



Make A Difference:

Improve Your Financial Wellness by Sharing Amare

| **2021**

Make a Difference: An Introduction



I've always believed that everything in life happens for a reason. So, I don't believe it's an accident that you are now part of the Amare community.

I am very grateful that way back in 1990 I was first introduced to the Direct Selling industry. I immediately fell in love with the idea of having financial and time freedom. What I most appreciate, however, is the personal growth that comes with our business model and, even more important, the ability to help make a difference in the lives of others. Making a difference is truly at the heart of this opportunity.

We all know that money does not promise happiness, but neither will a lack of financial resources or time. For that reason, Amare can provide a happier and healthier life for you, those you care about, and many more around the globe.

We are at a very unique place and time. Over the coming decades, there will be no bigger focus in the health, nutrition and natural wellness industries than that of brain health and mental wellness. Billions of dollars will be directed toward these areas. Combined with increasing willingness to openly discuss life's challenges, the result is a truly unlimited opportunity for those willing to put in the effort.

The great news is that anyone can participate. No special skills, talents, education or abilities are required for success with Amare. Just apply a desire to make a difference and follow the systems outlined in this booklet. Success will follow as long as you stay consistent and persistent.

Finally, as you begin the journey to making a difference, let me share a thought that has served many so well: "Go as fast or as slow as you see fit, just simply don't quit."

I look forward to your success!

Sincerely,



Founding Wellness Partner

A Personal Difference

As you continue using the Amare products, you'll soon enjoy your own personal mental wellness optimization — something we call "Be Well" (explained in the Be Well book). It is just as important that you begin to share your experiences with others who in turn want to enhance their own mental wellness.

Many people join Amare as a Customer. But once they see how life-changing the products and platform can be, they quickly decide to become a Wellness Partner. They join us in a larger mission to "Make a Difference" in the lives of others. Before long, they've started their own Amare business.

Our direct sales model provides the tools to generate income that helps you and others pay for your product. Creating additional income for yourself and helping others do the same is an empowering and life-changing behavior.

If you envision yourself building an Amare business, we encourage you to follow the Amare Attraction Marketing System and teach others to do the same.



Use the products and improve your own mental wellness.



Share with others who want to improve their mental wellness.



Make a difference by changing lives.



Leave a legacy.

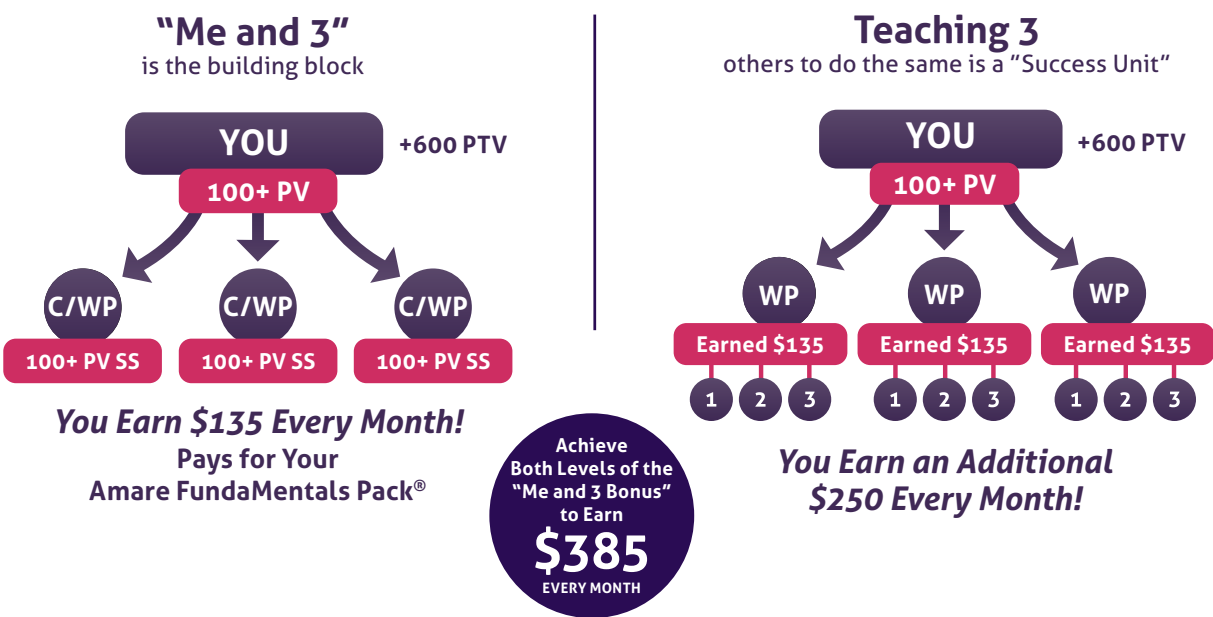
ME AND THREE

The Success Unit

How do you engage in the first steps to make a difference in the lives of others? It's pretty simple, actually. Follow the guidelines to building a "Me and Three Success Unit," repeat the steps regularly and help a few others do the same. This means you'll be constantly establishing the pattern of helping three others sell products and sign up Wellness Partners. As you do this every month, you'll get your monthly order paid for and position yourself to make additional revenue on top of that.

Think of each "Me and Three Success Unit" as a building block toward your ultimate success goals. Every magnificent building is essentially built the same way, one brick at a time! Each time you develop a "Me and Three Success Unit" you are establishing the foundation of a thriving residual income base.

Following the Amare Attraction Marketing System provides you with a simple path toward success and more importantly, provides a duplicable process to help others do the same! Make a difference in the lives of others—it's what your Amare journey is all about!



Typical Direct Sales Systems...

- You make your list
- You approach people (*unsolicited*)
- You follow up

The Amare Difference... **ATTRACTION MARKETING**

- You make a post
- People approach you
(*permission-based marketing*)
- You engage

Read on to hear how you can use Amare's Attraction
Marketing System to build your business in 4 SIMPLE STEPS!

Amare Attraction Marketing System

Amare has created a simple method to help you succeed. By following this system, you can help change the world by making a difference in people's lives. Through this system, you can get your products paid for and earn additional residual income.

1

POST



2

TOOLS



3

GROUPS



4

ENROLLMENT
CART

PRO TIP

This is a great guide to get you started, but BEST way to learn the ins and outs of the Amare Attraction Marketing System is to [join our Thursday Video Calls at 9am PST in Facebook Group 3!](#)

1

POST On social media

The first step is simple — POST to your social media! Make sure you are focusing on a topic that invites people to engage. Keep it **short, direct** and maybe even ask a question!

A some great ways to get started:

- Create a color block post on Facebook
- Make a poll in your stories



Engagement Post PRO TIPS!

- Ask ONE specific question at a time
- Keep it relevant to who you want to work with
- Respond to comments authentically
- 25-30% of your content



TOOLS

Share a video or PDF from Amare Builder

The the next step is to keep the conversation going. For those who engage on your post:

- Like their comment
- Engage on the comment and go to Messenger with a **compliment** followed by a **question**. *Ex: "Thank you for commenting, what caught your eye?"*
- *LET THEM ANSWER*

Respond authentically and keep the conversation going. Ask them questions and **LISTEN** to how they respond. **This works with both product prospects and business prospects — and will help you feel out what they are interested in!**

Based on the conversation, *ask permission* to send a recommendation. When they answer "Yes please!" **SEND A TOOL FROM AMARE BUILDER!**

- Amare Builder has everything you need. Don't recreate the wheel! Familiarize yourself with the tools at your disposal (Videos, PDFs, Deep Dives, Opportunity Calls, etc).

PRO TIP!

Amare Builder videos work best shared 1-1. Don't post them to your profile. Create curiosity and then share them in messenger!



GROUPS

Add your prospect to our Facebook Groups

After you send a tool and follow up, practice **ATM**: Ask to **Add** them to a Facebook Group, **Tag** them in some testimonials, and **Message** them.

Be intentional! At this point you've gotten to know them from your conversations. Based on their interests and needs add them to Group 1 or 2 of our 3 Facebook groups and tag them in some relevant testimonials.

We have 3 Facebook Groups that serve different interests. If you are not already a member of all three, take a moment to join now:



[Group 1: Mental Wellness Solutions](#)



[Group 2: Mental Wellness Movement](#)



[Group 3: Mental Wellness Business](#)



ENROLLMENT CART

Share \$10 and close the deal

The the final step is to send them an Enrollment Cart. Amare makes it easy to share the best solutions for each person's needs with personalized enrollment carts. In your Back Office you can set up a shopping cart with any products you've discussed or recommended. By sending your contact the cart, they can check out with ease PLUS they *automatically* receive \$10 OFF their first purchase with our Give \$10 personalized codes (*your \$10 code is your Amare WP ID*)

Enrollment Cart PRO TIPS!

- Suggest carts based on their challenges
- Wait for permission. Ask a question EVERY TIME!
- "If it were me, I would get started with..."
- End with a question: "How does that sound?" — this gives them an opportunity to give permission or ask more questions!

And that's it. Simple as 1 - 2 - 3 - 4!

For additional Amare Attraction Marketing System Training,
[join our Thursday Video Calls at 9am PST in Facebook Group 3!](#)

HELP OTHERS MAKE A DIFFERENCE

By Sharing the Amare Platform

Amare is committed to helping you achieve your goals and dreams. As you begin to share the Amare Platform of Products, Programs, and People, you will feel empowered by the change you see in yourself and in others. Sharing the products will help you to serve those around you and spread the word about the power of enjoying a new level of mental wellness. Building your belief in the Amare Platform and then sharing your conviction with others is the first step.

You are at the right place at the right time. Over the coming decades there will be no greater focus in natural solutions than in the area of brain health and mental wellness. Now you have the power to make a difference!





The Current Landscape with the Amare Opportunity

Timing: We are in the perfect position for people like you to experience life-changing success. Early adopters in Amare will enjoy maximized benefits from taking the products and opportunity to the world.

Mission: The Amare Platform is at the forefront of new solutions for optimizing the mental wellness of people around the world.

Team: The Amare team has been selected from the best of the best to help lead this global initiative. Combining visionary executive leadership, superior scientific formulation, and proven marketing expertise, the Amare team is positioned to become one of the world's true business success stories.

Products: Amare's unique product line has been exquisitely formulated to deliver solutions to the growing number who are seeking to invest in their mental wellness. The Amare 100% Satisfaction Guarantee ensures that people can evaluate the products at no risk. Amare's confidence in its products supports your personal business success.

Rewards: The Amare Compensation Plan provides an authentic opportunity for you to earn significant residual income and participate in unique bonuses as compensation for taking the Amare mission to the world.



KEYS TO SUCCESS IN YOUR AMARE GLOBAL BUSINESS



Use the Amare Attraction Marketing System: It's the best way to build your business. Simple. Proven. Effective. Great for attracting people who are just like you: passionate business builders looking to make a difference while making an income!



Make Sure You "Show Up": It's been said that you will achieve 90% of your goals just by showing up! You identified the time you have available to work your Amare business — now it's time to meet that commitment. Follow the success system we have provided here and make a difference in the lives of many others!



Become a Product of the Product: You already know the power of Amare Products — that's why you want to share them with others. Now commit to continue using them, and as you do, it will become even easier to share them. In short, you will become your own best testimonial. Also, don't be afraid to make Amare visible in your surroundings — your home, office, car and so forth.





Use the Amare Builder App: This app provides you powerful tools to easily share Amare Global with your contacts. From texting a video, simplifying your contacts, and posting social media content, the Amare Builder app will go a long way to helping you establish a thriving Amare business.



Commit to Attending Amare Calls and Events: Commit now to learning all you can about the Amare Platform through company calls, training meetings, and other events. You'll learn not only how to better yourself and to use the products, but also how to share the products with those around you to reach new levels of success. Register for an event at amare.com/events.



Expand Your Goals: Your goals should reflect the level of success you want to achieve. Set appropriate goals to help you achieve this level, and determine the steps you'll need to take to reach these goals. Visualize your success and put specific goals in writing. Your sponsor/upline can help you.



Support Your Team: Learn the Amare system and share it with your team members. Help them succeed and in turn you will find greater success. Only by serving and helping others succeed will you achieve the success you desire. That is the key goal shared by all members of the Amare community.

**Thank you for your time.
Be well and make a
difference!**



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