

# GETTING STARTED MANUAL

YOUR FIRST 30 DAYS



Organic & Natural Enterprise Group Pty Ltd

# Welcome to ONE Group

## Welcome to ONE Group.

**Congratulations for choosing an opportunity that supports health and the environment.**

**An opportunity that encourages, indeed, often depends on personal development and the ability to build meaningful and honest relationships.**

**It is an opportunity that is extremely rewarding and potentially life changing.**

Today the ONE Group story involves thousands of people in many countries. Like many stories it began simply – with three individuals discovering a shared passion and dream.

Alf Orpen has been involved internationally in the organic and health industry for over twenty years. His experience in organic certification had exposed him to a huge array of products and initiatives. His interest was captured when sampling a natural range of products at an expo.

From the texture, the smell and the ingredients Alf knew that he had found something quite unique. It was not long before he made contact with the products creator Narelle Chenery. Narelle had not only created quality and effective products but had accomplished what many thought impossible – a system of emulsifying and preserving products without synthetic chemicals.

The combination of Narelle's breakthrough and Alf's expertise allowed the products to go to the next level. Together they embarked on the exhaustive process of obtaining organic certification for the range. The process took more than three years and led to Miessence becoming the first certified organic skin care - to food grade standards - and organic cosmetic range in the world.

The final piece of this puzzle came in the form of John Hunter. With over two decades of experience in network marketing, John's vast knowledge combined with Alf's experience in traditional retail, led to the development of ONE Group's unique business model... the Multi Channel Enterprise.

The model has a foundation of network marketing with the addition of Home shopping, retail, e-commerce, and Fundraising. This unique combination makes the ONE Group model truly multi channel.

## The ONE Group Vision

ONE Group has been consciously built on the integrity and values of its three Directors. Our goals can be summarised as follows:

- to provide products of the highest possible quality that are healthy, beneficial and unrivalled in their purity
- to educate and inform people about the impact of toxins on our environment and ecologically sustainable alternatives
- to practice and encourage ethical business practices that reward and make a positive impact on ONE Group Representatives, Customers, Employees and their Families

## Where will you take it?

**That is the story so far... the question is: where will you take it and where will you allow it to take you? You can use this opportunity to take responsibility and create the life that you want. It will be challenging, but it is definitely within your grasp.**

# Your getting started "To Do" list

So you have begun your journey with ONE Group.

You have gone to the ONE Group website of your Sponsor (eg. [www.sponsorname.mionegroup.com](http://www.sponsorname.mionegroup.com)) and clicked on "join now". Then you followed the prompts and chose a username that is simple, easy to spell and lower case – remember your username because it will become part of your own ONE Group website address ([www.yourusername.mionegroup.com](http://www.yourusername.mionegroup.com)).

Now what? We suggest that you follow this check list to make the most of your first 30 days...

## Explore and use your ONE Group Websites

Get to know your ONE Group site at [www.mionegroup.com](http://www.mionegroup.com). There is a lot of great information in the public section of the site – try choosing options under 'education', 'resources' or 'about us'.

In addition, as a Representative you have access to a '*members' section*'. Log in by clicking on the 'login' option at the top right and follow the prompts. Explore the resources there – download the numerous training and marketing tools on products, Compensation Plan, plus the different forms. Familiarise yourself with management tools from Genealogy to Bonuses.

Finally be aware and begin to publicise your two self duplicating websites:

**[www.yourusername.mionegroup.com](http://www.yourusername.mionegroup.com)** – your innovative e-commerce site which you can give to anyone who is interested in ordering products or signing up as a Representative

**[www.mienterprize.com/?yourusername](http://www.mienterprize.com/?yourusername)** – which is a five minute audio presentation about the business opportunity associated with our range

Remember that your username is case sensitive and should be in lowercase. If someone orders/ joins/ inquires/ registers via your websites they will immediately be registered "under" you and you will be sent an automated email notification.

## Schedule your Orientation Meeting

Book a time for an Orientation Meeting with your Sponsor and/ or Upline. This meeting might be face to face or over the phone and will work through what you need to know and do first. It is also an opportunity for you to ask questions as well as to clarify the level and pace that you wish to build your business and therefore the likely support that you will require.

You will discuss exactly what it is that you want to achieve in the business, how quickly you want to get there, what you can practically commit in order to make that happen, as well as choosing strategies that you will use in the short to medium term. Your next step is to use the "*Enterprise Manual*" to further clarify your goals and the actions you need to take to achieve them.

## Access Phone Conference Training Calls

Check the ONE Group website under 'resources' then 'events' for the latest phone conferences. Prioritise the '*Basic Training*' call (downloadable from the members' area under 'training'), but all of them are extremely valuable. It may involve a call to the USA. If you are outside the USA, purchase a phone card to make cheap calls (see the ONE Group web site for links or talk to your Sponsor if you are unsure of how to get on these important calls) or you may use a VOIP (voice over internet provider) service for really low rates. Remember to use the international code first, if you are not in the USA i.e. in Australia dial 0011 then USA country code of 1 then the area code and number.

# Your getting started "To Do" list

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## Send in your Credit Card Authorisation Form

When you select Business Protection or Autoship YOU MUST SIGN AND SEND IN A CREDIT CARD AUTHORISATION FORM BY MAIL OR FACSIMILE! You can download this form from the 'members' section of the [www.mionegroup.com](http://www.mionegroup.com) website under 'forms and assignments.' Business Protection & Autoship are valuable services to ensure that you are eligible to receive the Loyalty Bonus, so you are active to receive all bonuses each month, and give access to higher discounts with a lower spend. Find out more from your Sponsor.

## Consider joining with a Fast Start Order

While not compulsory, it is highly recommended that you place a "Fast Start order" within the first 30 days of joining. A Fast Start order consists of 250 points (personal value – PV) of products of your choice. There are many reasons why this will help your business get off to the best start possible such as providing products to demonstrate, and immediately promoting you to the second rank of the company. For a full explanation, contact your Sponsor.

## Purchase Business Building Materials

Invest in promotional materials to build your business. The exact numbers will depend on your strategy and situation, but a rough guide is as follows:

- Organic and Natural Living Newspapers (x 20 to 50)
- Miessence Brochures (x 10)
- MiVitality Brochures (x 20)
- In-Liven CD (x2)
- Wellness Revolution DVD (x2)
- Business Cards\*
- Cosmetics Brochures (x 10)
- Miessence Catalogue (x 10)
- ONE Group DVD (x2)
- Business Brochure (x20)

(\*Can be ordered via a link from your ONE Group members section, they are invaluable tools as you begin your business, so consider purchasing them in the first few months after you join.)

NOTE: there are constantly new tools available through ONE Group, keep an eye on the website.

## Business Infrastructure

Treat your business like a business. Prepare your business infrastructure; you will need some basic tools to get started:

- [a stamp or sticker](#) with your contact details to put on your promotional material. Include your name, phone (include area code), email address and ONE Group web address. eg.

JANE PERSON  
Independent Representative  
ph: + 61 3 999 9999  
email: [madeup@hotmail.com](mailto:madeup@hotmail.com)  
[www.username.mionegroup.com](http://www.username.mionegroup.com)

- [a diary or planner](#) to help make the most of what ever time you have allocated to building your business
- [internet access and an email address](#), ideally use a dedicated email account for your business. If you do not have a service provider use [www.yahoo.com](http://www.yahoo.com), [www.gmail.com](http://www.gmail.com) or [www.hotmail.com](http://www.hotmail.com)
- [an appropriate message](#) on your home phone answering machine or mobile, now also your work number. Something like: "Hello, you have reached <yourname>, Independent Representative for ONE Group, the world's first certified organic skin & personal care products. Please leave a message with your name and contact details and I will get back to you as soon as I can. Thank you for calling."
- [a card system](#). Purchase a box of cards from a stationary shop and use this to record details of interested people and leads for your database. On the front of the card write their name, location and contact details. On the back, note down the date and any discussions or correspondence that you have with the person. Set up categories such as (alter according to your needs): For Follow Up, Potential Reps, Potential Customer, Representatives, Customers, Retail, Professionals, Upline etc. You can use a computer data base but this is less easy to duplicate.

# Your getting started "To Do" list

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## Write "Your Story"

Rather than bombard people with statistics and detailed information, one of the best ways to create interest in our products and opportunity is to share your passion and integrity. This can be done by communicating your story, so try writing down:

- Why do you use the products?
- What attracted you to the business opportunity?
- What are your goals with ONE Group?
- What results have you had (or others you know of)

Learn how to communicate the essence of your story in as little as 60 seconds, although sometimes people will want more information. Let your integrity and sincerity do the talking.

## Take Action – Try Strategies

Setting up your home office, exploring your website are all important and necessary jobs, but **building your business is about taking action to get your message out into the world**. Initially you might like experiment with different strategies to find out what works best for you. Ultimately you should settle on no more than three strategies as experience has shown that using up to 3 strategies consistently for a period of 12 months is a more effective way to build your business.

Your strategies might include:

- Talk to Associates, Friends or Family
- 100 Newspapers
- Information Presentations
- Advertise
- Stalls and Expos
- Internet Marketing
- Home Shopping

These strategies are detailed in the "*Design Your Organic Business*" document and you can also discuss options with your Sponsor and Upline.

## Learn while you Earn with Three Way Calls

What better way to learn how to do the business than to access someone who is more experienced than you and learn from them as they support you to build your business. When you get an inquiry or begin talking to someone who is interested in the business opportunity organise a three way call that involves you, your contact and your Sponsor/ Upline.

## Get to ONE Group Training and Public Meetings

The ONE Group Directors and occasionally ONE Group Executives might appear in public meetings and/ or training sessions in areas near you. Such events are important for furthering your knowledge about the products and business. These events can also represent an opportunity for you to introduce interested people. Keep an eye on the ONE Group website under 'resources' then 'events' for updates.

# Your getting started "To Do" list

continued

## Design Your Business...

What are you aiming to achieve with your ONE Group business? You might be seeking to cover the costs of your own certified organic products and maybe earn a little pocket money on the side. Alternatively you might be aiming for a significant five figure monthly income.

**Whatever your goals there is real power in a plan.** After you work through the above check list, it is highly recommended that you consider creating a ONE Group Business Plan by working through the **"Enterprise Manual"** located in the members section of the [www.mionegroup.com](http://www.mionegroup.com) website under 'training'.

No matter what scale or pace of business you choose, you will be in the best position to succeed if you:

- understand the key principles of leverage and how to maximise your income
- learn how to take responsibility for yourself and your actions
- are clear on your goals
- know how ONE Group can contribute to achieving these goals
- identify your resources
- identify your plan of action
- identify your support structures

These are the steps that the **"Enterprise Manual"** will take you through.

You will get out of the business opportunity what you put in. If you are open and answer the questions honestly, the document will prove to be a powerful tool.

This business is simple, but not easy. Ultimately your success will come from your ability to maintain consistent activity over time. Persistence and staying in the business even during challenging times, is what will bring rewards. As well as providing a guide for your Sponsor and Upline to the level of support you are likely to require, your business plan provides you with a guide for a sustainable and successful business.

## Finally, have fun!

One of the main ways to sustain your business is to enjoy it. Remember that you are contributing to the health of people and the environment. Enjoy the community of great people that your ONE Group business will bring into your life. Embrace your ONE Group business as a means to reach your goals, but start to live those goals right here and right now... enjoy!

The End.  
(Or indeed, just the beginning!!)