

Hello Friends

It's time I write to you all and try to explain what I know about what's happening with this new ACT company that has joined the Youngevity family. Much of what I say- you probably have already heard, so just focus on the new stuff for you. I will try to organize the info by topic. Much of this info came from an email Bob Bell sent out as well. Please take from this material and send it out to your groups and leaders and ask them to do the same. If nothing else, read the very end of this email which includes the summary and invitation to ACT now!

#### **PRODUCT-**

The product is called A.C.T. I believe it stands for advanced cellular technology, but they don't talk about that much. Basically it is a "feel good" energy drink that is much healthier than what's available in the marketplace. It comes in a powder form in convenient single sachets and in a canister with a scoop. It is also available lightly carbonated in a can. The look and feel to the packaging is similar to Red Bull. The product does produce energy and overall well being and when used for a few days a person definitely notices when they don't have it. The taste is rather fruity. It is a blend of fruits and herbs with the main constituent being guarana. It also contains some decaffeinated green tea. Dr Wallach does not recommend drinking the canned drink during meals or when taking supplements as the carbonation might decrease absorption of nutrients. The product is sweetened by stevia and is therefore very low in sugar. There are no added chemical stimulants.

#### **COMPANY-**

The company name is M2C Global. They have been in business for almost 2 years and have been experiencing incredible growth. Their growth required them to look for a partner company who had the infrastructure to carry them. They needed a new computer program, website, \$ for can production, warehouse, staff, etc. Youngevity was perfectly prepared for such an opportunity. M2C Global is heavily marketed as a fast growing and exciting business opportunity with a strong product loyalty.

#### **MARKET-**

I've been speaking for years now about the growth of the energy drink market. It is undoubtedly the fastest product segment within the beverage industry. It is very competitive, extremely hip. It attracts a young demographic from teenagers to young adults to baby boomers. Many people you encounter will already be buying energy drinks and paying a lot more for them.

Both the "on-the-go" pouches as well as the cans are very sampleable and highly consumable. People have no problem going through many cans a week just for their own consumption. Put it in the fridge, and watch how fast it goes.

They are also presenting the cans to the traditional beverage distribution Channels as well. Distributors are contacting convenience stores, restaurants, vending companies, bars, etc. The cans can be ordered in bulk and the price is brought way down to produce a very lucrative traditional retailing opportunity as well.

#### **COMPENSATION-**

The compensation plan is called a binary plan. This is quite different from the unilevel we are used to in Youngevity. You will need to attend the company webinars to become familiar and knowledgeable on the plan. To enroll in the webinars: goto [www.drinkact.com](http://www.drinkact.com). On the left side I a register for webinars link. Click there and enter your name and email and you will be sent an email. These are well run and very informative! You call into the conference call to listen and log in on the web at the same time so you can both see and hear.

First, understand that everyone is limited to two people on their front line. After that, all enrollees will be under one of those two legs as they are called. In a binary there is little concern which level a person is on, but rather which leg, and what amount of volume does the leg have cumulatively? It is always the case that one leg is substantially larger in volume than the other. Commissions are paid on the volume amount in your weaker leg. ACT's plan pays about double on that volume as is customary for unilevels. There are also some very lucrative leadership matching bonuses as well as loyalty points to earn etc. Again, you will need to invest some time in the webinars to learn and understand it.

Binaries are traditionally some of the fastest growing and recruiting plans in the industry. They also have a reputation of being with companies that don't last very long. Often this is a result of a company not having the capital and infrastructure to support the massive growth the company is experiencing. With M2C now part of Youngevity, those concerns are gone. We have an opportunity to market a new concept and fast growing program with the backbone of an 11 year old success story. It really doesn't get much better than that!

#### **SYSTEM-**

This truly is the from home homebased business that any one can do and can be wildly successful. Based on the same idea as google, myspace, and amazon. There is no cost to join. So, the only time you pay is if you buy product. Also, as a member you are given a free website and access to the back office services. Because of the free offer, the materials etc are all produced digitally. Orders, enrollments, marketing, marketing literature, training, etc are mostly web based. The system is very easy to follow and train. 1st step is to sample the ACT product to someone in exchange for a chance to follow up and tell them more about it. Then, follow up and plug them into the 15 minute company conference call. It is really that simple. Anyone can do it. These company calls happen on Monday and Wednesday evenings at 5pm Pacific Time and then at 12 noon Pacific time on Saturday. The numbers to call are:

646 519 5800  
PIN. 1520#

The calls are high paced, informative, and very convincing. You and your contacts need to be on these calls.

The challenge was issued by Sandy Elsberg and I personally accept the challenge to sample 300 people in my first 30 days- that's 10 per day. If you do this and follow up with the website and conference calls, you will have found yourself the 3 key ones you will need.

#### **QUALIFICATION-**

This will depend a bit on your organization, but let me tell you the basics to get started. Commissions are calculated weekly, so if you don't want to miss out on any commissions it is imperative that you are qualified by the end of the 2nd week in November before they issue the first commission run for the Youngevity groups. My personal recommendation is to go Bronze asap. You make 2X as much money for the same amount of work. Bronze will require a one time purchase of 240bv and then a monthly order of 40bv thereafter as well as atleast one active member in each of your legs. After that, you can decide whether to strive to be Silver, Gold, or Platinum.

The package I recommend is 360 cans for \$575 plus shipping which is exactly 240bv. Then you have the cans for you to sample 300 people as well as cans for your own consumption. After that, it is 40bv monthly.

Sample- follow up- conf call- website enrollment!

That's the system. Don't become a product expert. It will slow you down. Be a marketer, not a scientist. Always use the product sample and conference call in your recruiting efforts as they will tie the person into the deal right away.

Here are some things from Bob Bell:

1. Everyone whom you "ENROLLED" in Youngevity will be in your ACT business' downline.
2. ACT has a "binary" (only two legs) organization/pay plan. When ACT is formally announced, you will be able to see your ACT downline on your home office.
3. Your downline will be organized BY THE DATE of the associates' Enrollment in Youngevity. Your ACT checks will be based on your entire downline's purchases, and your commissions will NOT BE BASED on an associate's position in your downline, but by volume. You will be paid on someone's volume even if that person is at your 15th level.
4. ACT will pay weekly.....and you have to qualify once a month...at a low BV. As soon as I can develop an instruction sheet and a business plan, Judy and I will mail it to you. As I see it, a "binary" pay plan gets you more money, sooner, and more often.

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We see ACT as a great financial opportunity. Judy describes YOUNGEVITY as a company with products that can change the health of the world.

I describe the ACT energy drink as "a taste good, feel good, product" that will have a huge potential market among all demographics of people.

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Consider this: Dr. Wallach is "GIVING" you a second business at no cost to you. Your Youngevity downline (the one's that you "ENROLLED") will be your ACT downline.....so you start out your new, free, business.....with a downline in place.

There will be several opportunities to learn about ACT with "webinars" where you listen on your telephone, and watch your computer screen as the product, the compensation plan, and the marketing plan are explained. You will be able to email questions to the host while the "webinar" is being conducted. This has the possibility to double your present business.

Judy and I are "splitting" our responsibilities. She will focus on running our Youngevity Nutritional business (with a little help from me).....while I develop the ACT business. My first goal will be to recruit young people who want to have an income source from selling a new dynamic energy drink.

There's information on the www by going to [drinkACTnow.com](http://drinkACTnow.com), or [drinkACT.com](http://drinkACT.com)

Check it out.....

Thanks

Please email me with any questions you might have!

Todd Smith