Make A Difference:
Serve Others by Sharing the Amare Platform
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 STRIVE for LIFE Success System outlined in this booklet, and success will surely follow.

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,

Pat Hinter
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 S.T.R.I.V.E. for L.I.F.E. Success System along with the A.S.A.P. Action Plan 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.
Make a Difference by Sharing with Others

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 sign up as Preferred Customers or 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 S.T.R.I.V.E. for L.I.F.E. Success 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!

"Me and 3" is the building block

You Earn $135 Every Month!
You Earn an Additional $250 Every Month!

Teaching 3 others to do the same is a “Success Unit”

You Earn $135 Every Month!

Achieve Both Levels of the “Me and 3 Bonus” to Earn $385 Every Month!
Follow the S.T.R.I.V.E. for L.I.F.E. Success 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.

So what does S.T.R.I.V.E. stand for?

- **S**: Set Up
- **T**: Together
- **R**: Reasons
- **I**: Identify
- **V**: Visit (Using our L.I.F.E. process)
- **E**: Engage
As a Wellness Partner, there are several tools that have been created to help you share the Amare platform with ease.

**Choose Your Starter Pack:** If you haven’t already, choose a pack you want to enroll with. By choosing a starter pack for yourself on monthly Subscribe & Save shipments, you model the behavior for your team and have opportunities to share your own product testimonials with prospective customers.

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<th>Amare FundaMentals Pack® PLUS</th>
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<td><strong>The World’s First Award-Winning Gut-Brain Nutrition System</strong></td>
<td><strong>Comprehensive nutrition for all three brains – gut, brain, and heart</strong></td>
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<td>Includes: 1 – MentaBiotics® 1 – MentaSync® 1 – MentaFocus®</td>
<td>Includes: 1 – MentaBiotics® 1 – MentaSync® 1 – MentaFocus® 1 – MentalHeart®</td>
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<th>Family Wellness Pack</th>
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<td><strong>Go beyond just gut and mind health, achieve greater whole-body wellness.</strong></td>
<td><strong>Take care of yourself and the ones you love with the ultimate Family Wellness Pack.</strong></td>
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<td>Includes: 1 – Amare FundaMentals Pack® 1 – VitaGBX® 1 – OmMEGA®</td>
<td>Includes: 2 – Amare FundaMentals Pack® PLUS 1 – Amare Kids Pack™</td>
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<th>Kids FundaMentals® 2-Pack</th>
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<td><strong>All-in-one gut-brain axis nutrition for kids and teens.</strong></td>
<td><strong>Comprehensive mind and body nutrition for growing kids and teens.</strong></td>
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<td>Includes: 2 – Kids FundaMentals®</td>
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<td><strong>Body. Brain. Biome. Project b³. The holistic solution to a healthier well-being.</strong></td>
<td><strong>Quick start your path to health and success with the Launch Pack.</strong></td>
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<td>Includes: 1 – Amare FundaMentals Pack® 1 – VitaGBX® 2 – GBX Protein – (Chocolate or Vanilla) 1 – GBX SuperFood 1 – GBX SeedFiber</td>
<td>Includes: 1 – GBX Protein – Chocolate 1 – GBX SuperFood 1 – GBX SeedFiber 1 – Amare Kids Pack™</td>
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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
THE SMARTEST WAYS TO BUY!

Subscribe & Save: This program allows you to enjoy all the benefits—with big savings! When you join as an Amare Wellness Partner or Preferred Customer, you get to purchase products at a wholesale price (25% off of retail). But when you order your products on Subscribe & Save, you get an additional 10% discount plus convenient automatic shipments each month. It’s simple, you’ll receive your order the same time every month, and you’ll enjoy terrific savings!

Bundle & Save ... even more: When you place a Subscribe & Save order that includes any product pack, you can bundle up to 3 ADDITIONAL PRODUCTS AT REDUCED PRICES* of up to 54% off Subscribe and Save. Add a second product pack to unlock DOUBLE Bundle & Save with 3 additional products at reduced prices!

THE SMARTEST WAYS TO SHARE!

Marketing System: Our marketing system consists largely of the Amare Builder mobile app and back office. The app—available in native form for both Apple and Android devices—is a powerful and simple-to-use tool that makes sharing the Amare products and opportunity easy. Below are some of the primary features and functionality of the Amare Builder app:

- Download the Amare Builder App in the App Store or Google Play Store
- Login using your Backoffice login and password
- Sync your contacts
- View the training video with the overview of how to use the app
- Easily share a wide array of content, including videos, PDFs, websites, product information and more, using text, email and social media
- Receive notifications as contacts interact with content
- Place customer orders
- Enroll new Wellness Partners

*Select products apply
Identify Days/Times You Can Share with Others: Look at a calendar of your typical week. Identify where you have time to commit toward building your Amare business. Whether you identify 20 minutes, 2 hours or 20 hours per week, that’s okay — you can fit Amare into your schedule! Just remember, the more time you allocate to building your business, the greater the rewards. Once you’ve identified the times you’re free, it will be easier to begin sharing with others. Use the following success schedule to identify the times you can commit to building your Amare business.
How Much Time Are You Willing to Commit Each Week to Reach Your Dreams?

Specify on the schedule below the times for which you already have commitments and those which you can devote to building your Amare business.

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Remember, you are in business for yourself but not by yourself. Being an Amare Wellness Partner is an opportunity to belong to an established network of like-minded people. As a team, we can share the Amare platform of products, programs and people to one person at a time, building a global movement!

Here are a few things to get you started:

**Tour your back office and familiarize yourself with the various tools available to you.** Amare is committed to providing you with the highest quality brochures, catalogs and videos to help maximize your efforts and increase your ability to share the Amare story.

**Connect with your sponsor and upline leaders.** They are here to provide you with support, teach you the S.T.R.I.V.E. for L.I.F.E. Success System, and guide you in accomplishing your goals and realizing your dreams. Ask them to add you to the Amare Facebook groups if they have not already.

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<th>Sponsor Name/Info</th>
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**Company Information:**
Email: support@amare.com
Phone: 888.898.8551
Defining your why and setting goals will help you to grow your business and overcome the challenges that may come your way.

**Define Your Why:** Understanding “why” you are doing this business is one of your most important assets. Your “why” is what motivates you to do and be more, your vision of what you want to achieve, and incorporates all the reasons for doing it.

To help you discover your “why,” take time to answer the following questions:

1) What does a typical day look like for you? (Write it out in a time sequence a.m. to p.m.)

   ____________________________________________________________
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2) How would you spend your time if someone else did all of those things for you?

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To get a better understanding of what motivates you, rate yourself on the following from 1 to 10, with 10 being the most important:

____ To set my own schedule
____ To provide for my family without spending time away from them
____ To be my own boss
____ To be paid what I’m worth
____ To determine when I’ll earn more
____ To know I cannot lose my career with downturns in the economy
____ To enjoy my work
____ To make a difference in the lives of those with whom I interact
____ To help others be successful; be a resource to help them achieve what they want
____ To be a part of a company that values me
____ To be recognized and rewarded for my commitment and hard work
____ To have a business that can be passed down to generations
____ To contribute to (or start) a retirement fund
____ To start a college fund for my children/grandchildren
____ To be able to support a cause or charity I feel strongly about
____ Start a foundation of my own that serves others

Set Your Goals, Dreams & Desired Outcomes
Once you’ve identified your “why,” you can now establish the goals and dreams you would like to achieve.

What would you love to have that you don’t have now?
________________________________________________________________________
________________________________________________________________________

If you could eliminate one thing from your life, what would it be?
________________________________________________________________________
________________________________________________________________________
If money and time were not issues, what would you like to do in your life?
________________________________________________________________________
________________________________________________________________________

What does your family need/want that they don’t yet have? A new car? A house? College fund? Vacation? Retirement/Nest egg?
________________________________________________________________________
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What do you want in 6 months?
________________________________________________________________________

What do you want in 1 year?
________________________________________________________________________

What do you want in 5 years?
________________________________________________________________________

Also, try to consider the difference between what you want and what you must have. When you position these goals as “I will have” instead of “I want,” you will be more likely to do the necessary activities to make them happen.

**THE 3-2-5 PRINCIPLE**
Where you will BE 3 to 5 years from now will largely depend on what you DO over the next 3 to 5 days! (Plus: It only takes 3 to 5 minutes to strike up a conversation and plant the seed of thought with a potential new Customer or Wellness Partner!)
Making a Sharing List and starting to invite others to learn about the Amare mission is a key step to building your business. In today’s world, there is a fortune in your phone. The average person has over 600 contacts already established in their contact list! This should be the first place you start, then you can continue to add to the list as you move forward.

So how do you make a Sharing List?

Use Your Phone and the Amare Builder App: Sync your contacts in the app. There is no better list than the warm market contacts in your phone. Use the swipe feature to add people to your “Hot List” for people to contact now. Swipe left to add them to your “Cold List” for people who may be interested at a future date. Use the “Skip” and “Hide” buttons to pass over or remove people from your list. The list making in the Amare Builder app could not be any easier.
Memory Jogger: In addition to the contacts in your phone, there may be other contacts who you want to add to your list. The following memory jogger will help you add additional contacts to your list.

**MEMORY JOGGER**

**The People I Know:**

Parents | Pediatrician | Bus driver
---|---|---
Siblings | Family doctor | Social worker
Neighbors | Dental hygienist | Realtor
Friends | Optometrist | Interior decorator
Uncle | Massage therapist | Salesperson
Aunt | Pastor/minister | Mechanic
Cousin | Friend at church | Bank teller
In-laws | Children’s coach | Seamstress
Niece | Children’s school teacher | Former schoolmates
Nephew | Mail carrier | Political club members
Best man | Co-worker | PTA President
Maid of honor | Former co-worker | Former sports coaches
Wedding photographer | Hair stylist | Former teachers
Attorney | Barber | People on your Christmas/holiday card list
Pharmacist | Teacher | 

**Other People I May Know:**

Golf pro | Business manager | Financial planner
Physical therapist | Carpenter | Bank manager
Student | Radio announcer | Actor
Chiropractor | Receptionist | Bartender
Fire chief | Airline pilot | 

**MY TOP 10 PROSPECTS**

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<th>Name</th>
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Now that you have made your Sharing List it is time to visit with your contacts to share your knowledge, excitement and belief in what Amare products can do for them!

This is where “the rubber meets the road” and is the ultimate determining factor for personal success in your Amare journey. It’s best to think of this step as a simple conversation (or visit) with a friend or acquaintance to learn more about Amare.

Remember—be yourself! You don’t have to be slick or polished, smooth or perfect. Just be you! Be authentic and share what you believe. You have something of extreme value to everyone you visit with, so simply follow the “L.I.F.E.” format outlined on the following pages.

**PRO TIP:**
Use the Amare Builder App.

*Using the app to introduce people to Amare is powerful and simple. Share videos, PDFs and social images to pique people’s interest.*
Follow the L.I.F.E. Sharing Format: 
**List, Invite, Facilitate, Evaluate**

**L - List** – Select individuals from your “Hot List” to invite.

**I - Invite** – Invite your contact to view an Amare Informational Video, attend an Amare webinar, Mindful Meditation, or to visit our Facebook Community.

EXAMPLE 1: “Hi John, as someone I trust, I greatly value your opinion. I am sending you a video about an amazing new company that is changing lives. I will follow up with you after you watch it to get your thoughts.” Text the video.

EXAMPLE 2: “Hi Andy. I recently attended an online webinar and learned some amazing things that I think would be of interest to you. I’d like to invite you to join the next one with me. Do you have half an hour that you can set aside to join one of these webinars with me?”

EXAMPLE 3: “Hi Sue. Can I get your permission to add you to an exclusive Facebook group that I have found very exciting? I think you should check this out and we can talk some more about it after you have looked around a little bit. Would it be okay if I added you to the group?”

**F - Facilitate** – Facilitate – Attend an online webinar together or conduct a Mindful Meet-Up to introduce your contacts to the importance of mental wellness and the amazing Amare platform.

A.S.A.P Action Plan – See page 16

**Mindful Meet-Up** – A Mindful Meet-Up is a gathering of people at one’s home, online, or another location, where they will learn more about the importance of mental wellness and the power of the Amare products.

**E - Evaluate** – Invite your guests to evaluate the Amare products for themselves. The Amare 100% Satisfaction Guarantee is a no-questions-asked policy that will offer a full refund on any Amare Products, should they not be completely satisfied with their results.
Follow these easy steps to help “Bring People to the Middle,” take action, and successfully share Amare’s mission and products!

**Take Action A.S.A.P.**

1. **Share an Amare Intro Video**

2. **Assessment**

3. **Sample**

4. **A.T.M. (Facebook Groups)**

5. **Purchase (Follow Up)**

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**Preferred Customer**

**Follow-Up Results**

**Wellness Partner**

**S.T.R.I.V.E. for L.I.F.E.**

**Amare A.S.A.P. Action Plan**

1. **Amare Intro Video**
   - Share a video via the Amare Builder App.

2. **Mental Wellness Assessment**
   - Share the online Mental Wellness Assessment via the Amare Builder App.

3. **Sample**
   - Offer your contact a sample and send a link to your Amare Sampling website.

4. **A.T.M. (Facebook Groups)**
   - Add, Tag, Message Add them to the Facebook groups. Tag them and follow up with a Message.

5. **Purchase (Follow Up)**
   - These steps all lead to a decision to become a Customer or Wellness Partner.
Once you share an Amare intro video through the Amare Builder App, follow up with the A.S.A.P. Action Plan. This action plan will introduce Amare to prospects and help you boost your business.

Just Follow These 5 Easy Steps:

1. **Share the Amare Invitation Video**
   - Amare Introduction Videos are available in the Amare Builder App.

2. **Assessment**
   - Using the Amare Builder App, share the online Mental Wellness Assessment. An automated follow-up email will be sent from YOU to the assessment taker. They will also receive personalized product suggestions based on their results.
   - Remember to take the Mental Wellness Assessment yourself. In order to better explain it to others, you’ll need to know what it’s all about.

3. **Sample**
   - After they complete the assessment, offer your contact a sample and send them a link to your Amare Sampling website. This starts a series of automated emails from YOU via the Amare Builder App. These emails will provide them with more information and opportunities to order.
   - Don’t forget, samples are a great way to introduce Amare products to prospects.

4. **A.T.M. (Facebook Groups)**
   - Remember to Add, Tag and Message! Social media is a great way to show third party validation and proof that will help boost your business. Add your contact to the Amare Facebook groups. Tag them in a post they can relate to. Message them to follow up and find out about their experience.
   - Message them personally! This makes a memorable impression with your new prospect.

5. **Purchase (Follow Up)**
   - These steps all lead to a decision to become a Customer or Wellness Partner. Make sure you follow up with your new enrollee and teach them to replicate your success with the A.S.A.P. Action Plan.
   - For optimal success, implement the A.S.A.P. program and take action in your business today!
Upon finishing the visit, use the enrollment sheets and the Amare Builder app to place orders and help your guests enroll as Preferred Customers or Wellness Partners.

Teach your new Amare Wellness Partners to follow their own S.T.R.I.V.E. for L.I.F.E. success system. It’s vital for you to follow this system as you share Amare with others so that you can show them how simple and duplicable the process really is.
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

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.

Order Business Cards and Always Carry Them With You: Visit amaregear.com and order your business cards. Remember to use two business cards per contact — you give them one, and capture their info on the other.
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 near you 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!
Notes