



Distributor Quickstart



Enroll as a Distributor

See you're already making progress!

Your ID Number: _____

Your upline (name and contact info): _____

Quick tip: Don't have an upline? No problem. Become the leader others want to follow.

☐ **Your Why:** _____

Why did you decide to start your business in the first place? More free time with Family? To earn extra income? A desire to help others? There are no wrong answers; just write it down - this is what will keep you motivated.

☐ **First Things First:** Let's get your business off the ground the right way, right away

Review your welcome kit

Log into your Back Office: Use your Distributor ID and password you set up during enrollment

Get familiar with your Back Office

Set up your ACH so we can deposit your commissions directly into your account

Activate your personal Distributor website

Quick tip: Choose a professional website address that others can remember.

My website: _____

☐ **Create your contact list.** Write down the names of anyone and everyone you can think of. Don't prejudge. You never know who is interested until you ask.

☐ **Start inviting!**

Quick tip: This is a numbers game. The more people you talk to, the more positive responses you'll get.

☐ **Set up your first two presentations**

Quick tip: These can be in person, over the phone or using a Zoom video call

Day:_____Time:_____

Day:_____Time:_____

☐ **Get qualified to earn commissions**

Place a 99 BV Simple Ship Order in your team

Set a goal to get 2 new Distributors to your team - one in your left leg and one in your right

You're well on your way to earning up to \$1,650 a week in commissions plus even more in bonuses for helping your team be successful!

Fast Start-Getting Started

Your Sponsor will reach out and introduce you to a leader or leaders in your Upline support EnTourage. This is a great way to get acquainted with the people who are there to help you.

This Game Plan Session will help you set goals and create a plan of action for launching your business. The meeting typically includes you, your Sponsor, and (often) an Upline Leader, and ideally takes place within 48 hours of enrollment so you can get off to a fast start!

Potential discussion points to review during your Game Plan Session:

Welcome Email received and reviewed ... any questions?

FTR Library Videos and files viewed ... any questions?

Confirm Membership to Facebook Group(s)

Launch your Business on Social Media

Book 2 Launch Events (In-person and/or Virtual)

Launch your business on Social Media: The ReAction S.Y.S.T.E.M. gives you potential ideas, videos and posts to announce your business on social media. See the Video Assets and Marketing pages in your back office Library.

Plan Launch Events: Our most successful Distributors hold 2 Launch Events in their first 2 weeks. These events can take place either in-person or virtually, and your Upline support EnTourage will help you plan for success!

Everyone joins with different expectations, goals, and dreams. Your “WHY” is the purpose, cause or belief that drives you. Having a clear understanding of what success would look like for you personally as well as what will keep you motivated when you hit obstacles can help your EnTourage support you.

Social Media:

- * Post our series of social media images and/or videos from the ReAction S.Y.S.T.E.M. outlined at the end of this document.
- * Start posting on your social media platforms to launch your business
- * Pique curiosity- Do not always say name of company or products
- * Generate leads to add to Opportunity calls or invite to Launch Events

Post or Go “Live” on Facebook and/or Instagram the day you enroll

- * No more than 2 minutes long (if using video)
- * Make a list of WHY you are starting this business and WHY you chose ReAction
- * Share benefits, not features of starting your own business (time/financial freedom, quality of life, family time, etc.)

- * Share benefits of your new business (new industry poised for exponential growth, everyone is talking about it, news stories & articles, health & wellness industry one of the largest and consistently seeing growth year after year)
- * Be excited and authentic. “Out of my comfort zone”, “OMGoodness, I did a thing!”, etc.
- * Call to Action at the end (Message me)

When Initial Product Pack arrives (Kit “unboxing” post or video)

- * Create teaser video with picture of box and time you will go live or share more later
- * Reiterate and review Post/Video #1 (Why)
- * Open your box and unpack products
- * Be excited!
- * Explain benefits of hero products (Tinctures / Topicals)
- * Call to Action (i.e. Offer to add them to private FB group or DM you to learn more)

3-5 days later

- * Create a 1 minute results testimonial based post or video
- * Product results (share your personal results or a story)
- * Business results (launch event, first check, bonus, prize, incentives)
- * Call to action (launch event, market event, ATM groups)
- * See your back office resources for sample videos

SCRIPT/WORDING FOR INVITING TO THE GROUP:

Same concept as above except based on business opportunity interest ... Add to the group, Tag in the “Reaction Curiosity” video, ask for thumbs up confirmation when they’ve watched, and message them to follow up with the same 3 questions:

“Does it make sense to you?”

“Would you like to see more?”

“Are you ready to get started?”

“Great! Here is the link to get your starter kit ordered. I can walk you through signing up.”

The fortune is in the follow up! Within 24 hours of adding your prospect to a group and tagging them in a post, you will want to follow up with them through private message if you don’t receive a thumbs up.

If the prospect has a lot of questions after viewing the video, this is great time to set a “1 on 1” zoom meeting or call with a 3rd party expert in your Upline support team to help you answer questions, lead the prospect to the next step, or close the deal!

WHAT IS A LAUNCH EVENT?

A Launch Event is a simple event usually held in a NEW Distributor’s home or virtually on Zoom, Facebook or any other web-based platform. New Distributors can invite their friends and family to attend to learn more about the story, the science, our products, and the

business opportunity in a casual and comfortable setting. An in-person event typically lasts about an hour, including 20-30 minutes for product sampling, mingling and simple refreshments. Virtual events should be closer to 30 minutes in length. The new Distributor should have their Sponsor and/or an Upline Leader in attendance to support them with their Launch Events.

WHY HAVE A LAUNCH EVENT?

First and foremost, it's a celebration...a GRAND OPENING! A Launch Event is the fastest and most effective way to get your new business up and running and off to a FAST START! It affords a NEW Distributor the opportunity to both earn and learn at the same time because their Sponsor and Upline Leader are there to help them every step of the way. The New Distributor's responsibility is to invite and simply gather the guests. Their Sponsor and Leaders will do the rest!

WHO DO I INVITE & HOW?

Start with your friends, family, neighbors, colleagues, etc. OVER INVITE! Regardless of when you plan your event, you will always have a percentage of people who have conflicts that day, so you want to invite significantly more than the number you would like to attend. Typically, 25% of those you invite will be able to attend. That is OK! If you invite 20, plan to have about 5-7 people in attendance. Therefore, over inviting helps create better attendance for your Launch Event. Create an invitation/ Evite/ phone call script to invite. The best way to increase the chances that a person will commit to attending is for you to PERSONALLY invite them rather than sending a mass invitation. Your Sponsor & Upline Leader can help you with this step.

Launch Event Checklist

BEFORE THE EVENT

- ☐ Schedule date and secure Upline Leader
- ☐ Invite (personal invitations are very important)
- ☐ Follow up/Remind (headcount)
- ☐ Have your "Host Welcome" prepared - short story /testimonial (4-5 minutes max)
- ☐ Download and have Launch Event Videos ready to go (back-office -Video Assets)
- ☐ Test A.V. equipment (music, video, Zoom if necessary)
- ☐ Product Display/Event Tool Kit (available in back office supply store for in-person events)
- ☐ Laptop or computer to place orders /Printed order forms (printable from back-office resources)
- ☐ Dress appropriately – clean, neat, business-casual attire
- ☐ Plan to start and end ON TIME!

DURING THE EVENT

- ☐ Music, sign-in sheet/nametags/refreshments /product sampling (if LIVE in-person event)
- ☐ Mingle, build rapport with guests as they arrive or join the Zoom (20-30 minutes)
- ☐ Start on time

- ☐ Host Welcome (4-5 minutes)
- ☐ Why ReAction?
- ☐ Your personal product results
- ☐ Your goals...share your vision
- ☐ Guest introductions (how they know the host)
- ☐ Play Videos (Launch Event Videos available in back-office resources)
- ☐ Introduce and edify your Upline Leader (1 min)
- ☐ Name, background, accomplishments, thank you
- ☐ Upline Leader recaps & closes (5-7 min)
- ☐ Take orders and enrollments

AFTER THE EVENT

- ☐ Follow ups (What did you like best?)
- ☐ Follow up with those that couldn't make it to your event
- ☐ Invite to next event – live in-person/Zoom
- ☐ Create individual messages with your Upline & each guest to follow up, answer questions, and take orders (after virtual events)

Connecting with people is an art that will greatly enhance your business. Taking an active interest in other people is the number one way you will find your new customers and team members. Connecting can be done anytime, anywhere and with anyone. Start looking for things that interest you and intentionally strike up conversations without any expectation of return.

Make Observations:

If you're out at a social gathering and you hear someone complaining about their back aching, ask them what kind of treatment they are currently utilizing and ask if they have ever heard about the benefits of CBD. You might be surprised how their interest is piqued when you have information that might help them feel better. Take time to explain why FSE is better than CBD. Remember, with ReAction all you need to do is get the conversation started and get people to try the Products, then sit back and let the efficacy of the Products do the closing!

Find a Commonality:

Environments that tend to attract like-minded people are great opportunities to connect through common interests. (i.e. clubs, online communities, school groups, or sporting events)" Example: You're at the gym in the middle of the day and strike up a conversation with the person next to you. You already have something in common...you like to work out. "So, what do you do for work that allows you to work out in the afternoon?" Typically, when you ask this question and start a conversation like this, the person is likely to reciprocate by asking you what YOU do as well. A great response is, "You have been hearing the buzz about CBD, right?"

Ask Questions:

You're at the park and notice a new family you haven't seen before. "Hi! I don't think I have seen you here before. Are you new to the area?" If you ask more questions, you might find out that you live on the same street, you have common friends or you work in the same building. As long as you are genuinely interested, these connections often lead to opportunities to share

There are several ways to introduce ReAction to a prospect. The most successful Distributors utilize all of these methods at different times. Regardless of which method you are using, be sure to share the benefits of both aspects of ReAction (as a Customer and Distributor) with each prospect. Here are some of the most common approaches to sharing ReAction:

Use the Tools

Use the tools provided to share the benefits of ReAction. It's important that you are the messenger, not the message. Sharing tools such as our videos, samples, and product catalog are an effective and efficient way to build your business.

Social Media

Your business is not limited by geography. You might have contacts who logistically can't meet you in person. Use social media to generate interest by posting tips and uses for CBD that might spark interest. The ReAction Weekly Opportunity Zoom meetings are for people to learn more about our products, company, and business opportunity. Also, celebrate your business successes. Engage followers by offering a chance to "win" a prize or try a sample.

One-On-One Sit Downs

Sharing your business one on one with a friend can also be a great way to generate interest. These are typically at a coffee shop or another relaxing location.

Live Events

Utilize company supported events in your area to bring prospects that are interested in learning more about ReAction. Sometimes the energy present in a big group helps your prospect understand the relevance of ReAction and lends validity to the brand.

Virtual Events

Invite your prospect to learn more about ReAction by attending a 'virtual' event on Zoom or Facebook or another web-based platform from the comfort of their couch or from the convenience and ease of their phone, laptop or device.

After offering ReAction, it's critical that you ask great follow-up questions, listen for ways that ReAction can benefit your prospects, and respond to objections.

Here are some examples of great follow-up questions:

After sharing the Product Catalog

- What surprised you most about what you read in the product catalog?
- After looking through the product catalog, how confident are you that ReAction is something worth trying?
- Did you feel you could benefit from any of the Products featured in the product catalog?

After connecting over a social media post:

- How would it feel to have access to superior quality products for you and your family?
- What do you think your friends/family would like about using ReAction's FSE Products?
- Would you be interested in hearing more about our products and their unlimited benefits?

At a sit down:

- What do you like best about the idea of utilizing CBD?
- Is there anything you're dealing with in your life right now that you think CBD can help?
- Have you ever thought about doing something like this yourself?

After viewing ReAction videos or ANY of our informational videos:

- What did you like best about the video(s)?
- What was one thing you learned that surprised you?
- If you had one question about ReAction what would it be?

The key is to ask simple, but open-ended questions that elicit a thoughtful reply. Try not to ask "yes or no" questions. You will be able to gauge interest by the responses you get. When you are sharing ReAction, you will inevitably hear objections. Objections are just a call for more information. Typically, it is because a prospect doesn't have enough or accurate details about what it takes to be involved with ReAction.

Objections are both good and necessary to building your business.

It's how you respond to the objection that makes all the difference...

1. Don't Panic

Stay calm and confident that you have something amazing to offer.

2. Don't get defensive.

Your job is to offer, not to convince.

3. Don't get discouraged.

You can't say the wrong thing to the right person. Statistically, you will hear NO more than you hear YES. Keep offering because the YES is around the corner!

Here are some word choices that might help you navigate the most common objections. The key is to acknowledge / validate the objection. Let your prospect know you heard and understand them. Your conviction and confidence in what you're offering will be very

powerful as you offer more information to make them feel comfortable about making a more informed decision either way. This is a skill that takes practice; role playing with a friend or your Upline can be very helpful. Also, using your Upline Leader to do a 3-way call with you to “share his/her story” and give more information can be very useful.

Are you interested in taking a closer look at starting your own ReAction Business?

Objection: “I would love to, but I just don’t have the time.”

Thank you for being honest with me. I totally understand what it’s like to be busy. Let me ask you a question, however. If I could briefly share with you how you can create an income without having to spend a lot of time, would you be open to at least hearing about it? If you determine this isn’t a good fit for you, that is okay. But I would hate for you to miss out without getting the full picture of the time commitment.

Have you ever thought about taking a look at becoming an Distributor with ReAction?

Objection: “I just don’t know enough people to be successful.”

I know how you feel. I felt that way when I was introduced to social selling. What I found was when I shared my personal testimony, people were genuinely interested in hearing more. It was easy to generate interest by being my own best customer! If I were to show you how to create a consistent flow of income despite the fact that you don’t have a huge social network yet, is that something that would interest you? “I guess. Can you send me something?” Sure! Let me send you some quick videos that explain how it works and why it works. After watching you will likely be more interested than less interested. I will follow up with you to get your feedback and we will go from there. Sound good?

I can’t help but notice what a great customer you have been, consistently ordering from me. I have to ask, is upgrading to being an Distributor something that is even on your radar?

Objection: “Gosh, love the products, but I just don’t have the money to invest.”

I completely understand that. Trust me, when I started I actually had to borrow the money for my kit. What I found is Distributors who share the products with 10-15 people in their first 2 weeks of business, typically earn way more than their original investment back by the end of the 3rd week!

OR...IF YOU’RE NOT CONFIDENT SAYING THAT, UTILIZE A 3-WAY CALL WITH AN UPLINE EXPERT:

I'm pretty new at this, I want to make sure you get the most accurate and complete picture of how you can earn your investment back quickly. If you don't mind, I am going to see if I can grab my friend (Upline) on the phone with us really quickly and we can ask him/her together. He/She is really fun to work with and he's/she's been very successful, so I know he/she would be happy to share the details on how Distributors earn income right away.

Objection Tip:

If you're not completely confident in answering questions or overcoming objections, using an Upline Leader that you trust is a great way to add third-party validation, learn new ways to respond to objections and give expert advice to your prospects. Make sure that you edify your Upline when using him/her and let him/her do all the talking. You have him/her on the phone for a reason, so let him/her work his/her magic.

At ReAction, we value ACTIVITY even more than RESULTS because Activity creates Results! With consistent daily activity, the results are inevitable! Tracking your "Income Producing Activities" on a daily basis will keep you accountable to yourself and move your business forward.

Income Producing Activity below is assigned a point value. Use the list of potential activities to plan out your day and record how many points you acquire. Write your daily point value in the corresponding box in the tracker. The most successful Distributors aim to earn 8-10 points per day, at least 5 days per week:

- ☐ Reach outs / Exposures - 1pt each
- ☐ Follow ups - 1pt each
- ☐ Add prospects to Social Media groups - 1pt each
- ☐ Social Media post or video - 1pt
- ☐ Personal Development - 1pt (10 pages of a good book or motivational/mindset video)
- ☐ Watch Weekly Announcements & read Weekly Email - 2pts
- ☐ Watch ReAction weekly training - 2pts
- ☐ Attend a Live or Virtual Event-1 pt

The ReAction S.Y.S.T.E.M.





SAVE YOURSELF STRESS TIME ENERGY MONEY

At ReAction your mission is simply to get the conversation started with the goal of getting people to try ReAction. Our amazing Products do the "heavy lifting" for you. Once people "feel the ReAction" they will want these Products.

Our **S.Y.S.T.E.M.** starts with the **Video Assets** file in the **Library** which contains many tools to work with to get the conversation started.

When working with your Social Media feeds (Facebook, Instagram, Twitter, etc) go to the **Marketing** folder in your **Library**. Scroll down and you will find an array of posts you can use on your feeds. Simply click on the post you'd like to use, open/download the file and post! It's that easy. Be sure to post regularly.

A great way to subtly open the conversation is to use the **ReAction Curiosity or Recruiting Videos** which can be found in the **Video Assets** folder in the **Library**. Send a link or DM to these introductory video to spark interest in ReAction. Follow up in 24-36 hours to confirm receipt and be ready to answer questions! Follow up with the 2 minute **ReAction Introductory Video**.

	<p>ReAction Curiosity Video</p> <p>A 2:45 min introductory video that speaks to the CBD industry and ReAction's unique position in the industry.</p>	<p>HERE</p> <p>SCAN</p>  <p>WATCH VIDEO</p>
	<p>ReAction Introductory Video</p> <p>A 2 min video showcasing why ReAction's Aeroponic Cultivation and Cryosonic Extraction are the best in the industry.</p>	<p>HERE</p> <p>SCAN</p>  <p>WATCH VIDEO</p>

In the **Video Assets** folder in the **Library** we also have a series of **Flash** and **Animation** Assets that can be sent via, text, DM, Email or Social posts. These should be sent/posted 1 each day. Start with either the **Flash** Series or **Animation** Series depending on your preference. Both are great at getting the conversation started. Once you have sent all the videos in a Series to your prospective Customer and in the unlikely event they haven't responded to your videos, follow up with a call, DM, or personal email to get their feedback. This is a great way to get the conversation started.

FLASH Video Series

These short, high-energy slideshows build excitement
And educate at the same time


	ReAction Introductory Flash A 2 min flash slideshow showcasing an overview of ReAction.	
	Cultivation and Extraction Flash A 1:30 min flash slideshow showcasing why ReAction's Aeroponic Cultivation and Cryosonic Extraction are superior in the industry.	
	Entourage Effect and Endocannabinoid System Flash A 1 min flash slideshow demonstrating the Entourage Effect of FSE and its impact on the ECS.	
	FSE vs Isolate vs. Distillates Flash A 2 min flash slideshow showing the difference between Full Spectrum Extract and Isolates or Broad Spectrum extracts.	

Animation Video Series

Easy to understand 5 Part Series
explaining why ReAction is “Best in Class”

	Aeroponic Cultivation Animation A 1:25 min animated video explaining why Aeroponic Cultivation is superior to growing in dirt.	
	Cryosonic Extraction Animation A 1:50 min animated video explaining why Cryosonic Extraction is far superior to CO2 and other forms of extraction.	
	Entourage Effect and ECS Animation A 1:40 min animated video explaining the Entourage Effect of FSE and its impact on the ECS.	
	FSE vs Isolate vs Distillates Animation A 1:12 min animated video explaining the difference between ReAction FSE and Isolates or Distillates.	
	Compensation Plan Animation A 2:45 animated video explaining the Comp Plan.	

The **CBD Conundrum Detailed** is an 18 minute video that lays out the details of the Science behind Reaction. The **CBD Conundrum Short** video is a condensed 8:30 minute video on the details of the Science behind Reaction and are “must see” videos for people who really want to know the details. These are invaluable for understanding why ReAction is “Best in Class” and ...beyond CBD!




CBD Conundrum Detailed


An 18 min video on the state of the CBD industry and the science behind Reaction.

HERE

SCAN



WATCH VIDEO




CBD Conundrum Short

An 8:30 min video on the state of the CBD industry and the science behind Reaction.

HERE


SCAN



WATCH VIDEO

ZOOM on Demand


ReAction offers new **Opportunity Meetings on Demand** to help build excitement and educate Prospects at the same time



Opportunity Call Ver.1

A 30 min Corporate Leadership Opportunity Call in long format with videos.


OPEN FILE



Opportunity Call Ver. 2


A 30 min Corporate Leadership Opportunity Call in short format with animated videos for Comp Plan.

OPEN FILE



Opportunity Call Ver. 3
A 30 min Corporate Leadership Opportunity Call in long format with animated videos throughout.

OPEN FILE



Opportunity Call Ver. 3
A 30 min Corporate Leadership Opportunity Call in short format with animated videos throughout.

OPEN FILE

As an industry first, ReAction is putting the power of it's Leadership EnTourage directly in your hands so you can schedule and lead your own successful Opportunity Calls at your (and your Prospect's) convenience. NO MORE WAITING for **Weekly Corporate Opportunity Calls!**

All you need to do is go to your backoffice **Library**, go to **Events & Zooms** and schedule your own Opportunity Calls. Simply select your desired call content featuring our Corporate Leadership Entourage and schedule your meeting. It's that easy. Remember, your mission is to share ReAction so people can "Feel the ReAction" for themselves. These meetings are designed to help you demonstrate to your Prospects how truly life changing the ReAction products and business can be!

Here's how you do it:

- ☐ Invite anywhere from 1-5 people to your Opportunity call (keep the # low so you can manage follow-up/sign-ups easier)
- ☐ Schedule the Zoom
- ☐ Start on time
- ☐ Host Welcome (2-5 minutes just to introduce yourself and tell a little about your experience with ReAction)
- ☐ Play the Zoom Video
- ☐ Answer questions and help them get started using ReAction (by purchasing Retail Products through your replicated website) or;
- ☐ Sign them up as VIP Customers, Affiliates or Distributors (based on their current level of commitment)
- ☐ Be sure to thank everyone for taking their time and always ask for referrals!

If you're uncomfortable starting your first Opportunity Zoom on your own, reach out to your Sponsor or any upline Leader and they will gladly assist! We're an EnTourage, everyone is happy to lift others as we go!

Remember...all you need to do is open the conversation, the ReAction products will do all the closing for you!

Another vital component of the **S.Y.S.T.E.M.** is the use of our qualifying Click Funnel Program.

We offer 3 different qualifying funnels (depending on your target audience). All 3 Click Funnels will provide details of why ReAction Products exclusively made with our proprietary FCE™ are superior in the Industry and why the ReAction Comp Plan is the easiest and highest paying plan in category. Each Click Funnel is targeted to a different recipient audience:

CBD 101- Typically sent to new users of CBD, or a great way to introduce CBD products to people with little to no “working knowledge” of the CBD industry.

ReAction Difference- Targeted towards people with a higher or advanced knowledge of CBD and/or the CBD industry.

Business Opportunity- Focused primarily on why ReAction is dominant in the CBD space and why the ReAction Compensation Plan is superior to other Comp Plans in the industry.

When using the Click Funnels Users are routed directly to your personal replicated website via QR codes or direct links to your personal url whichever you share.

It works by simply sending your url link or QR code by text, email or through social media channels. Once a person receives the link, they will be able to navigate through your Click Funnel. The Funnel will lead them through an educational process that leads to a destination where they choose to join in as a Distributor, VIP Customer, Affiliate, or even purchase Retail Products. Best part is whatever choice they make, their actions are attributed directly to your personal account.

Examples of the Click Funnel Program can be found in the **Marketing** folder in your **Library** under the Click Funnel Program heading.

To obtain your customized Click Funnel Program. Please contact support@feelthereactionglobal.com and we can provide a customized Click Funnel for you.

in general, **QR Codes** can be used to send any video or provide direct links to any pdf document. A great source to make your own easily readable QR code is <https://www.qr-code-generator.com/free-qr-code-creator/>

it's FREE and easy to work with. Simply enter the url you want to make into a QR code and in seconds your QR code is generated:

Free QR Code Creator

URL

VCard

Text

E-mail

SMS

Facebook

PDF

MP3

App stores

Images

Multi URL

Website (URL)

https://www.feelthereactionlibrary.com/opportunityvideo

Static

Dynamic ([What does dynamic mean?](#))

Create QR code

With logo?

JPG | [EPS](#) | [SVG](#)

Download

Embed QR code

You can use QR codes not only for text or email assets but also as marketing tools for “leave behind” campaigns.

An example of this type of campaign would be this 2 card per business card leave behind which can be implemented for as little as .02c/piece:

FRONT

BACK

FRONT

BACK

