

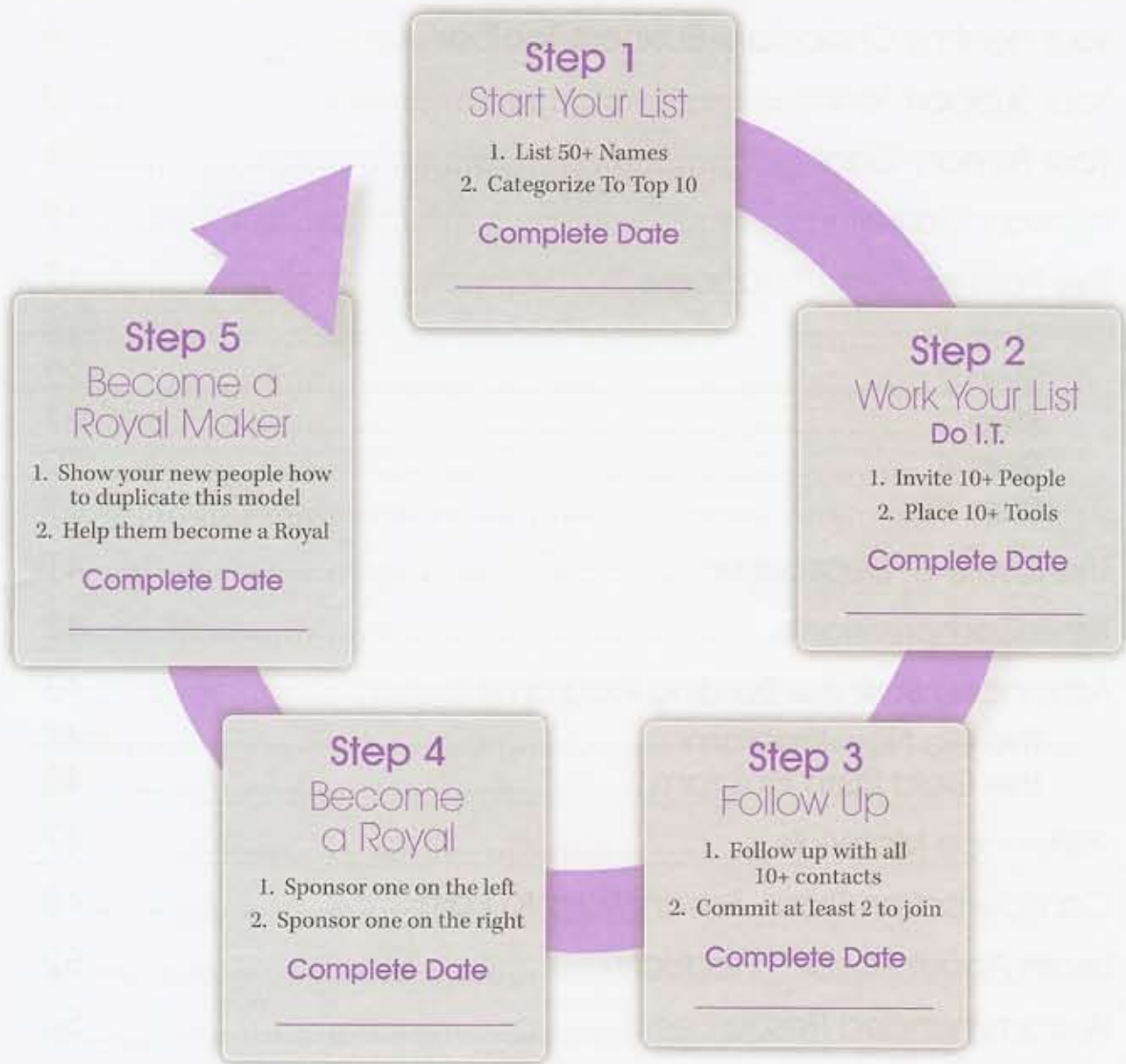
Royal Maker NAVIGATOR



Royal Maker NAVIGATOR

Contents

Welcome to the Wonderful World of Xoçai™	5
Your Healthy Chocolate Business Toolbox.....	6
Your Support Team	10
Your Primary Goal.....	11
Network Marketing.....	12
The Path to Xoçai™ Success	17
Step 1	18
Step 2.....	22
Step 3.....	27
Step 4.....	30
Step 5.....	39
The Cycle of Duplication.....	41
Time Compression	42
Advanced Business Building Programs	43
The Go Now Program	44
The Gold Rush Program	45
Reference Materials	47
Compensation Plan - Seven Ways to Earn	48
Learn About Xoçai™ Products.....	52
Recommended Resources.....	54
Congratulations!	55
Contact List	56
Notes.....	57
Progress Maps	60



Welcome to the Wonderful World of Xoçai™!

We are so excited to have you as a part of the Healthy Chocolate Living Team.

You should be excited too. Maybe a little nervous, but that's perfectly normal.

Before we go any further, we want to congratulate you for doing something that only out of 100 people ever do:

You have taken positive action to make a change in your life.

This is the first step in an amazing journey. We'll be talking about "action" and "steps" quite a bit in this Royal Maker Navigator.

"So...now what do I do?"

This is the most common question for new Xoçai™ associates, and it might be the one you're asking at this point.

Let us help you rephrase the question a bit.

"What do I do NOW?"

You see, more than 50 years of network marketing experience and millions of independent associates have proven time and again that the first 30 days of your new business are the most critical.

The first 30 days can determine how far and how high you'll fly in this business.

This Royal Maker Navigator is here to take you by the hand and walk you through the steps to becoming a Xoçai™ Royal Maker in the next 30 days* (you'll learn what a Royal Maker is later).

Once you've learned these easy steps, you'll actually know everything you need to know to build an awesome, rewarding Healthy Chocolate Business.

How big you want your business to be after becoming a Royal Maker depends completely on your goals.

You know, some of the most successful people in our business today have a common trait.

They were "naïve" enough to believe what their upline told them, and they were smart enough to actually do it.

Please read through this Royal Maker Navigator. Learn and do. Continue to take action. Be coachable. This is a big key to your success.

We want you to be successful. Your sponsor wants you to be successful. Ask them for help. Don't be shy, because your personal success and their personal success are tied together. They want to hear from you (as long as you're nice...no one likes grumpy people).

Live it! Love it! Share it!

*Royal Maker Bonus is based on a four-week qualifying period.

Your Healthy Chocolate Business Toolbox

A painter needs paintbrushes, a carpenter needs chisels, a computer programmer needs Mountain Dew® and Red Bull®.

You have to have the tools for the job.

Here are the three most important tools you need to build your Healthy Chocolate Business:

Your Upline Sponsor

Your sponsor and active upline Associates might be the most useful tool in your entire toolbox. Create a true partnership with your sponsor and upline Associates. They have the experience and knowledge to be successful in Xoçai™. You have the enthusiasm and personal network. Working together, you can create an awesome Healthy Chocolate Business.

Talk to your sponsor. Your upline and the company are committed to your success. Do three-way calls with them. Let them know about your business successes. Let them know about your business challenges. When they give you advice, listen. They want you to succeed!

Model and do what the leaders in this business are doing.

Your Positive Attitude

If you knew that everyone would say “yes,” how many people would you introduce to Xoçai™ every day?

What if you knew that nine out of every 10 people would say “yes?”

How about three out of 10?

How about one?

The truth is, not everyone is going to say “yes” to Xoçai™. Some days are going to be better than others. That’s just the nature of having your own business.

But remembering a few things will help you stay positive:

1. **You’re not alone.** You have your upline to help you adjust your perspective when you need it. Always go to your upline...never burden your downline with your concerns.
2. **Keep your commitments.** To yourself. To your upline. To your downline. Always take the next step forward to build your business, even when you don’t feel like it.
3. **Xoçai™ blesses peoples’ lives.** Go back and read testimonials from people whose lives have been changed by Xoçai™. Without Xoçai™, where would these people be now?

The more concerned you are about helping others achieve their dreams of health and wealth through Xoçai™, the stronger and more positive your attitude will be.

Don't focus on your needs. Focus on how to help.

Think about what motivated you to join Xoçai™ in the first place.

Now, know that there are literally thousands upon thousands of people around you who want that same thing. Don't deny them the chance to choose for themselves.

Your Commitment of Time

To become a doctor, it takes...

- Four years of college, studying five to eight hours a day, followed by...
- Four years of medical school, studying ten to twelve hours a day, followed by...
- Up to three years as an intern, working between 80 and 100 hours each week, followed by...
- Several more years of hands-on study, depending on the specialty

Obviously, to do something worthy takes commitment.

And no one complains that it "takes too much time" or "too much effort" to become a doctor.

Your Xoçai™ business is exactly the same. Like all great things, it takes a commitment of time and energy. The saying, "You get out of it what you put into it," has never been truer than with Healthy Chocolate.

Make a commitment right now, to yourself, your sponsor and to your downline (present and future):



1. Commit to spend time each day building your Xoçai™ Healthy Chocolate Business, talking to people about Xoçai™'s products or the business opportunity
2. Commit to at least one year of consistent effort in your Xoçai™ Healthy Chocolate Business

Keep in mind, this isn't your job where you trade time for money. Owning your own business means that you put in more time for less money to start but over time with consistent effort the money grows. Just stay committed and keep working. Soon you'll spend less time making more money. Now that's freedom!



Make your commitment right now.

This is my commitment:

I will work every day building my Xoçai™ Healthy Chocolate Business.

I will commit to building my Xoçai™ Healthy Chocolate Business for at least the next 12 months from _____ (today's date) to _____ (at least one year from now).

Signed: _____
(your name)

Signed: _____
(sponsor's name)

Once you have made your commitment, go to:

www.HealthyChocolateLiving.com/Commitment

Provide your name and email address, and we'll give you a special gift to commemorate your commitment.

We aren't kidding with this commitment stuff.

If you haven't made a commitment to your business for at least one year, you could be missing out on the most rewarding experience of your life.

In the classic book "Think and Grow Rich," Napoleon Hill wrote about the consequences of quitting.

Three Feet from Gold

One of the most common causes of failure is the habit of quitting when one is overtaken by temporary defeat. Every person is guilty of this mistake at one time or another.

An uncle of R. U. Darby was caught by the "gold fever" in the gold rush days, and went west to DIG AND GROW RICH. He had never heard that more gold has been mined from the brains of men than has ever been taken from the earth. He staked a claim and went to work with pick and shovel. The going was hard, but his lust for gold was definite.

The first car of ore was mined, and shipped to a smelter. The returns proved they had one of the richest mines in Colorado! A few more cars of that ore would clear the debts. Then would come the big killing in profits.

Then something happened! The vein of gold ore disappeared! They had come to the end of the rainbow, and the pot of gold was no longer there! They drilled on, desperately trying to pick up the vein again—all to no avail. Finally, they decided to QUIT.

They sold the machinery to a junk man for a few hundred dollars, and took the train back home. Some "junk" men are dumb, but not this one! He called in a mining engineer to look at the mine and do a little calculating. The engineer advised that the project had failed, because the owners were not familiar with "fault lines." His calculations showed that the vein would be found JUST THREE FEET FROM WHERE THE DARBYS HAD STOPPED DRILLING! That is exactly where it was found!

The "Junk" man took millions of dollars in ore from the mine, because he knew enough to seek expert counsel before giving up.

Give yourself time to win in your Xoçai™ Healthy Chocolate Business. Make and keep the commitment to build your business for at least one year. If you don't give yourself enough time, you could end up quitting just a few feet from a rich vein of gold.

If you do feel like quitting, do us a favor and call your upline sponsor first. They can be your "mining engineer," telling you the best spot to drill for success.

We'll be with you every step of the way, supporting you as you build your business.



Your Support Team

Here is your Healthy Chocolate Team. They are valuable resources for your Xoçai™ business.

Upline Leader

Name _____
 Phone _____
 Email _____

Upline Leader

Name _____
 Phone _____
 Email _____

Upline Leader

Name _____
 Phone _____
 Email _____

Upline Leader

Name _____
 Phone _____
 Email _____

My Sponsor

Name _____
 Phone _____
 Email _____

My info:

My MXI Website www.mxi.myvoffice.com/ _____ (username)

MXI Associate ID Number: _____

Your Primary Goal

Unlike most “success manuals” out there, we’re not going to take time here to have you create your ultimate goals (e.g. dream house, vacations, monthly income, etc.).

If you want to set ultimate goals, we support you 100% in that. We have a goal setting training module at www.HealthyChocolateLiving.com/Goals for you to use.

What we’re saying here is that “ultimate goals” and Personal Mission statements are beyond the scope of what we cover in the Royal Maker Navigator.

You’ve probably heard the Chinese saying, “The journey of a thousand miles begins with a single step.”

Well, let us share a little-known secret with you.

Whether you want to travel 1,000 miles, 100 miles, 1 mile or a million, the first step is the same. You just put one foot out there.

How far you go is simply a matter of how many times you repeat that step.

Don’t feel like you have to know everything about Xoçai™ before you take that first step and start sharing your enthusiasm with others. Knowledge will come over time. At first, you’ll rely more heavily on your sponsor and upline to help you. And you have very informative tools available to you to help you spread the word. If someone asks you a question and you don’t know the answer, just be honest and say, “I don’t know . . . but I’ll find out for you.” Then consult your upline.

We’re here to teach you the basic, simple steps to building your Xoçai™ Healthy Chocolate Business, and then it’s up to you to repeat those steps as many times as you want.

So whether your goal in Xoçai™ is to make a few extra hundred dollars a month, a thousand, or even ten thousand or more, the steps you take in getting there are exactly the same.

It’s just a matter of repeating those steps the right number of times to get you where you want to go.

Regardless of where you ultimately want to go, the first goal of every Xoçai™ associate is to:

Become a Royal Maker within 30 days

And that’s what we’re going to teach you—step-by-step—in this Royal Maker Navigator.

Focus on taking the steps to move toward Royal Maker now, and you’ll find that you are well on your way to achieving your big dreams, too.

Network Marketing

The Inner Game of Network Marketing

Self-talk.

It's the conversation that's happening inside your head, 24 hours a day, every day of the week, every week of the...well, you get it.

You know, the convenient thing about self-talk is that you're always right. No one is going to contradict you.

Whether you tell yourself that you can or you can't...you're good enough or not good enough... you have what it takes or you don't...you're absolutely, 100% correct.

"All that we are is the result of what we have thought." -Buddha

We didn't make that statement up, but we believe in the truth of it.

Finish these sentences:

I'm not _____.

I don't _____.

Selling is too _____.

If your answers weren't something like "going to give up," "settle for anything less than 100%," and "fun" in that order, then maybe we should talk about "self-talk" for a minute.

Like everything else in life, success in Xoçai™ comes down to your beliefs, your attitude, and what you're willing to do because of them, or despite them.

Controlling our thoughts, and directing them to a positive place isn't something that most of us have been trained to do.

Literally thousands of books have been written about this topic by highly trained professionals. Obviously we can't cover this topic in detail in this Royal Maker Navigator.

But here are a few things you can do that will automatically shift your attitude when things get tough, even if you don't have a Ph.D. in psychology.

Be Grateful

At some point every day, think of a few things that you're thankful for. It could be as simple as "I'm thankful that I had so many challenges today." Don't laugh—the very act of being grateful—for anything—builds on itself over time. You don't have to get too fancy with it.

Fill Up on Good Content

Listen to good music, borrow inspirational audio books from the library, watch inspirational videos or anything else that makes you feel like doing something good. Read books about self-improvement, business or biographies of successful people.

And don't forget to share what you learn with your friends and neighbors.

We have some suggestions at the end of the Royal Maker Navigator for good books, movies and music (both free and otherwise) you can use to fill your tank with high-octane inspiration.

Search Your Feelings

No Jedi tricks to teach you here. Just try and notice how you're feeling from time to time. Are you frustrated? Ask yourself why. Feeling impatient? Is it because you still haven't taken a step forward in your business yet today? See if you can relate your feelings to your actions, and then take action to change your feelings.

Notice when you're feeling good, too. Whatever it is that's making you feel good... Do more of that.

Notice Your Friends

Do your friends spend their time gossiping or complaining about how bad things are? Spend more time with people who are positive, energetic and helpful. Your upline will be full of these types of people.

Here's another hint...when you're thinking about who you want to introduce Xoçai™ to, think about the types of people who are already in your upline, and then try to find more people like that.

It's called "sponsoring up." Find high-energy, successful people. We guarantee you'll have much more fun in your business sponsoring up.

It's no fun working with grumpy people. The great thing about owning your own Xoçai™ Healthy Chocolate Business is that you can choose who you want to work with. Nice!

Believe in Your Product, Your HCL Team, and MXI Corporation

Fifteen minutes of research on the Internet should convince you that dark chocolate really is one of nature's superfoods. And Xoçai™ is the best chocolate product on the market, protected by independent research and patented processes, tested by a certified laboratory.

You can read through the testimonials at www.MyDrChocolate.com to see how Healthy Chocolate really does improve people's lives.

Your Healthy Chocolate Living Team is made up of the most successful associates in Xoçai™. The Healthy Chocolate Living Team really is a team—we judge our success by how our entire team is performing, and we continually look for ways to help everyone in our organization.

Now, a quick word about MXI Corporation. Jeannette Brooks and Andrew Brooks, owners of Xoçai™, are really rare people in the network marketing industry. You won't find owners of any network marketing company who are more dedicated to helping you be successful.

Nothing gets Jeannette more excited than to see associates earning more and more money for their families and their dreams. We can confidently say that Jeannette and Andrew are looking out for your best interests.

Why Network Marketing?

Brian Tracy, best-selling author, speaker and consultant, tells us that there are five ways to become wealthy:

1. Inherit money (not likely)
2. Become a highly paid professional (takes a lot of education and money)
3. Become a senior executive at a large corporation (only a few at the top)
4. Win the lottery (even less likely than inheriting money)

Or...the best way

5. **Start your own business**

Robert Kiyosaki ("Rich Dad, Poor Dad") promotes network marketing as one of the easiest ways to get into business for yourself. He said, "The wealthy build networks, while the average look for work."

What are the advantages of starting a network marketing business vs. a traditional business?

Low Startup Cost

Most traditional businesses cost thousands—or even millions—of dollars in up-front investment. For a few hundred dollars, anyone can start a network marketing business.

Proven Products

Network marketing companies have already spent millions of dollars in researching and developing products. All you have to do is show the market how fantastic these products are.

Proven Systems

Network marketing has been around long enough that the systems are proven. The steps in this manual are based on methods that work. Faithfully follow this manual, take action, and watch your success grow!

Supportive Organizations

In network marketing, you have a whole team behind you, cheering you on.

In our experience, starting a traditional company by yourself is a very lonely road. And even if you join a big corporation with many employees, you're going to inevitably fight internal politics and jealousy. People see your success as a threat to their success.

In network marketing, every single person above you in your upline wants you to succeed. Every person in your downline wants you to succeed. The entire network is built to support you and your efforts to build your business.

As long as you are coachable, and make and keep your commitments, your upline will be right there, helping you each step of the way.

What Exactly is Network Marketing?

Companies really only have a few different options for selling products, which generally include the following:

1. Spend a lot of money on advertising to consumers (newspapers, radio, T.V., magazines, etc.)
2. Hire a sales force (usually businesses selling to other businesses)
3. Market directly to consumers through mailings and catalogs
4. Allow independent associates to sell the product to consumers

Option 4 is the pattern for network marketing.

Instead of spending millions on advertising or hiring a bunch of salespeople, network marketing companies contract with independent associates, who go out and sell the product. The network marketing company then pays those millions directly to the associates as commissions based on their sales volume.

But it doesn't stop there.

Independent associates can also "sponsor" other associates into the business to build a sales network, taking advantage of residual leveraged income.

In traditional companies, salespeople are paid commissions when they make a sale. Every month, their sales volume starts again at "zero."

In network marketing, independent associates are paid on the sales they make, *as well as on the sales that every associate below them in their downline makes*. In other words, you not only benefit from your own efforts, but also from the efforts of others you help succeed.

This "residual income" can grow at tremendous rates, resulting in amazing levels of income for associates willing to make the commitment up front and get to work.

This is the heart of network marketing. Treat your business like a million-dollar business and it will pay you back like a million-dollar business. Treat it like a hobby, and it will cost you money like a hobby.

Think of it in terms of the old “penny-a-day” story.

If you had your choice, would you rather take \$100,000 today, or one penny, doubled every day for 30 days?

If you took \$100,000 today, then at the end of 30 days...you'd basically have \$100,000.

If you took the “penny-a-day” offer...

Day 1	\$ 0.01
Day 2	\$ 0.02
Day 3	\$ 0.04
Day 4	\$ 0.08
Day 5	\$ 0.16
Day 10	\$ 5.12
Day 20	\$ 5,242.88
Day 25	\$ 167,772.16
Day 30	\$ 5,368,709.12



This “penny-a-day” story is an example of what’s called “exponential growth.” Just like our story, network marketing businesses start small, but with consistent work can result in tremendous earnings over time as your sales network grows.

In Xoçai™, we call “exponential growth” **The Power of Two-by-Two.**

This is the most important concept we can teach you in this manual.

All you have to do is sponsor two people interested in becoming associates. One person goes on the right side of your team, and one person goes on the left side. Then you help these two build their team in the same way, and so on down the line.

We’ll talk about this more in the step-by-step network building section of this manual, but for now, remember that “Two-by-Two” is the powerful formula behind your success in Xoçai™.

The Path to Xoçai™ Success...

Build Your Network Step by Step

Now that you have some background on network marketing in general, it's time to get down to the nuts and bolts of building your Xoçai™ Healthy Chocolate Business.

Here's the map we're going to navigate by:

- STEP 1 START YOUR LIST
- STEP 2 WORK YOUR LIST
- STEP 3 FOLLOW UP
- STEP 4 BECOME A ROYAL
- STEP 5 BECOME A ROYAL MAKER

These five steps are everything you need to know to build a powerful Healthy Chocolate Business.

You're ready to start your journey. How far you go depends completely on how many times you repeat these steps.

And whether you're just starting your Healthy Chocolate Business or you're a Double Diamond Executive making tens of thousands of dollars every month—the steps are exactly the same!

Learn them once, and you'll have all the knowledge you need to go as far as you want.

Just remember, knowledge without action is pointless. Learn the steps. Then do the steps.

Before you continue reading, first make sure you know a few things:

Your Associate Number

When you signed up as a Xoçai™ associate, you should have received an email with your username (same as your associate number) and your password for your back office. If you don't have this, call your sponsor right now to get them.

My Associate Number: _____

How to Login to Your Back Office

Go to <http://www.mxi.myvoffice.com>

Under “Member Login”

1. Type in your user name (your associate number)
2. Type in your password
3. Click the “Sign in” button

If you don't know how to login to your MXI back office, you'll have a hard time enrolling new associates when they want to start Xoçai™ businesses of their own. Be sure to ask your upline sponsor if you have any questions.

Now that we have that out of the way, get ready, because we are going to share with you the proven, step-by-step process to build your Xoçai™ business.

Step 1 Start Your List

Whether it's a traditional corporation or a network marketing business, you have to have somebody to put your message in front of before anything gets sold.

It's time to make our list.

Big companies will buy lists of names, addresses and phone numbers, often categorized geographically, or by demographics of people who are most likely to be interested in their products.

We can start much more quickly, cheaply, and closer to home.

There are two types of people you'll be introducing Healthy Chocolate to: people you know and people you haven't met yet.

Since you can't make a list of people you haven't met yet, we'll start with people you know. You can call these people your “warm” market.

For most network marketers, their warm market is the easiest list to make, but sometimes the hardest list to contact.

Why?

Maybe you've tried to interest them in other businesses before...

Maybe you don't believe in your product...

Maybe you think you don't know anybody to contact...

Maybe you think you'll jeopardize your friendships...

All of these are legitimate concerns.

The real question is: How do you deal with your own “self-talk” here?

Tried other businesses before? Go back to the section about “Self-Talk” if you have doubts. Just be honest with yourself and others. If you’ve tried and failed in businesses in the past, acknowledge that. Just let people know honestly that your dream is to own your own business, and you’re not giving up.

The product? Again, go back and research dark chocolate on the Internet. Read through MyDrChocolate.com. The evidence is overwhelming, and Xoçai™ is the number one dark chocolate product on the market.

Don’t know anyone? Really? We’ll address this in just a minute.

Worried about losing friends? If you approach them from an honest spirit of concern for them, their health and their financial freedom, you won’t lose your friends. As a matter of fact, they will thank you that you thought enough of them to share Healthy Chocolate, even if they eventually say “no.”

The key, though, is to always take one step forward. Every person you contact, whether they say “yes,” “no,” or otherwise, is a positive step forward for your business.

Feeling any better? Whenever you have a legitimate concern, or even if you feel like you could just use a little emotional support, give your upline sponsor a quick call and let them know. They’ll have some good advice for you, since they went through the exact same emotions and hurdles.

Consider your first days in network marketing as a college education. But in this case, you actually get paid to learn!

And when your upline sponsor gives you advice, make sure you take it to heart.

Now let’s make our list:

The process of making a list isn’t complicated.

Get out a sheet of paper (or use the chart at the back of this manual).

Now...write the names of everyone you know.

Don’t worry about whether you think they’re right for Xoçai™, whether you’ve spoken with them within the last ten years, or even whether you like them. Just write.

If you start running out of names, take a look at the phone book, especially the Yellow Pages, to jog your memory. Go through your cell phone contact list. Look at the emails you’ve received.

Just write, write, write.

One trick you can do at this stage is to give yourself a two minute deadline to write down as many names as you can. Challenge yourself to get 40 names in two minutes.

If you can’t think of the person’s name off the top of your head, don’t worry about it. “That Real Estate Guy” or “The Aerobics Instructor” is fine for now.

This is the start of your preliminary list, and you’ll be adding to it from now on. Make sure you always have something to write with when you go out. You might see a billboard, a restaurant, or something else that brings a name to mind. You never know.

Look at your list often. Update it with new names.

Here are a few categories of people to jog your memory:

People you do business with

Doctor
 Dentist
 Attorney
 Auto mechanic
 Barber
 Hairdresser
 Postman
 Restaurant owner
 Veterinarian
 Banker
 Stock broker
 Babysitters
 Gardener
 Painter
 Carpenter
 House cleaners
 Accountant

List of acquaintances already available

Christmas card list
 Address book
 Your parent's address book

Members of your family

Parents
 In-laws
 Children
 Brothers & Sisters
 Grandparents
 Aunts & Uncles
 Cousins
 Nieces & Nephews

People you see or talk to daily

Closest friends
 People you work with
 People your spouse works with
 Your neighbors

People from whom you have purchased things

Real Estate agent
 Insurance agent
 Salesperson
 Clothing salesperson
 Equipment salesperson
 Grocer
 Cellular phone salesperson

People you meet in organizations or clubs

Church members
 Political clubs
 School groups
 Sports groups
 Hobby clubs
 Charity organizations
 Health & fitness clubs

People you have associated with in the past

School classmates
 Former job associates
 Former neighbors

Start Right Now

Before you go any farther, get your list started right now. Don't stop until you have at least 50 names on your list.

Ask Yourself: Who do I know that...

1. Loves Chocolate
2. Needs to improve their health
3. Needs to lose weight
4. Needs more income

Decide Who's Who

When you have a good-sized list (at least 50 names), take a moment to categorize it. How are you going to categorize your list?

Make a mark next to names that qualify in one of two ways:

1. Someone you want to work with
2. Someone who is **looking** to improve his or her life (wants a new job, has kids going to college, needs extra income, wants to lose weight, etc.)

These will be the people that you'll approach first about Healthy Chocolate.

This process of writing and categorizing names will continue for as long as you work on your Healthy Chocolate Business.

We have much more information about how to add names to your list and how to meet new people at www.HealthyChocolateLiving.com/List. Check out this valuable resource whenever you need more inspiration or good ideas for business building.

Before you go on, take a few minutes to categorize your list. Don't stop until you have at least 10 names identified as good contacts. If you don't have enough names, go back and add to your names list.

When you have at least 10 categorized as good leads, move on to Step 2.

Step 2

Work Your List – Do I.T.

Now that you have a categorized list, it's time to make contact.

Each contact you make, regardless of the outcome, is a step forward in your Healthy Chocolate Business. Remember, success is only a matter of the number of times you take one step forward!

"The less you talk, the more you make" is a true-ism in our business.

The goal of making contact is simply to get a "tool" in front of people. Let the tool do the talking.

We call this the process of doing "I.T."

"I" stands for "invite." This is making the contact.

"T" stands for "tool." Again, your goal is simply to get a tool in front of someone for them to pique their interest.

When you invite, we encourage you to use some tried and true scripts. This will keep you from "talking too much." Talking too much is the number one killer of a good presentation—you'll talk someone into the business, and then right back out again.

Here are some sample scripts. Feel free to modify them to match your personality, but don't add to the overall word count. Keep it quick. Keep it simple. Try to tailor your approach to the reasons you categorized your prospect.

"Hi, Jane. I started a new business, and I wanted to get your opinion. Can I [come by and give you/ send you] a CD about it?"

"John, will you do me a favor and try a new product? I'm interested to know your opinion. I'll bring it right over."

"Hi, Susan. Hey, you told me the other day that you were worried about paying for Steve's college tuition. I think I've found a solution. I've got a DVD that tells you all about it. Can I bring it over?"

"Hi, Ron. You told me the other day that you [hated your job]. Were you serious? I might know an option for you. Can we get together and talk for a minute?"

"Darren, I know you love what you do and aren't looking to make a change, but who do you know that might be looking for some extra money or a career change right now?"

"Hi, Gloria. I just set up a new website. Will you take a quick look and give me some input on it?"

"Lori, I found something amazing the other day. A friend gave me something called Healthy Chocolate to try, and it's hard to believe, but I've been sleeping all through the night ever since. I'm having a chocolate tasting party Tuesday night, and you've got to come and try it."

Invite

There are many different ways to invite someone to take a look at Xoçai™. Here are some, in order of effectiveness:

- **In Person**
The best way to invite. People can see your face, your body language, and you're right there with the tool to hand them.
- **By Phone**
Still a good way to invite. Use your voice to communicate your excitement. Offer to bring the tool by in person.
- **By Personal Email**
The nice thing about email is that you can take your time when writing the message. You can say exactly what you want. The drawback of email is that people interpret email messages based on their own filtering system. What they understand might not be what you meant to say.
- **By Personal Letter/ Postcard**
Same advantages of email. The biggest drawback is the length of time it takes for your message to arrive, and the lack of an effective response method.
- **Internet Prospecting**
Online classifieds, pay-per-click advertising, etc. This method relies on people to contact you first. It has a place among your tools, but shouldn't be your primary way of attempting to contact prospects.
- **General Newspaper/ Magazine Advertising**
Again, this will cost significantly (as with Internet Prospecting), and relies on other people to find you first.

A word about prospecting. A certain businessman was asked how he was able to market his business so well, bringing in 100 new clients every month. His response?

"I don't know one way to bring in 100 clients. But I do know 100 ways to bring in one client, and I use them all."

If you're serious about building your business, you'll use all of the tools you have to find and contact prospects.

No matter how you contact people at first, eventually you will need to speak to them in person—or at least over the phone.

That's why some people call network marketing "relationship" marketing. To grow your network, you need to establish actual relationships with other people.

Professional-level relationships are fine. You don't need to be best friends with everyone in your downline. You just need to be able to work well together as a team, striving for the same goals.

Tools

You'll notice that most of the scripts include an invitation for your contact to take a look at a tool.

Here's a list of the types of tools available to you:

- Xoçai™ products (Always invite people to taste the chocolate!)
 - Audio CDs
 - DVDs
 - Newspapers/Magazines
 - Brochures
 - Weekly opportunity conference calls
 - Three-way calls with your contact and upline sponsor
 - Chocolate parties and grand openings
 - Websites
- ...and many more.

See www.HealthyChocolateLiving.com/Tools for an exhaustive list of tools and how you can get your hands on them. A number of tools are available for free download now! This site also shows you how you can effectively use each tool, so be sure to check it out.

Anthony Robbins, best-selling author and motivational speaker, teaches us to **let your prospect determine your presentation**. What does this mean? You may have a prospect who may be more interested in the product than the business opportunity or vice versa. You may have a prospect who would rather listen to a CD than watch a DVD or vice versa. Once you determine what your prospect really needs or wants then decide which tool is best for them. This is why we recommend you have a variety of different types of tools on hand with you at all times.

Order Your Starter Pack:

We suggest that your initial tool order be the starter pack that can be ordered at:

www.healthychocolateliving.com/starterpack

In our experience, this has been one of the most effective ways to share the Xoçai™ message, especially for new associates.

We know it's easy to get overwhelmed with all of the tools out there. That's why it's important to keep it simple and learn what works best for you.

Conference Calls

Conference calls are a great way to make an initial introduction to your contact. Here are some tips when participating in conference calls:

Join the call 2-3 minutes early

- Announce yourself with your name and where you are calling from in an enthusiastic voice.
- Don't speak further unless you are called upon.
- When called upon or if the line is opened for questions or comments and you have something to say, say it, don't be shy.
- At the end of the call, compliment the presenter by saying, "Thank you" or, "Great call" before hanging up.

Sharing a Testimonial

When asked to share a testimonial on a conference call or at a meeting, be sure you know what you are going to say and keep it short and sweet. The best testimonials include answers to these four basic questions.

1. What's your name, and where are you from?
2. What is your current or previous career? (if you are full time)
3. What attracted you to Xoçai™?
4. What have you experienced since joining Xoçai™, or what do you expect to experience?

Sample Testimonial:

1. Hi my name is John from Orlando, Florida.
2. I am currently a Contractor.
3. I love chocolate and I hear I could lose weight and make money eating chocolate
4. I have been enjoying Xoçai™ for 3 months, I've lost 20 pounds and I'm making as much with Xoçai™ as a Contactor. I plan to go full time in my chocolate business next month.

A Quick Word about Three-Way Calls

One of our Healthy Chocolate Team Leaders swears that he wouldn't be where he is today without three-way calls.

He practically wore out his upline sponsor early on, calling her at all hours of the day and night with the next "hot prospect" on the line. But she was always happy to help because his success was her success.

Why are three-way calls so effective?

Well, no offense, but sometimes your friends, neighbors and relatives need a little more "persuasion" than you can muster all by yourself.

Let's put it a different way.

Three-way calls are a classic, proven method for business building because...

- a) Another voice = more credibility in support of your business.
- b) A three-way call proves you are part of a real team.
- c) Upline sponsors are experienced at answering all kinds of questions.
- d) Upline sponsors are more experienced in asking for a solid commitment.
- e) Your upline sponsor is experienced in identifying and relating to the types of people that can be leaders in your organization.

Here's how to make three-way calls effective. (Obviously, now would be a good time to make sure you know how to do three-way calling on your telephone.)

Effective Three-Way Calling:

1. Make an appointment for your contact and upline sponsor to talk.
2. Call your upline sponsor first, then conference in your contact.
3. Introduce your contact to your upline sponsor first. Say something nice about your contact.
4. Next, introduce your upline sponsor to your contact. Say something nice about your upline sponsor. Don't overdo it.
5. Now, be quiet and let your upline sponsor talk. Take notes. Learn.

That's it.

Are three-way calls a bother for your upline sponsor? Absolutely not.

You and your upline sponsor are a team. Your success equals their success.

And in the future, you'll be returning the favor. Soon you'll be the upline sponsor helping your downline with three-way calls.

Seriously. And we know you'll be good at it, too.

Your upline sponsor will know the best way to conduct the call. You can check out www.HealthyChocolateLiving.com/ThreeWay if you want to know more.

Step 3 Follow Up

“The Fortune Is in the Follow up”

That's another saying we didn't make up. But it's true. We've proven it time and again.

Don't expect people to commit to Xoçai™ the first time you introduce it to them. That sounds a little negative, we know, but it's the way things work. As a matter of fact, statistics show that 80% of all sales occur on the 5th or later contact.

What does this mean to you?

It means you have to actually follow up with every contact, sometimes several times.

Whenever you introduce a tool to a contact, say these words (or something similar):

“Jane, here is your [tool]. I'll call you [tomorrow] to see what you liked best.”

“I know you'll have some good questions after you [watch/read/listen], and I want to make sure your questions are answered ASAP. What would be a good time to call you back / come over tomorrow to answer your questions and see if you need any more information to make a decision?”

This is a commitment you make to your contact. Keep it at all costs.

Don't blow it off. If you can't keep a simple commitment to call someone to follow up, how can they trust you as a business partner?

Here are a few examples of things you can say when you follow up with a contact:

“John, what did you like best about the [tool]? Did it answer your questions about the chocolate? Is there any further information you need to make a decision?”

“Suzie, did you watch the [tool]? Now do you see why [answer to their previous questions. E.g. Now do you see why Xoçai™ is different than other chocolate? It's not candy!]”

What if they object?

Your contact might ask you some questions. They might even sound like they don't believe you, or they think Xoçai™ is a scam.

The worst thing you can do is to take their questions or objections personally.

The "objection" might really just be a simple question. Make sure you understand what it is that they are asking.

And never try to argue the point. Why? Because we believe that personal relationships aren't worth sacrificing just so you can be "right" about something.

Being "right" all the time usually means being lonely.

And nobody likes a "know-it-all" anyway.

Here are some examples of objections and possible responses:

Objection: "I'm not really a salesperson."

Response: "I know what you mean. I'm not a confident salesperson myself, but I am so excited about Xoçai™, I don't feel like I'm selling anything...I'm sharing my experience and excitement. I just hand out tools, and then introduce people to [sponsor], who knows more about the product. [Sponsor name] is actually a [occupation (e.g. housewife, teacher, programmer, etc.)] Let me set up a time for you and I to call [him/ her]."

Objection: "That's a lot of money just for chocolate."

Response: "I completely agree. I wouldn't pay that much for candy chocolate either. Xoçai™ is actually an antioxidant food supplement that can even help people lose weight. Here's a [tool] with some more information about dark chocolate's health benefits."

Objection: "I don't like network marketing."

Response: "What is it about network marketing that you don't like?"

Objection: "I don't like network marketing."

Response: "Well, I certainly understand what you're saying. Network marketing has a bad reputation in some circles. Here's a [another tool]. It talks about how to avoid network marketing scams. Will you take a look at it?"

Check out www.HealthyChocolateLiving.com/Objections for many more examples of how to easily deal with objections.

Yes, You Have to Ask

Part of the follow-up process is to ask for a decision.

If you never ask for a decision, you'll find yourself in a never-ending "follow-up loop" without making forward progress in your business.

Is asking scary? Sure it is. Especially at first.

What if they say no? What if they laugh?

What if...well what if?

Remember, no matter what the response, asking someone to make a commitment to Xoçai™ is a positive step forward in building your business.

Here are some ways to ask for a commitment to Xoçai™:

"Are you ready to get started?"

"What did you like best?"

Here's something else for you to consider, since we're on the subject of asking for commitments:

"No" doesn't mean, "No, never, ever, absolutely not."

"No" just means, "No, not yet."

We can't tell you the number of times associates "strike out" with a prospect, only to have that person come back later as an excited, motivated member of the Healthy Chocolate Living Team.

If someone tells you "no," move on to your next contact, but try and keep in touch with your "no's" to find out how they're doing. Let them know you care.

Don't get creepy. Just periodically send a card or an email that doesn't have anything to do with Xoçai™.

What we're saying here is be a good friend, even to friends and neighbors who have said "no" to you.

Don't take negative reactions personally. And remember that the people at the top of Xoçai™ are there simply because they've been in the business longer and have spoken with more people.

Persistency and Consistency.

They Said Yes!

Yes! Your contact said yes and they are ready to go now! Well done! You are now on your path to becoming a Royal.

Step 4

Become a Royal

The Royal rank in Xoçai™ means that you have enrolled one person on your right leg and one person on your left leg in your downline. It's the first, and most important, rank for you to reach.

Becoming a Royal "unlocks" the compensation plan, making you eligible to receive additional bonus payments from MXI Corporation.

To reach Royal, you have to know how to enroll someone in the business.

Check out www.HealthyChocolateLiving.com for a more detailed tutorial.

People have three options for enrolling in Xoçai™:

1. Basic Associate
2. Business Builder
3. Executive Fast Start

Think of these options in terms of how you start a business.

Basic Associate

A Basic Associate starts with two boxes of Xoçai™ and one "Business Center."

Think of a Business Center as your Xoçai™ store.

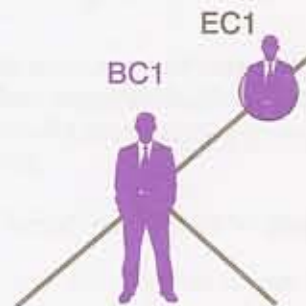
You purchase your Xoçai™ products through your Business Center at wholesale, and then sell products from your Business Center to your customers at retail.

You also collect all of the sales volume of everyone in your downline (from your right and left legs) into your Business Center.

A Basic Associate also receives:

- One year of back office and personal website access
- Wholesale prices on Xoçai™ products
- Eligible for one Expansion Center (see www.HealthyChocolateLiving.com/expansion for more about expansion centers)

Basic Associate Pack



BC = Business Center
EC = Expansion Center

The Basic Associate is the bare minimum that someone can start a Xoçai™ Healthy Chocolate Business with. The disadvantage is that the Basic Associate level doesn't give you much inventory to start your business out right.

Remember, this is a for-real business you're running, here.

Would you start a gas station without any gas in the pumps?

"I'm sorry, sir, I'll take your money now, but you'll have to come back in seven days when we actually have some gas to give you."

That's ridiculous, right?

You have to have inventory to build your business. You will want to give your new enrollees something they can use to start their business while waiting for that first shipment.

Business Builder

A Business Builder starts with six boxes of Xoçai™. This allows you to sample a wide variety of Xoçai™ products and gives you the further advantage of having two extra Business Centers (for a total of three Business Centers).

What's so great about two extra Business Centers?

With three business centers you can make more money, and you get bonuses on your own purchases.

Understand that with only one business center, your own purchases count for your upline's volume—not yours.

That means you don't get paid a commission on your own purchases.

You still need to be on autoship to qualify for commissions from your downline's volume, though. So stay on autoship.

What you do with two extra Business Centers is this:

Keep your minimum autoship in Business Center 1. At your level right now, that minimum is one box of Xoçai™ every four weeks. Again, you aren't paid a commission on this, but here's the trick.

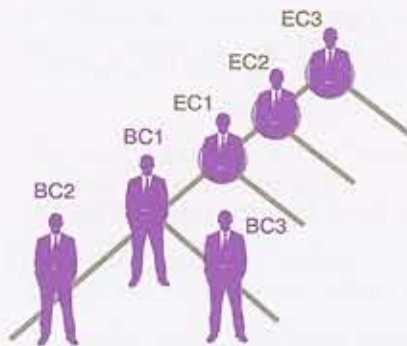
If you make any purchases beyond your minimum autoship—which you will if you're building your business—you can shift those purchases to Business Center 2 (your left leg) and / or Business Center 3 (your right leg).

Now you get to include the purchases allocated to these extra Business Centers as part of your downline volume. That means this volume does get counted as commissionable volume.

Your two extra Business Centers basically act like your downline. Think of Business Center 2 and Business Center 3 as branch locations of your Business Center 1 Xoçai™ store.

If you still have questions about Business Centers, be sure to talk with your upline sponsor.

Business Builders Pack



BC = Business Center

EC = Expansion Center

The advantages of being a Business Builder are the following:

- One year of back office access / personal website
- Wholesale prices on Xoçai™ products
- More inventory to start your new business with (six boxes vs. two)
- A 20% shipping discount on your activation order
- Two extra Business Centers for volume placement
- Eligible for up to three Expansion Centers
- Up to two times the potential earnings of a Basic Associate

Executive Fast Start

The Executive Fast Start option starts an associate with 12 cases of Xoçai™, and the same number of Business Centers as the Business Builder.

The Executive Fast Start offers these advantages:

- One year of back office access/ personal website
- Wholesale prices on Xoçai™ products
- Autoship prepaid for the first 90 days (optional)
- More inventory to start your new business with (12 boxes vs. six or two)
- A 33% shipping discount on your activation order
- Two extra Business Centers
- Eligible for up to three Expansion Centers
- Unlocks advanced commissions, including Executive Generation (EGB) Bonus

The Executive Generation Bonus (sometimes called a matching check bonus) pays you a percentage based on the Infinity Bonus checks of your personally sponsored associates once you reach Executive status (later on as you build your business).

Also, as an Executive you'll need to purchase two boxes of Xoçai™ every four weeks on autoship.

The other major advantage of joining as an Executive is you are eligible to participate in the Executive Fast Track Program to advance to higher ranks faster. This program is incredible to jump start your success and earning potential.

See www.HealthyChocolateLiving.com/FastTrack for further details.

Upgrading Your Enrollment Package

If you start with the Basic Associate pack, you have 60 days to upgrade to Business Builder with an additional four case upgrade order. Go into your back office, and select "BC Upgrade" through the "My Business" menu there.

Once you are a Business Builder you can upgrade to Executive at any time by placing a six case Executive Fast Track order. The only "catch" is that you have to be a Business Builder first. *You can't upgrade from Basic Associate to Executive.*

This is important, so we'll say it again:

If you started your business as a Basic Associate, you must first upgrade to Business Builder with an additional four-case upgrade order. Then you can upgrade to Executive level with an additional six-case Executive Fast Track order.

The Mechanics of Enrollment

You can enroll people in three different ways:

1. Enroll through your personal website
2. Enroll through your back office
3. Enroll by fax

1. Enroll through Your Personal Website

Click the "Sign Up" link on your personal website. Take your new enrollee through the process, step-by-step. They will be automatically enrolled in the leg you have set up in your Sign Up Preferences (set in your back office).

How to change your preferences:

1. Login to your back office at <http://mxi.myvoffice.com>
2. My Business > Signup Preferences

To enroll into your Right Leg, choose: Power Leg Right; Business Center 1; Leg Right.

To enroll into your Left Leg, choose: Power Leg Left; Business Center 1; Leg Left.

3. Click “Update Preferences”

Distributor Placement Preferences

The following options are available for you to determine where new distributors will be placed in your downline. This information will only be used when a new distributor signs up from you prospect page.

Type of Placement 

Business Center 

Leg 

Select the business center below that you want all of your retail customer orders to be credited to.

Business Center 

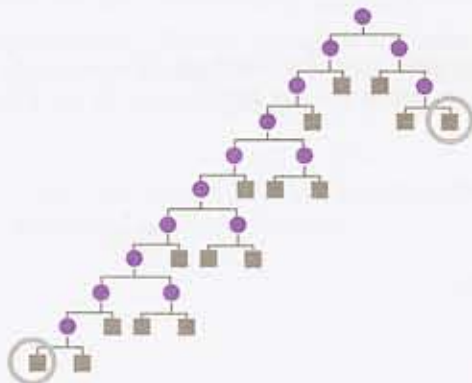
You'll notice there is a retail customer placement preference here.

If you are a Basic Associate with one Business Center, retail orders will automatically be placed in BC1, and you cannot receive a commission on them from MXI.

If you are a Business Builder with three Business Centers, you can place the retail sales you make through your website on your lesser leg to earn commissions on those sales. Ask your sponsor for help on this if you need.

2. Enroll Through Your Back Office.

Log in to your back office. Go to “My Business.” Click on “Graphical Tree/ Activate BC.” Click on the red box at the bottom and outside of the leg you are enrolling. Follow the instructions.



You don't need to worry about your pre-set Signup Preferences when you enroll someone through your back office.

3. Enroll By Fax.

Login to your back office. Go to "My Business." Click on "Library." Download the proper Application Form.

Enrollment by fax should be a **last option only**. Why? Two reasons. First, this form of enrollment takes more time than the others. The back office and other tools won't be available until the form is processed, which can take up to several days.

Second, manual input invites mistakes. You want your enrollees up and running as soon as possible, as smoothly as possible. You want them to have the perfect experience as they get their new Healthy Chocolate Business up and running.

Sometimes, unfortunately, when the human element is involved, mistakes happen. The moral of the story is to avoid the fax and enroll your new associates online.

We have a short tutorial at www.HealthyChocolateLiving.com/enroll to show you the different ways to enroll people into Xoçai™. Be sure to watch it.

One More Thing!

No matter which method you use to enroll your new associate, make sure that everyone in your organization is on autoship, including you! We call it the "Box-of-the-Month Club," but no matter how you put it, getting product shipped automatically every four weeks is a vital component of your business and the individual businesses of each person in your downline.

Oh yeah, you have to be on autoship to be eligible for commissions. If that doesn't convince you to be on autoship, what will?

One of the most common questions we get about autoship requirements is, "If I start with three business centers, does that mean I have to take three autoshipments?" The answer to that question is a resounding NO. One case qualifies all three business centers until you reach the Executive level. Then the requirement becomes two cases . . . that's it!

Your Infinity Tree and Your Enrollment Tree

This is a good time to talk about your organization.

As you build your Xoçai™ Healthy Chocolate Business, you're actually building two different networks or "trees" at the same time.



The first "tree" is your "Infinity Tree." It looks kind-of like a Christmas tree, with you as the "Angel" on top.

Your Infinity Tree includes everyone that you have personally sponsored, everyone they subsequently sponsor, and anyone placed into your organization by your upline. Your sales volume is tracked through your Infinity Tree.

The second "tree" you're building is your "Enrollment Tree" (sometimes called a genealogy tree).

Your Enrollment Tree consists of everyone that you have personally enrolled, and everyone that they have enrolled. Anyone placed in your organization by your upline isn't included in your Enrollment Tree.

This tree looks more like a family history chart with you at the top. Everyone you have enrolled is like your child. Everyone your enrollees enroll is like your grandchild, and so on, and so forth down through great-grandchildren, great-great grandchildren, etc.

Why should you care about your Enrollment Tree?

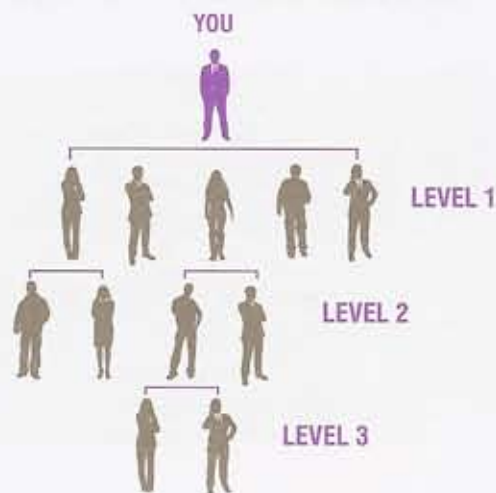
Your Enrollment Tree is important, because to advance to higher ranks in Xoçai™, you have to have people in your Enrollment Tree who are also advancing.

That's right. You can't get there alone.

For example, to qualify as a Gold Executive, you have to have two people in your Enrollment Tree who are at least Bronze Executives*. That's in addition to the sales volume qualifications, by the way.

This is why it's vitally important that you find and develop leaders in your downline. You can't just stuff a bunch of people in your organization and continue on your merry way.

You really are building a team, and you have to bring your team with you.



* See compensation plan for details.

Placement Strategy

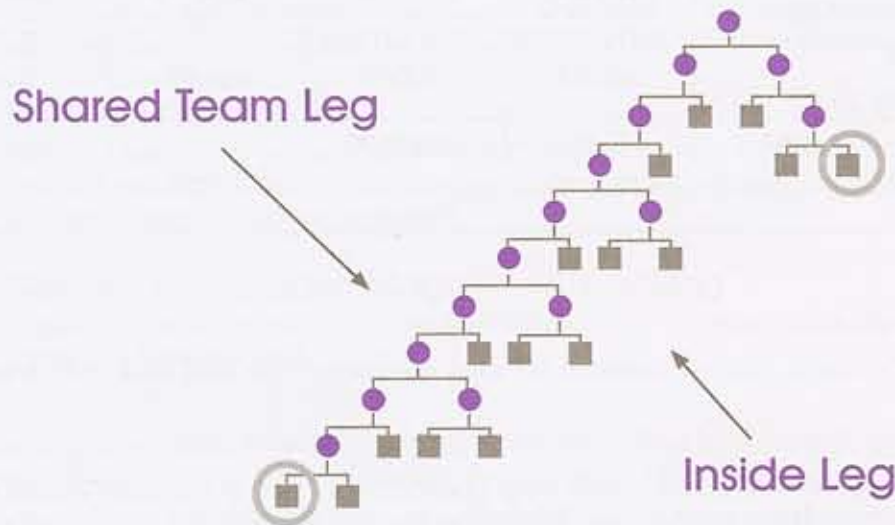
So where do you place a new person in your Infinity Tree? Left leg? Right leg? Inside leg? Outside leg?

It can be confusing, but here's what we recommend:

1. Ask your sponsor which of their teams you are under (right or left). This is the "shared team leg."
2. Place your first person on the outside bottom of this shared team leg.
3. Place your second person on the opposite leg.*

Always place future associates that you personally sponsor on the **BOTTOM OUTSIDE** position of either leg. This provides the most benefit to the most people, and it generates the most excitement in your team.

NEVER put anyone you personally sponsor on an inside leg of someone in your downline.



As you go on, you simply add to the leg that happens to have the lesser volume. Keep your legs as balanced as possible. This will get you the most income the quickest.

Keep family members working together on the same side of a leg. Keep friends on the same side of a leg. Take advantage of these relationships to create true team synergy.

*You can see www.HealthyChocolateLiving.com/Placement.com for more about placement strategy. For advanced business builders see www.HealthyChocolateLiving.com/The2by2

To find your volume numbers:

Back Office > My Business > Graphical Tree.
You'll see your chart and volume numbers at the top.

This is what the chart will look like:

Infinity Bonus Volumes (Left & Right)

Volume Information				
	Left BV	Right BV	Left QV	Right QV
Week 26/2008 (Ending 29 June 2008)	2,100.00	2,340.00	2,200.00	2,640.00
Last Paid Week 27/2008 (Ending 6 July 2008)	2,420.00	1,900.00	2,750.00	2,190.00
Week 28/2008 (Ending 13 July 2008)	2,960.00	2,240.00	3,960.00	2,640.00
Week 29/2008 (Ending 20 July 2008)	2,100.00	2,340.00	2,200.00	2,640.00
Week 30/2008 (Ending 27 July 2008)	360.00	0.00	660.00	0.00
Current Carry Forward	0.00	19,000.00		

This is carry forward volume as of the last bonus run.

How to read this chart:

QV = Qualifying Volume. Volume counted for rank advancements and rank maintenance requirements.

BV = Bonus Volume. How MXI calculates your commission. This is basically what's left over after subtracting the volume used to pay Quick Checks (see page 48).

The difference between QV and BV is simply this: QV takes into account 100% of the sales volume generated in your organization. BV is affected by the payment of Quick Checks. The compensation plan is based on a 50% / 50% split of sales volume. The company keeps 50% and the associates receive 50% through the bonus payouts. When you enroll someone with a two case Activation Order (\$220 in sales), you receive a Quick Check of \$50.00. To maintain the 50% / 50% split, the company keeps \$50.00 from that same Activation Order. The remainder of the Activation Order (\$120.00) is the resulting BV. Only Activation Orders are affected in this way (because only Activation Orders pay Quick Checks). All subsequent orders are credited at 100% to BV. When it comes to placement strategy the number to look at is BV. Whichever side has less BV is the side you'll enroll your new associate.

Step 5

Become a Royal Maker

The last step is to become a Royal Maker.

Remember, your primary goal is to become a Royal Maker within your first 30 days of business.

The Royal Maker level is where the power of “Two-by-Two” happens, and this is the key to creating a huge and growing network for your business. We’ll talk about this “duplication” process a bit later.

Simply put, to become a Royal Maker you help each of your personally sponsored people become Royals themselves.

Here are the things you need to have on hand in order to get your new associates up and going as soon as possible:

- Extra copies of this Navigator
- Extra chocolate inventory
- Extra copies of your favorite tool / tools

You’ll need these things (order these items at www.HealthyChocolateLiving.com/Store) to give to your new associates, but don’t wait if you don’t have these items on hand. Just move forward the best you can.

The most important thing you can teach your new associates is the principle of taking action. Show them through your example. Take them by the hand, and help them take their first step.

You might not have all of the detailed answers yourself. You might not be an experienced businessperson. That’s fine. That’s what your upline sponsor is for. They will be more than happy to help.

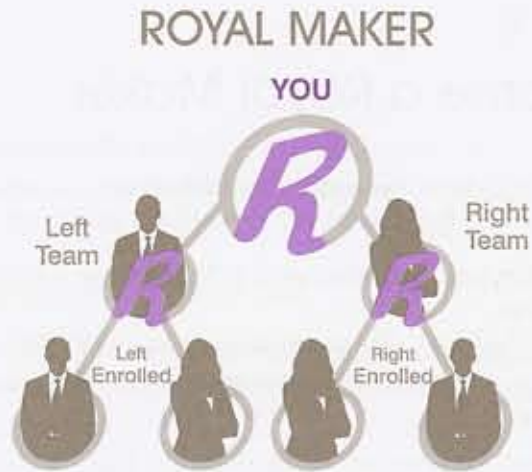
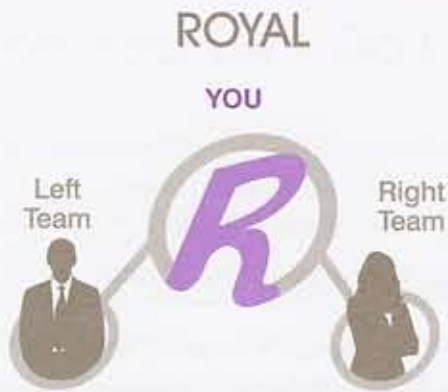
Set an appointment with each new associate to go over this manual with them, concentrating on each of the five steps above.

Help them fill in the information they need regarding their upline, their associate number, etc.

Set a goal with each of them to become a Royal Maker within 30 days.

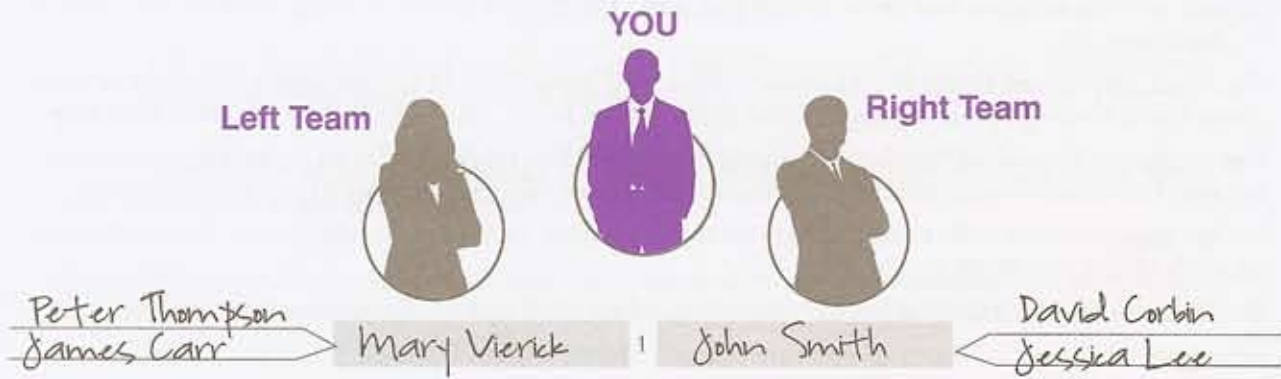
Have each of your new associates make those commitments to you.

Follow up, and keep your commitments to them as well.



Track Your Progress

As you sponsor new enrollees, fill their names in on the Progress Map at the end of the Royal Maker Navigator. When one of your enrollees sponsors someone, fill that name in too, just like we have in the example below.



The Cycle of Duplication

How Far Do You Want to Go?

Now, we want you to answer a simple question.

How far do you want to go with your Xoçai™ Healthy Chocolate Business?

Because the truth is, whatever your goals—whether you want to earn a few extra bucks, pay for your kid’s college tuition, or make enough money to retire—you already know all of the steps to get there.

How far you go is simply a function of how many times you repeat these steps.

This is the Cycle of Duplication.

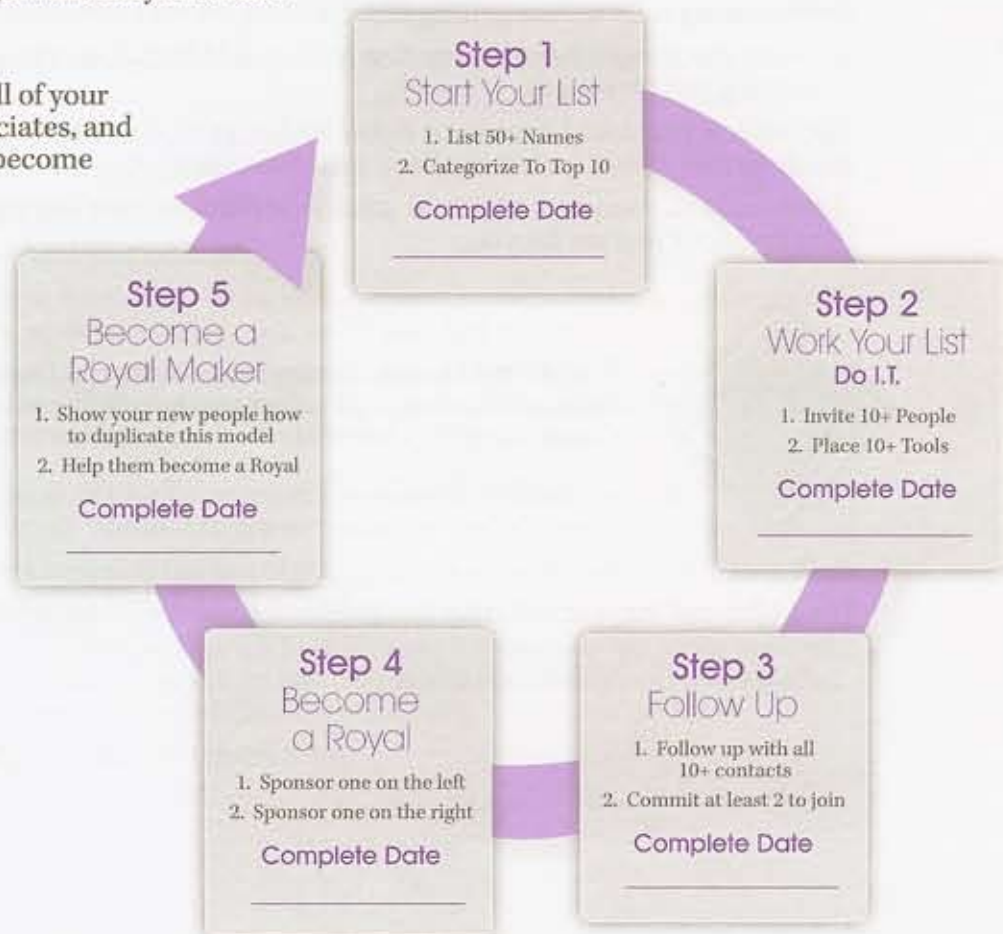
Duplication is the key to building wealth in Xoçai™.

Become a Royal over and over again and continue to personally enroll new associates.

Become a Royal Maker over and over again and continue to help your Royals become Royals and Royal Makers themselves.

It’s a simple formula. Direct all of your actions to enrolling new associates, and helping your new associates become Royals and Royal Makers themselves.

Give each enrollee a copy of this Royal Maker Navigator. Take the time to personally guide them through the Navigator. Map your progress at each step. Set your goal to create as many Royals as you can.



Time Compression

Wait! Don't Forget this Important Tool

Earlier, we talked about tools you have in your Xoçai™ Healthy Chocolate Business toolbox. We accidentally forgot to talk about one important tool. Maybe the most important tool.

All right, we didn't "accidentally" forget to talk about it. We just held off until we showed you the five steps, because it makes more sense to talk about this tool now. So... this important tool. What is it?

Time.

You can use it. You can waste it. But you can't make more of it.

Today, you and everybody else on the planet have a total of 24 hours to use any way you want. That's 1,440 minutes. A gift from the Universe to you.

And while it's impossible to make more time, you can compress time.

Compressing time?

Compressing time means getting more accomplished and taking less time to do it.

As we've mentioned before, your first goal should be to become a Royal Maker within 30 days of starting your business.

But what if you could become a Royal Maker in 21 days? How about 15 days? A week? How much farther ahead would you be in your business?

If you want to compress time and advance even faster, we have prepared the Advanced Business Builder Program for you.



Caution: Do not attempt the Advanced Business Building Programs on the following page unless you are really committed to exploding your Xoçai™ Healthy Chocolate Business and becoming a leader in Xoçai™.

For additional ways to use time compression go to www.HealthyChocolateLiving.com/Time.

Advanced Business Building Programs



Do not read this section, unless:

1. You will sponsor at least three Royals within your first 28 days in Xoçai™
2. You want to earn at least \$4,000 per month in your Xoçai™ Healthy Chocolate Business
3. You have become a Business Builder Associate within 60 days of joining Xoçai™
4. You are willing to commit to building a top-level Xoçai™ business
5. You are willing to share the Xoçai™ opportunity with at least 15 people every month
6. You are willing to purchase \$330 every month in personal volume
7. You are willing to actively participate in the Healthy Chocolate Living Total Support System

The Go Now Program

The "Go Now Associate" is an elite Royal Maker.

Go Now Associates make and keep the following commitments to build their businesses beyond the minimum required for Royal Maker status. A Go Now Associate leads by example.

These are the commitments you make in the Go Now Program:

- Work every day building your business
- Become Royal and Royal Maker your first four weeks in the business
- Become a Business Builder Associate within your first 60 days in Xoçai™
- Continue to sponsor one new associate every four weeks
- Share the Xoçai™ business opportunity with at least 15 different people every month
- Purchase three boxes of Xoçai™ products each month
- Actively participate in the Healthy Chocolate Living Total Support System

Why are these commitments significant?

These commitments are important, because these are the habits of the top leaders in Xoçai™. A Go Now Associate will become a top leader in Xoçai™ within a year of starting their business (Want to go even faster? Read On)

Make the commitment—and keep the commitment—to be a Go Now Associate, and you'll also be eligible for special incentives and privileges from the Healthy Chocolate Living Team.

The most important benefit of becoming a Go Now Associate is that it prepares you for the Gold Rush Program.

The Gold Rush Program

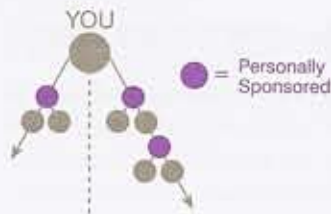
This is your mission, should you choose to accept it.

Maintain your status as a Go Now Associate and use the principles of time compression to become a Gold Rush Leader within 90 days, by sponsoring five new Royals on your left leg and five new Royals on your right leg.

The reward?

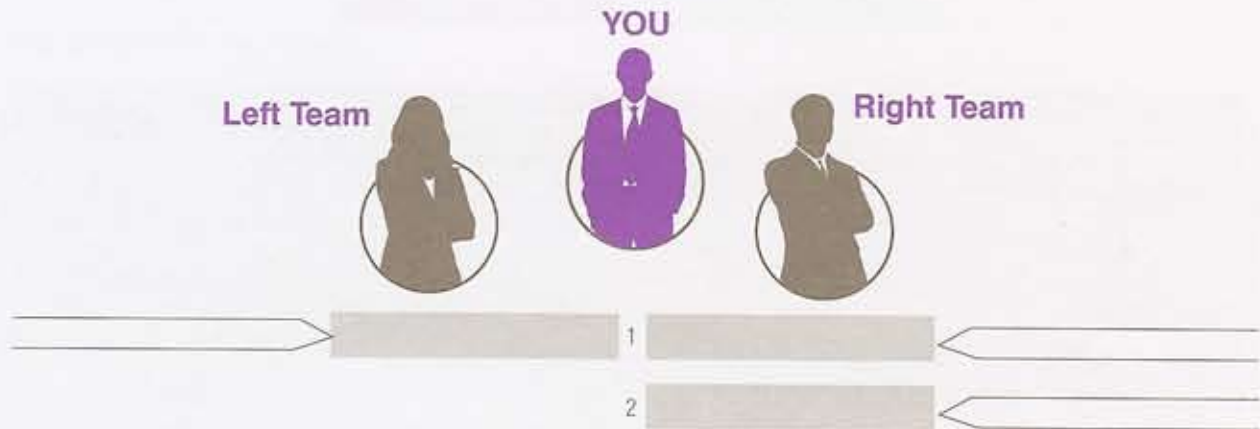
1. A custom-designed Gold Rush watch.
2. Gold Rush Club Membership and recognition.
3. VIP access to Healthy Chocolate Living events and calls.

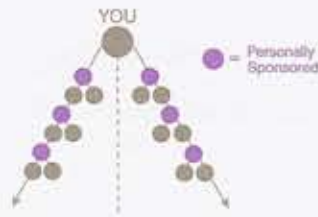
We've broken the 90-day Gold Rush into three simple, achievable 30-day stages:



Stage 1 – First 30 Days

Become Royal Maker with three personally sponsored Royals. Chart your Progress as you go.

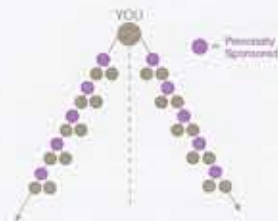




Stage 2 – Second 30 Days

Personally sponsor three more Royals, for a total of six Royals in your organization, three on your left, three on your right.

_____	_____	1	_____	_____
_____	_____	2	_____	_____
_____	_____	3	_____	_____



Stage 3 – Last 30 Days

Personally sponsor four more Royals. Now you have five Royals on your right leg and five Royals on your left leg.

_____	_____	1	_____	_____
_____	_____	2	_____	_____
_____	_____	3	_____	_____
_____	_____	4	_____	_____
_____	_____	5	_____	_____

Yes! I am willing to make the Gold Rush commitment.

Signed: _____ Date: _____
(your name)

Signed: _____ Date: _____
(your sponsor's name)

Once you have made your commitment, go to:
<http://www.HealthyChocolateLiving.com/GoldRush>, for a special Gold Rush gift to commemorate your commitment.

Do the Gold Rush, and you will build a solid, long-term foundation for your Xoçai™ Healthy Chocolate Business. Teach others the Gold Rush, and you will achieve truly amazing rewards.

REFERENCE MATERIALS

Compensation Plan

The Seven Ways to Earn – How You Make Money in Xoçai™

MXI Corporation provides seven different ways to earn money with your Xoçai™ business. At this point, though, you only really need to know the first four ways. The rest you can learn after you reach Royal Maker.

First Four Income Streams

The first four ways to make money in Xoçai™ are really about getting you off to a quick start right away. The other three ways to earn (advanced bonuses) are more focused on residual income. Earning residual income is how you're going to earn a lot of money, quite frankly, but getting those Quick Checks early on is what keeps new associates motivated and moving forward.

1. Retail Bonus

Purchase Xoçai™ products at a wholesale price, and then sell them to your customers at the retail price. The difference? It's yours to keep.

2. Quick Check

Every time you sponsor someone as a Basic Associate (\$220 in product purchase), you get a check for \$50. Enroll a Business Builder (\$660 in product purchases) and you score a \$150 check. Same goes for enrolling an Executive Fast Track.

But...AND THIS IS AN IMPORTANT "BUT..."

To be eligible for any of these Quick Checks, both you and your new enrollee have to be on autoship.

We mentioned before that being on autoship is important, right?

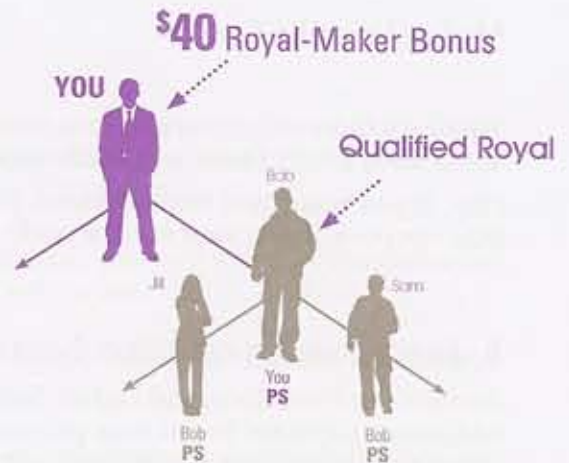
One box of chocolate every four weeks for associates. Two boxes every four weeks for Executives and up.



3. Royal Maker Bonus

Once you personally sponsor someone, help them become a Royal (one person on their left leg, one person on their right leg) as soon as possible. If you help them become a Royal within 30 days, then you'll get a cool \$40 from MXI Corporation.

You'll continue to get a \$40 check every time you help someone you personally sponsor become a Royal in their first 30 days. (And why not get them to Royal even quicker...first week? First 24 hours?)



4. Infinity Bonus

We have to admit, this bonus is super-cool.

It's a little more involved than the first three bonuses, but it's really the "meat and potatoes" of the Xoçai" compensation plan. This is what's called the "binary" (two sides) part of the business.

Every Sunday night at midnight, the MXI Corporation Computers start calculating the volume of all Xoçai" products sold throughout the entire world for that week.

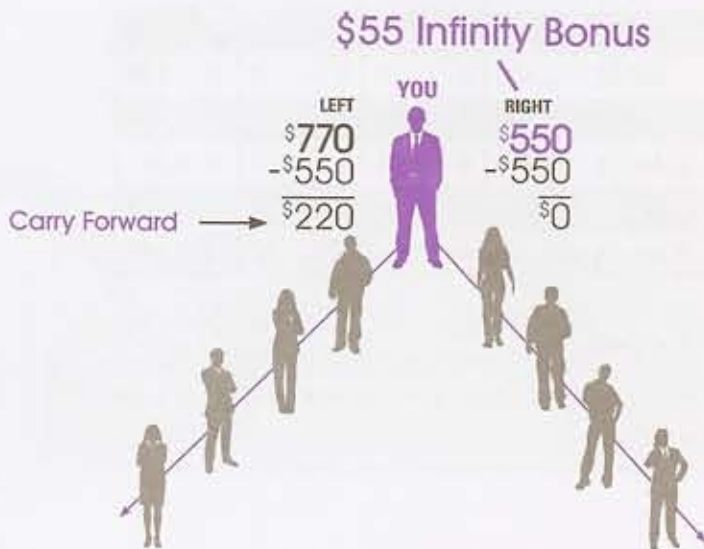
Of course, you are part of this calculation, too!

The computer takes all of the volume from your right leg, and all of the volume from your left leg, and looks at which one has the lesser volume for that week.

Your check for that week is 10% of the lesser volume leg or 10% of the balanced volume.

But the cool thing about the Infinity Bonus is that you don't lose your "unused" volume. That's right, there's no "flushing" of volume.

For example:



This unused volume is credited for the next period—you can use it if you need it, or the unused volume just keeps accumulating.

More Ways to Earn

There are three more ways to earn from your Xoçai™ business, but we won't go into them here. You'll learn about them as you advance further in Xoçai™.

Fine. If you really just have to know, you can look through the information you received from MXI Corporation in your starter pack:

5. Executive Generation Bonus

Available to Executives and higher. Sometimes called the matching bonus, you receive an additional payment based on a percentage of the Infinity Bonus checks of the people in your Enrollment Tree. The higher your executive rank, the deeper down your Enrollment Tree you'll be credited for the bonus.

6. Bonus Pools

Also called Leadership Pools. MXI Corporation sets aside 4% of the company's entire bi-weekly sales volume to be allocated among Gold Executives and higher. The higher your rank, the greater the share of this Leadership Pool.

7. Expansion Centers

When you reach Presidential Double Diamond status, you'll be eligible for an Expansion Center. The Expansion Center is placed above your Business Center 1 position.

Let's see what the power of 2 by 2 really looks like. If you simply enroll two people in your first Month and they each enroll two people in Month 2 and so on, here is the result:

Month	New	Total**	Total Activation QV	Total Activation BV	Autoship BV	BV Each Team	Infinity Bonus*	Quick Check	Total***
1	2	2	\$ 1,320	\$ 720	\$ 0	\$ 360	\$ 0	\$ 300	\$ 300
2	4	6	\$ 2,640	\$ 1,440	\$ 220	\$ 830	\$ 110	\$ 0	\$ 119
3	12	18	\$ 7,920	\$ 4,320	\$ 660	\$ 2,490	\$ 231	\$ 0	\$ 249
4	36	54	\$ 23,760	\$ 12,960	\$ 1,980	\$ 7,470	\$ 693	\$ 0	\$ 747
5	108	162	\$ 71,280	\$ 38,880	\$ 5,940	\$ 22,410	\$ 2079	\$ 0	\$ 2,241
6	324	486	\$ 213,840	\$ 116,640	\$ 17,820	\$ 67,230	\$ 6237	\$ 0	\$ 6,723
7	972	1458	\$ 641,520	\$ 349,920	\$ 53,460	\$ 201,690	\$ 18711	\$ 0	\$20,169

And this is all possible through the power of Two by Two.

Can we guarantee this is what you'll earn in Xoçai™?

Yes...and no.

Let's put it this way, if you work consistently and diligently on your Xoçai™ business, selling product and building your sales team, then there is no reason you can't earn the numbers you see in the chart.

You'll have challenges. You'll have good days and not-so-good days.

Remember how we said that self-talk is important? What will you say to yourself when a challenge appears? Will it be a brick wall, or a chance to learn?

The answer to these questions will be the sole factor that determines whether you succeed or fail.

Just remember two things:

1. Your Healthy Chocolate Living Team is here to help you in your efforts to build your business.
2. The key to success is to take one more step forward, even when you don't feel like it.

Learn About Xoçai™ Products

A good salesperson knows their product.

They know what's in it. They know why it's beneficial. They know its strengths and weaknesses compared to the competition.

And they can tell someone all about it in 30 seconds or less.

"What is it that makes Xoçai™ and MXI Corporation better, different, and unique compared to anything else out there?"

This is the first question you need to ask yourself, because it helps you uncover what many marketing professionals call a USP. A "USP" (Unique Selling Proposition) is what makes it easy for people to "get" what it is you do, what you are, or what you are selling.

Some Great USP Examples

"Delivered in 30 minutes or less, or it's free!"

You can probably tell me which company that is, even though they don't use this USP any more. (All right, it's Domino's Pizza).

"When it absolutely, positively has to get there overnight."

You know that's the FedEx promise to deliver your important documents the next day.

"Better ingredients, better pizza."

Papa John's rode this USP to become one of the top players in the industry in an amazingly short amount of time.

"Have it your way."

Burger King will make your hamburger any way you want it, without complaining or taking too long.

The Xoçai™ USP

You've probably heard or read this phrase once or twice in the past week or so:

Healthy Chocolate

It's a simple, two-word description that tells people what Xoçai™ is, and what your business is all about.

May we suggest that this is the USP for Xoçai™ and MXI Corporation?

Use "Healthy Chocolate" in your sales talk. Use "Healthy Chocolate" to describe your business.

So when you answer the question, "What do you do," you can say:

"I help people start their own Healthy Chocolate Businesses."

"I market Healthy Chocolate direct to the consumer."

"I own a Healthy Chocolate Business. I get paid to eat and share chocolate."

Get the idea?

Of course, you have to know the details of your products and how they stack up.

You can find all that information and more through the MXI Corporation website and Healthy Chocolate Living:

<http://www.mxicorp.com>

<http://www.mxicorp.com/support/product.html>

<http://www.mxicorp.com/support/service.html>

<http://www.MyDrChocolate.com>

<http://www.HealthyChocolateLiving.com/Products>

Take a few minutes every day to study your products and review the frequently asked questions listed on the websites above.

Make a list of all of the different questions people might ask you about your business, and prepare short, to-the-point answers for each.

Recommended Resources

Fill Up on the Good Stuff

One of the common traits among all successful people is that they take time to “recharge.” They read and continue learning.

We’ve seen some top marketers invest \$10,000, \$20,000, even \$50,000 or more every year on educating themselves and their teams.

You don’t have to spend \$10,000 on your education, but you should set aside a budget—in terms of time and / or money—for your ongoing education.

Here are some of our recommendations of books, CDs and DVDs, and where you can find them.

Healthy Chocolate University

Your First Year in Network Marketing by Mark Yarnell

The 45 Second Presentation that will Change Your Life by Don Filla

The Go-Giver by Bob Burg and John David Mann

Lead the Field - Earl Nightingale

How to Win Friends and Influence People - Dale Carnegie

Think and Grow Rich - Napoleon Hill

The Saint, The Surfer, and the CEO - Robin Sharma

7 Habits of Highly Effective People - Stephen R. Covey

Make Your First Million in Network Marketing - Mary Christensen

See www.HealthyChocolateLiving.com/Recommended

Congratulations!

You've completed the first step in your Xocai Healthy Chocolate Business.

You've become a Royal Maker, helping each of your two personal enrollees build teams of their own.

And along the way, you've learned everything you need to build an amazing Healthy Chocolate Business.

How far you go now is completely up to you.

As soon as you've become a Royal Maker, we want you to do two things:

1. Call your upline sponsor and celebrate with them. Thank them for helping you make this first, most important step in your business.
2. Go to <http://www.HealthyChocolateLiving.com/ImARoyalMaker>.

There, you'll learn about the Executive Navigator, with more information about rank advancements and business strategies.

What an amazing journey we're on. Eating Healthy Chocolate, and sharing health and wealth with our friends and family.

It truly is a Wonderful World of Xoçai™.

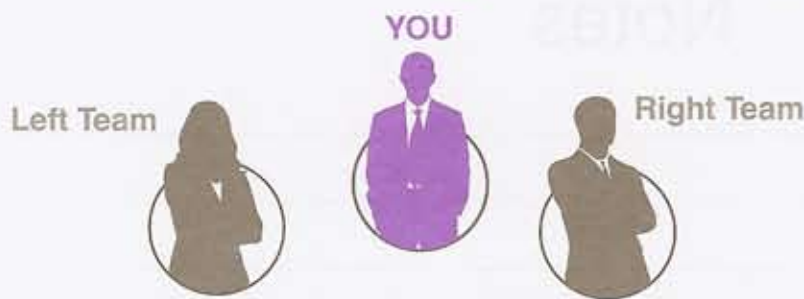
Love it! Live it! Share it!

WHO DO I KNOW?

Create a list of 100 people. Just make copies of this page to use. Do not prejudge.

#	NAME	PHONE #	COMMENT	DO I.T.	
				INVITE	TOOL
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
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30					

Go Now Progress Map



Start Date _____

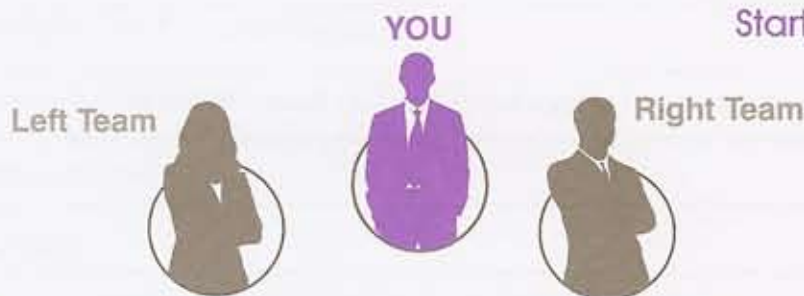
- 15 Presentations
- 3 Boxes of Personal Volume
- Plug into Calls/Meetings



Completion Date _____
Goal - 4 weeks

Continue to be a "Go Now" Associate	Months					
	1	2	3	4	5	6
Make 15 Presentations						
Sponsor 1 New Associate Monthly						
\$330 Personal Volume						
Plug into Calls/Meetings						

Gold Rush Progress Map



Start Date _____



Completion Date _____

“All you need is the plan, the road map, and the courage to press on to your destination.”

-Earl Nightengale

soundconcepts
creative business solutions

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