income is growing. With the “Noni Win A Holiday” Contest Programme you have the key to create activity and momentum in your team. You can also use the Indian Noni Brochure for contacting and prospecting.

Prospecting Tools

Always use Prospecting Tools

1. “Noni Win A Holiday” Entry Cards
2. “Noni Win A Holiday” Contest boxes
3. Noni Stickers, Badges and Noni Caps
4. Noni Testimonial Book

Entry Cards

Always have a ready stock of **“Noni Win A Holiday” contest Entry Cards**. Plan massive action with your team members. Set weekly / monthly goals to distribute the cards. Create innovative ideas of distributing cards and speaking about Noni. Always have holiday cards with you. Whomever you meet, speak to them about Noni and the Noni Holiday. The Noni holiday concept is a phenomenal and powerful tool to build your prospect list continuously.

Contest Boxes

You can place **“Noni Win A Holiday” Contest boxes** in establishments, hotel lobbies, restaurants, clubs, beauty parlours, etc. and request people to drop their visiting card or name card and to participate in the contest. You can check the box every day or once in 2 days and contact them immediately and give them the Contest card and do a presentation and sign them up.

Noni Stickers, Badges and Caps

Wearing “Noni badge and Noni cap will capture people’s attention and you can start conversation about Noni. Be ready to give a presentation wherever you are. Stick the Noni stickers to two wheelers, three wheelers and four wheelers.

Build Your Prospect List

Spend some time everyday in building your prospect list. Every week build and maintain your list. To start with have at least 300 prospect names. Start writing now. Write down names of people you know. When you can't think of anymore names use the list builder / memory jogger to refresh your memory. These are your potential partners and most valuable assets. You will now have a list of 200 - 300 people and more.

Ask for referrals from everyone you meet. Your customers are the best source of referrals. When the friends become interested in the product, they will definitely want to become distributors themselves, so that they can benefit from the sales. Every time you meet somebody, even if they are not interested, you should ask for referrals. The best way to do this is by asking. "Do you find Noni useful to your friends and relatives even if you choose not to purchase. The chances are, your contact will say "Yes and give you the referrals. Ask your contacts to think of their friends and associates who will benefit from using Noni. Every time they give you a name, ask "who else comes to your mind?" "who else", "who else"...

Always remember, if your contact referrals are interested, ask them for referrals too. In this way you will always have a growing prospect list.

1. Advertising

Give classified advertisements in the local newspapers. You need not spend huge amounts for this purpose. Follow the ideas given in this manual. Your phone will start ringing.

2. Tele - Marketing

Tele-marketing is nothing but picking up the phone, ring any number you want from the directory and talking to people. This is one of the best approaches to get leads for your business. Take your local telephone directory or yellow pages. Everyone listed there, is a prospect. Speak to them and explain them about Noni Holiday Contest, build a rapport, create a relationship and create curiosity. Get their address, carry the Holiday cards, with you meet them personally and hand over the card speaking about the Noni. Share your personal experience of drinking Noni.

Go to conventions and exhibitions. These are the best places to get leads. You can speak to people or set up a stall. You will get instant leads at these places. Promote the Noni Holiday Contest to attract more people. Speak about Noni when you hand over the card.

3. Mail Marketing

Mail some simple information about the Noni to select people in your list. You can get lists of people from your friends and associates, associations, clubs and schools. Keep a record of your prospect list. Make it grow everyday. Classify into 4 categories.

1. Close friends and relatives.
2. People who have contacts with large number of people regularly.
3. Professional people and doctors.
4. Others who have contacted you, for more information about Noni.

4. Counter Marketing

You can place Noni posters, Noni News and Noni handouts at counters of establishments on a profit sharing arrangement with the establishment / counter owner. This gives very good exposure for the Noni product and for your business.

5. Digital Marketing

This is powerful and superfast way of spreading the “Noni Win A Holiday” Contest to create your prospect list. (Please refer to the Noni Digital Marketing system for details.)

6. Referral Marketing (Doctors)

Follow the innovative system of including doctors into your sales system to support your business. (Please refer to the “Doctor Network” write up and letters.)

7. Catalogue Marketing

Introduce Noni to your outstation friends and relatives by using the Noni Support System.

Step 1 : Make a List

Make a list of the names and addresses of outstation people minimum 20 numbers you want to introduce Noni.

Step 2 : Submit List

Send the names and addresses correctly to Noni office with the D.D. at the rate of Rs.5/- for every address to be mailed.

Step 3 : Noni details Mailed

Noni Family Business will send them the Noni Magazine and details about Noni within 10 days on receipt of your mail.

Step 4 : Follow-up

Follow-up with every prospect and tell them that they will be receiving information about Noni. Follow-up again after they have received it. Speak about a particular aspect of Noni when you do a follow-up call.

Ask them to visit our website www.indian-noni.net, empowerindia.net and nonifamily.net site to get more information. They can download Customer Order Form from the website.

Remember to give your distributor I.D. No. in the Product Order Form. Ask them to send the form with the D.D. to the Noni Office.

Step 5 : Feed Back

Noni Family Business will send you a mail about the order of your outstation customer and give necessary details of purchases.

Step 6 : Team up and get started

Follow-up with the customers to convert them into distributors after one month. Teach them the Noni Fast Track system and the Noni Family Business curriculum.

8. Direct Marketing

“Noni Win A Holiday” Contest can be used as Door Hangers. It is another great way to introduce yourself and “Noni” to your neighbours through Direct Marketing.

Every person who accepts the Noni Holiday card and every person who responds becomes a part of your prospect list. You are able to create initial contact with them, leading to friendship or relationship to convert them into a customer or a distributor.

Contact and Present

2

Once you have a healthy customer prospect list, it is time to introduce Noni.

You can either use the presentation book or download the presentation from our site www.empowerindia.net and make it into a spiral book. Remember to keep it simple and short. Focus on closing the sale.

Learn to do a proper presentation and present the Noni Health Programme to your new prospects after fixing a definite appointment for a minimum of 40 minutes.

Follow the 4 steps

1. Melt the Ice (Create Relationship)

Ask Feel Good Questions and use F.O.R.M. (Questions on Family, Occupation, Recreation and Money)

2. Find the Hot Button

Find out the health concerns of your prospect or his/her family members by asking appropriate / responsible questions.

3. Press the Hot Button

Present the product focusing on prospect's Hot Button

4. Close the Sale Today

Ask for the order to close the sale and collect payment.

“Noni Win A Holiday” Contest

The Contest entry cards captures peoples attention with a chance to win a free holiday for 2 persons for 4 nights and 5 days in Goa. You shall write your name, distributor ID No. on the entry cards with your phone no. and e-mail (you can use a rubber stamp) and hand them over personally, through mailers or place them at important counters of establishments. Remember to mention your distributor ID No. on the entry card for you to get the credit. When the prospects contact you or the company to register for the “Noni Win A Holiday” Contest, you get an opportunity to talk to them and give a Noni presentation. Always be ready with your presentation book and customer order form.

When a prospect wins a holiday trip, the referring distributor wins one too. This makes the holiday contest a great incentive for all distributors. The more active you are, better are your chance of winning. Always set weekly goals with your team (1) to speak about Noni and distribute the cards. (2) weekly Noni sales and (3) weekly new customers and always plan the work and work the plan.

A) Prepare Yourself

Prepare yourself with the following tools:

1. Noni Holiday Cards
2. Your address list
3. Identify your target group and or area
4. Noni info sheets
5. Noni presentation
6. Product Order Form

Study the Noni Fast Track system and Noni information thoroughly.

B Use Noni yourself and experience the power of Noni. Create a passion for Noni.

Keep using and learning about Noni, prepare your own Noni TestiNonials (Testimonials)

C Run with Noni

Start distributing the cards directly by speaking about Noni.

Send by mail with your personal letter.

Leave the cards in important popular places where quality people visit.

Arrange with the associations and clubs to distribute the cards.

Visit housing colonies, offices, institutions, Health Centers, Gymnasiums.

Find innovative ways of distributing the cards - Go into massive action.

Keep speaking about Noni and its power always and everyday.

Encourage more and more people to participate in the Noni contest and create constant regular conversation about Noni.

Focus on becoming a Noni marketing person. Always be focussed on closing the sale and do proper follow ups with your prospects.

Arrange to display the “Noni Win A Holiday” contest box in different centres in your town to collect visiting cards. Use the slogan “For free entry card drop your visiting card.”

Check your contest box every alternative day and call up people who have dropped their visiting cards or address in your contest box. Hand over the contest entry card and speak about Noni.

Reach higher level people who can buy Indian Noni and afford to sell Indian Noni. Always work to sponsor people who are better than you.

Brochure

Indian Noni offers a beautiful multi colour brochure which will act as an excellent contact tool. You can hand over the Noni brochure to your contacts which is a very easy and a non-invasive way to contact people. It gives you a perfect reason to follow up. Always remember to get a date and time to collect your brochure back. This makes the follow-up easy and possible.

Anyone can hand over, **one brochure a day**. It is easy to do and easy to duplicate.

Follow-up and Sign up

3

Follow-up is a vital area in the Noni Fast Track. Many distributors fall short in this area and lose their income inspite of activity.

Fortune lies in the follow-up.

You will drive the Noni message home for the prospect only by follow-up. It is very easy. Use “Noni Win A Holiday” Contest effectively to do the follow –up. Ask your prospect who received the cards whether they have filled in and posted the cards to participate in the contest. Speak about Noni once again during your follow up. Always be focused in closing the sale. Sign them up as a customer preferably a standing order customer. Do a proper follow-up after presentation. With the “Noni Win A Holiday” contest, the follow-up becomes easy.

Handling Considerations

It is possible that your prospects may have concerns about buying and using Noni but you can help them to get clear and handle their considerations. You can also ask them to visit the **indian-noni.net** website.

Win with Noni

Sign up your prospects into consumers/customers

Create a customer card as shown in the appendix
(10 customers x 12 months).

Develop 10 customers for your business who will buy Noni from you.

Develop atleast 3 doctors who will prescribe/recommend Noni.

Create a system to evaluate benefits of people who take Noni.

Record testimonials of people who experience positive improvement in their health condition and send it to the Noni office.

Create leadership and build a big Personal customer base.

Make everybody in your team to **Retail, Use and Network.**

Go For MaaaaSSIVE ACTION

Get the customer to become a Noni Distributor

When your customer get interested in buying Noni at wholesale prices introduce Noni Family Business distributorship to them and make a Noni Business Presentation.

Once your prospect decides to become a part of the Noni Family Business and start their own business, Noni Fast Track will help them work confidently, effectively and productively. Make sure you take the advantage of how they feel when they sign up and use the “Noni Win A Holiday” Contest and commit them to action right away.

The best way to get your new distributor going on the “Noni Win A Holiday” Contest programme is to ask them to make a list of their 25 top contacts. With the message from the new distributor mail the cards yourself. Do not send them home with the new distributor. If the new distributor does not have the addresses handy follow it up the next day and mail the cards yourself.

Be available to help the new distributor with presentations. Ensure your new distributor sends/hands over minimum 25 cards a week. Remember more number of cards means more number of prospects. More number of prospects means more numbers of presentations. More number of presentations means more number of DDs for you and for the new distributor.

The “Noni Win A Holiday” Contest gives a good start for the new distributor of your team and creates momentum in your team. There is no better way to the business than running on the Noni Fast Track combining Noni curriculum for success. Involve yourself fully into the Fast Track activity. Go into massive action. Take on Noni challenge & Noni Star Programme to achieve true freedom in life.

Always remember to treat your business as a business.

Team up and plan for success

Apart from supporting a new distributor with a strong start in the Noni Fast Track, you need to integrate them into your team. You should help them to set goals and a plan to achieve their goals with your support and partnership. You should make them see their vision. Encouraging and recognise them. Give them basic information and instruction to follow the curriculum for success.

You should welcome them to the team. Make them feel that they are in the most successful group and the company. Introduce everyone at the meeting. Make the new distributor familiar with the leaders. Let them know that the team is a partner for their success. Give them necessary training on how to independently do the business. Make your new distributor feel that they are part of your team. Open an e-mail account for them, train them to receive and send e-mails. Train them to visit the site everyday. Empower and inspire each and everyone of the team to RUN on the Noni Fast Track.

Support your new distributor to follow the Noni Fast Track by using the “Noni Win A Holiday” contest. Do not leave them alone. Take them step by step holding their hands, form the success track. Keep it simple and make it duplicatable.

Goal Setting

Invite everyone to participate them in weekly meetings. Set income goals and corresponding sales goals to earn that income. Set also goals for the success track. Recognise and appreciate the distributor in weekly meetings as they move forward in their success track.

Success Track

Keep track of the following with each distributor.

- 1. 90 prospects list: make it grow regularly
- 2. 10 Retail customers: Find and maintain.
- 3. 3 Referring doctors: Find and maintain
- 4. Take on Noni challenge & monitor
- 5. Total monthly income Rs.5,000/-
- 6. Total monthly income Rs.10,000/- and more
- 7. Total monthly income Rs.15,000/- and more
- 8. Total monthly income Rs.20,000/- and more
- 9. Become Star Holder 1,2,3,4 or 5 in 12 months
- 10. Bronze Distributor (BD)
- 11. Silver distributor (SD)
- 12. Gold Distributor (GD)
- 13. Platinum Distributor (PD)
- 14. Ruby Distributor (RD)
- 15. Emerald distributor (ED)
- 16. Diamond Distributor (DD)
- 17. Double Diamond distributor (DDD)
- 18. Crown Diamond Distributor (CDD)

Activity and duplication: The Key to Success

These are the keys to phenomenal success to your business. Your activity should lead to either developing your sales team or your customer base. Increased activity will bring you increased income. It is that simple.

If you depend on your efforts alone your income will be limited for ever. Imagine having 50 or 100 in your sales team doing everyday what you do. For example: commit every distributor in your team to speak about Noni and handout atleast one holiday contest card everyday and follow-up with each contact. No one in your team will even run out of prospects. If you do this, your team activity will skyrocket. They Noni Fast Track way will show you how to build the business.

And in turn you will show your new distributors, how to set goals? Teach the system. Plan activity. Use the “Noni Win A Holiday” contest. Recognise achievements. Keep track of the activity in your team. You will enjoy the rewards of achieving your dreams.

Marketing Plan

Noni Family Business offers a proven and powerful marketing plan. Using similar plan, people have achieved great success in the world. This plan has created millionaires in the world. Now combining Noni, working with the Noni Family Business will bring you faster results to fulfill your dreams. Indians Noni will change your life. Share it with everyone to reap the benefits of the Noni Family Business compensation plan. The Noni Family Business plan is realistic, with no empty promises. The Noni Family Business compensation plan offers its distributors 2 types of income to achieve their goals.

1. Immediate Income (Retail Profit)

The distributor earns 17.5% on the investment as retail profit. This is called the immediate income. There is no limit to receiving this income. Every distributor is encouraged to find 10 retail customers and 3 referring doctors. Start doing it today.

2. Network Income (Commission)

The Noni Family Business compensation plan provides unlimited depth 2x matrix, income plan to all distributors. All personal purchase are accounted in the compensation plan.

Key aspects of the Noni Family Business compensation plan.

Power of “2X” Matrix

1. Proven system in 250 countries.
2. Has worked for over 30 years
3. Unlimited depth
4. Spillovers
5. Creates teamwork
6. Inbuilt motivation
7. Simple to understand
8. Simple to communicate and teach
9. Equal opportunity
10. Efforts fully compensated
11. No flushing of sales (paid fully)
12. Weekly payments – Modern System

Noni Star Club Programme - The Noni Challenge

To support the Noni Family Business distributors, retail the product with ease Noni Family Business offers the **Noni Star Club Programme and the Noni Challenge**. This ensures regular retailing of the product on a monthly basis creating a solid foundation for your future.

Appendix 1

Digital Marketing

Step 1 : Collect target e-mail id list

Step 2 : Send mail

Sample mail

Dear friend (or name)

How are you and your family. How are things happening there. Here things growing great and exciting.

Hey, when I said exciting, I mean one great news **“Noni Win A Holiday”** Contest a holiday for 2 persons, **“for 4 nights and 5 days in Goa”** Absolutely free to participate. No fees, No purchases, No slogan writing. **I mean absolutely free.**

‘Noni’ is nature’s **health enhancer** for people **“to stay healthy”**, manufactured and marketed by Health India Laboratories.

Is it not exciting to participate freely in the Holiday contest, just to write name and address on the card and mail it for participation.

So, I immediately thought about you to share this news. I want you to participate, why not?

Please mail your address to to send you the free entry card for the contest.

I request you to forward this mail to your friends and well wishers to whom you would wish to give this open free offer.

Let them have fun too.

Love you.

.....

Step 3 : Follow up to send “Noni Win A Holiday “ contest entry card.

Name

Address

Details

(Save the database)

Step 4 : Ask to forward this free offer e-mail to their e-mail ids.

Step 5 : Talk about Noni

Website www.indian-noni.net

Noni by google / yahoo search

Noni testimonials

Noni self-experience

Step 6 : Follow up and close the sale

Appendix 2

Noni Doctors Network

Noni- the plant Doctor – is now in the beautiful bottle in your hands.

Indian Noni – is a health drink, a liquid nutritional food for healthy mind and body. So, like medicines, Noni does not require prescription of any doctor. Like any other fruit juice people can take without any hesitation.

In spite of the fact that Noni is a Natural food supplement, there is still a need for doctor's recommendation for the general public.

As we all are aware of the wealth of research materials now available to establish the health powers of Noni- the fascinating nature's gift for the good health of humanity.

Prevention is better than fight

Noni as a food supplement corrects any imbalance of nutrition and establish good health of mind and body. Noni as a food supplement also helps to correct all types of disorders and ailments of human body at the cellular level.

The American physician and medical research scientist Dr. Scott Gerson, talks about Noni in one of his books as follows:

“From Heart disease to ordinary Skin infection, Cancer to common Cold, Asthma to Arthritis, the medicinal power of Noni addresses an endless list of ailments and disorders,”

Doctors around the world today recommend Noni food supplement for people's general health and well-being. Starting with the digestive system, Noni is commonly used for diarrhoea, nausea, intestinal gas, colitis, intestinal worms, and food poisoning. In the respiratory system, this wonderful health supplement is used for a dry and congestive cough, sore throat, laryngitis, bronchitis, and infant chest colds.

The most important cardiovascular use of Noni food supplement is in the treatment of arterial hypertension, or high blood pressure. It has also been used with success in a number of different inflammatory conditions most notably arthritis, mastitis, gout, and thyroiditis. It also possesses analgesic activity, and therefore is used for pain relief.

Perhaps one of the most common and best documented used of Noni food supplement is to address a variety of skin conditions including: wounds, ulcers, abscesses, cellulitis, boils, sores, ringworm, bruises, and scalp conditions. Another widely observed use of Noni food supplement is to control high fever from a wide variety of causes. In addition, there are reports from around the world of it being used in different types of tumours, broken bones, and variety of viral and bacterial infections.

This is not only long list, but also very diverse list.

Dr. Ralph Heinicke, a famous biochemist discovered that the Noni fruit has a molecule called **“Proxeronine”** which is a precursor to Xeronine. The human body requires lot of supply of this Xeronine, which plays a vital role in maintaining the structure and function of the fundamental unit “the Cell”. Noni is the most natural and predictable supplier of Proxeronine.

What the medical world understands today is that based on objective scientific evidence, Noni is the most nutritious drink ever discovered with full of minerals and vitamins.

Green Health is Good Health

Today doctors all over the world realise the severe limitations of synthetic chemical drugs. We see now the eagerness of the people to go for green – plant based – natural health solutions.

In that respect Noni gets the distinctive place in the world of green health, as one health supplement addressing an endless list of health conditions. Thanks to the wealth of medical data available freely on the internet including the www.nonihelpme.net, www.incc.org, www.indian-noni.net, etc., doctors around the world are today more confident and enthusiastic in recommending Noni for general health of all the members of a family.

Realise the power of your doctor's prescription

Please talk to you family doctor and every other doctor in your neighbourhood about Noni and start building your “Noni Doctor Network”. You shall very soon realise that your ‘Noni Doctors Network’ will become a “Treasure trove” for you.

How to build Noni Doctors Network?

Step 1 – Start with your family doctor.

Your family doctor will be the first and the best doctor to start with. Once he/she is made aware of the health benefits of Noni, he/she will become your best promoter or rather best distributor for your Noni sales organisation. Your doctor on realising the health benefits of Noni will certainly be interested to recommend to his/her patients.

By using Noni regularly in his/her medical practice and prescription, he/she is guaranteed of excellent results, respect and recognition. Besides the professional success your doctor will definitely appreciate the financial gains in being a Noni distributor. On every sale, the doctor gets not only 17.5% retail profit but also the sales commission as per the Noni Family Business plan.

Imagine a situation. Due to your doctor's daily prescription of Noni to atleast two or three visitors to his clinic, visualise the potential regular Noni business, in your downline.

Needless to say that the clinic of your doctor becomes the best place to keep the “Noni Win A Holiday” contest cards and Noni News which brings Noni in everyone's conversation.

Can there be a better way to start your business on Fast Track ?

Yes! Start with your family doctor and move to many other doctors.

Start Now!

Step 2 – Talk to every doctor in your Neighbourhood.

Get or create a list of doctors – general physicians, doctors of ayurvedic, siddha, homeopathic systems, or specialists in any field and meet them. Talk to them about Noni. Build your Network of doctors to boost you Noni sales. Every doctor is a gold mine. Hundreds of patients visit a doctor in his clinic or hospital. Build rapport and relationship. Support him in product delivery and customer service.

Take reference from every doctor (minimum of three) and keep expanding your “Noni Doctors Network” on a regular basis. Speak to a new doctor every day and speak to a new customer every day.

In the initial days you may not realise the power of your “Noni Doctors Network”. The pain of building your “Noni Doctors Network” is worth the pleasure of having an evergrowing and stable business structure. With a strong commitment build your Noni doctors Network for your permanent income and glorious future.

Step 3 – Serve your Customer and Doctor

Work in perfect co-ordination with your doctor. Keep sufficient stocks of Noni bottles. As soon as you receive the message from the doctor about his recommendation of Noni to a particular person/ patient promptly meet him with proper appointment and professional approach.

When you meet the person to whom the doctor has recommended Noni, approach him as a friend never sales man. Be friendly. Build relationship and rapport. Educate them on Noni. Strengthen the belief on Noni. Deliver Noni. Provide them all relevant details how to drink Noni and record the results on weekly basis.

Follow up and review with your customer on a regular basis. Provide feedback to the doctor. Be a good co-ordinator between the doctor and the customer. Maintain a high integrity by sharing and settling the business benefits with the doctor regularly. Your fair and open dealing will encourage the doctor to prescribe and strongly recommend. Noni and your service, to more and more customers. In this process not only every doctor becomes your powerful distributor they create a whole new lot of new customers and distributors for building your network. It is by your selfless and relentless service your “Noni Doctors Network” will grow and expand exponentially.

Never forget to update regularly your :

- a) Doctors list,
- b) Customers list and
- c) Distribution list.

Follow up holds the key for your success.

Step 4 – Be the CEO your own organisation

Start writing and working on all your lists said above. Start working professionally and systematically and build your organisation brick by brick. Realise every doctor is a VIP customer / distributor to you. Slow and steady wins the race. There is no need to be fast. Slowly and gradually build your network with healthy relationship, unshakable trust, impeccable integrity and very high reliability with each one in your team.

In your “Noni Doctors Network”

Every doctor – gets you sales !

Every doctor – gets you new customers !

Every doctor – gets you regular customers !

Every doctor – gets you new distributors !

Every doctor – gets you Noni challenge leaders !

No wonder every doctor is a Treasure trove for you !

Step 5 – Take the movement forward

With Noni, our slogan is “Healthy people, Healthy Nation”. Our commitment is to take Noni to every household in India. We meet this commitment by offering the world class “Indian Noni” exclusively manufactured in the state-of-the art production unit of the Health India Laboratories, under strict hygienic conditions with high class quality controls to make every Indian a healthy Indian.

It is our vision to create a Developed India, that is empowered and healthy. By taking Noni to the nook and corner of this nation, our dream becomes a reality. Noni is not a product, it is a Health Revolution for a Healthy India.

By your participation in this Noni Health revolution, you can be proud of your significant contribution to the health and progress of the future generations of our nation.

“Healthy people, Healthy Nation !

Let us take Noni to every home !

Let us create a Healthy India !”

Appendix 2A

Dear Doctor.....

Indeed, it gives me an immense pleasure to write to you about **Noni** – Nature’s amazing gift to humanity.

You being a leading doctor enjoying the respect and recognition in your profession and social circle, I felt that our “Indian Noni” should start from you.

Millions of people, the world over enjoy good health and well-being using Noni.

Let us know more about Noni !

For the past one decade people are well aware about the amazing effects of Noni as a food supplement-from Diabetes to Digestion, Cancer to Common Cold, Arthritis to Asthma, Heart disease to high Cholesterol, ordinary skin infection, an endless list of disorders are dealt effectively by Noni food supplement.

30 Universities and several thousand researchers fill up more that 19,00,000 + web pages about the health benefits of Noni.

Let us know more about Noni !

Noni is a cellular diet.

The medical world hails Noni for its rich source of “Proxeronine” which is a precursor for Xeronine, assists in enlarging the pores of the cells allowing better absorption of nutrients and medicines and supports protein metabolism.

Noni can be taken with other medications. Noni actually improves the efficacy of the medicine.

Let us know more about Noni !

Noni is a proven ‘Adaptogen’. Noni is ‘Alkaline’. Noni is an ‘Anti-Oxidant’. Noni is ‘Analgesic, Anti Inflammatory and Anti Allergic’. Noni has low ‘Glycemic Index’. Noni is a ‘Humectant’.

Let us know more about Noni !

Noni supports the immune system, circulatory system, tissues and cells, digestive system, metabolic system, skin and hair and so on.

The most nutritious drink ever discovered for mankind, is first time made available in India.

We request you to recommend Noni to your patients.

The Indian Noni – brought to you by the Health India Laboratories

To know more, please call / contact : _____

Yours sincerely,

Introducing

A Revolutionary Approach to Healthcare Management

Dear Doctor

Allow us to introduce Indian Noni, a Cellular Food Supplement to you. Noni Cellular Food is a New and Revolutionary Approach to effective Healthcare Management.

Noni is made from the fruit **Morinda citrifolia and it is not a medicine**. It is very popular in the west as a **Health Enhancer**. You will be surprised to find 19,00,000+ web links on the internet about Noni.

Noni's Health enhancing benefits have been researched in more than 30 Universities in the World. Researchers have isolated 150 + Nutraceuticals from Morinda citrifolia fruit.

Doctors in the west are recommending Noni juice as a health enhancer to their patients, to improve the efficacy of the medicines and their treatment.

Indian Noni enhances the effectiveness of your treatment of patients by its biological activity in the cells of human body. To be more specific, Researchers has found that Noni cleanses the toxin residues on the Cell walls and opens the cell wall pores for easy absorption of micro-nutrients from the food and medicines. It also facilitates better Cellular Communication.

Indian Noni, as cellular Health Food, helps Healthy Cells to stay Healthy cells and sick cells to become Healthy, Supported by **Indian Noni Research Foundation**, Indian Noni juice is processed with Pharma standards by Health India Laboratories, and affiliate member of **International Noni Communication Council**.

Enclosed materials will give you more details about the working and the benefits of Noni juice.

We request you to use Indian Noni personally to see its benefits.

We would appreciate you recommending Indian Noni to your patients.

Thanking You,
With regards,

.....

Appendix 3

Prospects List

Name :

Use this list as a database of potential customers

You may be continually adding names to this list.

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

NAME		PHONE
ADDRESS		
CITY	STATE	PIN

You are requested to duplicate this form as many as necessary.

Appendix 4

Prospects List Builder

Name :

Use this list to job your memory of people who would be interested in Noni.

Close friends, family and associates	People who know a lot of poeple	Professional acquaintances	Other acquaintances	
Father	Sports Instructor	Dentist	Landlord	Engineer
Mother	PTA President	Doctor	Armed Forces Friends	Agriculturist
Grandparents	Coach	Pharmacist	Carpool Partners	Fireman
Aunts/Uncles	Holistic Health Dr.	Veterinarian	Health Club	Fisherman
Nieces/Nephews	Tax Consultant	Accountant	Jeweller	Furniture Dealer
Cousins	Mailman	Lawyer	Landscaper	Mechanic
Room-mates	Courier Man	Architect	Photographer	Insurance Man
Neighbours	School Principal	Builder	Rotary/Lions Clubs	Salesman
Family Friends	Hair Stylist / Barber	MLAs / MPs	Jaycees/Round Table	Interior Decorator
Team-mates	Real Estate Agent	Repairman	Spouse's Boss	Judge
H.S./College Friends	Stockbroker	Volunteer Worker	Children's Teacher	Lab Technician
Old Boy/Girl Friends	Insurance Agent	Dry Cleaner	Entertainment Assoc.	Librarian
Play Friends	Banker	Secretary	Bank Tellers/Cashiers	Swimming Instructor
Work Associates	Travel Agent	Florist	Art Instructor	Students
Teachers/Professors	Positive Attitudes	Financial Planner	Mayor/Council Member	Music Teacher
People who are OR	People who Have :	Counselor	Contractor	Nurse
Entrepreneurs	Know a Lot of People	Plumber	Bus Driver	Security Guard
Looking for a Job	Have Great Ideas	Electrician	Caterer	Petrol Bunk
Recently Married	Like Talking	Painter	Dance Instructor	Political organisation
Very successful	Enjoy People	Carpenter	Dietician	Civic Organisations
Good Sales People		Computer Programmer	Business Card File	Greeting Card List
		Lift Operator	Business Phone List	Personal Phone List
		Editor		
		Physio Therapist		

You are requested to duplicate this form as many as necessary.

Appendix 8

Retail Customer File (Make it a full page)

Name :

Retail customers are a rich source of ongoing income and potential distributors.

CUSTOMER'S NAME	HOME PHONE
ADDRESS	BUSINESS PHONE
	MOBILE PHONE
REFERRED BY	
COMMENTS	

Product Profile (Make it a full page)

PURCHASE DATE	FOLLOW-UP ACTION & DATES	NEXT DELIVERY DUE DATE

Name:													
12 Months Noni Retail Customer Card													
NAME	Phone	1	2	3	4	5	6	7	8	9	10	11	12
1													
2													

(Make it for 10 customers)

Fill in the months in the 1 - 12 columns.

Appendix 9

Advertising Samples... To Win with Noni

1. Want to stay healthy always ?
Try Noni today, Contact :
2. Want to manage your health effectively ?
Try Noni. To know more :
3. For a simple, natural, cost-effective method of good health,
Contact:
4. Too much of stress at home / office ?
For a total stress-relief, Contact :
5. Health and Happiness is the Noni way.
To know more, contact :
6. Health Promoters Forum ! Participate & Be healthy.
Contact :
7. Brand new, herbal health drink is in town.
For early offer / information, contact :
8. Give your child a herbal health supplement.
Contact :
9. Success secrets in a bottle.
Find out more:
10. Good news ! At last the surest way to come out of the addictions !
Contact :
11. To improve your health & lifestyle
Contact:
12. Sip, sip, sip ! For better health !
Contact:

Appendix 10

Sample Classified Ads

Sample classified Ads

Here are some sample classified advertisement to get you started.

Dream Big.

You can achieve you widest dreams of unlimited income and lifestyle freedom with this incredible opportunity. All it takes is a single phone call. Call.....

Lifestyle Freedom.

Enjoy the lifestyle of your dreams with a remarkable new opportunity. If you are energetic, teachable and enjoy a challenge, you owe it to yourself to call for an appointment.

Call.....

Be Your Own Boss

Tired of working long hours to build someone else's business ? Invest in yourself and become your own boss ! We're looking for motivated individuals for a fast-growing business opportunity. Call.....

Are you Tried of Trading time for Money ?

Become your own boss ! Tremendous income opportunity. We'll show you how.

Call.....

Become Healthy, Wealthy and Wise.

If you are an enthusiastic individual looking for a great opportunity, call.....

Income Adventure.

We are searching for a few people who are interested in a real adventure with your latent talents to fetch unlimited income potential. If you think you have what it takes to make it big, call.....

Debt free !

Do you dream of being debt free an enjoying tremendous financial rewards ? If you have experience in sales, management or teaching and are looking for the perfect opportunity, you must call..... for an appointment.

Dissatisfied ?

We are currently seeking individuals with sales, management or teaching backgrounds or who have owned their own business. Must be capable of handling exceptionally large incomes. Call for an appointment.

Contact..... (Name) at..... (Phone number)

People Person

If you searching for an opportunity to help people and earn an exceptional income, you must call ! This appointment could change your life. Call.....

Area Leaders Wanted.

We're building a large organisation in your area, and we need motivated individuals to build momentum. Income opportunity is unlimited ! Call.....

Are you looking for a second income source ?

Do you want to earn some extra spending money each month ? Call.....

Looking for Leaders

I'm looking for a few good leaders to help me build a large volume-generating business. Unlimited income opportunity. This is free enterprise at its best ! Call.....

A Great Opportunity !

There has never been a better time than now to start your own business. I'm a distributor for a company that is expanding across the country. We need leaders in your area. Remember – timing is everything !

Call.....

Appendix 11

Tele Marketing Text

Good Morning /Afternoon/ Evening

My name is

I am calling from.....

Can I have 2 minutes of your time ?

Thank you very much.

Your name has been selected by Health India Laboratories which manufactures and markets Indian Noni, the world's best Health Enhancer.

I wish to offer you a free Entry to the “Noni Win A Holiday” contest for your family.

This offer is absolutely free !

Yes, absolutely free.

No purchase to be made.

No fees to be paid.

No slogan writing to be needed.

No strings attached whatsoever.

When you win in the draw, you can enjoy a 4 nights and 5 days Holiday in Goa for 2 persons with stay, food and sight seeing at free of cost.

Would you be interested ? (If Yes) Can I have your name, postal address (land mark), phone number and e-mail ID.

I shall bring you a free Entry Card within..... days.

Can you tell me the best time to contact you at your residence to hand over the “Noni Win A Holiday” Contest Entry Card.

(If No) would you like to offer this Holiday Contest to your friends and relatives. (get references)

Thank you for your precious time.

I Wish you a great life.

Bye Bye.

Appendix 12

How Noni can help you build your Noni Family Business?

Noni Marketability :

- ◆ **Wide appeal with a huge expanding market :**
Market something almost everyone needs or wants. Noni is for every one, everywhere !
- ◆ **Items not readily available in stores :**
If the only way people can get the product you are marketing is through you, you have a greater chance of being successful. Noni is marketed only through Noni Distributors.
- ◆ **Unique consumable product :**
If the product you select to market is unique and consumable, your buyers will need recorders on a regular basis, ensuring an even greater success. Noni is highly consumable. Retail it and make Ten Noni customers now.
- ◆ **Timing**
The product you choose to market needs to find its niche inside today's society. For example, it would not be very prosperous for you to begin marketing typewriter ribbons now. Because so many people use personal computers instead of typewriters. Noni has shown up just in time when the Health consciousness of our people is growing rapidly.
- ◆ **Emotional appeal:**
If the product you select to market has the ability to make a significant difference in your potential customer's life, often times you are "a winner" ! You will want to ask yourself if your product can improve their health, increase their income ? or enhance their lifestyle ? If you can answer, "yes" to one or more of these questions. This is definitely a worthwhile product. Noni has literally changed the lives of millions of people globally.
- ◆ **Intellectual appeal :**
Noni has been used for more than 2000 years. Studies have been made by researchers throughout the world with scientific evaluation successfully in more than 40 universities in over 6 countries. It has a rich source of Xeronine, an alkaloid needed by the body. Noni is the fastest growing Natural Health Enhancer- a cellular diet.
- ◆ **Available easily:**
Available readily through network of committed distributors all over India. No waiting time to receive the product. If a customer has to wait for the product the enthusiasm for using the product will diminish.
- ◆ **Easy to use :**
This is a simple concept and a very important one. Make sure your product is not confusing to use; keep it simple, fun and magical. Just sip and succeed – It is that simple with Noni.
- ◆ **Competitively priced :**
The product you choose to market needs to be not only affordable, but also priced better than what someone could sell it for.

With Noni, we have found a product that fulfils all of these needs.

You have stumbled upon a literal goldmine !

The opportunity to bring this unique exclusive product into various people's lives will help thousands achieve their dreams.

Enrich your life success System !

Build your Freedom Team Programme !



From (Distributor Name and Address)

.....

To

Noni Family Business

a Unit of Wellford Foundation Pvt. Ltd.
 55, Yashwantrao Chavan Marg,
 Worli/West Nagar Hotel Complex,
 Adyar, Chennai 600 026

Tel : 2483 4846, 8827 8202 Fax : 2483 2440

No. :

Distributor Order Form

Date :

Products	Unit Price A Rs.	Quantity B	Amount A x B Rs.
1. Indian Noni Gold Concentrate pack of 3 Bottles - 600 ml	2,500/-		
2. Indian Noni Gold Concentrate pack of 5 Bottles - 400 ml	2,500/-		
3. Business Tools Pack	1,450/-		
		Total	

Rupees.....

.....

Payment by Cash / D.D. No.

Bank

Date

Issued by

Distributor I.D. No.

Distributorship Application Form No.

Statement of Understanding

I recognize that Indian Noni, as for distribution in the market as a Food Supplement, I understand and agree that I will not market Indian Noni as a medicine and it may only be marketed as a Food Supplement with no medicinal claims. I shall not suggest, even, remedy or relief of any disease or disease symptoms.

I further understand that neither Health India Laboratories nor Wellford Foundation Pvt. Ltd., the manufacturers of Indian Noni, makes any claims of efficacy regarding the product and provide no marketing materials or information that makes any such claims. Though there may be books and other materials in the marketplace and on the internet that makes medicinal claims of Noni and Health India products, the Health India Laboratories and Wellford Foundation Pvt. Ltd. does not sell these materials or authorize any such claims.

All disputes are subject to Chennai jurisdiction.

I state that I have read and understood the Statement of Understanding given above.

Name_____
Distributor's Signature

Head Office : 55, West Main Road, Worli/West Nagar, Adyar, Chennai - 600 026.



From (Customer Name & Address)	To (Distributor Name & Address)

No. : **Customer Order Form** Date :

	Qty Nos	Rate Rs.	Amount Rs.
Indian Noni (Gold) 800 ml		999/-	
Indian Noni (Gold) 400 ml		499.50/-	

Remarks: _____

Paid by Cash/DD/..... date.....
 Pk.....
 Tel.....
 Date.....

<div style="border: 1px solid black; width: 150px; height: 20px; margin: 0 auto;"></div> Customer's Signature	Distributor's I.D. No.	Distributor's Signature
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	A Product of Health India Laboratories (A Unit of WebFund Foundation Pvt.Ltd)	85, First Main Road Gandhi Nagar Adyar, Chennai - 600 020 Tel : 2440 4937 / 2490 8781
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Be a Winner with Noni !

With Noni, you have something special – you have a product you can believe in and feel passionate about.

It's amazing to think that with this one produce alone, the lives of so many people have changed ! It was only six years ago that the world didn't even know what Noni was.

Noni isn't just about a designer bottle; it's about the health benefits and goodness of the liquid inside, about making a future for people and their families. If you believe in Noni, in what it has to offer, then people will see that belief because you will glow. When you share your experiences about Noni with others, your eyes will light up and your excitement will be contagious.

With this passion, your business will begin to grow... naturally. Friends and customers will be attracted by your enthusiasm and sincerity about the product, so don't be afraid to share your story and enthusiasm with others. **Your personal experience with Noni is your best selling point.**

Don't keep it a secret ! If you've had trouble opening up to people about Noni, remember that you are great and the produce is great... you already have everything you need – just share your own experiences. Noni doesn't need any more validation than that.

That life can be yours with the help of Noni – just believe in yourself and remember...it's what's inside that counts !

Don't settle for less than you deserve. “Go confidently in the direction of your dreams. Live the life you have imagined.”

“You must be in business for yourself... you'll never get rich working for someone else.”

-J. Paul Getty

Noni Marketing a process of turning a...

1. Suspect

A name and address that you “suspect” might be interested in purchasing the Indian NONI™ Product. **Your task : send or handover a Noni brochure.**

2. Prospect

Someone who has received the brochure and can now purchase product through you. **Your task : follow up after sending brochure.**

3. Customer

A person who’s become interested enough in the Indian Noni to purchase at retail value. **Your task : treat them like gold and make sure they’re comfortable with their new product. Don’t forget to thank them for ordering ! Make well being calls.**

4. Distributor

Someone interested enough in the Indian Noni to sign up as a distributor for the wholesale price discount. **Your task : be there for them and develop a relationship. We’re in the relationship business, so even if a new distributor is not interested in doing the business, he or she can be a regular user and provide you with names of other “suspects”.**

5. Advocate

A builder – someone who has signed up and is actively promoting the Indian Noni building his or her own Noni Family Business Teams. **Your task : learn to identify your builders from your buyers and give them the upline support they need to make their business- and yours – even better.**

These 5 steps process is key to success, and it also holds tremendous power for your business. As you work through the process, you’ll see the value of each step play out in your experiences – and you’ll want to fine-tune your actions to achieve even more amazing results !

Noni Family Business – A True Network marketing Business

Noni Family Business is a true Network Marketing Programme.

The distributors of the Noni Business use the product, they retail the product to their close friends and relatives making them as customers.

Any person who participates in the Noni Business can sell the products and make additional income for their family irrespective of people joining their team as distributors. Nobody who is willing to work will lose in The Noni Family Business provides a legitimate extraordinary product – Noni. Which is needed, wanted and loved by everyone.

A business without the customer base (with only distributors) is not a true network marketing business. There should be product movement for any business to function and to develop. Noni Family Business encourages every distributor to use the product, experience the power of the product, get the benefit of the product and share the benefits with people around them.

By joining the Noni Family Business programme you are starting your own independent home business without employees and overheads. You are getting an unlimited income opportunity where your efforts are fully rewarded. People who work more, they earn more. People who work less they earn less. People who don't work they don't earn too.

Noni programme is meant for serious people who want success in life through a legitimate proven business.

If anyone wants to achieve success the Noni Business is the answer.

Noni Business is not easy or quick money scheme but it is a simple, powerful business model.

Many people first they become the user/customer/consumer. Once they experience and discover the benefits of the produce they start recommending to their friends and relatives and when they start buying the products they become the distributors to benefit from the sales.

First a person becomes a user and then a distributor. This is the right way to build network marketing business.

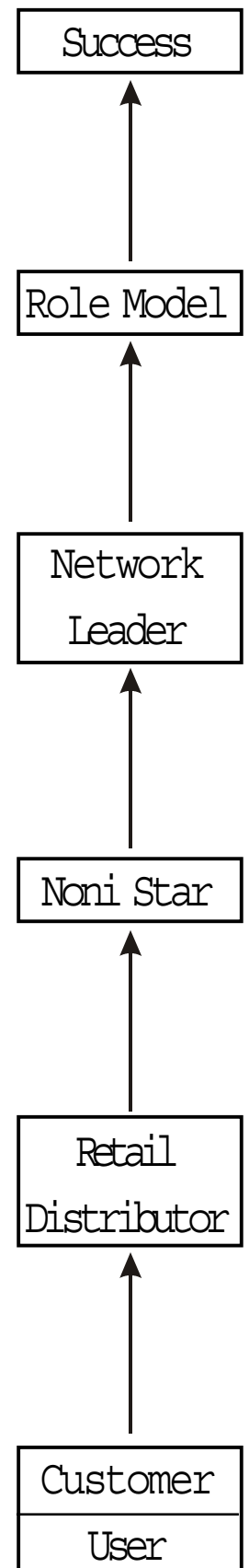
Offer this true network marketing business through right process of user – distributor – network leader to everyone around you.

The Noni business does not depend on recruitment but on marketing the product.

In Noni business people make money not by others losing money.

Your earning depends upon your ability to sell the products to others and network other distributors who will sell the products. Not on chances or luck.

The Noni Family Business is a legitimate network marketing programme.





Everyone

R U N

Retail Use Network



NONI[™]

Family Business

Tell
Your
Story !

Share
Your
Noni !!

