



Levels of Commitment

<u>Level of Commitment</u>	<u>Description</u>	<u>Activity Level/Tools</u>
Level #1 - <i>A Lark</i>	Get involved on a whim; no intentions of seriously working; will try it out	<u>CRAWLER</u> Leave catalog in a break room, share RSVP, hand out a few sample packs...
Level #2 - <i>Just Dabbling</i>	No serious commitment; just playing with the business	GET Arbonnized
Level #3 - <i>A Hobby</i>	A form of entertainment; mild interest involved for fun	<u>WALKER</u> 1 1:1/week & 1-2 Groups a month sample packs, FB, Specials
Level #4 - <i>A Cute Little Business</i>	Doing it for fun with the idea it might generate "a little extra spending money"; modest Commitment minimal expectations	GET Arbonnized/ The Basics Package
Level #5 - <i>A Small Home Business</i>	Moderate commitment & modest financial expectation; wonders if business might general a few hundred dollars per month	<u>JOGGER</u> 4 1:1/week & 4 Groups a month gives samples, Full Calendar
Level #6 - <i>A Business</i>	Increasing expectations & commitment; beginning to view business with moderate seriousness; realizes it could generate a few thousand a month	The Basics/ The Beyond Basics
Level #7 - <i>An Opportunity</i>	Business is seen as having potential like countless other "opportunities" that exist; if taken seriously will see monthly revenues over time	
Level #8 - <i>My Business</i>	Significant increase in involvement, commitment & expectations; personal ownership settled in	
Level #9 - <i>My Opportunity</i>	Strong personal realization that NWM is an invitation to change their finances & their lives; high level of commitment & expectations	<u>RUNNER</u> 4 1:1/week & 1-2 Groups a week; & their sample packs, Full Calendar, launching new BB monthly
Level #10- <i>My Business, My Opportunity, My Moment, My Vehicle</i>	A quantum leap in insight, understanding and conviction; an attitude that suggests "I am in this business & this business in in me"; the magnitude of the opportunity is sensed, the financial implications are obvious & in it for long haul	The Beyond Basics/ The Ultimate Package