



“Noni Family Business
is not meant for
people who want
Something in life”.

It is for people
who want
Everything in life”.

It is for **WINNERS**.



Noni Family Business

Simple Secrets

of Building

Noni Family Business



Dear Noni Family Member

We are happy to present you this book of Simple Secrets to build your Noni Business.

You can use these simple secrets to build a large and extraordinary business organization.

Do know that your First **100 days** in the business are crucial and vital.

This is the period where you need to have 100% focus, 100% patience and practice 100% persistence.

Start your business only if you are ready to stay focussed and invest your time, money and energy as suggested in this booklet.

Wishing you great success

Noni Family



**reading this Booklet,
if you are not truly serious
about Building your
Noni Family Business**

Congratulations! On your choice and commitment to succeed.

We recommend you to read these pages with a deep understanding for the messages for you to use them in your daily Noni business and life.

Be willing to practice what you learn.

Get excited and get ready to launch your future.

As a beginner, first of all you must learn about the product and the basics of the Noni Business immediately on signing up or joining as a distributor. Start working as per the following systems.

1. 9 steps for success - Refer handbook page no. 3
2. Fast Track (RUN) system - Refer fast track manual.
3. Retail business Training (RBT) - Refer RBT book
4. Basic Business Training (BBT) - Refer BBT book

Your First 30 Days (1st month):

“PREPARE”

Your Noni Business starts with you using Noni rightly and regularly.

What is rightly?

1. Shake well before use. Dilute Indian Noni with water at least 10 times. Always drink Noni on an empty stomach 30 minutes before food.
2. Drink lots of good and clean water throughout the day.
3. Hold it in the mouth for 30 seconds before you swallow.

What is Regularly?

Commit to drink Noni for minimum six months to start with.

Take Noni 2 times daily before breakfast and before dinner, if you are not able to drink Noni before dinner then take it 2 ½ hours after dinner but never skip any dose, as per direction for drinking suggested in the Noni booklets. Keep observing for the positive changes happening in your body and record them.

Your NONI story ?

Prepare your 3-minute Noni story based on your own real experience. Keep watching for more and more positive changes happening in your body. Create a passion for Noni in you. Passion will generate action. This would take approximately 30 days.

In the meantime study and master yourself all about Noni and its health enhancing benefits by reading the following books and testimonials.

1. The future fruit
2. Natures amazing health food- Noni
3. Cancer & Noni
4. Fruit of strange beauty and strong spirit.
5. Testinonial book
6. A hand book of Noni business builders
7. Give at least one complete reading to your Noni Business tool pack.

Be regular and vigorous in your daily reading and study, take Notes of important points in your own personal Noni journal. Prepare a personal Noni journal of your own. You are now ready for the Noni Business. This will take approximately 30 days.

Remember the first 4 steps of the **9 steps for Success** and start first four of them this month and start practicing

Proper preparation is a must and it will make a big difference in building your Noni Business.

We recommend - do not start the Noni Business if you are not prepared yourself for the Noni Business.

These are the activities for your First 30 days of your Noni Business.

Your Next 30 Days (2nd month) :

“PRACTICE”

Now, you start telling your story. Your job is to speak, speak, speak, speak and speak. You only tell your story and nothing else.

Do not worry about people's responses but watch their responses, do not push or convince anybody to buy. Keep telling your story to as many people as possible.

The more you tell your story the master you become in telling your story. Noni sells through your powerful speaking, so practice telling your story to everyone around you. Remember do not be concerned about the results. Practice brings perfection.

You should have shared your story to at least one hundred people by this time. Remember the saying slow and steady wins the race.

This is the period of practice. Give 30 days time for your practice stage of your Noni Business.

Your Next 30 days (3rd Month):

“PROMOTE”

Now you are ready to take off in your Noni Family Business. By the beginning of 3rd month of your Noni Business you should be ready with at least 90 names on your **RBT** name list. Format - **Follow Retail Business Training - RBT system.**

Now set your goals to build at least 30 personal customers by the end of this month. If you shared your story to 100 people during second month then building 30 personal customers will be easy for you.

Now start telling your story to the persons in your name list with the clear intention of making them your personal customer. Tell your latest story, keep improving your story as you continue to use Noni personally. Serve the customer as guided in the **RBT** (Page No.- 13 & 14). Make regular service, well-being calls and create a strong relationship with them.

Do not ask them for the feedback till they complete their 1st bottle. Ensure their 2nd bottle is with them before they complete their 1st bottle. Get a commitment from your Noni customer to use Noni for at least 6 months.

Do not start Noni for people who are not willing to commit for 6 months. Firmly take away the opportunity of using Noni from them.

Do not get attached to people becoming your personal customers. Keep sowing the seeds and allow the seeds to germinate. Follow the law of Nature of sowing, nurturing, growing, flowering, fruiting and harvesting.

Do not skip the steps of Nature. Have patience. Come from the attitude of serving and offering.

Do not force or convince anybody, help them to choose Noni for themselves for their benefit and not for your benefit.

As you supply them the 2nd bottle, start asking for their feedback and offer them the opportunity of buying Noni at a wholesale price.

You should enroll yourself as a 5 STAR into the STAR CHALLENGER CLUB and become a volunteer of NONI HEALTH SERVICES (NHS)

Your Next 30 days (4th Month):

“PARTICIPATE”

Start converting your willing personal customer into Noni distributors.

Do not be in a hurry to convert them into distributor. Show them the Noni Business plan and allow them to choose the Noni Business for their benefit (not for your benefit). Please understand that you are giving them an opportunity for good health and true wealth. (When you are inviting/sponsoring, you are not selling.... when you are sponsoring you are offering or sharing an opportunity that may be the most positive, worthwhile “chance at Life” your customer has ever known. **(Read and follow page 11 of Basic Business Training – BBT book).**)

Now teach them the 4 P's (prepare, practice, promote, participate) of the Noni Business and duplicate what you did. Start participating in your team building activity.

Focus on building your team by teaching/coaching your new distributors.

Do remember you earn profits from retailing and earn network sales commission by teaching and team building. By teaching more and more people you start

building your team, while following the 9 steps for your success. You should always focus on your new distributors success, making them successful brings you success.

Follow the BBT.

Identify ambitious distributors who are willing to work and spend your time in teaching them to build their Noni Business. Remember, it is important that you **do not** build their Noni Business but you teach them to build their Noni Business.

Now you start focussing on building a strong and proper structure for your sales organization. It is important to build a profitable structure for your Noni Business by proper balancing. You should take responsibility for generating your income while you serve your team members to build their Noni Business.

How to build a profitable sales organization?

First, You create **2 direct personal sponsorship sales and Qualify** for the team sales commission.

Then you choose one of your teams either 1st team or 2nd team to be your **power team**, which shall have a faster momentum in terms of sales and leadership.

When one team is your power team, the other team is your **earning team**.

Personally sponsor minimum **3 active and ambitious** distributors in your power team and support them actively by your personal daily guidance through teaching the system and make them independent so that they don't need your support anymore.

At the same time do not forget about the sales you made in the other team (for qualifying) i.e. earning team. Initially your time investment should be **80%** on your **power team** and **20%** on your **earning team**.

Once you set your power team stable and independent with the weekly sales & team growth, you start building your earning team. Now you start investing **80%** of your time in the **earning team** and **20%** on the **power team**.

Make all your distributors in your power team and earning team to build their individual power teams by following the above. This means every distributor/member of your team has to personally sponsor 3 active and ambitious distributors in their power team.

Start teaching the same procedure to the distributors in your earning team and support them to win in Noni Business and you will see significant income start flowing.

Never allow your power team to become your earning team. Keep a strict watch.

You should sponsor **12-15 active distributors** in the 4th and 5th month of your Noni Business and balance your team properly to see considerable sales result happening in your team.

You should follow the system 100% so as to make other distributors to follow you and duplicate you.

Once you get the momentum you will have more leadership started in your sales organization and you could build a very strong and large sales organization.

How to get these 12-15 active distributors?

You can trust on the law of average, which works universally. You need to talk to at least 100-120 people to get these Stars (**active distributors**).

You never know when they are going to be sponsored into your team. So you have to be honestly and patiently keep sharing this opportunity to this many people till you find these stars.

Keep sowing the seeds.

Don't stop sowing the seeds.

Do's, Don'ts & Tips to Build Your Noni Business

Points of Caution! Points of Value! Points to take Care!

Please follow these important ground rules of this Noni Business.

BUSINESS

1. You do not sell the Noni bottles of your new distributor to your customers but teach them to sell to their friends and relatives.
2. Do not sponsor your personal friends and customers under your new distributor for them to qualify. Support them to qualify themselves.
3. Help your new distributor to sponsor their customer as new distributors and not your customers. Many distributors tend to commit the above mistakes with a very good intention but this guarantees the failure. As because this wrong system gets duplicated blocking the way of your progress.

This breeds no action and laziness into your team and makes your distributor powerless and

dependent. Your commitment is to empower them (discover their power) and make them independent.

4. Sponsor personally more and teach every one to sponsor personally more, understand there is no limit to the number of people you can sponsor.
5. Do not stop personal sponsoring with only 2 sales.
6. Please understand you are paid to teach people in Network marketing and your job is to teach and learn to teach others to teach.
7. Do not go door-to-door; only work with your circle of friends and relatives and their circle of friends and relatives.
8. Focus on local area Noni Business before you launch outstation Noni Business.
9. Focus on one on one and home meetings for Noni presentation.
10. Avoid conducting big network Noni Business seminars (you can conduct noni awareness seminars).
11. Do not participate in any exhibition, melas, and public meetings.
12. Do not distribute mass handouts, leaflets and do not advertise in mass media.

Noni products sells only through sharing the power of the product, by sharing your personal experiences and proper product education and personal trust.

13. Do not sponsor people who are not Noni users – follow the process of - user becoming distributor, distributor becoming Network leader.
14. Always always remember **retailing is the foundation**, so focus on retailing.
15. Read the Noni news and empower magazine everyday.
16. Visit all our company's websites and study the materials and information therein.

Visit-
 1. www.nonifamily.net
 2. www.indian-noni.net
 3. www.inrf.org
 4. www.testimonials.net
 5. www.noniasociation.net
 6. www.incc.org
 7. www.incc-inrf.org
 8. www.coin-inrf.org
 9. www.tcl-inrf.org
 10. www.empowerindia.net
17. See the latest news and announcements in the **nonifamily.net** website and update yourself with company's latest developments and teach the same to your team.

18. If you are doing the Noni Business in the partnership firm /company's name, you must fill the Noni Business addendum form and enclose the partnership deed.
19. Do not take second distributorship under different line of Sponsorship.
20. Do not sell Noni below MRP, report to the company in case anybody is selling. By selling Noni below MRP you are blocking your growth for your team members in your Noni family and growth for you. You are also devaluing your own Noni Business product. Duplication of this activity in your team is suicidal for you and for everyone.
21. Don't sell Noni in installments. No credit sale please.
22. Learn about your company, its research activities, mass cultivation programme , analysis, certifications and share with your Noni family team.
23. If you are looking for a big Noni Business, then you start a Distributor Stock Point (DSP) and encourage as many people as possible to start DSPs. Do not restrict number of DSP's in your town. Remember more DSP's around you means more team sales turnover means more sales turnover means more network commission earning for you.
24. Always have stock of products and tools with you.

25. Read the suggested Books by Noni family -Refer Handbook for Noni business builders (Page No. 53).
26. Learn the Art of prospecting, contacting and inviting (Refer Noni business builder Handbook Page No. 29-34).
27. Do not try to convince anyone. Offer them the opportunity of Good health and True wealth.
You only sort and select the right type of people for your Noni Business.
28. Do not underestimate customer follow-ups and well-being calls.
The fortune lies in the follow-ups. Always ask for references.
29. Do not treat or talk about Noni Family Business as a Money Scheme or Concept. Noni Family Business is a legal and ethical retail Marketing Programme.
30. Do not talk of Getting, Catching, or Canvassing people.
Noni Family Business is a Retail Marketing Programme and Commissions are paid only for the sales happening in the team.
31. Do not project Noni Family Business as an easy and casual Noni Business.

Noni Family Business is a business for those who are willing to work sincerely and succeed.

32. Do not promise automatic income.
Your earning is based on your team's and your sales volume.
33. Do not exaggerate the income potential by empty promises.
Speak the facts straight, it is your work and dedication that earns your income.
Do not attract people by showing your earning cheques.
34. Fill up the customer delivery memo and declaration form available in the pack and get it signed from the customer and keep the same safe in your life for the future reference, teach everyone to follow this style.
35. Commit yourself to do Noni Family Business for minimum 3 – 5 years to achieve total financial health. Do not quit till you achieve success.

PRODUCT :

36. You Commit to drink Noni and get commitment to drink Noni from your customers for 6 months.
37. Keep Noni in the mouth for 30 seconds before you swallow.

38. Do not sell in shops, pharmacies and public places.
39. Do not push or force Noni.
Offer information about Noni to their problems. Allow them to choose Noni.
40. Do not promise or guarantee Cure, Remedy or Prevention.
There is no guarantee for anything in life.
41. Do not repack or sale Indian Noni in loose, always sale a sealed bottle.
42. Check the seal to be intact on the cap and neck with the hologram.
43. Check the date of manufacturing and date of expiry before opening.
44. Do no keep the bottle open.
45. Do not represent Noni as a medicine.
46. Keep the bottle tightly closed.
47. Words to be avoided in Noni conversation and communication
1. Magic 2. Wonder 3. Miracle
48. Do not sip Noni directly from the bottle.
49. Use measuring cup.

50. Do not use Noni Bottle cap for measuring.
51. Do not allow Noni to flow outside the bottle.
52. Do not pour back Noni into the Noni bottle from the spoon, measuring cup or drinking cup.
53. Refrigerate after opening.
54. Check for inkjet printing of Batch Nos., Mfg date etc. to ensure authenticity or originality.

TEAM :

55. Do not focus on your uplines/ sponsors and their earning. Focus on your team members and their earning.
56. Never complain and criticize anything and on anybody.
57. Always edify your upline /sponsorer and speak good about them, as you got this life time opportunity because of them.
58. Shower love on your prospects and team member.
59. Read power tools and purchase tools regularly every month.
60. Follow the 9 steps for success to guarantee success.
61. Follow 5 star system religiously so that your team members will duplicate you.

62. Create a vision - visualize future (refer the website link of creating vision on our website www.nonifamily.net.)
63. Build your Dreams – write down your dream.
64. Set your Goals-6 months, 3 years, 5 years (Break your dreams into your goals).
65. You visit and spend 30 minute time on Noni Family websites everyday and similarly teach your team members to spend time on our website.
66. Support them to break the fear about the computer.
67. Learn and teach e-mailing and Internet browsing.
68. Read and Follow the Noni business builder Handbook for your success.
69. Participate in the 5 star workshops.
70. Always smile and make others to smile with your smile.
71. Appreciate your team members genuinely everyday.
72. Come from service when you deal with customers.
73. Come from contribution when you deal with your team members.

74. Print and maintain your personal accounts voucher.
75. Maintain account book of your income and expenses.
76. Have a **Noni Business Table/Noni Business Corner** in your house and keep all your Noni related things there .
77. Do not pay for others to become distributors.
78. Do not give financial help to your team members.
79. Do not buy and promise mobile phones, cameras, video etc. for your Noni Family member.
80. Support them with tools; spend your time and energy.
81. Do not look for short term and immediate benefit; look for long and ever lasting Noni Business.
82. Conduct weekly team meetings for serious active committed distributors, enroll them into 5 star and Noni Health Services (NHS).
83. Respect each and every team member in your Noni family.
84. Do not be a boss, be a partner in their success.
85. Look for the positive attitudes.

86. Call daily and be in communication & relationship with your active distributors.
87. Be clear in your money transactions with your team members .Do not collect money from other team members for purchase of product. Make them purchase directly from the DSPs or from the Company.
88. Do not play with anybody's money and ego.
89. Give respect and importance to the lady members in your team.
90. Do not focus on you.
Focus on your team.
91. Do not be focused on your income alone.
Be focused on your Team members income.
92. Do not work on your personal goal only, work on your teams' common goal also.
93. Do not approach as a Sales Man, approach as a Friend.
94. Do not focus only on Building Noni Business.
Be focused on Building Friendship and Relationship too.
95. Do not treat your team member as a third person.
He is an integral part of your Noni family and your success.

96. Do not think and behave as an upline leader;
All are equal. Try to serve by being one step down.
97. Do not make your team dependent on you.
Make your team dependent on “**Noni Family Success System**”.
98. Do not create your own “system”.
Simply follow the Noni Family Success System.
99. Do not refer as ‘Down Line’.
Always refer and respect as “My team members or Noni Family”.
100. Do not be selfish (sell-fish). Always be selfless.
101. Do not be dependent on your upline
Always be independent.
102. Do not Criticize, Condemn or Complain.
Always compliment, care and counsel.
103. Do not be desperate about sales and attached to results
Be choosy and selective about your success team members.
104. Do not be desperate to take anybody into your team.
Qualify at every level to build your success team.
Learn to disqualify and qualify.

105. Do not prejudge people.
Most times, whom you thought “Won’t; will excel.
106. Do not prospect down.
Always prospect and sponsor one level up (persons who are better than you)
107. Do not get bothered about a “No”.
It is a learning process and an opportunity to get referrals.
108. Do not depend on anybody for anything.
Be self reliant, it is upto you to make yourself successful.
109. Do not allow New Distributors to start Noni Business till they are sufficiently trained.
110. Do not go into management mode.
Be in empowering mode.
111. Do not speak only the Noni Business opportunity; speak about the Opportunity for personal growth, to help others and the core Message of **Empowering India Movement** – Bringing quality in people Life.
112. Do not depend on your upline leader/sponsorer, you be an independent leader, leading your team to success.

113. Go and participate in success workshops and other programmes offered by the Noni Family and by your team leader.
114. Be always better than your best.
115. You get No's and learn from No's to get YES.
- 116. Always mention your ID number and Noni user name while sending email to the Office.**
117. Always mention the following sentences after your name at the bottom of all your e-mails.
Drink Noni! Stay Healthy! Celebrate living!
118. Always mention your name when you send SMS message.
119. Use tools like email and SMS messaging systems effectively to build your team and empower your team.
120. Always balance your personal work and the team work of the Noni Business, remember teamwork without your personal sales and sponsoring will not create results.
121. Always be a learner and always learn to teach others.
122. Learn to disqualify your team members from your team who are not willing to learn and work in the Noni Business. Do not waste your time and energy on them.

123. Do not build your team members Noni business. Teach them to build their Noni Business.
124. Learn to handle the considerations (questions, queries and objections) of your distributors and customers effectively.
125. Pick up testimonials and reference from your customers to build your Noni star challengers programme and NHS Programme.
126. Be a good listener. Listen to others till they complete, before you start replying or speaking.
127. Stay focussed on your Noni Business till you get success. Do not dilute your energy and focus by doing other network programmes, simultaneously if you wish to do any other network programme we recommend that you quit Noni Family Business.
128. Invest minimum 2 hours everyday for the Noni business if you are a part timer.
129. Write down and learn one idea per day from your daily reading and start practicing living (Specially from Empower magazines). This would help you to live a quality life. (Commit to do 1000 days in Noni Business – 1000 points for life from your daily reading and make 1000 people succeed in their life.
130. Work with focused intensity.

131. If you do today what others don't do, you can do tomorrow what others can't do.
132. No one can pull you down in your Noni Business except you.
133. First Do your work and then look for team support (Retailing and sponsoring)
134. Never ever avoid the last 3 steps of the 9 steps for success. This is your winning edge.
135. Conduct Regular Trainings and get together for your team.
136. Follow the system – following 100% system brings results; following **99%** bring **no result**.
137. Be cool all the time and speak with love and compassion with your team members for whatever whatever happens around you. Do not lose your temper.
138. Make yourself available on time and be punctual.
139. Uphold the values of Empower India Movement and company's high standards.
140. Always listen to your customer, to your distributor, to your team member and to your leader.
141. Always make yourself available on the mobile phone for your team member.

142. Talk less, ask questions, make others to speak more and be a good listener.
143. Do not miss represent or miss guide anyone about the product or Noni Business. Always listen and find out the customers need and focus on customer benefits and interests, more than your benefits and interests.
144. Be Interested (in others) and Not interesting (to others).
145. Build up your Money muscles with Noni Business.
146. Save yourself from financial ruin. Take the road to financial peace with Noni Business.
147. Do you want to sleep like a baby - Sound and peaceful? - Do Noni Family Business
148. We request you to share these message with your team and also empower them to visit our website to read and take printout.

Do Noni Business with focussed intensity.

Focussed intensity is Life-or-Death intensity!

Please realise there is no other Business that matches this Amazing Noni Family Business can do for you.

Success is now in your hands to choose and to march towards your financial freedom.

Notes

So commit to do what it takes! come what may!

Go Noni... Go Flying... Go Great...

This is the Beginning...