

ADVANCED GETTING STARTED TRAINING

The 10 Steps

Compensation Plan Highlights

Road To Area Director Elite

Success Principals

"Millions of people every day are searching for a way to make extra money on the side, and every day people are finding their answer with Kannaway."

THE PROCESS

- 1. Build Relationships – Ask questions and listen. Find a need and provide potential solution.**
- 2. Use the videos/presentation tools**
- 3. Follow Up – 3way call, zoom, product experience**
- 4. Enroll/HBR/New Member Orientation**
- 5. Review 10 steps to Getting Started**



The 10 Steps

STEP 1

- Enroll in Kannaway
- Establish your WHY and Your Emotional Barriers of Exit



The 10 Steps

STEP 2 Make An Appropriate Initial Order To Launch Your Business



Junior Executive



Total Experience



Senior Executive

By The Numbers

Value Pack	Retail	Enrollment Price	Savings*	BV	DSB	Triple DSB
Jr Executive	€745	€446	€300	250	\$45	\$135
Sr Executive	€1153	€803	€350	899	\$100	\$300
Total Experience	€2007	€1607	€400	1799	\$210	\$630

STEP 3

Enroll In **Smartship**

- Create a **Smartship Foundation** that cannot be broken. This is your cost of doing business....it is a mandate, not a suggestion.
- **ECHO** Donation
- Understand the **3 for Free and Smartship Rewards** Program

STEP 3 Enroll In **Smartship** and **Smartship Rewards**



- Having your monthly product selection shipped directly to your door, means that you will never be caught short or run out when you need it most. It also ensures that you remain in compliance to certain aspects of the Compensation Plan requiring that you have a monthly purchase of not less than 110 Personal Volume.



- Maintain an active SmartShip for 3 consecutive months, at a minimum of 110 BV each.
- Following earning SmartShip Rewards, you must have a monthly SmartShip of at least 110 PV paid in order to continue to earn your rewards status.
- 3 and Free Orders Do Not Count.

STEP 3

Enroll In **Smartship** and **Smartship Rewards**



1. Free shipping on all SmartShip orders.

2. Access to new items before the rest of the field.



3. \$1 BA fee enrollments for all SmartShip rewards earners with the purchase of any FastStart Value Pack.

STEP 3

Enroll In **Smartship** and **Smartship Rewards**



- Setting the example of being a Smartship Rewards Member will show your new members the correct way to build a solid business growth foundation.
- New Members and SmartShip Enrollments from Last Months Enrollments Are **NEW GROWTH**.



- To Ensure that your SmartShip Order is Processed Without Delay, Make your SmartShip Selection To Process during The First Half Of The Month.
- An Expired Form Of Payment Can Cause A Missed Month Of Qualification, Requiring That You Complete an Additional 3 Months of Uninterrupted Delivery to Re-Qualify.

STEP 3

ECHO DONATION MONTHLY – IT'S THE HEART OF OUR COMPANY



Education



Collaboration



Hope



The 10 Steps

STEP 4

Review All Resources Available In **YOUR** Back Office

- Dashboard – Snapshot of your business, events, blog posts
- Training – Getting Started Guide/Videos in Gallery and under Help tab
Videos to watch first: Getting Started 10 Steps, Mastering the Art of the Invitation, Evolution of Network Marketing.
- Marketing Tools
- Compliance – Do's and Don'ts

The 10 Steps

STEP 5

Build Your **Belief**

- In the **INDUSTRY**
- In the **COMPANY**
- In the **PRODUCT**
- In the **PROCESS**
- In **YOURSELF**



The 10 Steps

WE ARE A COMPANY BASED ON SCIENCE.

Customized CBD with DNA Test Kit



Retail: \$166.80 Wholesale: \$139.00

Discover your unique response to how cannabinoids can help your quality of life. This **patent pending DNA test** identifies key genetic markers found in your DNA and analyzes how those genes might work with cannabis and your endocannabinoid system (ECS).

STEP 6

Create Your Business Candidate List

The **first skill** required for success in your business:

- List everyone you know, **don't pre-judge**
- **Make a list today** of those you can contact tomorrow
- Always **add to your list** as you 'live your life'

STEP 7

Learn How To **Invite**

The **second skill** required for success in your business:

- Learn what to say and what NOT to say so you can get out of the way and **let the tools do the talking**
- The POWER of the **3 way call**

STEP 8

Learn How To Effectively Present Your Business In A Manner That Can **Duplicate**

The **third skill** required for success in your business:

- Schedule your first home business review **within your first two weeks and use the videos found on hemplifestylenetwork.com and just push play. Share your story and experience.**

STEP 9

Learn How To Conduct A New Member Orientation

- **Review the 10 Steps to Getting Started**
- **Review the** Backoffice and App
- **Set up** proper SmartShip and Echo Donation
- **Review how to enroll** new customers and BA's
- **Review how to become FastStart Qualified** for Triple DSB's
- **FastStart** 3000/9000 – MIG's
- Review **Payquicker**
- **Manage expectations** (product/business)
- How and when to use **Customer Support**
- How to do a proper **3 way call / importance**
- **Schedule first two home business reviews**
- **Enroller placement** prior to 7 days
(set up your teams properly with upline support)

The 10 Steps

LADDER OF ESCALATION

Using 'A First Look'

6th RUNG

Corporate Event

(Business Academy, Super Academy)

5th RUNG

Open Local Business Meeting

(Discover Kannaway, Kannaway Showcase)

4th RUNG

New Member Orientation

(Do this for everyone who attended the scheduled HBR)

3rd RUNG

Home Business Review (HBR)

Show 4 videos: The Problem, The Company, The Solution, The First 3 Steps *(Talk in-between & encourage discussion)*

2nd RUNG

HBR Invitation

(after positive interest in their reply)

1st RUNG

Send Link or Video 'A First Look'

(after positive interest in their reply)

FINISH



START

INITIATE 1st RUNG with a Relevant Leading Question

EXAMPLE: "What would it be worth to you... if I could show you a way to help pay for...?"

INITIATE 2nd RUNG with a Proper Invitation Script

RESOURCE AIDS: *Learn How To Create Interest With Texting and Mastering the Art of the Invitation* (Video Training & PDF).

INITIATE 3rd RUNG with a properly conducted HBR

RESOURCE AIDS: *Evolution of Network Marketing; Home Business Review Basics; Home Business Review Format.*

If the proper escalation of these touches were followed... 25% of your enrollments will happen at the HBR (RUNG 3) and 75% will happen during the New Member Orientation (RUNG 4).

Resource Aids & 4 HBR Videos available for review and download at:

<https://ba.hemplifestylenetwork.com/a-first-look/>

STEP 10

Learn The **Process** &
Put These Steps Into **Action!**



Consistently share **Kannaway** with **6** people *every day* and **enroll at least 3** new Brand Ambassadors *every month* with a *value pack*.

The 10 Steps

GETTING STARTED SUMMARY

- Become a **Brand Ambassador** for \$54.98/year
- **Make an appropriate initial order** to launch your business
 - *Jr. Executive Pack or above qualifies you for FastStart program*
- Set up your **Smartship & ECHO Donation**
- **Enroll 3 brand ambassadors** and/or customers **with a value pack** within your **first 30 days** and become 'FastStart qualified'
- **Add 1 more BA** and have all on 110bv for **1K Club**
- Become FastStart 3000 within **60 days** / FastStart 9000 within first **90 days**
- **Instruct new team members** to do the same **and repeat**

DOWNLOAD KANNAWAY CONNECT APP



The 10 Steps

COMPENSATION PLAN HIGHLIGHTS

How you make (lots of) money.



Compensation Plan Highlights

TWO REQUIREMENTS TO EARN COMMISSION:

- **Register** to become a Brand Ambassador: \$54.98/year
- **Maintain** minimum Personal Volume (PV) of 110 PV each month, either through our **Smartship** program or customer sales.

FASTSTART QUALIFY

Purchase (or sell to a personal customer) a Jr. Exec value pack and then personally enroll 3 Brand Ambassadors (and/or Customers*) with a **Value Pack** within your first 30 days.

Value Pack	DSB	Triple DSB
Starter (or Pure)	\$ 20	\$ 60
Jr. Executive	\$ 45	\$135
Sr. Executive	\$100	\$300
Total Product	\$292	\$875

FASTSTART QUALIFY

Three Items Of Importance That Achieving FastStart Will Result In

1. Increased Direct Signing Commission when you enroll new Members for the life of your Membership in Kannaway.
2. FastStart 3,000/9,000 Participation
3. Increased 50% Check Match Commission Paid To You and Your Upline.

Compensation Plan Highlights

FASTSTART CHALLENGE

Achieve 3000 (BV) within 60 days from start date Earn \$1000

Generate at least 3,000 in cumulative Qualified Group Volume within 4 levels in your first 60 Days

Not more than 60% of your QGV coming from one leg

Generate at least 110 in PBV in both the 2nd and 3rd months of being a BA

Sponsor Placed BA's and their Legs Do Not Count as QGV

Get Paid \$1,000.00, Paid over 2 months

Achieve 9000 (BV) within 90 days from start date Earn \$1000

Generate at least 9,000 in cumulative Qualified Group Volume within 5 levels in your first 90 Days

Not more than 60% of your QGV coming from one leg

Generate at least 110 in PBV in both the 2nd and 3rd months of being a BA

Sponsor Placed BA's and their Legs Do Not Count as QGV

Get Paid \$1,000.00, Paid over 2 months

*Note: Other qualifications may apply - see full comp plan for details

Compensation Plan Highlights

1K CLUB

Here's How it Works:

1. Be personally active with Kannaway with 110 PV
2. Maintain 4 personally enrolled Brand Ambassadors who are also active with 110 PV
3. Generate 1000 Elite Volume (EV) within the first 3 levels of your personal enrollment tree

The Reward:

You will earn a \$200 USD commission every month you qualify for the 1K Club

Compensation Plan Highlights

CUSTOMER LOYALTY PROGRAM: Refer 3 customers and you can earn free products.

50% CHECK MATCH on all product purchases (*not just on value packs!*). **20%** is paid to the enrollers sponsor; **30%** is split between leadership rank codes and **4 levels** of upline team members

NINE LEVELS OF TEAM OVERRIDE BONUSES including Rank Infinity and Coded Infinity Bonus

RANK ADVANCEMENT BONUS (*One-time bonus for reaching these ranks with Personal Volume*).

Exec Director	\$ 250	\$ 500 (within 60 days)
Area Director	\$1250	\$ 2500 (within 4 months)
Regional Director	\$2500	\$ 5000 (within 6 months)
National Director	\$5000	\$10000 (within 9 months)

LIFESTYLE BONUS (Monthly bonus)

Area Director: \$500	International Director: \$1250	Crown Ambassador: \$5000
Regional Director: \$750	Vice Presidential Director: \$1500	
National Director: \$1000	Presidential Director: \$2500	

Compensation Plan Highlights

50% CHECK MATCH

on all product purchases including value packs

20% is paid to the enrollers sponsor;

30% is split between leadership rank codes

And 4 levels of upline team members

WEEKLY CODED BONUS

Leverage to direct sales commission

FSQ \$450.00 20% = \$90.00 next generation

5%, 2.5%, 2.5%

Important – Why people should be FSQ

50% DSC Check Match

Duplication is the key to long-term success in Relationship Marketing and to help our Brand Ambassadors create a culture of teamwork. We pay a 50% check match on all Direct Sales commissions to qualifying team members.

The DSC Matching Commissions are paid on the entire DSC earned even if it is a triple DSC. The 50% DSC Check Matching Commission is split and paid as follows. 20% is paid to the enrollees sponsor and 30% is split between leadership rank codes and 7 levels of upline team members (following the sponsor tree) as shown in the charts below:

QUALIFYING CODED RANKS	DSC MATCHING COMMISSION PERCENTAGE
Executive Director	2.5%
Regional Director	2.5%
International Director	2.5%
Presidential Director	2.5%

UPLINE LEVELS	DSC COMMISSION PAID
Enroller's Sponsor	20%
Level 2 Upline	5%
Level 3 Upline	5%
Level 4 Upline	2.5%
Level 5 Upline	2.5%
Level 6 Upline	2.5%
Level 7 Upline	2.5%

* Note: Any single order on which a DSC is earned will pay an additional 50% of the total DSC amount, broken down into the above percentages. For example: if you are the sponsor of the BA earning a DSC of \$60, you will be paid 20% of the entire DSC, \$12. If you are the level 4 upline, you will be paid 2.5% of the total DSC, \$1.50.

TEAM OVERRIDES

Unilevel Placement Tree

	BRAND AMBASSADOR	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	AREA DIRECTOR	REGIONAL DIRECTOR/ REGIONAL DIRECTOR ELITE	NATIONAL DIRECTOR/ NATIONAL DIRECTOR ELITE	INTERNATIONAL DIRECTOR/ INTERNATIONAL DIRECTOR ELITE	VICE PRESIDENTIAL/ VICE PRESIDENTIAL ELITE	DIRECTOR PRESIDENTIAL/ DIRECTOR PRESIDENTIAL ELITE	CROWN AMBASSADOR/ CROWN AMBASSADOR ELITE
LVL 1	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
LVL 2	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
LVL 3		4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LVL 4			5%	5%	5%	5%	5%	5%	5%	5%	5%
LVL 5				6%	6%	6%	6%	6%	6%	6%	6%
LVL 6					7%	7%	7%	7%	7%	7%	7%
LVL 7						8%	8%	8%	8%	8%	8%
LVL 8							9%	9%	9%	9%	9%
LVL 9								10%	10%	10%	10%
LVL 10											

*Team Override commissions are paid monthly

Compensation Plan Highlights

MONTHLY CODED BONUS / CODED INFINITY COMMISSIONS

Historically where the biggest checks will come from. You are never “cut out”. Keep enrolling...

Eligible at Executive Director. An additional 1% to 7% laid over the top of team commissions

Leadership rewarded well to work deep in the organization

	EXECUTIVE DIRECTOR	AREA DIRECTOR	REGIONAL DIRECTOR/ REGIONAL DIRECTOR ELITE	NATIONAL DIRECTOR/ NATIONAL DIRECTOR ELITE	INTERNATIONAL DIRECTOR/ INTERNATIONAL DIRECTOR ELITE	VICE PRESIDENTIAL/ VICE PRESIDENTIAL ELITE	DIRECTOR PRESIDENTIAL/ DIRECTOR PRESIDENTIAL ELITE	CROWN AMBASSADOR/ CROWN AMBASSADOR ELITE	DOUBLE CROWN AMBASSADOR ELITE
CODED INFINITY 1ST GEN LEVEL 6 (ED TO 10 (PD) AND BELOW	1%	1%	1%	1%	1%	1%	0.75%	0.5%	0.25%
CODED INFINITY 2ND GEN LEVEL 6 (ED TO 10 (PD) AND BELOW	1%	1%	1%	1%	1%	1%	0.75%	0.5%	0.25%

Compensation Plan Highlights

RANK INFINITY COMMISSIONS

Leadership rewards!

Begins at 6th generation

“Taproot”

Get paid down to your rank for 2 generations

Get the difference between where you are and where they are

i.e. National Director Elite = 4% Executive Director Elite = 1 % difference = 3%

Everyone who enrolls has direct access to top level leaders.

	EXECUTIVE DIRECTOR	AREA DIRECTOR	REGIONAL DIRECTOR/ REGIONAL DIRECTOR ELITE	NATIONAL DIRECTOR/ NATIONAL DIRECTOR ELITE	INTERNATIONAL DIRECTOR/ INTERNATIONAL DIRECTOR ELITE	VICE PRESIDENTIAL/ VICE PRESIDENTIAL ELITE	DIRECTOR DIRECTOR	DIRECTOR PRESIDENTIAL/ DIRECTOR PRESIDENTIAL ELITE	CROWN AMBASSADOR/ CROWN AMBASSADOR ELITE	DOUBLE CROWN AMBASSADOR ELITE
RANK INFINITY 1ST GEN LEVEL 6 (ED) TO 10 (PD) AND BELOW	1% INF	1% INF	1% INF	1% INF	1% INF	1% INF	0%	0.75% INF	0.5% INF	0.25% INF
RANK INFINITY 2ND GEN LEVEL 6 (ED) TO 10 (PD) AND BELOW	1% INF	1% INF	1% INF	1% INF	1% INF	1% INF	0%	0.75% INF	0.5% INF	0.25% INF

Compensation Plan Highlights

MINIMUM INCOME GUARANTEE

MIG is the difference between all your commissions earned including any bonuses earned, and the MIG for that level. You must be Regional Director Elite or above to receive a MIG *meaning the required volume must come from personal production.* The volume requirement to achieve a MIG* for Executive and Area Director can come from both personal and placed volume.

*Must have 3 personal BA's in 3 separate legs with 110 personal volume – see compensation plan for full details

	Rank	Monthly	Yearly
	Executive Director	\$500	\$6,000
	Area Director	\$2,500	\$30,000
	Regional Director Elite	\$5,000	\$60,000
	National Director Elite	\$8,333	\$100,000
	International Director Elite	\$12,500	\$150,000
	Vice Presidential Director Elite	\$20,833	\$250,000
	Presidential Director Elite	\$41,666	\$500,000
	Crown Ambassador Elite	\$83,333	\$1,000,000

GETTING STARTED TRAINING



Compensation Plan Highlights

RANKS REQUIREMENTS & STOCK INCENTIVE

Rank	Personal Vol Req	Volume	Stock Incentive
Director	28 (110)**	600	
Senior Dir	55 (110)**	3,000	
Executive Dir	110	5,000	
Area Dir	110	15,000	
Regional Dir	110	45,000	
National Dir	110	135,000	
International Dir	110	240,000	
Vice Presidential Dir*	110	400,000	200,000 shares
Presidential Dir*	110	700,000	700,000 shares
Crown Ambassador*	110	1,000,000	1,000,000 shares
Double Crown Ambassador*	110	4,000,000	2,000,000 shares

*Elite Status

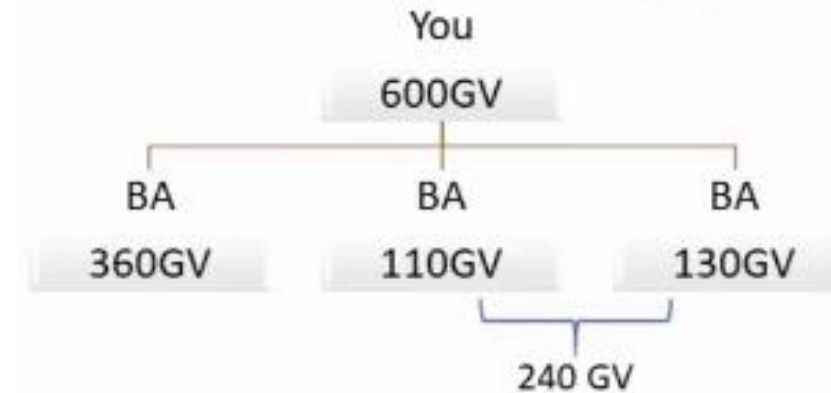
**110 is a requirement to be paid on FastStart

Compensation Plan Highlights

DIRECTOR

600 business volume (BV) with
3 BA's in 3 separate legs.

*Help your new BA's (3) fast start qualify
for triple direct sales bonuses*



- personally enrolled minimum of 3 BA
 - have a minimum of 28PV*
 - have a minimum of 600GV
 - 60% of 600GV from 1 BA leg maximum = 360GV
 - 40% of 600GV from other BAs in any combination = 240GV
 - paid 3 levels of team residual commission
- *Need 110PV for Smartship rewards and for higher promotions

Compensation Plan Highlights

SENIOR DIRECTOR

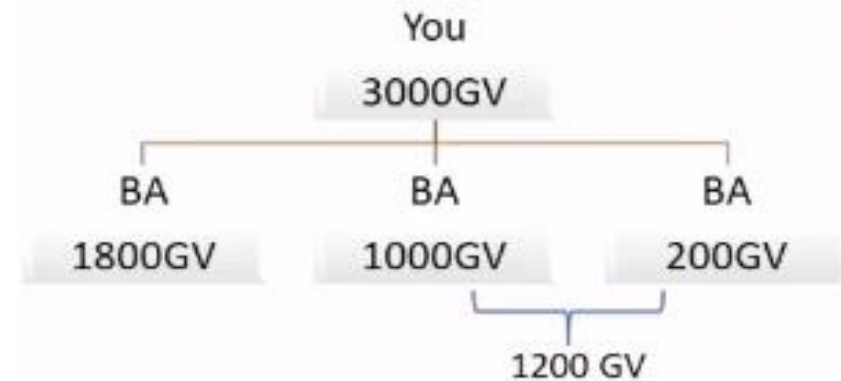
3000 business volume (BV) with no more than 60% coming from any one leg (1800/1200)

FAST START 3000 Bonus of \$1000

Achieve 3000 (BV) within 60 days of start date, maintain 110 (PV) monthly.

Compensation Plan Highlights

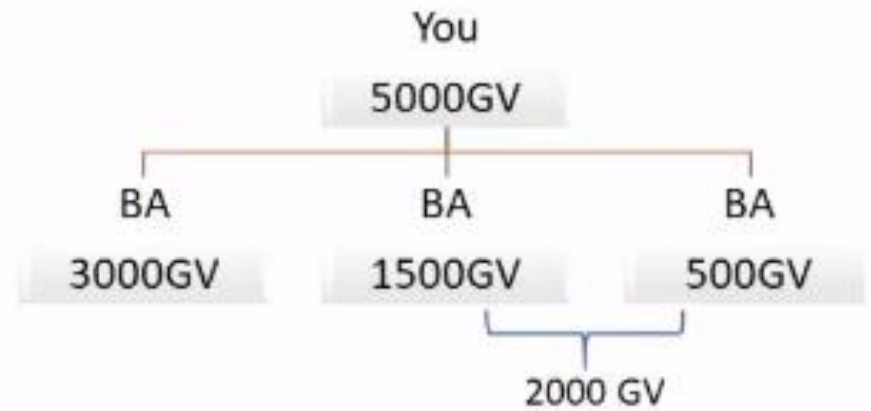
Senior Director (SD)



- personally enrolled minimum of 3 BA
- have a minimum of 55PV*
- have a minimum of 3000GV
- 60% of 3000GV from 1 BA leg maximum = 1800GV
- 40% of 3000GV from other BAs in any combination = 1200GV
- paid 4 levels of team residual commission
- *Need 110PV for Smartship rewards and for higher promotions

EXECUTIVE DIRECTOR

5000 business volume (BV) with no more than 60% coming from any one leg (3000/2000)
Earn at least \$500/month (MIQ) with RAB of \$250-500



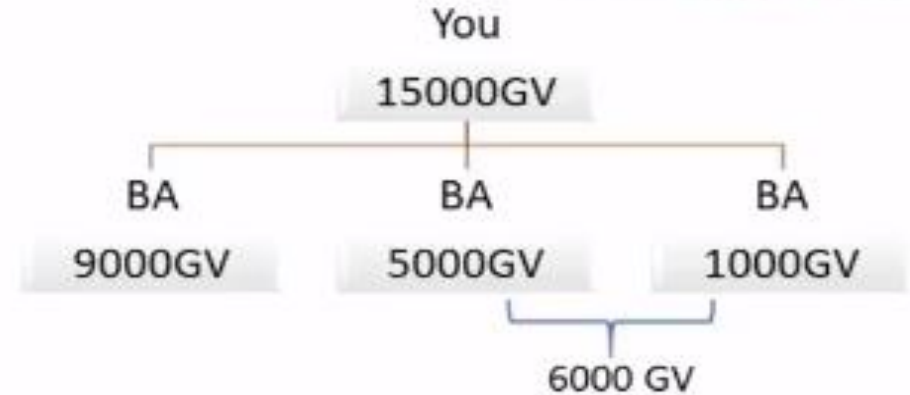
- personally enrolled minimum of 3 BA
- have a minimum of 110PV*
- have a minimum of 5000GV
- 60% of 5000GV from 1 BA leg maximum = 3000GV
- 40% of 5000GV from other BAs in any combination = 2000GV
- paid 5 levels of team residual commission
- *Need 110PV for Smartship rewards and for higher promotions

Compensation Plan Highlights

AREA DIRECTOR

15000 business volume (BV) with no more than 60% coming from any one leg (9000/6000)

*Earn at least \$2500/ month (MIC)
with RAB of \$1,250 - \$2,500*



- personally enrolled minimum of 3 BA
 - have a minimum of 110PV*
 - have a minimum of 15000GV
 - 60% of 15000GV from 1 BA leg maximum = 9000GV
 - 40% of 15000GV from other BAs in any combination = 6000GV
 - paid 6 levels of team residual commission
- *Need 110PV for Smartship rewards and for higher promotions

Compensation Plan Highlights



The Road To Area Director (Elite)

We set out with a goal for every person who joins as a **Brand Ambassador** to have the real chance to earn significant money in their **first 90 - 120 days**.



This plan also helps new people create between **\$200 to \$2,500 in residual income** as quickly as possible.

Road To Area Director (Elite)

AREA DIRECTOR ELITE REQUIREMENTS (BEST PRACTICE)

- 3 personally enrolled Brand Ambassadors, in 3 separate legs, each on Smartship with a minimum 110 points every month – Add one more BA for 1K Club bonus.
- Personal Group Volume (PGV) of minimum 15,000 points
- Personal smartship order every month of 110 points
- No more than 60% volume can be counted from any one leg for rank advancement

Road To Area Director (Elite)

DUPLICATION BUILDING BLOCK



SCHEDULE

your first Virtual HBR within your first week

ACTION: Create your candidate list and invite your candidates to engage in an information process to evaluate a business.



FASTSTART QUALIFY

within first 30 days

ACTION: Enroll 3 BA's with a FastStart Value Pack.



ACHIEVE 1K CLUB

available every month through Executive Rank

ACTION: Have 1,000 BV and 4 BA's on



Your First 120 Days

Your First 90 - 120 Days



SCHEDULE

Your first Virtual HBR with your candidates within your first week



FAST START QUALIFY = Triple Commissions
within first 30 days



1K CLUB = \$200/mo. Residual Income
available every month through Executive Rank



FAST START 3000 = \$1,000 Bonus
within first 60 days




EXECUTIVE RANK = \$500 RAB + \$500/mo. Residual Income
between 60-90 days



FAST START 9000 = \$1,000 Bonus
within first 90 days



AREA DIRECTOR RANK = \$2,500 RAB + \$2,500/mo. Residual Income
between 90-120 days

- 
- 3 personally enrolled Brand Ambassadors in 3 separate legs each with 110 pts
 - No more than 60% volume can be counted from any one leg for rank advancement, Fast Start 3000/9000 bonuses and MIC
 - All on Smartship and Echo Donation
 - Personally enroll a new BA and place within 7 days into one of your teams.
 - Every month the goal is to enroll 3 new BA's and/or customers with a value pack – get fast start qualified all over again!
 - Use the tools and teach the system!
 - Invite, Present, Follow Up-3way call, New Member Orientation

SUCCESS PRINCIPLES

“Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come.”

- Dwayne Johnson

“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”

- Benjamin Franklin



Success Principals



- Be decisive - make a decision!
- Be excited!
- Check your attitude & gratitude!
- Know that you know!
- Build relationships!
- Be LOUD & PROUD!

Success Principals

GET YOUR HEAD RIGHT

- **You have a gift** to offer – you don't need to beg
- Be emotionally detached **from the outcome**
- **STOP** apologizing
- Be yourself – but **be your best self**
- **Bring passion**, enthusiasm and energy
- Bring some **urgency**
- Be committed to **daily income producing activity**
- Whoever has the **strongest belief** wins!

Success Principals

POSITIVITY ATTRACTS

how to
deal with
distractions
and
negativity

- **Create** a positive environment
- **Mentor** with your upline daily
- **Communicate** with your team daily
- **Connect** with new friends you met this week
- **Invest** in personal & leadership development
- **Improve** skills, acquire new ones
- **Avoid** negative people
- **Remain** excited and focused

Success Principals

BE DECISIVE: (HINT) IT'S A DECISION

Make a decision.
Tell the world.
Figure it out!

Be realistic and truthful.

Once goals are set,
work backwards
and remain focused.



Success Principals

DAILY ACTIVITIES

- **Consistent daily activities** determines long term success
- **Always** be learning:
 - Network Marketing, Cannabis industry,
 - Personal development, leadership training
- **Contact, Invite, Present, Train, Retain**



Success Principals

PROMOTE, PROMOTE, PROMOTE

With every...

- Conversation, Presentation, 3-way call, Training

Always be promoting the next event
(no matter where it is).

If you want to increase the likelihood of having guests at events, then **increase the amount of people you actively invite** to attend these events with you *or to meet the leaders who will be there.*



Download event posters to share at
ba.hemplifestylenetwork.com

Success Principals

EDUCATE, EMBRACE, EMPOWER!

- **Educate everyone through the resources.** *Don't be the expert, be the pointer!*
 - your_site.Kannaway.com
 - Echoconnection.org
 - hemplifestylenetwork.com/educate
- **Embrace** this special time and global change... *The end of the prohibition of cannabis is here!*
- **Empower** others to be the best that they can be. **Bring guests and team members to the events** *for inspiration, confirmation and education!*

Success Principals

COMPLIANCE

Examples of Specific Disease-Related Words You Cannot Use: Acne, addictions, anxiety, autism, cancer, cholesterol, colds, diabetes, diuretic, fevers, flu, headaches, hypertension,, hypothyroid, infection, kidney stones, migraines, multiple sclerosis, osteoporosis, Parkinson’s, PMS, tumors, ulcers....

If you want to know what you can say and how to say it, read this document:

Marketing Do’s and Don’ts

in your backoffice under the tabs
Business>Marketing Materials

NON-COMPLIANT	COMPLIANT
A.D.H.D	Trouble concentrating, provides positive mental support
Pain	Discomfort
Insomnia	Difficulty sleeping
Menopause	Change of life
Fibromyalgia	Severe discomfort in the body, feeling old
Depression	Helps improve mood
Colds or infections	Helps maintain immune system health
Arthritis	Helps promote joint flexibility
Lowers cholesterol	Helps support a healthy heart, heart healthy
Reduces joint pain	Helps support cartilage and joint function
Alzheimer’s	Provides positive mental support
Removes toxins	Helps remove impurities from our body
Prevents stress	Promotes relaxation, improves relaxation
Cures urinary infections	Helps promote urinary tract health
Helps prevent heart attacks	Helps maintain cardiovascular function, healthy circulatory system

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

- Margaret Mead



YOU GOT THIS!