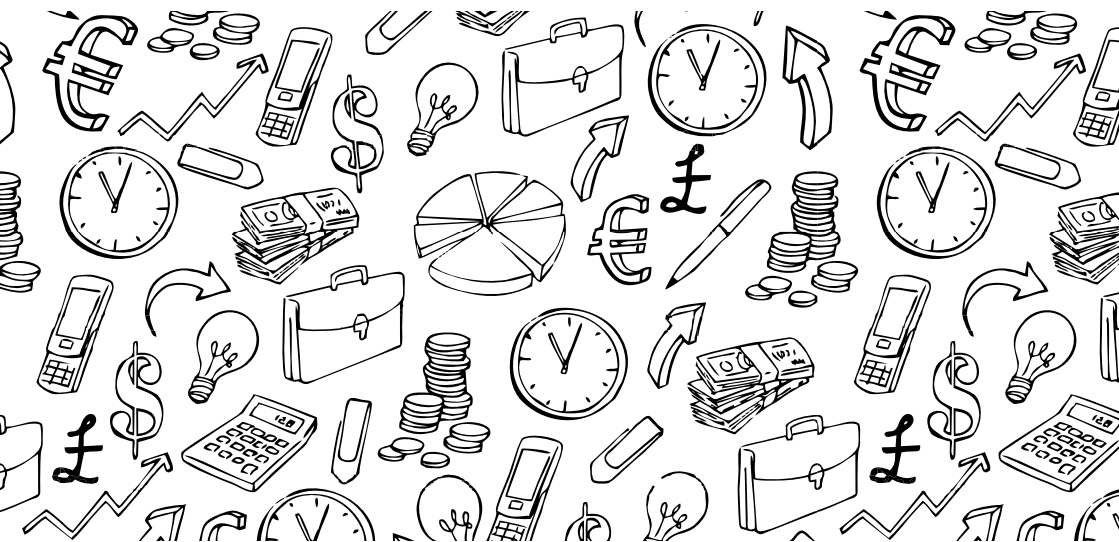


EN

Start Plan

Your Strategy for Success
in the DuoLife Club!



DuoLife

Personal
Excellence
Network

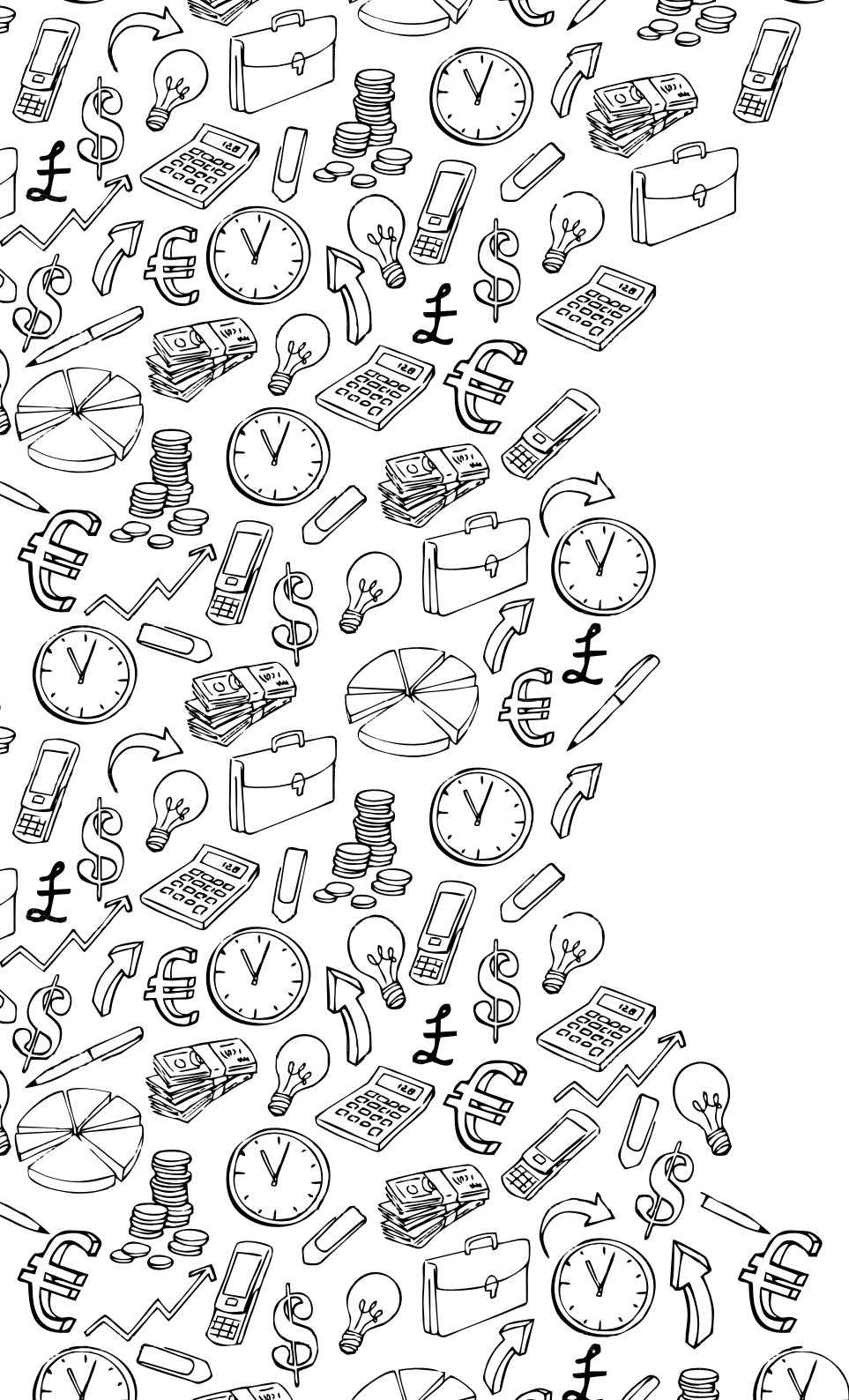


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Dear Club Member,

read the Start Plan document and fill it out - preferably, together with an experienced person from your team or with a Trainer during the DuoLife Workshops.

The Start Plan is a great tool that will give your business a head start right from the beginning of your adventure with the DuoLife Club. You will find a lot of valuable advice and tips from the experienced business practitioners - those who have developed the proven, and most importantly, effective ways to achieve true success and now want to share it with you.

The Start Plan is a guide that will help you reach your goal quickly and safely!

Opinions about the Start Plan

This document is a collection of proven and effective practices used by the top leaders of the DuoLife Club. You can clearly see that they help them achieve great results. That is why we are convinced that if you put them into practice, you will accomplish all your goals and achieve your intended success.

The Board of the DuoLife S.A.

Anyone who starts any business should have a right plan. For many people the membership in the DuoLife Club will be the first business in their life. This is why, I am glad that in this document the company has gathered and written down the information that will help you put your first steps in such an important project.

Małgorzata Łukasiewicz- a head-on Leader of the DuoLife Club

I firmly support simple steps. This startup document is a planned path of success for every new user. Just follow this proven route and do not go away from it!

Dariusz Mietlicki - a head-on Leader of the DuoLife Club

The material that you're holding in your hands is an irreplaceable, practical guide for anyone who is beginning their cooperation with the DuoLife Club. It has been prepared by practitioners who use the action described here every day in their work and that is why they are successful.

Norbert Warzyszyński- a head-on Leader of the DuoLife Club, Member of the DuoLife Leaders' Council

In my opinion, this „Start Plan” is the simplest and the quickest way to lead anyone who is willing to succeed in the DuoLife Club. I use it and I see how quickly it brings the effects to both me and other people who work with it.

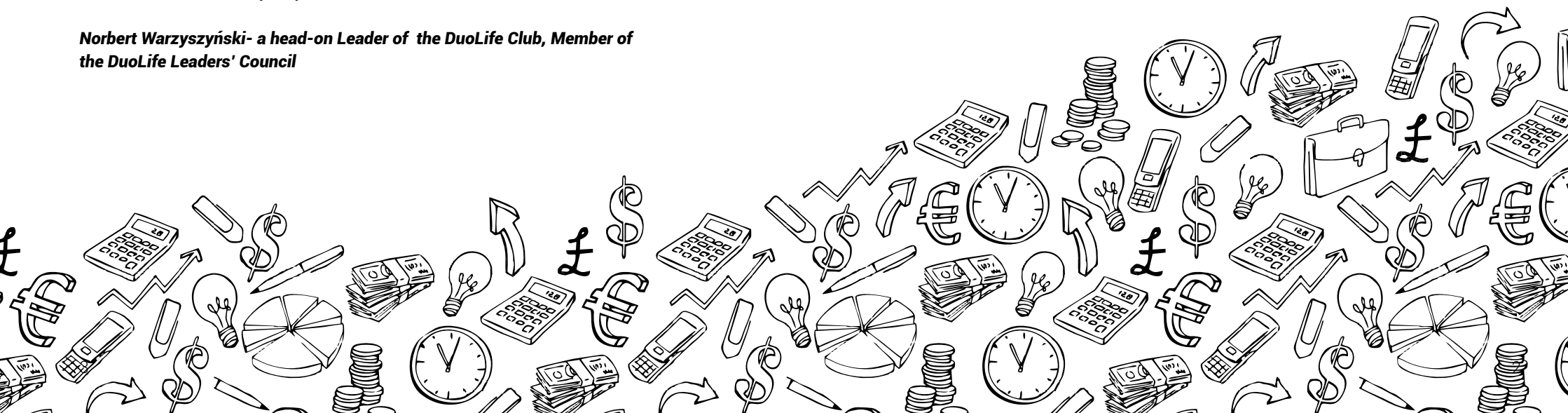
Why? Because it is a clearly designated path, which leads directly to the objectives pursued. Because it clearly specifies what actions performed on a daily basis will make you a Key Person in this business.

With full responsibility, I recommend the „Start Plan” and the instructions described in it. Put this Plan into action, and the effects you will achieve will exceed your expectations.

Tomasz Zabawa- a head-on Leader of the DuoLife Club, Chairman of the DuoLife Leaders' Council

The essence of simple and highly effective actions which after being implemented in each Club Member's everyday life will allow them to achieve early success in a very short time . This is an effective system transferred to paper, as a mass material to work with, which will accelerate your business growth even more. Ten Club Members implementing the material in their everyday life will achieve far more than a hundred Members who do not use this tool.

Łukasz Kołodziej - a head-on Leader of the DuoLife Club



1. Basic Information

Start Plan belongs to

First and Last Names
Phone Number
Trainer's First and Last names
Trainer's Email Address
Trainer's Phone Number

2. Concept of a Team

When a team wins, every member of this team achieves their own personal success. Therefore, it is worth to get to know the strategy, according to which the DuoLife business and the Key People in the Team, you joined, have been built.

Senior Manager

First and Last Names
Phone Number
E-mail Address

Regional Manager

First and Last Names
Phone Number
E-mail Address

Executive Leader

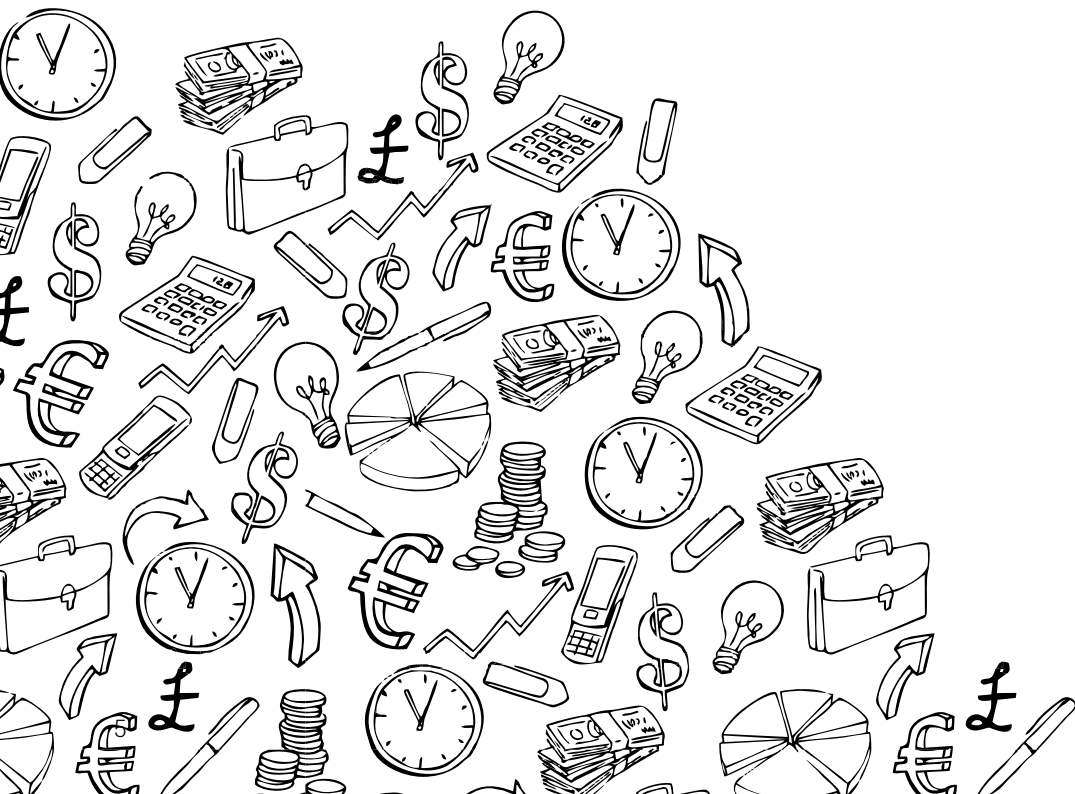
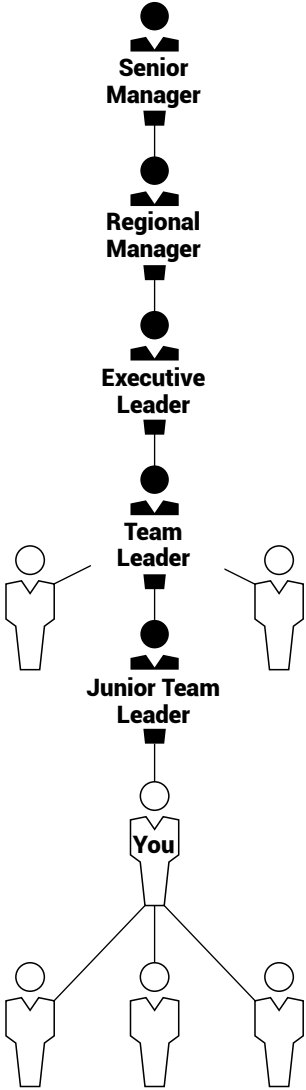
First and Last Names
Phone Number
E-mail Address

Team Leader

First and Last Names
Phone Number
E-mail Address

Junior Team Leader

First and Last Names
Phone Number
E-mail Address



3. Upcoming important meetings

The DuoLife Club is about building a community of people whose **health, personal development and finances** are the important elements of life and who want to base their material prosperity, professional and personal lives on these elements.

In building this community, **conferences, workshops and seminars** are very helpful and effective as they are a platform for exchanging experiences and gaining new knowledge for active members. For potential Candidates, they are events where they can see how the model, the vision and the mission of the DuoLife Club fit into their goals and ambitions, both professional and personal ones.



With the conferences, seminars and workshops, **new people quickly decide to join the DuoLife Club** as it offers a wide range of information and a larger image of the entire project, which you are not able to explain yourself during one-on-one meetings. Participate regularly in these meetings to become a reliable partner for cooperation for your Candidates to the DuoLife Club.

Be sure to familiarise yourself with the dates of the Leadership Development Seminars and Business Development Seminars events, as well as other meetings and conferences. Also keep a close eye on our website (www.myduolife.com) and social media profiles; then you will not miss anything for sure!

You will also find the calendar of all the meetings at:
myduolife.eu



"I Live Consciously" Social Campaign Conference

Venue:		
 Date (mm-dd-yyyy)	 Hour (hh-mm)	



"I Live Consciously" European Social Campaign is a social movement supported by the World Healthy Living Foundation. Specialists from various fields, among others, participate in the Campaign: doctors of conventional medicine, natural medicine, rehabilitation, dietetics and sport. The aim of the Campaign is to spread knowledge, social education, promote a conscious lifestyle and seek optimal solutions in harmony with nature. During the events:

- ☑ you will learn how modern industry, including animal husbandry and crop cultivation, affects our health,
- ☑ you will learn how to naturally strengthen the immune system, which is the foundation of health,
- ☑ you will learn how to wisely and naturally support your health and mind,
- ☑ you will spend time among positive-minded people, who are passionate about a healthy lifestyle,
- ☑ most importantly, you will realize how you can take care of your health and protect yourself against the threats of civilization in today's world.

For more information, please refer to the calendar of events in your city or area. If you want to know what the "I Live Consciously" conference looks like, watch the recording featuring Piotr Kardasz, Ph.D. (Hon.), available on YouTube.

Information about the project and the calendar of events can be found on the website:
www.whlf.eu, www.facebook.com/KampaniaZyjeSwiadomie

BDS (Business Development Seminars)

Venue		
 Date (mm-dd-yyyy)		Hour (hh-mm)

An all-day seminar with:



- ✔ you will meet experts in the field of personal development, business and health,
- ✔ you will gain invaluable knowledge that you will be able to use practically in almost every area of your life,
- ✔ you will experience moments full of inspiration, improve your knowledge, develop your skills, and establish new contacts.
- ✔ you will see that you can also truly succeed in your life.

The BDS event is the first step on your road to success.

More information at:

myduolife.eu

LDS (Leadership Development Seminars)

Venue		
 Date (mm-dd-yyyy)		Hour (hh-mm)

These are 3 days of practical development for Leaders, during which:

- ✔ you will work on your own examples, solve real challenges, discover new skills,
- ✔ you will use the exclusive knowledge and business practice of the best Polish trainers: Beata Kapcewicz, Joanna Gdaniec and Krzysztof Hillar and exchange the experiences with the other participants of the seminars,
- ✔ you will learn how to manage and communicate with your team better and, most importantly, with yourself.
- ✔ you will get to know the techniques that already during the workshops you are implementing in your business and life, and which actually translate into the results you achieve,
- ✔ you will become part of a community where you will always receive the necessary support and assistance,
- ✔ you will be inspired to develop your competencies and strengths of your co-workers which you discover together

More information at:

myduolife.eu

Top Leaders Meeting

These are the meetings of people who like speed in business and systematically achieve their goals, enjoying great results. In the course of these meetings the Leaders:

- ☑ get the knowledge and the tools they need for even greater and more lasting growth of their business,
- ☑ exchange the most important and most effective practices for building a profitable business, effective team leadership, and working with the challenges and failures of a Leader,
- ☑ strengthen their determination and the power of their will in the pursuit of their goals.

Webinars

This is an option for those who do not have the ability to attend live meetings due to distance or time obstacles but would like to explore the possibilities and gain the knowledge and inspiration of successful people.

Webinars with Leaders take place on individual basis, on dates set by DuoLife Club Leaders. Feel free to contact them and follow their Facebook or Instagram profiles.

4. Set your „what for?“

Only few people and few companies are able to clearly say „**what for**“ they do what they do. And it is not about making money – it is only the final result.

„What for“ is the objective, intention or belief in what you do, why you spend your time doing this.

What did you join the DuoLife Club for?

What do you get up for every day?

What do you set yourself next goals for?

Thanks to your „what for“ you get motivated to find the answers to your questions „how“ and „what to do“ in order to be successful in business (most of these answers can be found in the material).

This will also let you inspire your surroundings to follow you! Therefore, you will become a **Natural Leader**.

Write 5 reasons why you have decided to join the DuoLife Club:

1
2
3
4
5



If you want to refine your "why", you must appear at the LDS event at least once.

This is a place where you will work with what is most important to you. Please indicate below the position and level of remuneration that would be satisfying for you.

Level in business Approximate level of monthly income	Rewards in Compensation Plan
<input type="checkbox"/> Junior Team Leader (JTL) from £80	-
<input type="checkbox"/> Team Leader (TL) from £200	-
<input type="checkbox"/> Executive Leader (EL) from £500	Car subsidizing under the DuoLife Fleet Programme
<input type="checkbox"/> Regional Manager (RM) from £1.000	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> Senior Manager (SM) from £1.800	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> Regional Director (RD) from £3.000	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> National Director (ND) from £4.000	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> International Director (ID) from £8.000	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> General Director (GD) from £16.000 to ∞	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> Vice President (VP) from £24.000 to ∞	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> President (P) from £48.000 to ∞	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.
<input type="checkbox"/> Global President (GP) from £80.000 to ∞	Car subsidizing under the DuoLife Fleet Programme + an exclusive exotic trip.

* You can find the details of the car financing amount in the „Fleet Bonus“ document at myduolife.com



5. Contact Database

Each successful entrepreneur has a **contact database - potential customers** who may be interested in his offer.

Without a contact database companies are unable to function on the market.

If you are building your DuoLife business and want to develop it, you need your database of contacts.

Your candidates may be interested in the DuoLife Club for three reasons:

- **Business** – they want to create an additional source of income and raise the standard of their life or they earn a lot, but want to reclaim time and freedom in their life.
- **Health** – they may be interested in products and health education/preventive medicine, as well as a broadly understood healthy lifestyle.
- **Development** – they want to take care of their both personal and business development because it can help them build their traditional businesses, as well as increase their attractiveness on the labour market.

Each of these three reasons fits perfectly in the concept of the DuoLife Club because it is based on the three-pillars: **Health/ Business (Money)/ Development**.

In order to see what could be valuable in the DuoLife project to your potential Candidates, create a list of people you could present this project to.

However, in order not to work after dark, it is worthwhile to prepare this list from the very beginning so that you can reach every Candidate with a specific proposal. Also, create a segment list of people interested in Business, Health or Development.

Generator of ideas:

Sometimes, when we have a task to perform, or we need to recall some important thing, our mind plays us a trick – it throws everything into the „black hole of memory“ and we cannot remember anything. Use the tool below to unlock your mind and apply solutions as if you had „an ace up your sleeve“.

Good luck!

Business:

Do you know a person:

- who runs their own company,
- who runs the shop,
- who deals with trade,
- who used to run a company,
- who plans to open their own business,
- who is a good organizer,
- whose opinion is respected by others,
- who is an expert in a certain field,
- who has a lot of ideas,
- who is very successful in business,
- who invests on the stock market,
- who is your friend's business partner,
- whose spouse runs a company,
- who works on a managerial position,
- whom you met during a seminar,
- whom you met at the fair,
- who suggested you to take advantage of their services, products,
- whom you provided with some services, whom you sold something
- who likes good cars, for example a Mercedes.

Development:

Do you know a person:

- who wants something more from life,
- who is looking for new opportunities,
- who is open to change,
- who attends seminars, conferences, workshops,
- who participates in webinars,
- who uses coaching or development consultancy,
- who reads books associated with personal development,
- who is a coach, trainer, teacher, mentor,
- who knows instructors, coaches, trainers,
- who is consistent in action and strives for a specific purpose,
- who is or was a volunteer on large seminars.

Health:

Do you know a person:

- who is interested in health related topics,

- who eats healthily
- who uses supplements,
- who has their own beauty salon,
- who deals with the fitness industry/has their own fitness club/ leads fitness classes,
- whose loved ones have health problems,
- who has their own beauty salon,
- who deals with the fitness industry/has their own fitness club/ leads fitness classes,
- whose loved ones have health problems,

[illegible][illegible]

6. Making an appointment - a key element of success

Time to start building your business! Invite your Candidates to it. Remember that making appointments should be coherent with you and you should feel natural with it. Therefore, it is important for you to prepare the text of the invitation with your trainer or during the DuoLife workshops. Write the words, the sentences and the citations that most appeal to you - this way you can create your unique invitation.

The purpose of making an appointment is not to present a business concept, but merely to encourage a person to come to the meeting.

MECs - the materials recorded on CDs are a useful tool, for example: „Mądrość Mistrzów [*The Wisdom of the Masters*]”.

Remember, however, to follow the following rules:

- ☑ Be natural, be yourself!
- ☑ Demonstrate your enthusiasm! Talk about what excites you!
- ☑ Appoint a meeting - do not present business or a conference by phone.
- ☑ Confirm the meeting on the day it is scheduled to take place.

An appointment for “I Live Consciously” Social Campaign Conferences

Write your invitation text here

An appointment for BDS, 1:1, webinar

Write your invitation text here

During the daily contact with people, be sensitive to their needs on the topic of health, development, money. Suggest solutions.

Making an appointment – sample text

Making an appointment to the "I LIVE CONSCIOUSLY" conference



I am calling, because in Toruń (give the name of the city) there will be an amazing medical-health lecture about the latest solutions: for lyme disease, joints, tendons, rheumatism, parasites, cancer, weight loss, allergies, migraines, nervous system, digestive system and a variety of other ailments. It is also about prevention. These solutions are based on the research from the past few years, some of which have been awarded the Nobel Prize! The lecture is sensational. You will never learn it all during a 5-minute visit to a doctor's office at a clinic. Coming to a health conference also gives you the opportunity to ask about your ailments and the ailments of your loved ones. It would be good if you wrote your questions earlier because you might be awestruck and forget about half of them. The conference is so good that the tickets are sold out in the blink of an eye and there is often a deficiency, so when I'm going to get a ticket, shall I get you one?

What are they going to ask about?

But I'm healthy.



- Even if you're healthy, then maybe tomorrow you could help someone who needs help.
- People do not live in this world just for themselves / you have parents, siblings, children.
- Tomorrow you might meet a colleague who has just been diagnosed and you will already know where to send him for consultation.
- No one has died from the excess of knowledge yet. They have, however, from the lack of it!

And what company organizes that?



Fundacja na Rzecz Świadomego Życia [Conscious Life Foundation], set in Poland, which together with Instytut Profilaktyki Zdrowia [The Institute of Preventive Medicine], organizes health conferences throughout the country. They are purely health lectures.

Probably a new proposal, a new business.

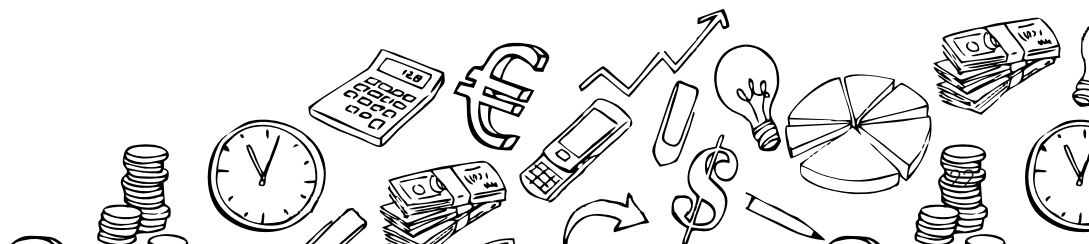


There is no business there and nothing to buy - Knowledge of health alone.

Who gives a lecture? A doctor?



Within the framework of the Institute of Preventive Medicine, a Scientific Council was created, composed of professors and doctors in medicine and pharmacy, a world-renowned doctor of biology and several other representatives of the medical world. They or other health experts give these lectures.



Making an appointment for a Webinar



Hello, along with a few friends we're launching a brilliant business project based on the most fashionable trends right now – health and education. Right now I am looking for three key people that I will develop this project with.

I'm sure you would like to learn more about the details. And you know what? Out of respect for your time we don't really have to meet offline so that you can learn what is it about.

We're organizing a Webinar – a meeting, an online presentation that is aimed at presenting you the general image of this venture. Please drop by, see what is it about and think whether you know someone who:

- would like to improve their health and well-being*
- would like to earn some extra money in addition to their current salary or would simply like to earn decent money,*
- would like to take care of their personal development.*

Meanwhile, I will call you on Tuesday some time around noon and we will talk about it.



Take care, we'll be in touch.

7. Meeting - and what comes after the meeting?

The purpose of the meetings is to show the opportunities the DuoLife offers, and to encourage to use them by joining the Company as a Club Member, or by using products as a customer.

After the meeting, there will be 3 situations:

1. some people **will be ready** to start the cooperation or try the products,
2. some people **will be wondering** - perhaps they need more information,
3. some people **will not be interested**.

This situation is quite normal. This happens with every topic in every area of life. Some are ready at once while others need time.

Go through the formalities with the interested persons by helping them sign up for the DuoLife Club or to sign up for the next DuoLife event. Do it immediately after the meeting and at the latest within 24-48 hours. Help them get started in this business. If you do not have the proper training, ask the leader of your organization to take part in the meeting.

If the person is considering it, leave them the materials and make an appointment with them for another big meeting (BDS, LDS, Health Conference). If it is impossible, contact them, and preferably meet them within the next 24-48h. At this meeting, answer their questions and help them make a decision. If you do not have the proper training, ask the leader of your organization to take part in the meeting.

Thank the disinterested person for the meeting. Do not be intrusive and do not convince anybody by force. You can always invite them for another big meeting. Keep in touch with them, however. You never know, the situation may change in a few months.

Remember:

- always invite everyone to the next meeting: Conferences within the "I live consciously" Social Campaign, BDS, LDS – **the one they are most interested in (sell them a ticket immediately),**
- use the information materials such as catalogues, leaflets, CDs (with lectures by Piotr Kardasz, PhD; the leader's story, the seminars of Joanna Gdaniec, Beata Kapcewicz or Krzysztof Hillar) and promotional CDs.
- the next meeting is a chance to get a closer look, to establish a better relationship and show the benefits.

8. Ethics of meetings

A condition of effectiveness is not the meeting itself, appropriate behaviour and attitude before, during and after the meeting are often more important.

Remember, people join people.

Before the meeting

- confirm your meeting: the day before or on the day of the meeting,
- help with the organization of the meeting, show that you are engaged and that they can count on you,
- be early,
- be interested in the guests – they are the most important people in the room,
- raise value of the presenter and the Leader - introduce them properly

During the meeting.

- smile and think positively,
- always dress appropriately - smartly, neatly and cleanly,
- start on time,
- be interested in the guests – they are the most important people in the room (the ones who came are important, not the ones who did not come),
- properly participate in the meeting: sit, listen and take notes, turn off your phone, do not talk and do not leave earlier, wait with questions for the end,

After the meeting.

- if possible, introduce your guests to the leading person, your Leader, Executive Leader, Regional Manager, Regional Director etc. The conversation changes the guest's attitude towards you - if the leading person or the Leader is already busy talking with another person, sit down with your guests and ask them a few questions that will help determine their interest. The example questions are:
- What did you like most?
- What information would you like to apply in your life?
- Do you think that your friends should learn about the information provided?
- Which information do you want to use most?
- Arrange the next meeting.

Remember.

- raising value is the secret to build an effective and wisely working Team,
- by your example you show everyone a model to follow,
- treat everyone equally - you reap what you sow. We are one team.

9. Ethics of action

Always act ethically. Treat others the way you and your Team want to be treated.

Refer to the Rules and Procedures document which is located in the Knowledge Base by logging into **myduolife.com**.



10. Top Leader

Top Leader is a recipe for success in the DuoLife Club. An effective system consisting of a few simple steps, repeated every month and reproduced by other Members of your Team will ensure growth dynamics.

Top Leader:

Maintain their own monthly activity at a certain level (at least 250 or 500 points) and use the products on regular basis. Thanks to this, you can take advantage of the Loyalty Bonus from the 2nd Settlement Period and receive products for 1 £ (details in the Compensation Plan).

Has a meeting with minimum 15 people for individual meetings or other events organized by the DuoLife Company.

Systematically ensures their own development and the development of their Team by monthly participation in the MEC development program:

- reads books (15min a day),
- listens to 1CD a day.

4. is present at meetings and seminars:

- "I Live Consciously" Social Campaign Conference,
- BDS - Business Development Seminars,
- LDS - Leadership Development Seminars,
- Top Leader Meetings,
- Business Health Club.

5. works in a Team

- applies raising value,
- consults with more experienced team members,
- is ready to learn from others.

Life is a journey ... start a fantastic adventure!
Let your every day **be a special day...**

Check if you are a Top Leader

Your tasks to implement in month 1 (Tasks 1-5)

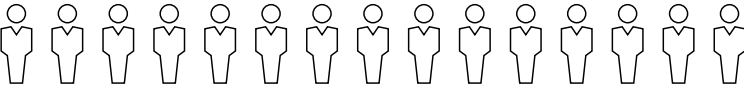
First and Last Names	Month
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Task number 1

- ☐ Monthly activity min. 500 pts ☐ Regular use of products

Task number 2

Meeting minimum 15 people individually or during other events organized by the DuoLife Company.



Task number 3

Systematic care for your own development and the development of your Team by monthly participation in the MEC development program:

- 15 minutes of reading a day - books from the MEC Development Program



- listening to 1CD from the MEC Development Program a day



Task number 4

Attend the meetings and seminars organized by the DuoLife Company and the PEN

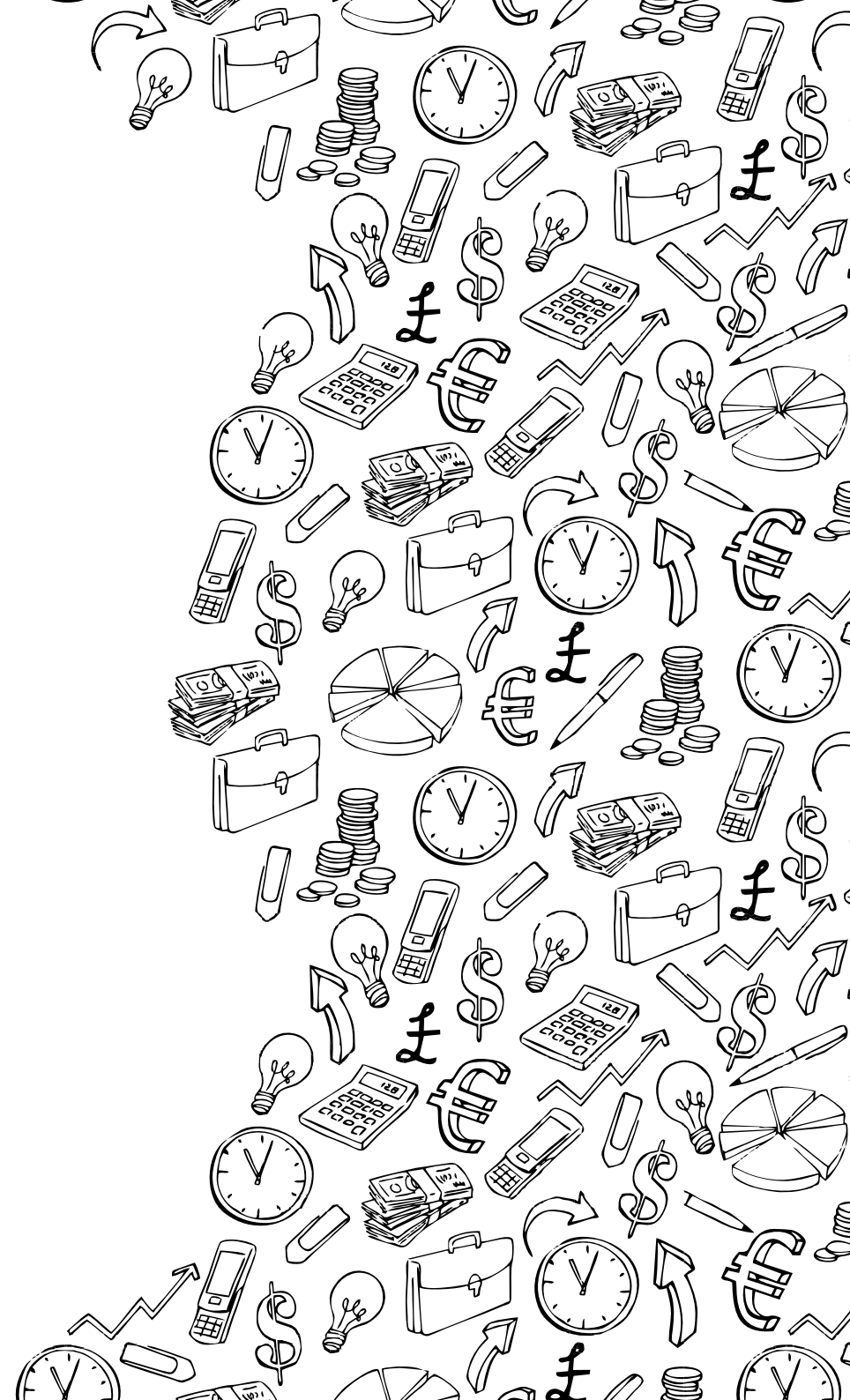
- ☐ "I Live Consciously" Social Campaign Conference
- ☐ Business Development Seminars (BDS)
- ☐ Leadership Development Seminars (LDS)
- ☐ Top Leader Meetings
- ☐ Business Health Club

Task number 5

Team work:

- ☐ Applying raising value
- ☐ Willingness to learn from others
- ☐ Consulting with more experienced team members,

My Notes



11. Virtual Presenter

The Virtual Presenter is a system that is a business breakthrough in developing activities within the DuoLife Club. This is an absolute novelty providing great profits that will result in measurable effects, not only in business, but also personal development and health.

How does it work?

80%

This is one of few systems in the world that does over 80% of work for the user.



The system guides you from the very beginning and shows you step by step what you need to do to achieve your goals, regardless of your place in your career structure.



The system will help you manage time - it has a built-in panel of activities that you plan as part of the calendar, and you will receive a system reminder about them in due time.



Virtual Presenter is also fitted with a tool for effective team management, which can be used with a computer, tablet or smartphone. The tool provides insight into the activities of people in your structure and verification of the steps they have taken within the system! This will optimize the time and activities you need to perform to support your team.



Virtual Presenter provides precise information on how to use the DuoLife account. The system also explains how to register a new Candidate, how to withdraw money etc.

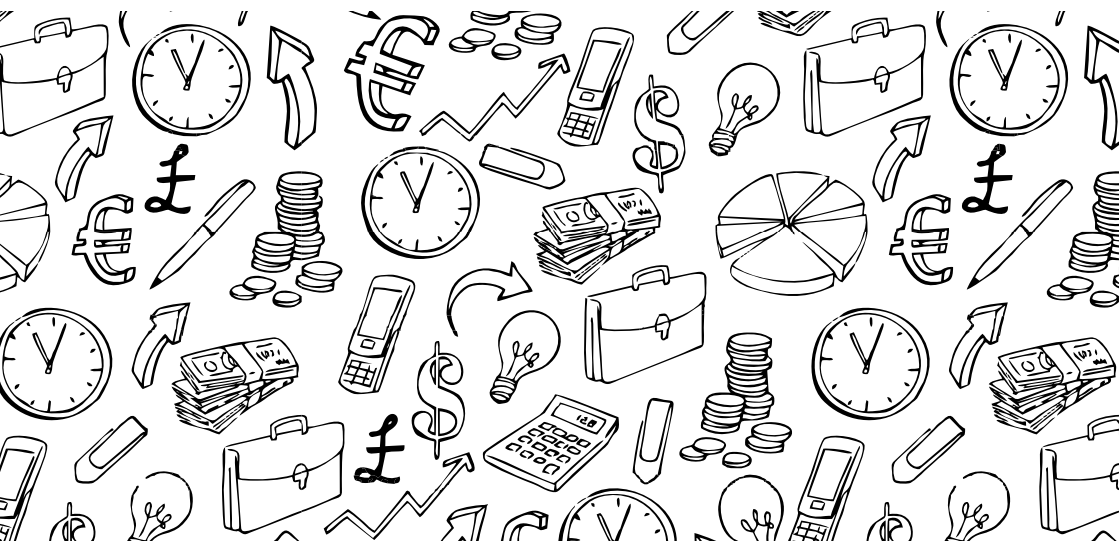


It also has a recruitment and verification option, which allows encouraging people to join your business by sending a referral link. All you have to do is send a message with a ready invitation to a potential Candidate!



Education in the system is really simple and pleasant. You do not need to analyze hundreds of pages of text. Acquiring knowledge mainly involves watching video material.





DuoLife

EN/SP/1/9/2020



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