

# 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 a Brand Ambassador, 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 Brand Ambassador around the globe, envision as we start each day, and now that includes you!

Our commitment to every Kannaway Brand Ambassador 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 Brand Ambassador 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!*

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**Bob Wells**  
Interim President and coo





# 12 Reasons *Why Kannaway*





# Kannaway is The Natural Choice

Here are the top 12 reasons to choose Kannaway:

## 1 Highest-Quality Testing

Kannaway products are Triple Lab Tested with world-class laboratory equipment and we publish the Certificate of Analysis of each batch.

## 2 Premium Sourcing

Our ingredients are sourced straight from Mother Nature.

## 3 Clean Products

Our unique Green, Blue and Gold oils are made from hemp grown using organic practices.

## 4 First-to-Market CBD

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.

## 5 Natural CBD

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

## 6 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.

## 7 Education

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

## 8 Whole-Body Benefits

Our products have a wide range of therapeutic applications.

## 9 Long-Term Vision

From the highest quality, botanically derived CBD to hemp-infused herbal remedies, Kannaway is committed to offering you the best products and to put Hemp In Every Home.

## 10 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.

## 11 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. Our new P3 and Sleep3 formulations are some of the strongest and most potent applications you will find in the world.

## 12 Essential Support

Kannaway is dedicated to raising awareness and improving lives by educating and supporting families around the world about the benefits of CBD.



TRIPLE LAB TESTED



NO HERBICIDES



NO PESTICIDES



NON-GMO







## 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. 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 BackOffice*





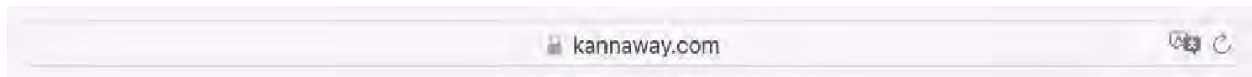


## LOG IN

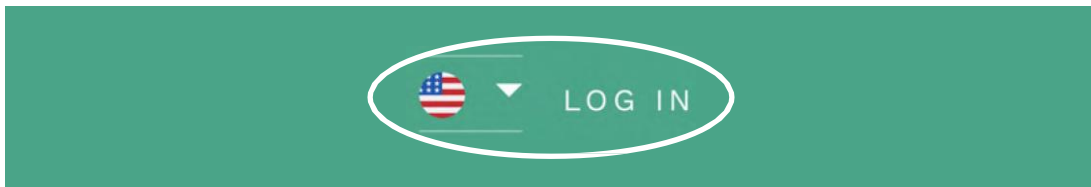
First, let's get you logged in to your back office

**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](http://www.kannaway.com) on your computer or smart device



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



- 3 Complete: The **LOG IN** prompts and click the **LOG ME IN** button

LOG IN

USERNAME OR EMAIL ADDRESS

PASSWORD

LOG ME IN

Can't remember your password?

Resend account activation email



\*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:

### 1 Your replicated website address.

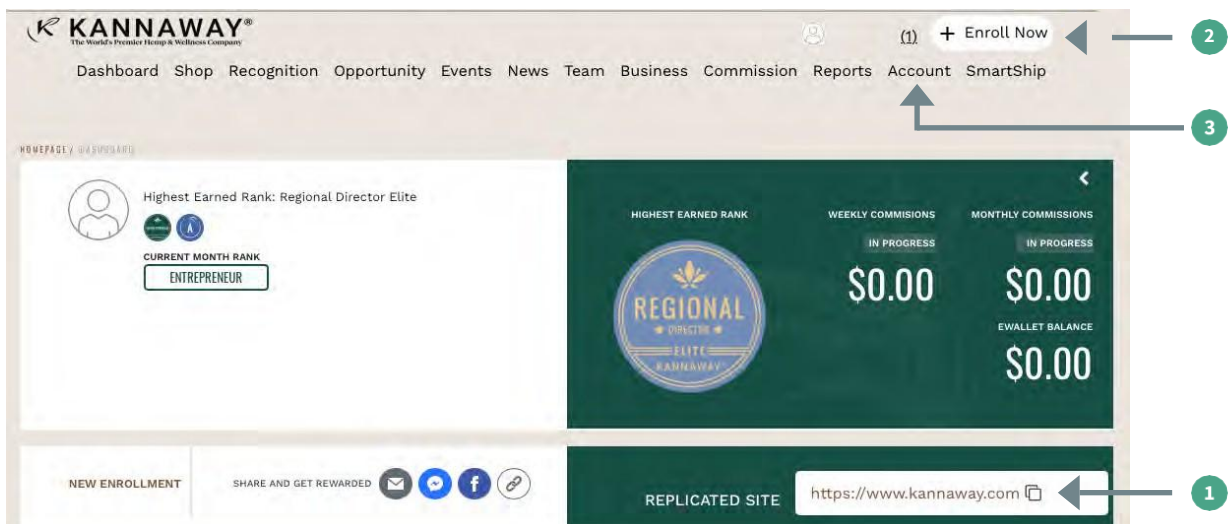
This is the web address where you will send your prospective customers and Brand Ambassadors to learn more about you, your products, and your income opportunity.

### 2 Your + Enroll Now button.

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

### 3 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.



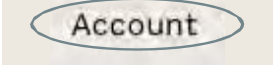
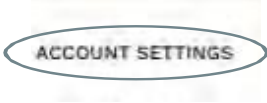
1. Your replicated website address | 2. Enroll Now button | 3. Account Menu





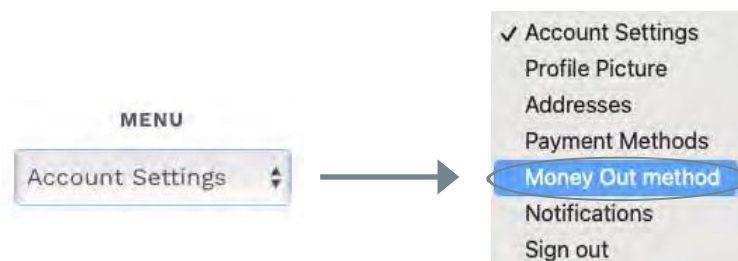
## ACCOUNT SETTINGS

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 Pay Quicker, so that you can start receiving commissions.

- 1 First, select the Account drop-down menu → 
- 2 Next, select Account Settings → 
- 3 Scroll down this page to verify and or insert additional information about yourself, including your profile picture, phone numbers, social media handles, and more!

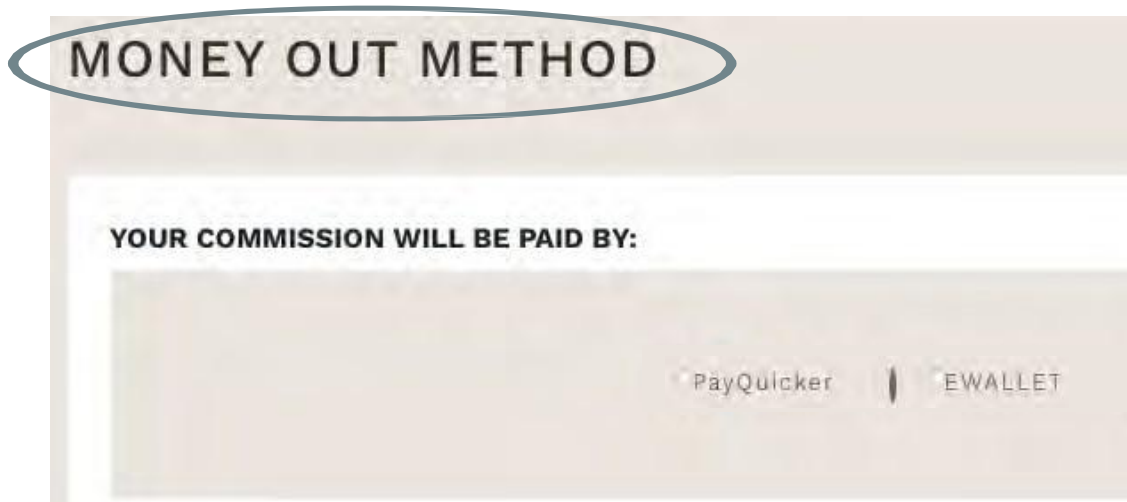


- 4 Next, let's start the setup of your Pay Quicker Account. First, go back to the top of the page and select the Account Settings drop-down menu in the upper right portion of the screen.

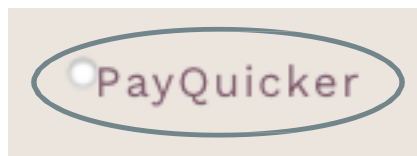




## 5 Select Money Out Method



- 6 **Select Pay Quicker.** By virtue of selecting the Pay Quicker checkbox, the process has begun, but you won't see anything on the screen except for the blue circle and checkbox next to "Pay Quicker" Your next step is to check your email for a message from "Pay Quicker" – be sure to check your "junk mail" folder if you do not see it in your inbox. The email will cover the next steps.



Next, simply follow the instructions in the Pay Quicker Support email to complete the setup of your Pay Quicker account.











# 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. Monthly lifestyle Commissions require 2 consecutive months of qualification.








						
REQUIREMENTS	BRAND AMBASSADORS	MANAGER	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	10K CLUB
Annual Brand Ambassador Business Fee	\$54.98	\$54.98	\$54.98	\$54.98	\$54.98	\$54.98
Personal Volume (PV)	110	110	110	110	110	110
Personally enroll and maintain three active Brand Ambassadors placed in three separate legs		✓	✓	✓	✓	✓
Elite Volume (EV) With not more than 60% from any one leg.		330	1,000	3,000	5,000	10,000
ELIGIBLE TO EARN						
3 for Free	✓	✓	✓	✓	✓	✓
Retail Commissions	✓	✓	✓	✓	✓	✓
Direct Sales Commissions	✓	✓	✓	✓	✓	✓
Levels of Team Residual Commission	2	2	3	4	5	5
Lifestyle Commission						
Rank Infinity Residual Commission						
Coded Infinity Residual Commission On new personally sponsored representatives after promotion						
Elite Retreat Incentive Trip						
Recognition Package* Includes Congratulations Email, Rank Pin, and Certificate	✓	✓	✓	✓	✓	✓
Minimum Income Guarantee			\$100-\$299	\$300-\$499	\$500-\$999	\$1,000-\$1,499
Rank Advancement Commissions (RAC)			\$200	\$200-\$400	\$250-\$500	\$750

\*Upon achieving each Rank Advancement, you will be mailed your Rank Postcard Certificate, pin, and accompanying reward. While our goal is to deliver these rewards within the month of your rank advancement, please note that certain personalized items or those ordered to your specifications may require additional time for processing and delivery.



						
REQUIREMENTS	AREA DIRECTOR	30 K CLUB	REGIONAL DIRECTOR	60K CLUB	100 K CLUB	NATIONAL DIRECTOR
Annual Brand Ambassador Business Fee	\$54.98	\$54.98	\$54.98	\$54.98	\$54.98	\$54.98
Personal Volume (PV)	110	110	110	110	110	110
Personally enroll and maintain three active Brand Ambassadors placed in three separate legs	✓	✓	✓	✓	✓	✓
Elite Volume (EV) With not more than 60% from any one leg.	15,000	30,000	45,000	60,000	100,000	135,000
ELIGIBLE TO EARN						
3 for Free	✓	✓	✓	✓	✓	✓
Retail Commissions	✓	✓	✓	✓	✓	✓
Direct Sales Commissions	✓	✓	✓	✓	✓	✓
Levels of Team Residual Commission	6	6	7	7	7	8
Lifestyle Commission	✓	✓	✓	✓	✓	✓
Rank Infinity Residual Commission	✓	✓	✓	✓	✓	✓
Coded Infinity Residual Commission On new personally sponsored representatives after promotion	✓	✓	✓	✓	✓	✓
Elite Retreat Incentive Trip						✓
Recognition Package* Includes Congratulations Email, Rank Pin, and Certificate	✓	✓	✓	✓	✓	✓
Minimum Income Guarantee	\$1,500-\$2,999	\$3,000-\$4,499	\$4,500-\$5,999	\$6,000-\$9,999	\$10,000-\$13,499	\$13,500-\$23,999
Rank Advancement Commissions (RAC)	\$1,250-\$2,500	\$1,750	\$1,250-\$3,000	\$3,000	\$3,750-\$7,500	\$5,000-\$10,000

\*Upon achieving each Rank Advancement, you will be mailed your Rank Postcard Certificate, pin, and accompanying reward. While our goal is to deliver these rewards within the month of your rank advancement, please note that certain personalized items or those ordered to your specifications may require additional time for processing and delivery.

					
REQUIREMENTS	INTERNATIONAL DIRECTOR	VICE PRESIDENTIAL DIRECTOR	PRESIDENTIAL AMBASSADOR	CROWN AMBASSADOR	DOUBLE CROWN AMBASSADOR
Annual Brand Ambassador Business Fee	\$54.98	\$54.98	\$54.98	\$54.98	\$54.98
Personal Volume (PV)	110	110	110	110	110
Personally enroll and maintain three active Brand Ambassadors placed in three separate legs	✓	✓	✓	✓	4**
Elite Volume (EV) With not more than 60% from any one leg.	240,000	400,000	700,000	1,000,000	4,000,000
ELIGIBLE TO EARN					
3 for Free	✓	✓	✓	✓	✓
Retail Commissions	✓	✓	✓	✓	✓
Direct Sales Commissions	✓	✓	✓	✓	✓
Levels of Team Residual Commission	9	9	9	9	10
Lifestyle Commission	✓	✓	✓	✓	✓
Rank Infinity Residual Commission	✓	✓	✓	✓	✓
Coded Infinity Residual Commission On new personally sponsored representatives after promotion	✓	✓	✓	✓	✓
Elite Retreat Incentive Trip	✓	✓	✓	✓	✓
Recognition Package* Includes Congratulations Email, Rank Pin, and Certificate	✓	✓	✓	✓	✓
Minimum Income Guarantee	\$24,000-\$59,999	\$40,000-\$60,000	\$70,000	\$83,333	\$83,333
Rank Advancement Commissions (RAC)	\$24,000	\$40,000	\$70,000	\$100,000	\$200,000

\*Upon achieving each Rank Advancement, you will be mailed your Rank Postcard Certificate, pin, and accompanying reward. While our goal is to deliver these rewards within the month of your rank advancement, please note that certain personalized items or those ordered to your specifications may require additional time for processing and delivery.

\*\*Double Crown requires 4 personally sponsored BA's placed in 4 separate legs and a minimum leg volume of 500k EV per leg.





# Communicating *with Kannaway*



At [Kannaway](#), 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!

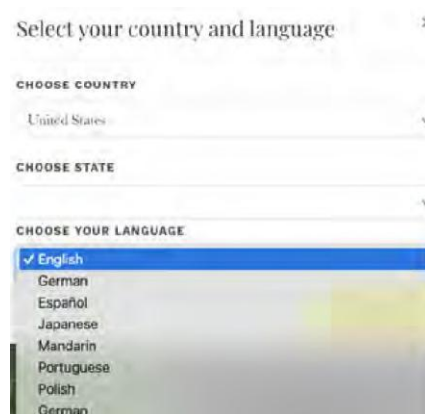
## Corporate Home Page

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.



Language and location settings drop down menu.

Other Points of Interest include sections dedicated to Kannaway's Products, our Corporate Story, Recognition, Income Opportunity, Dream Vacations, Upcoming Events and Current News. Select the category of your choice to enable a more detailed drop-down menu.



Homepage menu



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



Footer Kannaway homepage.

## ● Support Methods and Hours

### Support via chat:

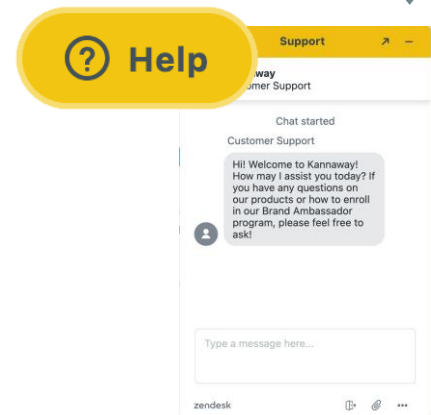
(use yellow chat button in the lower right portion of the kannaway.com home page)

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

### Support via email:

[support@kannaway.com](mailto:support@kannaway.com)

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



### International support via email

[supporteurope@kannaway.com](mailto:supporteurope@kannaway.com)

[frenchsupport@kannaway.com](mailto:frenchsupport@kannaway.com)

[germansupport@kannaway.com](mailto:germansupport@kannaway.com)

[czechsupport@kannaway.com](mailto:czechsupport@kannaway.com)

[polishsupport@kannaway.com](mailto:polishsupport@kannaway.com)

[hungariansupport@kannaway.com](mailto:hungariansupport@kannaway.com)

[slovaksupport@kannaway.com](mailto:slovaksupport@kannaway.com)

[spanishsupport@kannaway.com](mailto:spanishsupport@kannaway.com)

[portugesesupport@kannaway.com](mailto:portugesesupport@kannaway.com)

[japansupport@kannaway.com](mailto:japansupport@kannaway.com)

[hksupport@kannaway.com](mailto:hksupport@kannaway.com)





## ● 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.**





# Getting *Started*



# 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.





KANNAWAY®

# Seven Steps to Success



## **VISUALIZE YOUR OBJECTIVES**

Make your goals clear, detailed, and concrete. Review them often. Develop a visual representation of the organization you're going to build to MATCH your income goals.



## **WORK YOUR DATABASE**

Your name list or database is the lifeblood of your business. Ensure everyone you interact with is added to your main database. Regularly add new contacts, track your activities, and leverage tags for better organization.



## **INITIATE CONVERSATIONS**

Say hello! There are endless ways to connect and see if someone's interested in learning more about our products or opportunity. Just get started!



## **SHARE KANNAWAY**

Use videos, documents, your own stories, and samples to share the products and opportunity. Let people experience Kannaway products firsthand and then invite them to a presentation.



## **FOLLOW-UP & BUILD RELATIONSHIPS**

The average time from initial contact to enrolment is 70 days, so leverage assets to keep in touch. Follow up with customers, as they can be a great source of new contacts.



## **ONBOARD TEAM MEMBERS REGULARLY & CORRECTLY**

Set your new team members up for success! Within 48 hours, walk them through the Success Checklist and schedule their Launch Party. Enjoy doing this often!



## **KEEP GROWING & DUPLICATE**

Your business growth journey is a path of personal and professional development. Keep learning, attend trainings and events, and as you grow, mentor and coach others.



# 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 Seven Steps to Success 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 “Brand Ambassador muscles.” These are muscles you will need for the steps ahead.

Next steps?







# Worksheets.





# START WITH WHY

“Desire is the starting point of all achievement”. – Napoleon Hill

“And it’s those who start with why, that have the ability to inspire those around them”. – Simon Sinek

## Why Do You Want To Succeed with Kannaway?

When you choose Kannaway, people might ask, "Why?" They might challenge your decision, especially if they don't share the entrepreneurial mindset. That's okay! What matters most is that you know your reason for pursuing this path. If you have a powerful "why," you're already on the road to success. Dig deep to discover what truly drives you—because when your motivation is strong, anything is possible. Get to the core of what motivates you. Rate your level of desire for the following from 1 to 10, with 10 being the most important: (There are more than 10 listed, so some numbers will be used more than once.)

- \_\_\_\_\_ To have a positive impact on people's lives
- \_\_\_\_\_ To be paid what I'm worth
- \_\_\_\_\_ To set my own schedule and be my own boss
- \_\_\_\_\_ To help others be successful and reach their goals
- \_\_\_\_\_ To be recognized and rewarded for my contributions and successes
- \_\_\_\_\_ To have economic freedom
- \_\_\_\_\_ To have a business that can be passed down to generations
- \_\_\_\_\_ To travel to exotic vacation destinations
- \_\_\_\_\_ To get out of debt
- \_\_\_\_\_ To enjoy my work
- \_\_\_\_\_ To be able to give back to charity and causes that inspire me
- \_\_\_\_\_ To be able to buy fun things like a new car, boat, etc
- \_\_\_\_\_ To pay for a quality education for my children/grandchildren
- \_\_\_\_\_ To provide for my family and also have quality time to spend with them

Now, in your own words, write down your biggest motivating reason why you are seeking success with Kannaway

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# GOALS

“Goals. There’s no telling what you can do when you get inspired by them. There’s no telling what you can do when you believe in them. And there’s no telling what will happen when you act upon them”. – Jim Rohn

## 30 Day Win

At the end of 30 days, what result would inspire you to commit to another 30?

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## Income Goal

What would you need to be making to feel like it was a success?

Short Term (1 yr) per month \_\_\_\_\_ per year \_\_\_\_\_

Medium Term (2-4 yrs) per month \_\_\_\_\_ per year \_\_\_\_\_

Long Term (5-10 yrs) per month \_\_\_\_\_ per year \_\_\_\_\_

## Other Goals

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## 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?





## Candidate List

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## Candidate List (cont.)

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## Candidate List Memory Jogger

The diagram is a mind map centered on a green circle labeled "You". Six main branches radiate from the center, each with a colored circle and a corresponding set of five numbered lines for notes.

- Family (Red circle):**
  - Close (Red circle)
  - Distant (Red circle)
- Work (Orange circle):**
  - Yours (Orange circle)
  - Spouse (Orange circle)
  - Old (Orange circle)
- Kids (Blue circle):**
  - Sports (Blue circle)
  - Clubs (Blue circle)
  - School (Blue circle)
- Friends (Purple circle):**
  - High School (Purple circle)
  - College (Purple circle)
  - Past (Purple circle)
  - Neighbors (Purple circle)
  - Close (Purple circle)
- Social (Light Green circle):**
  - Dr (Light Green circle)
  - Church (Light Green circle)
  - Clubs (Light Green circle)
  - Hair (Light Green circle)
- Past (Brown circle):**
  - High School (Brown circle)
  - College (Brown circle)

Each of the six main branches has five numbered lines (1-5) for notes, located to the right of the diagram.





## HOME BUSINESS REVIEW LIST

## Home Business Review #1 Who is invited?

1	11
2	12
3	13
4	14
5	15
6	16
7	17
8	18
9	19
10	20

## Checklist

- |   |   |
|---|---|
| <input type="checkbox"/> <b>Overbook by 100%</b>  | <input type="checkbox"/> <b>Start of Event</b><br>*Schedule breaks and time to sample product |
| <input type="checkbox"/> <b>Method of Invitation</b>  |   |
| <input type="checkbox"/> <b>Confirmation</b>  | <input type="checkbox"/> <b>Support Tools on Hand</b>   |
| <input type="checkbox"/> <b>Start Time</b>  | <input type="checkbox"/> <b>Prepare Conclusion of Event</b>                                   |
| <input type="checkbox"/> <b>Home Readiness</b> <ul style="list-style-type: none"><li>• Offer refreshments</li><li>• Provide music</li><li>• Eliminate distractions (children, pets, phones)</li><li>• Verify presentation tool function</li><li>• Prepare product samples</li></ul> | <input type="checkbox"/> <b>Schedule Next Home Business Review</b>                            |



# Create Your Story

The goal is to spark curiosity and start conversations. As you experience Kannaway products and grow your business, your story will naturally evolve.

## *Everyone Has A Story!*

### Develop Your 3-Part Story

As you use Kannaway products, you'll develop a personal story of how they've impacted your health and your life. As you grow your business, you'll also develop a business story. These are both powerful tools to use when sharing Kannaway.

#### **1. YOUR STRUGGLE – Health & Financial**

Health Example: "I've struggled with \_\_\_\_\_" (ex. low energy, poor digestion, weight loss, etc.)

Financial Example: "I've struggled with \_\_\_\_\_" (ex. paying the bills, credit card debt, student loans, unfulfilling career, etc.)

#### **2. YOUR SOLUTION – What You Found**

Health Example: "I've found a solution with \_\_\_\_\_" (ex. Kannaway products, health solutions, being part of a Wellness Community, etc.)

Financial Example: "I've been introduced to \_\_\_\_\_" (ex. a way to earn extra income from home by simply helping people and sharing products I love and believe in)

#### **3. SUCCESS & EXCITEMENT – About The Future**

Health Example: "Now I have/feel \_\_\_\_\_" (ex. lost weight, have more energy, feel better, feel fit, in the best shape of my life)

Financial Example: "Now I have/am able \_\_\_\_\_" (ex. see a way to get ahead financially, paid off debt, have more time for my family, earn enough to pay for my products every month, can say "yes" to more things for my family.)



# Sharing Kannaway

## Putting the 7 Steps to Success/Fundamental Skills into Action

*Here are 5 Steps to Share Kannaway Effectively:*

Sharing is just part of who we are. When we discover something amazing—like a great restaurant or an intriguing book—we can't wait to tell others. With Kannaway, you get rewarded for sharing, and people purchase through your site. The aim is to add value by helping others find Kannaway solutions that fit their needs. Remember, sharing should always enhance, not harm, your relationships. Not everyone will be ready to join you right away, but more conversations lead to more success.

### Step 1 - Start New Conversations

- Connect
- Ask great questions
- Discover needs
- Tell yours or someone else's story
- Share your excitement
- Keep it brief and move to step 2

### Step 2 - Invite Them to Learn More

Examples include:

- In-person or online event
- Share a video or other resource
- Share a sample
- Connect with your team (ex. Group chat or 3-way call)

### Step 3 - Follow-Up

- Be proactive and timely
- Ask what they liked best about what they learned
- Use new information as an excuse to reach out(ex. Product launch, someone's story, etc)



#### Step 4 - Ask Them to Get Started

- “If this looks good and feels right, I’ll help you get started”
- “Is there anything else you need to know in order to get started today?”
- “Is there anything preventing you from getting started now?”
- “What would you envision to be the next step?”

Share your Personal Referral Link \_\_\_\_\_

Send your prospects to your own website to shop or assist them in the enrollment process.

#### Step 5 – Onboard Team Members / Get them Plugged Into the Community

New Member Orientation/Getting Started session

Kannaway Facebook, Instagram, Team page, Telegram or Whats App Channel, etc.

Webinars and Events

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# Handling Objections

## Turning Challenges into Opportunities

It's natural for people to have doubts when making decisions. Your job is to address these concerns with empathy and offer a fresh perspective.

### Use the FEEL, FELT, FOUND Method to Guide Your Responses:

Acknowledge their feelings: "I understand how you FEEL."

Share your experience: "I FELT the same way about \_\_\_\_\_ (their objection)"

Provide a solution: "But here's what I FOUND \_\_\_\_\_ (offer alternative viewpoint)"

### Addressing the 3 Most Common Objections:

#### **1. Money The products seem too expensive/can't afford it.**

- a. The company prioritizes high-quality products over lower costs. If these products could help you with [specific need], would it be worth it?
- b. Investing in the best health products can be worthwhile. Plus, if I can show you how to earn your Health Solution free every month through our referral program, would that make the initial cost easier to handle?
- c. Business Prospect: I understand your concern. I felt the same way when I started, but I discovered that the training system provided helped me start earning and it's been a game-changer.

#### **2. Time "I don't have time."**

- a. I completely understand—our lives are incredibly busy. However, I've noticed that those who are busiest often find the most success because they're determined to make improvements in their health and lifestyle.
- b. If you're feeling strapped for time, that might be even more reason to consider this opportunity. It could help you build a source of residual income that frees up your schedule in the long run.
- c. I felt the same way at first, but then I realized that without making a change, I'd stay caught in a cycle of being busy but unfulfilled. This opportunity has been a game-changer, helping me manage my time better and achieve my goals.

#### **3. Belief "I'm not a salesperson."**

- a. I totally get where you're coming from. I felt the same way at first, but I've found that success comes from simply sharing what you love in an authentic way. People appreciate genuine conversations more than a hard sell.
- b. I understand—sales isn't everyone's thing. I didn't have a background in sales either. We provide all the tools and support you need to make sharing simple and natural. If it doesn't feel right for you, that's perfectly okay. But if you know someone who might be interested in earning some extra income, I'd be happy to help them get started,



## Next Steps

### *Schedule a Business Launch event with your Sponsor / Leader*

Date:

Time:

Location:

### *Implement the 3 Daily Success Habits*

The goal is for you to have success quickly. These 3 daily habits will help you.

***Become a Product of the Products.*** Use the products every day. Science suggests that we should think of supplements like we do food... eating once a week isn't enough. Do it every day and you'll feel better, look better and live better.

***Share Kannaway*** Start conversations, invite them to learn more, and follow up. The goal is to talk to at least five people a day.

***Personal Development*** Invest 15 minutes a day reading, listening to, or watching content to help you grow into the person you want to become. Mindset matters.

### *Explore your Back Office and Website*

### *Connect with our community on Social Media*





# Commit to Success!

## Plan of Action

Check all that you will commit to doing:

\_\_\_\_\_ The 3 Daily Success Habits (Use Products, Share Kannaway, Personal Dev.)

\_\_\_\_\_ I will work my business \_\_\_\_\_ hours per \_\_\_\_\_

\_\_\_\_\_ I will add \_\_\_\_\_ new people to my prospect list each week

\_\_\_\_\_ I will start \_\_\_\_\_ new conversations each day

\_\_\_\_\_ I will ask "Are you open to looking..." question each day

\_\_\_\_\_ I will follow-up with \_\_\_\_\_ prospects each week

My short-term commitment to make my dreams a reality is...

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I will advance to \_\_\_\_\_ by (date) \_\_\_\_\_

By signing below, I acknowledge that I am making a serious commitment to be my best and put forth the time, energy, and perseverance necessary to take action and achieve these goals.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Check List

- \_\_\_ Enrolled and placed my first order
- \_\_\_ Booked my "Getting Started/New Member Orientation session"  
Date: \_\_\_\_\_ Time: \_\_\_\_\_
- \_\_\_ Reviewed the Getting Started Guide
- \_\_\_ Logged on to my website and Back Office
- \_\_\_ Received my order, unboxed and are using my products
- \_\_\_ Have been added to all relevant Social Media groups
- \_\_\_ Know how to place an personal order
- \_\_\_ Know how people can order from me and what link I need to send
- \_\_\_ Have watched product training videos
- \_\_\_ Have defined my purpose for building a Kannaway business
- \_\_\_ My early goals & expectations are set  
First 30 days: \_\_\_\_\_ First year: \_\_\_\_\_
- \_\_\_ Have received a quick introductory training on Compensation Plan
  - \_\_\_ I understand how I get paid
  - \_\_\_ I know what level(s) I should aim for
  - \_\_\_ I am clear on what incentives I should go for
- \_\_\_ Have put together my story
- \_\_\_ Have written a List of 30+ names to contact and invite
- \_\_\_ Have been trained on how to invite people to evaluate some information
- \_\_\_ Understand the process of sharing Kannaway and know which tools to use
- \_\_\_ My first launch event is scheduled on: Date: \_\_\_\_\_ Time: \_\_\_\_\_
- \_\_\_ Have signed the "Commit To Success" page in the Getting Started Manual
- \_\_\_ Have received my first customer order
- \_\_\_ Have enrolled my first team member
- \_\_\_ Have onboarded my first team member
- \_\_\_ Have achieved my Power of 3 and earned Double DSC





## INDEX

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