Getting Started







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Welcome to Kannaway®!

Congratulations on deciding to join the community of entrepreneurship. You have chosen to join one of the fastest-growing and most influential groups of business professionals on the planet!

Whether this is your first entrepreneurial endeavor or if you have already achieved success as an entrepreneur, I welcome you to Kannaway and our Entrepreneurial Revolution.

You have just become part of a movement committed to taking action and driving positive global change. As part of that movement, our company launched the world's first legal hemp-based supplements in the United States in 2014. We later became the first direct selling company to launch CBD products in European countries and Mexico and the first to expand into Asia. We take action and view it as our responsibility to ensure global free access to safe hemp-based products. We also take action to provide people around the world the opportunity to participate in the global cannabinoid marketplace; and, of course, to grow a booming business for you and your family's future.

Our vision is to take hemp to every home worldwide. That is the focus we, and every Kannaway Entrepreneur around the globe, envision as we start each day, and now that includes you!

Our commitment to every Kannaway Entrepreneur is integral to this grand vision because we value the relationships we're a part of and are blessed to build. We will always put YOU first as a Kannaway Entrepreneur and keep that commitment top of mind as we make every single decision, every moment of every day. Our entire team is thrilled to have you join us in driving this movement of positive global change.

We are honored to have you join Kannaway and to be a part of your journey. Let's get to work together!

William J. Andreoli President, Kannaway®

William () Andusti

Blake Schroeder CEO, Kannaway®











Why Kannaway? 12 Reasons to Try

To learn more, contact the person who gave you this brochure.









Kannaway is dedicated to raising awareness and donating funds to great causes. We're proud to support the not-for-profit foundation, Por Grace, dedicated to improving lives by educating and supporting families around the world about the benefits of CBD.

Don't believe us? Here are the top 12 reasons to choose Kannaway:

- Highest-Quality Testing
 Kannaway products are Triple
 Lab Tested.
- Premium Sourcing Our ingredients are sourced straight from Mother Nature.
- Our unique Green, Blue and Gold oil are made from hemp grown using organic practices.
- We were the first company to establish a global pipeline and deliver CBD products across the...











United States and then internationally to over 30 countries around the world.

Natural CBD

Our process involves as little refinement as possible, leaving the CBD hemp oil in its most unaltered form.

Putting Your Safety First

Safety is our top priority and our guidelines help ensure the safest, best-quality products using the purest ingredients for our customers.

Education

We're dedicated to educating as many people as possible about cannabis and the role of our endocannabinoid system.

® Whole-Body Benefits

Our products have a wide range of therapeutic applications.

Long-Term Commitment

From chemical-free, eco-friendly fabrics to hemp-infused herbal remedies, Kannaway is committed to offering you the best brands in the cannabis industry.

Scientifically Advanced

Our process provides personalized insights for cannabis use based on the most up-to-date and clinically relevant research that has been vetted by our team of scientists.

M Proprietary Formulations

Products like our best-selling Salve and Award-winning Cannabis Beauty Defined utilize specific herbal formulations that have been handed down for centuries through a family line of doctors, and which were once only available to the royal families of East Asia.

Essential Support

Kannaway is dedicated to raising awareness and donating funds to great causes. We're proud to support the notfor-profit foundation, Por Grace, dedicated to improving lives by educating and supporting families around the world about the benefits of CBD.

Kannaway products are not intended to diagnose, treat, cure, or prevent any disease. Please visit kannaway.com for more detailed product information.





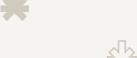












You've heard about hemp....

...and all of the incredible benefits that can come from incorporating hemp-based products into your lifestyle. Recent studies have shown that hemp products are fueled by a component called cannabidiol (often referred to as CBD), which can have amazing effects on the human body. However, with this new information has come a slew of hemp products, and you've likely noticed that there are a ton of different hemp companies to choose from. How do you know which products work, which formulations fully utilize pure hemp resources, and which companies you can trust? **The answer is Kannaway.**

The difference is simple nature —

At Kannaway, we don't compromise on quality. Our ingredients are sourced from the finest hemp farms in the world, including our original 5th generation hemp farm in the heart of Europe, where the soil... is well-nourished and devoid of pesticides, herbicides, and chemical fertilizers. And our products undergo rigorous testing to ensure the quality is unmatched. That all adds up to one thing - making Kannaway the best choice for world-class hemp and wellness products.















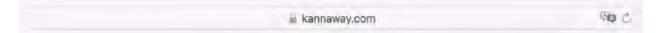
Getting to know your Kannaway Back Office

LOG IN

First, let's get you logged in to your back office

What you'll need: The username (or email address) and account password that you specified during the enrollment process.

1 Go to: www.kannaway.com on your computer or smart device



2 Click on: LOG IN in the upper right portion of the page



Complete: The LOG IN prompts and click the LOG ME IN button





INDEX



*Username or email address that you specified at enrollment

*Password that you specified at enrollment

You have arrived at your Kannaway Back-Office dashboard. From here, you can easily navigate to reports, enrollments, business tools, and a variety of business building areas. We encourage you to explore, but first, we would like to make you familiar with a few very important things:

Your replicated website address.

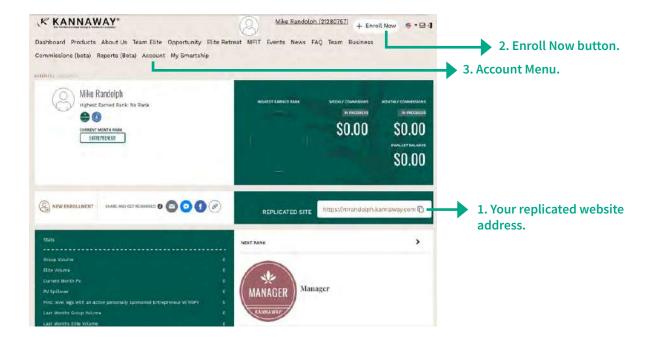
This is the web address where you will send your prospective customers and entrepreneurs to learn more about you, your products, and your income opportunity.

Your + Enroll Now button.

This is where you go to enroll new Customers or Entrepreneurs into your business.

Your Account Menu.

This is where you will want to go first to double-check your Account Settings, setup your SmartShip, Shipping Addresses, and a variety of other things.









ACCOUNT SETTINGS

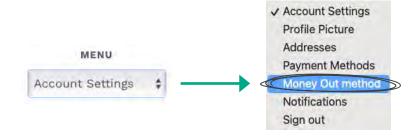
Now, let's take a closer look at your Account Settings. Here, we're going to make sure that your contact information & communication preferences are correct, but most importantly, we want to get started on the setup of I-Payout, so that you can start receiving commissions.

- 1 First, select the Account drop-down menu Account

 Next, select Account Settings ACCOUNT SETTINGS
- Scroll down this page to verify and or insert additional information about yourself, including your profile picture, phone numbers, social media handles, and more!



Next, let's start the **setup of your I-Payout Account.** First, go back to the top of the page and select the Account Settings drop-down menu in the upper right portion of the screen.





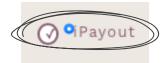




5 Select Money Out Method



Select I-Payout. By virtue of selecting the I-Payout checkbox, the process has begun, but you won't see anything on the screen except for the blue circle and checkbox next to "IPayout." Your next step is to check your email for a message from "eWallet Support" – be sure to check your "junk mail" folder if you do not see it in your inbox. The email will cover the next steps. If you do not receive the eWallet Support email, skip to the end of this guide for instructions.



Next, simply follow the instructions in the eWallet Support email to complete the setup of your I-Payout account.

I-PAYOUT ACCOUNT

Step One -

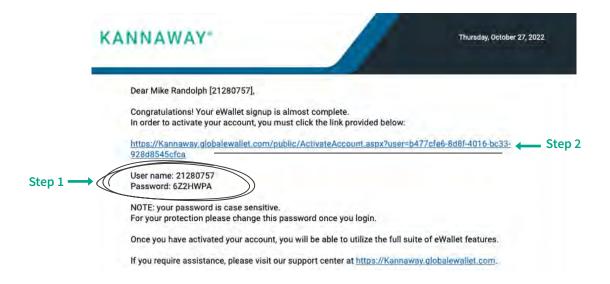
Make note of your username and password, as you will need them for Step Four below.





Step Two -

Click on your personalized I-Payout activation link.



Step Three -

Click Continue to proceed to the I-Payout Login page.







Step Four -

Login to your I-Payout account using the Username and Password that was provided in your "eWallet Support" email.



Congratulations and Well Done! You are now logged in to your I-Payout eWallet account.

You should now see a screen like this one with an orientation video. To start the video, click the white triangle in the middle of the screen. When complete, you can CLOSE the video screen by clicking the "CLOSE X" in the upper right corner of the video screen. If at any time you would like to replay the video, click the Video link in the upper right of the eWallet Setup screen.

Setting up your I-Payout account is similar to setting up a bank account. You will need to share your tax ID number, a completed W-9 statement, as well as verify your identity. Be sure to make a note of your Transaction PIN in Step 4, as you will need it later to finish your account setup as well as to verify any transactions, including fund withdrawls.



Step 0. I-Payout ewallet account.

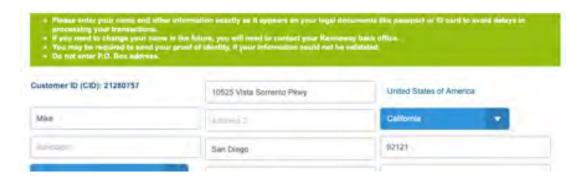








Step 1. I-Payout ewallet account, Account Information.



Step 2. I-Payout ewallet account, Identification.



Step 3. I-Payout ewallet account, Agreements.



Step 4. I-Payout ewallet account, Transaction PIN.

Your Transaction PtN is an extra layer of security. You will be asked to enter this PtN before completing any transaction within your eWallet. Please enter any 4 - 10 digit number of your choice as your transaction PtN.	fallet. Transaction PIN				
An answer to a security question will be required to reset your PIN. An answer cannot match with your first and last name, your email address, PIN, and phone numbers.					
Select any three different questions:	Type answers:				

KANNAWAY
The World's Premier Henno & Wellness Company





Step 5. I-Payout ewallet account, Provide documentation

To gain full access to your eWallet balance and functionalities, please provide the following:

- Government ID: Passport OR driver's license OR another picture government issued ID.
 - ID must match the eWallet account holder information.
 - ID must be valid (not expired)
 - ID must be in full color
 - Submitted document must be legible
 - Submitted document must show all four corners
 - Submitted document may not be redacted
 - Document must be in PNG, JPEG, or PDF format.
 - Document must be no more than 4MB (4096 KB)
- W-9 form: What is form W-9?

Please choose any of the following options to submit your documents:

- Upload your document (see below)
- Email: Kannaway@globalewallet.com

Step 6. I-Payout ewallet account, Government ID



Step 7. I-Payout ewallet account, W-9 Form









Congratulations, the tough part is complete! Check your email for the verification email showing that your verification documents have been received. Once these documents have been verified, you can finish up the details and start getting paid!

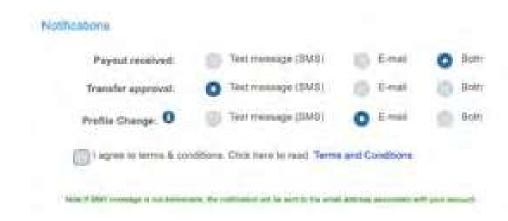
*Please Note: It should only take an hour or so, but it may take up to 3 or 4 business days for I-Payout verification process to complete.

Once your documentation has been verified, you will be notified via email. At this time, you may log back in to your I-Payout account (Kannaway.globale wallet.com) using the previously assigned User name and Password. Upon login, you can continue your account setup.

Confirm your mobile phone number



Verify your notification preferences



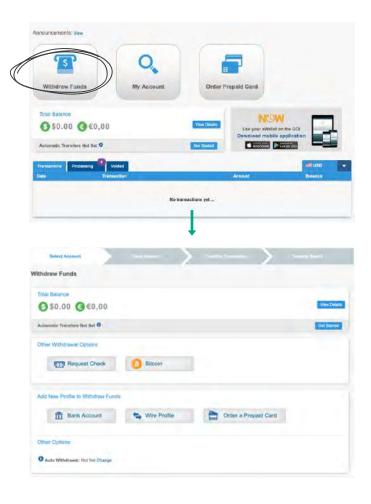


3 Authenticate with the Transaction PIN that you specified earlier



Once final verification is complete, you'll go to your I-Payout dashboard. Here, you can:

1. Withdraw Funds





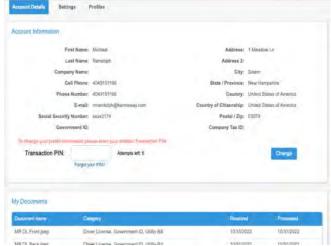




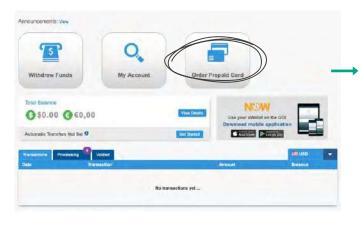


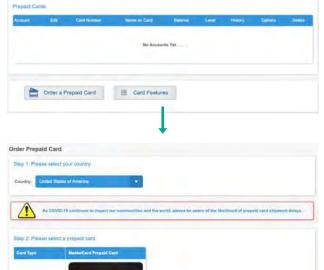
2. Adjust your Account Settings





3. Order a Prepaid dedit Card



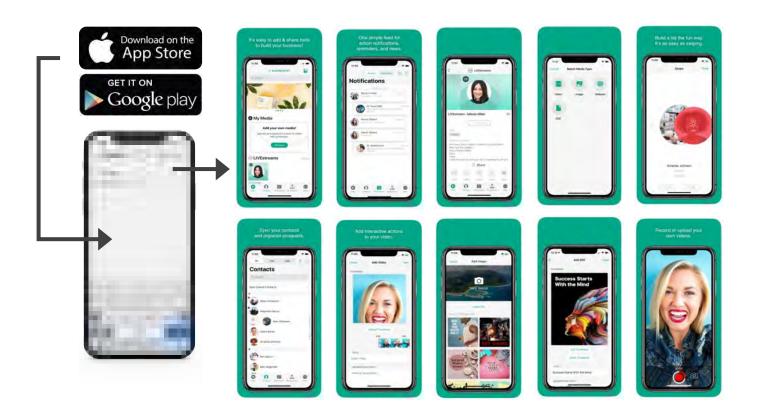






The Kannaway Mobile App your NEW Best Friend in the Business!

Whether you shop in the Apple App Store or Google Play, you're only a few taps away from turning your mobile device into a powerful business tool!



Once installed, the Kannaway logo will appear with your other apps on your smartphone. Simply tap it to launch the program that will simplify and multiply your business!





- 1 Upon first launch, the app will prompt you to enable notifications, which we highly recommend that you "Allow."
- 2 Login with the same Username and Password that you use to access your online back office.
- Congratulations! You're now logged in and ready to take your Kannaway business on the road, or around the world!
- 4 Check out the App Tutorial section. Here you will find helpful videos to assist you with understanding the power of this industry leading app!
- But wait! There's even more to explore in the Kannaway mobile app!
 Training, Product Info, Contact Mapping, so much more right in the palm of your hand!









Kannaway Compensation At-a-Glance Reference Guide

*Minimum income guarantee based upon 10% of total Elite Volume (EV). MIG and Qualified EV reflects a maximum of 60% of Elite Volume coming from largest single leg. Monthlly lifestyle Commissions require 2 consecutive months of qualification.



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	Entrepreneur	Manager	Director	Senior Director	Executive Director	Area Director	Regional Director
Minimum Income Guarantee*			\$100-\$300	\$300-\$500	\$500-\$1,500	\$1,500-\$4,500	\$4,500-\$10,000
Personal Volume (PV)	110	110	110	110	110	110	110
Qualified Elite Volume (EV)*		330	1K	3K	5K	15K	45K
Personally Enrolled Legs		3	3	3	3	3	3
Rank Advancement Bonus							
Rank Advancement Commissions (achieved anytime)				\$200	\$250	\$1,250	\$2,500
Rank Advancement Commissions (enrollment date)			\$200 (30 days)	\$400 (60 days)	\$500 (90 days)	\$2,500 (120 days)	\$5,000 (180 days)
Monthly Lifestyle Commissions*						\$500	\$750
Product Sales Commissions							
Retail Bonus	20% of Retail	Purchase Price					
Direct Sales Commission	20% of Comn	nissionable Volu	ıme (CV)				
Special Direct Sales Commission	\$30 to \$300 o	n select produc	t Value Package	s			
3 for Free	with a minim	um of 3 custme	rs in a calendar	month, receive	a product credit	equal to the ave	erage.
SmartShip Rewards	maintain moi	nthly SmartShi _l	o orders for 6 co	nsecutive mont	hs, get 7th mon	th free!	
Residual Team Override Commissions							
Level 1	11%	11%	11%	11%	11%	11%	11%
Level 2	10%	10%	10%	10%	10%	10%	10%
Level 3			9%	9%	9%	9%	9%
Level 4				8%	8%	8%	8%
Level 5					7%	7%	7%
Level 6						6%	6%
Level 7							5%
Level 8							
Level 9							
Level 10							
Rank Infinity Bonus							
First Generation					1%	1%-2%	1%-3%
Second Generation					1%	1%-2%	1%-3%
Coded Infinity Commissions							
First Generation					1%	1%-2%	1%-3%
Second Generation					1%	1%-2%	1%-3%







	100K Club	National Director	International Director	Vice Presidential Director	Presidential Ambassador	Crown Ambassador	Double Crown Ambassador
Minimum Income Guarantee*	\$10,000-\$13,500	\$13,500- \$24,000	\$24,000- \$40,000	\$40,000- \$70,000	\$70,000	\$83,333	\$83,333
Personal Volume (PV)	110	110	110	110	110	110	110
Qualified Elite Volume (EV)*	100K	135K	240K	400K	700K	1MM	4MM
Personally Enrolled Legs	3	3	3	3	3	3	4
Rank Advancement Bonus							
Rank Advancement Commissions (achieved anytime)	\$3,750	5,000	\$24,000	\$40,000	\$70,000	100,000	200,000
Rank Advancement Commissions (enrollment date)	\$7,500 (180 days)	\$10,000 (270 days)					
Monthly Lifestyle Commissions*	\$750	\$1,000	\$1,250	\$1,500	\$2,500	5,000	10,000
Product Sales Commissions							
Retail Bonus	20% of Retail	Purchase Price					
Direct Sales Commission	20% of Comm	nissionable Volu	ume (CV)				
Special Direct Sales Commission	\$30 to \$300 o	\$30 to \$300 on select product Value Packages					
3 for Free	with a minim	um of 3 custme	rs in a calendar	month, receive	a product credit	equal to the ave	rage.
SmartShip Rewards	maintain monthly SmartShip orders for 6 consecutive months, get 7th month free!						
Residual Team Override Commissions							
Level 1	11%	11%	11%	11%	11%	11%	11%
Level 2	10%	10%	10%	10%	10%	10%	10%
Level 3	9%	9%	9%	9%	9%	9%	9%
Level 4	8%	8%	8%	8%	8%	8%	8%
Level 5	7%	7%	7%	7%	7%	7%	7%
Level 6	6%	6%	6%	6%	6%	6%	6%
Level 7	5%	5%	5%	5%	5%	5%	5%
Level 8		4%	4%	4%	4%	4%	4%
Level 9			3%	3%	3%	3%	3%
Level 10							2%
Rank Infinity Bonus							
First Generation	1%-3%	1%-4%	1%-5%	1%-6%	0.75%-6.75%	0.5%-7.25%	0.25%-7.5%
Second Generation	1%-3%	1%-4%	1%-5%	1%-6%	0.75%-6.75%	0.5%-7.25%	0.25%-7.5%
Coded Infinity Commissions							
First Generation	1%-3%	1%-4%	1%-5%	1%-6%	0.75%-6.75%	0.5%-7.25%	0.25%-7.5%
Second Generation	1%-3%	1%-4%	1%-5%	1%-6%	0.75%-6.75%	0.5%-7.25%	0.25%-7.5%





Communicating With Kannaway

At <u>Kannaway</u>, we recognize that *COMMUNICATION IS EVERYTHING* when it comes to running a successful business, whether with us here at corporate, or out there with you in the field. As preferences vary widely, we maintain several different systems for communication and support. There's no need to use all, or even some... just select the method with which you have the most comfort, and we will be there for you!

Corporate Home Page

From the corporate home page, you can reach every critical portion of your Kannaway business including:

Language and location settings

Click the drop-down menu located in the upper right portion of the homepage. This will change the shopping cart and back-office systems accordingly.

You may select your country and language separately, using the country and language drop down menu.

Other Points of Interest include sections dedicated to Kannaway's Products, our Corporate Story, Recognition, Income Opportunity, Dream Vacations, the MFIT Fat Loss System, Upcoming Events, Current News, and Frequently Asked Questions. Select the category of your choice to enable a more detailed dropdown menu.



Language and location settings: homepage menu

More links and information, including our social media handles, can be found at the bottom of each page.





INDEX







Footer Kannaway homepage.

Language and location settings drop down menu.

Support Methods and Hours

Support via chat:

(use yellow chat button in the lower right portion of the kannaway.com home page)

- All languages
- Monday thru Friday 12AM (midnight) 5PM Pacific Time.

Support via email:

(support@kannaway.com)

- English only
- Monday thru Friday 9AM- 5PM Pacific Time.

International support via email

supporteurope@kannaway.com frenchsupport@kannaway.com germansupport@kannaway.com czechsupport@kannaway.com polishsupport@kannaway.com hungariansupport@kannaway.com slovaksupport@kannaway.com spanishsupport@kannaway.com portugesesupport@kannaway.com japansupport@kannaway.com hksupport@kannaway.com







Support via text

Send text messages to 858-500-3144

- English only
- Monday thru Friday 9AM 5PM Pacific Time.

Support via telephone

Dial (858) 500-3144

- English only
- Monday thru Friday 9AM 5PM Pacific Time.
- Telephone support includes added flexibility, including voicemail and call-back. If all representatives are busy, you may choose from three options:
 - 1. PRESS 1 to leave a voicemail.
 - 2. PRESS 2 to request a callback. Saves your spot in the queue without waiting on the phone. We'll call you when an agent is available.
 - 3. Wait on the phone line for the next available agent.

Kannaway on social media

Use the hyperlinks below by clicking on the logo, or search "WeAreKannaway" from within your favorite platform.

























Welcome to Kannaway

Success in Kannaway does not occur by chance. In fact, there is a proven and predictable pattern of activities—no luck or guesswork involved.

We believe you have the natural abilities to succeed in this business, and by refining those abilities into skills, you can be effective in the correct business building practices.

By following the steps in this workbook, your business can become profitable quickly—much more quickly than the standard, traditional business model, which typically requires years to become profitable. For the select few who choose to take these steps to the top, the personal and financial rewards are limitless.





MOVING TOWARDS SUCCESS ONE STEP AT A TIME

01

Enroll in Kannaway & Determine Your WHY

Go to www.kannaway.com and click "Enroll now." You'll need your Sponsor's Entrepreneur ID number. Also, be sure to watch the "10 Steps to Getting Started in Kannaway" videos.

Once your account is established and you've completed steps 1-3, be sure that you are logged in to your account so that the hyperlinks that follow will function properly

Video directory pathway:
 Business → Video Gallery → 10 Steps

02

Place an Initial Order

Consider your goals and business strategy when placing your initial order. For us, the goal is educating the world about the endocannabinoid system and delivering products that support overall wellness.

Placing your initial order of a Total Product Experience Value Pack will provide you with a sufficient supply to test out the formulas yourself, while also giving you enough product to share with others for the business-building activities you'll complete in this workbook.

*Product purchase not required to become a Kannaway Entrepreneur.

Where to find:
 Opportunity → Value Packs

03

Complete the SmartShip Enrollment Process

Complete your SmartShip enrollment and establish a solid foundation for your business. SmartShip allows your business to flow smoothly by consistently providing the product your business requires, while significantly cutting down on the time spent on administrative tasks.

When you place SmartShip orders for 6 consecutive months, you'll receive the 7th month for free + BV, all you need to do is pay for shipping. The value of the 'free' month will be based on the average SmartShip order for the previous 6 months. Only the first SmartShip order of the month will count toward the average and if the 7th month's order's cost exceeds that value. the Entrepreneur or Customer will pay the difference. All SmartShip orders must be placed before the 22nd of each month and have at least 110BV to qualify.

Where to find:
 My SmartShip tab at the top of the page



YOU CAN SUCCEED WHEN YOU APPLY THE KANNAWAY GETTING STARTED SYSTEM

04

Review all Kannaway Resources in Your Back Office

This manual and other training materials are tools that will help you start and grow your business. To the extent that you learn to use them and teach others to do the same, you can grow a much stronger business. Doing a complete review will help you understand all of the resources available to you and your team.

Review "Your First Look at Kannaway"

Business → Video Gallery → Training

Download the Kannaway Mobile App for quick access to resources:

iOS Download

Android Download

05

Take Advantage of Kannaway Resources

From webinars to sales collateral, Kannaway is equipped with all of the tools and resources needed to ensure your success in the direct selling business.

To help you get started, here are a few recommendations:

- Review the "25 Years | Your First Look
 Business → Video Gallery → Training
- Review corporate documents and marketing materials
 Business → Marketing Materials

Connect with Kannaway

Be sure to tag, follow, like, comment, and share with us!

- Instagram@wearekannaway
- Facebook facebook.com/wearekannaway
- Twitter twitter.com/wearekannaway
- Hemp for Humanity hempforhumanity.eu
- Por Grace kannaway.com/por-grace

06

Create Your Initial Candidate List

To kickstart this process, simply write down the name of every person you know. On your list, there could be one or two people with the potential to reach the highest rank, and numerous potential Entrepreneur. There are also 20 or 30 people who are likely not looking for a business opportunity at the moment, but who will want to use the products in the future as a customer.

Begin with the memory jogger list, then look through your cell phone contacts and any social media acquaintances you may have. Be sure to review the "Growing your Candidate List" video to get a better idea of how to grow your list.

Review "First Candidate List"

Business → Video Gallery → Training







MOVING TOWARDS SUCCESS ONE STEP AT A TIME

07

Learn How to Invite Like a Pro

In order to grow your
Kannaway business, one
of your main activities will
be inviting people in your
social circle to learn more
about Kannaway. It might
seem daunting at first, but
by relying on the training and
tools provided, you can use a
proven formula to complete
successful invitations over and
over.

Rehearse until you're comfortable extending invitations to others in your network to join Kannaway. Be sure to let the candidate see the opportunity – not just your individual results. Let the tools do the work for you!

Review "Mastering the Art of the Invitation"

Business → Video Gallery → Training

08

Learn How to Effectively Present

Set dates for your first two meetings. Watch our "HBR Basics" and "HBR Format" videos to prepare for your first presentation.

Review "HBR Format" and "HBR Basics" Business → Video Gallery → Training

MEETING 1:

MEETING 2:

09

Participate in Your Own New Member Orientation

Understand the purpose and value of each tool in the Business Building Kit and let the tools do the work for you.

Work with your sponsor to learn how to best implement the Getting Started System.

Learn how to effectively conduct new member orientations, based upon the proven and predictable pattern of activities outlined in this workbook.

10

Put These Steps into Action!

IT'S TIME TO GET OUT OF "THINKING MODE."
THE SKILL TO DO
COMES FROM THE DOING.
TAKE ACTION IN
YOUR FIRST 30 DAYS!



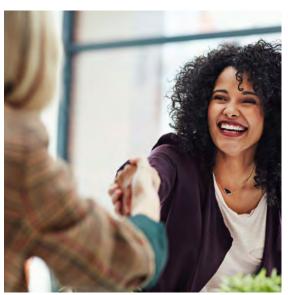


Congratulations!

You've officially reached a landing on your stairway to success. Take a look back and see how far you've climbed!

The Kannaway success system is designed to allow you to borrow the skills of others while you are refining your own. Each time you engage in any of the activities outlined in this workbook, either for yourself or as a guide for your new team member, you begin to develop your "Entrepreneur muscles." These are muscles you will need for the steps ahead.

Next steps?



>

Worksheets.

KANNAWAY®
The World's Premier Hemp & Wellness Company







THE **GREAT THING** ABOUT YOUR BUSINESS IS THE **PEOPLE** IN IT

Candidate Memory Jogger



PROFESSIONAL ACQUAINTANCES:

Think of the professional people you interact with on a regular basis such as doctors, solicitors, dentists, church members, teachers, etc.



BUSINESS CARDS:

Go through that collection of business cards you've been gathering in your desk or junk drawer.



SCHOOL CLASSMATES:

What about the people you went to school with? Don't forget any continuing education, trade schools, or professional schools you may have attended.



RECREATION:

Do you play golf or tennis, swim or play football? Are you in a fantasy league? Think of the people you enjoy these activities with.



ORGANISATIONS YOU BELONG TO:

What about the community events you attend, the clubs you belong to, and the associations you're affiliated with?







0

Candidate List

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Candidate List (cont.)

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HOME BUSINESS REVIEW LIST

Home Business Review #1 Who is in	vited?
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8	18
9	19
10	20
Checklist	
Overbook by 100%	Start of Event
MethodofInvitation	*Schedule breaks and time to sample product
Confirmation	Support Tools on Hand
Start Time	Prepare Conclusion of Event
Home Readiness Offer refreshments Provide music Eliminate distractions (children, pets, phones) Verify presentation tool function	Schedule Next Home Business Review



• Prepare product samples



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