

**WELCOME TO YOUR
BUSINESS LAUNCH!**





Welcome to Monat and our team: Rising Star!

Since 2017, we've grown a director level team with incredible leaders, thousands of team members and millions of dollars in sales. Through this experience, we've had the opportunity to learn what works and what doesn't when it comes to getting your business started. And now, we're sharing the most important steps with you.

This 4 week course is designed to give you the community, action steps and consistency needed to feel confident as a business owner and prepare you reach your goals, whatever they may be.

As always,

*Dream Bigger
Amy★*

We're glad you're here.



Whether you want a few extra hundred dollars per month
or you are looking for massive income to create freedom
for yourself and your family, here's the key:

Building this business is something you learn how to do.

It takes education, support, and practice.

Don't be surprised if it feels unnatural at first. We all felt that!

But once you learn how, your confidence will grow.

You can do this, and we're here to help.

This 4 week course will:

- Teach you the basics of starting a Monat business.
- Teach you how to not be "salesy".
- Connect you to others with similar goals and dreams.
- Help you find your unique story.
- Give you specific action steps to follow each day.
- Provide the consistency needed to be confident.

Let's get started.

5 TIPS FOR 4 WEEK LAUNCH

1

This 4 Week Course is designed for you to return to regularly. Each time you go through, you'll learn more! This also means that you don't have to check every step the first time. If you miss a step, you'll be able to catch it later!

2

We have multiple live Zoom calls each week. These calls are optional. There will be times you can make them and times you can't. Most calls will have a recording. We highly recommend the Face to Face with Amy 30 minute call on Tuesdays. (Check the calendar for specific information)

3

Plan for success. You can make massive strides towards building confidence as a business owner over the next 4 weeks by dedicating just 30 minutes each day to this program.

However, if you don't decide ahead of time when you will fit that time in, you will fall into bed each evening without accomplishing what you hoped, and wonder where all the time went! Benjamin Franklin said it best, "By failing to prepare, you are preparing to fail."

Our best advice is to plan when you will dedicate 30 minutes to building your business. Those 30 minutes could change everything for you.

4

Stay in contact with your upline. Trust me! They want to help you succeed, but they also don't want to be nosy, bossy, or feel like they are pushing you. The best thing you can do for them (and you) is to let them know how you are doing and steps you are taking.

5

Get involved with the Monat Community. Community is key to confidence. We are here to support you. Ask questions! As you gain confidence, help answer questions! Our Monat family is one of our greatest blessings. "Changing the world takes more than everything any one person knows, but not more than we know together." Simon Sinek

4 WEEK ROADMAP

30 minutes a day for 4 weeks.
It is worth the investment to gain confidence!

WEEK 1: THE BASICS

It's the little things that will change everything!

WEEK 2: LEARN TO SHARE THE PRODUCTS

Let's help others take advantage of our VIP program!

WEEK 3: LEARN TO SHARE THE OPPORTUNITY

Get confident sharing what this business can do for others.

WEEK 4: LEARN TO TELL YOUR STORY

Your story matters.

WEEK 1

*Don't compare your chapter one
to someone else's chapter twenty.*



WEEK ONE

**Please note: Zoom calls are beneficial but not mandatory.
There will be times you can make them and times you can't.**

Monday

- Join [Rising Star WhatsApp Chat](#)
- Get Familiar with the [Rising Star Website](#)
- Watch videos: [Welcome](#), [Onboarding](#), [Let's Make Some Money](#) (18 minutes total)
- Grit+Grace Team Call ([Check the Calendar](#))

Tuesday

- Face to Face with Amy (Zoom) [Check Calendar](#)
- Login to Back Office www.mymonat.com
- Watch Foundations Training Resources > Market Partner Academy > Training Center > Foundations
- Text TXTSCHEDULE to (801) 430-9767 if you'd like text reminders of calls
- Text 4WKTEXT to (801) 430-9767 to subscribe to 4 Week Launch Texts
- Schedule onboard call with upline

Wednesday

- Watch video: [Launch your Business](#) (9 minutes)
- Make your first post (more details in the appendix)
- Find your Hair Quiz Link on your website (www.mymonat.com)
- If someone asks for a sample, go to Thursday of Week 2 for more info.
- Listen to [The Strangest Secret](#)

Thursday

- Watch video: [Where to Focus](#) (11 minutes)
- Download worksheets from video
- Make a list of 100 people (more details in the appendix)
- Bonus Video: [We are Monat](#) (18 minutes)

Friday

- Optional: Flash Sale Zoom Training (see calendar)
- Watch video: [Why you should edify your upline](#) (9 minutes)
- Write a post edifying your upline or share about what you are learning in this course. Tag your upline!
- Watch video: [You Plus 2](#) (18 minutes)
- Download [MMP Map Worksheet](#)
- Share your wins from this week in the Team WhatsApp Chat!

THE KEY TO SUCCESS
IS CONSISTENCY.



WEEK TWO

*A person who never made a mistake,
never tried anything new.*

- Albert Einstein

WEEK TWO

Please note: Zoom calls are beneficial but not mandatory.
There will be times you can make them and times you can't.

Monday

- Watch [Income Producing Activities](#) Video (15 minutes)
- Plan your launch with your sponsor (see [video](#))
- Grit+Grace Team Call ([Check the Calendar](#))

Tuesday

- Face to Face with Amy (Zoom) [Check Calendar](#)
- Explore the [Share the Products](#) page. Watch the first 3 videos. (16 minutes total)
- Ask 5 friends or family members if you can send them your hair quiz link to practice.
Example, "Hey Mom! I'm doing some training in my new business and I'm learning how to do a hair consult to recommend the best products. Can I send you my hair quiz to practice?"
- Download the VIP Consult ebook for verbiage on how to talk to a potential VIP.

Wednesday

- Watch video: [Don't Make It Weird](#) (25 minutes)
- After watching, print off [Monthly Sheet](#) and fill in goals.
- Start Connecting (more details in the appendix)

Thursday

- Watch video: [Bamboo Trees](#) (6 minutes)
- Continue exploring [Share the Products](#) page. Watch next 3 videos. (15 minutes total)
- Download the Monat Connect App *This app is free your first 30 days.
- On Connect App, find the link for your friends to order their own sample.
- Write a post inviting friends to take your hair quiz.
- Continue connecting and building relationships.

Friday

- Flash Sale Zoom Training (see calendar)
- Watch video: [How To Do a 3 Way Call](#) (10 minutes)
- Invite a friend to do a 3 way call as practice for your business
- Continue connecting and building relationships
- Share your wins from this week in the Team WhatsApp Chat!

WEEK THREE

*People just want to know that they
matter. - Oprah Winfrey*



WEEK THREE

Monday

**Please note: Zoom calls are beneficial but not mandatory.
There will be times you can make them and times you can't.**

- Get to know the [Share the Business](#) page
- Watch video "[Don't be Salesy with Amy](#)." (12 minutes)
- Watch video "[Why Monet, Why Now](#)" (9 minutes) This is a video you can share with others!
- Grit+Grace Team Call ([Check the Calendar](#))

Tuesday

- Face to Face with Amy (Zoom) [Check Calendar](#)
- Watch videos: [3 Ways to buy](#), [What it takes to be a Market Partner](#). (5 minutes total)
These are videos you can share with others.
- Continue connecting and building relationships

Wednesday

- Check in with your upline! If you haven't scheduled your launch event yet, it's TIME!
- Watch these [4 videos](#) for New VIPs.
*You can share this link with new VIPs! It's a great tool for them!
**Add new VIPs to the email OPT-IN
- Study about our skincare products.
In your back office: resources > resource library > skincare product information
- Continue connecting and building relationships.

Thursday

- Watch video: [The Secret to Not Feeling Salesy](#) Part II
- Explore the Connect App. When you scroll to the bottom there are training videos!
- Watch a few videos on "[Share the Business](#)" page.
While watching, think about who you might want to share those videos with. Write those names down and follow up on that prompting. Remember: Inspiration has an expiration!
- Continue connecting and building relationships.

Friday

- Flash Sale Zoom Training (see calendar)
- Watch video: [Create a Legacy](#). (25 minutes)
- Dream Bigger. Take a moment to write out your ten year goals.
- Share your wins from this week in the Team WhatsApp Chat!

WEEK FOUR

*When you possess light within, you
see it externally. – Anais Nin*



WEEK FOUR

Monday

Please note: Zoom calls are beneficial but not mandatory.
There will be times you can make them and times you can't.

- Watch video: [Tell Your Story with Pat Quinn](#) (40 minutes)
- Grit+Grace Team Call ([Check the Calendar](#))

Tuesday

- Face to Face with Amy (Zoom) [Check Calendar](#)
- The next 4 days you'll be working on telling and recording your own story using the before/pivot/after method that Pat Quinn taught.
- Outline your product story. Write out your before/pivot/after.
- Watch video: Mel Robbins [5 Second Rule](#) (11 minutes)

Wednesday

- Outline your business story. Write out your before/pivot/after.
Not sure what your story is? Talk to your sponsor!
This is such an important part of this business, it's worth figuring out.
Don't skip this!
- Remember, there are 3 steps to building this business:
 1. Connect
 2. Tell Your Story
 3. Invite(More details in the appendix)

Thursday

- Practice telling your story.
- Watch videos: [How to do a power hour](#). (Parts 1 and 2)
- Continue connecting and building relationships.
- You are almost finished with this course!! Congratulations!
Write a post about your experience so far! Tag your upline! Share how much you've grown, what you've learned, and what you are grateful for! People love to watch others succeed. Sharing your wins inspires others to want to know more about what you are doing!

Friday

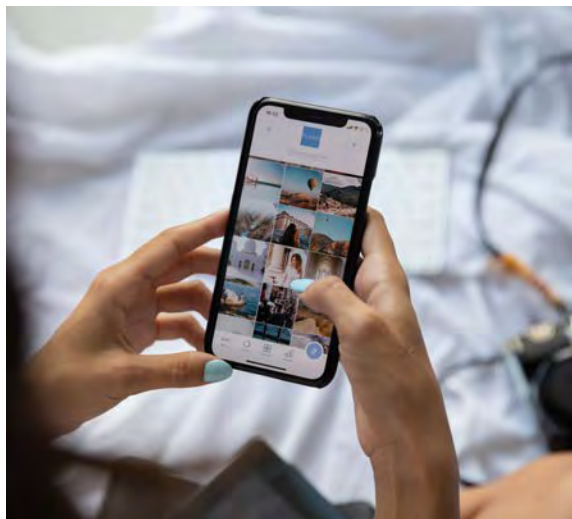
- Flash Sale Zoom Training (see calendar)
- Record a video of you sharing your story! You can go live or record a video and upload it to social media. Commit to share with 5 people whom you've been connecting with.
- Share a link to your story in the Team WhatsApp Chat!
We want to celebrate with you!
- Send a message to your upline letting them know you completed this 4-week course!

APPENDIX

All the tips and tricks



MAKE YOUR FIRST POST



Imagine you open a bakery, but you never put out an open sign. You never tell anyone that you have a business. You never talk about how incredible the donuts are, or how you are learning about making new kinds of breads. You never invite your family to come try a muffin. You never share about how you make the dough or how delicious the finished product is.

If there's no open sign and you never tell anyone what you are doing, then your business isn't going to do very well.

You are here to learn how to build a business. The first step? Tell people what you are doing. It doesn't have to be anything fancy. In fact, it's better if it isn't.

Here's a short video with ideas on what to share in your first post. You have a story. You have a reason that you hit submit. What is it? Be you, be genuine, share what you were worried about, your hesitations, and then why you decided to jump in.

You just gave yourself the greatest gift! That is something to celebrate and feel proud of. You just made a step to change your life. Your journey matters. Take a moment right now to write your post.

Example post "I told myself that (insert year) would be the year I reached higher – that I would start working on goals. I have finally put that into motion. I just clicked submit on the biggest journey yet and I can't wait for everything that's to come! Stay tuned!"

Once you receive your box, take a moment to take a picture with it! Do not let this opportunity go to waste. This is BIG!! Post it on your feed and tell the world what you are embarking on. Be genuine! Speak from the heart. Those who know you want to hear about what you are doing.

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*The secret
of getting ahead
is getting started.*

- Mark Twain

MAKE YOUR LIST



This is a business built on relationships and connections. Posting then crossing your fingers and hoping someone reaches out doesn't work. It is up to us to be intentional and to focus on other people.

This starts with your list. The reason you write a list may surprise you! Writing a list isn't about finding all the people you are going to contact about products or the business. It's much more important than that.

Your list is the first step in training your mind that your goal is to think about other people.

It's easy to get turned around, worrying about ourselves and forget that we find happiness and success when we have an impact on others.

This business is a beautiful way to serve those we love. We may not want to admit it, but our hair plays a significant part in our confidence. When we have a good hair day, we feel like we can rule the world.

Our wellness also plays a significant part in how we feel on a daily basis. You get to share the gift of confidence and wellness with others!

As you make your list, when names cross your mind, write them down. Once you've exhausted the names that come to mind, start looking through social media, write those names down too.

Friends, family, distant relatives, people you know from grade school, high school, college, church, work, through your children and spouse. People in your community. All these people matter. Write their name down. Do the work to train your mind that you think of others.

The goal is to continually expand your list. When you meet new people, add them to your list. Here is a [powerful video](#) on expanding your list and being intentional.



Never stop doing little things for others. Sometimes those little things occupy the biggest place in their heart.

CONNECT



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Our success in life is directly proportional to the number of people we serve and the quality of that service.

We build this business by doing 3 things. We connect. We tell our story. We invite.

Each is a skill that you can learn and practice. It all begins with connection. It's human nature to desire being known. It feels good when others know who we are and care about us.

That's what connection is. Relationships. Trust.

When we talk about connecting, this isn't about messaging people out of the blue and ask them to buy your shampoo or Total Greens.

Connection is taking time to check in. Care about how they are doing. Make new friends. Reconnect with past acquaintances. Increase your sphere of influence.

When you created your list of 100 names, who was on there that you need to get back in contact with? Who do you miss talking to? Who are you prompted to reach out to?

Take a minute and send them a text, voice memo, or DM. Let them know you are thinking of them. This deliberate, intentional practice of connecting with others and building relationships is at the heart of this business.

Today be the reason someone feels love.

TELL YOUR STORY



We build this business by doing 3 things. We connect. We tell our story. We invite.

What is our story and how do we tell it? Pat Quinn gave a great training on how to tell your story in a quick 2-3 minutes. This training is invaluable.

Sharing your story with others is the best way to not feel salesy, because it allows there to be a personal connection between you, what you are sharing, and the person you are sharing with.

You joined this business for a reason and that reason MATTERS. You are not alone.

Other people feel the same way you do. They feel like they were made for more, stuck, drowning in debt, worried about the future, looking for a way to make a difference, needing a tribe, wanting to earn more income, or whatever YOUR reason was.

As you share your story, you offer hope to others. You become a light.

One of the biggest reasons we don't want to talk about what we are doing is because we worry about WOTAM (what others think about me). This fear can keep us stuck in the same place, never moving forward.

When we shift our focus from worry about self, to caring about how we can help others, our story becomes more clear and has more impact.

Consider telling your story from these different angles: people, product, personal development, support, dreams, community, health, confidence, education, goals, family, extra income...

How have these made an impact in your life? What are you grateful for? How are you changing?

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*Tell the story of the
mountain you climbed.
Your words become a page
in someone else's survival
guide.*

- Morgan Harper Nichols

INVITE

*Leaders don't force people to follow.
They invite them on a journey.*

Inviting is one of the least understood skills in this business. It is the action that causes fear and worry and can stir up a lot of complicated emotions. But when you learn how to do it correctly and practice so that you feel comfortable, it can change everything.

I don't know about you, but all I'd seen from direct sales was messages in my inbox that were a million words long with a ton of detail and a sales pitch. My eyes would glaze over and I'd think, "nope". But if that's not the way, then what is?

Inviting doesn't mean sending a cold message to people you haven't talked to in forever and asking them to try your shampoo. Inviting is much more personal, intentional, and focused on how you can help others.



You've already learned the importance of connecting and telling your story. Those are vital to inviting because they lay the groundwork. You see invitations all day long and might not even realize it. On social media it looks like a poll on your stories, a link to a video or hair quiz, or information about an event with an invitation to attend. All of these are invitations!

We enjoy those kind of invitations. They make us feel included. We like answering polls, watching videos to see what people are up to and being invited to what others are doing. When someone is heading on a journey, it is an honor to be invited, whether we accept the invitation or not!

Because you have been connecting with people and sharing your story, when they see an invitation from you, they are absolutely more likely to accept. You have a relationship and your story has piqued their interest.

Personal invitations are always the best. One of my favorite analogies:

Think about high school. You've seen someone around the halls, you think they are pretty cool and you'd like to hang out with them. You hear that they are having a party and "everyone is invited". But you might be thinking, "Does that mean me? I'm not sure they even know me... or if they'd even want me there. They probably mean everyone else." But then they reach to you personally. You get a text that says, "Hey, I'm having a party and I'd love if you could come." That changes everything. You've been seen and known and now you are totally going to go to that party.

That's the difference between posting an invite and sending one directly to someone. Even if they decide not to accept, the fact that you reached out directly, with a personalized invitation, has an impact.



The reason we talk so much about making an impact in someone else's life is because that is the crux of this business. "Everyone can be great, because everyone can serve."- Martin Luther King Jr.

When you invite someone to take your hair quiz, come to an event, try a sample, or join you in this business, you are letting them know that they matter. That you see them. You never know what that invitation could mean to them. It may be exactly the thing they needed.

INVITATION EXAMPLES

Don't copy/paste. Be sincere. Be intentional. Be honest. Be specific.
See them. Make them feel known.

"Jan, you have been on my mind! You are someone I respect so much and I would love to share what I'm doing with you. Can I share a quick video?"

"Sarah, I'm having an event on Thursday evening and I would love if you could attend. It's super low key. My friend and I are sharing about our favorite wellness products and we're going to be doing a giveaway! Can I send you the link?"

"Jenny, I'm not sure if you have seen what I'm doing? You know how much I love you. You are such a rockstar. I'd love to share what I'm doing with you!"

"Kendra! I freaking love you! When I started this business you were the first one I wanted to share it with! Do you have time today or tomorrow? I'd love to talk for a quick minute." (Alternative ending - "Do you have time today or tomorrow to watch a quick video?")

"Polly! Have you had the opportunity to try Monat yet? It's made such a difference for me. Can I send you more information about it?"

YOU DID IT!

You can do anything, but you can't do everything!

It's important to recognize your successes and give yourself credit for what you have done!

Check off when you have completed something on this list!

Meet with
your upline

Launch
Event

Share your "why"
in a post

Watch video on Legacy

Attend
Face to Face with Amy
Zoom

Shared your favorite
products in a post

Attend Grit+Grace team
call

Make a list of
100 people

Attend a flash sale
training

Make a post edifying
your upline

Share a win in the
WhatsApp Chat

Share the 3 Ways to Buy
video with a friend

Send a hair quiz

Watch VIP videos

Record your 2-3
minute story

NOW WHAT?



Congratulations! You finished this course!
Now what?!

Now that you have the basics of the business, it's time to practice. Consistency with connecting, telling your story, and inviting will help you reach your goals.

Hang your open sign, let people know they matter, tell your story, and then invite others to go with you. It's a sure path to success.

Build Your Mindset is a 5 week course that gives you the basics you need to improve your vision and belief.

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*Success doesn't come
from what you do
occasionally, it comes
from what you do
consistently.
- Marie Forleo*


We have a series of trainings and courses for market partners that will take you from the very beginning all the way to financial and time freedom!

Now that you've completed **LAUNCH**, as soon as you hit MMP, you are eligible for **BUILD**. This is a personally mentored course that teaches you how to build your team and empowers you with simple steps on how to lead them.

Then you are on your path to **LEAD**. This course teaches you how to attract your tribe and grow, without getting overwhelmed or burnt out.

Then you reach **DUPLICATE**. Trust me! you'll be ready for this course when you get here! It's the systems to freedom. Financial + Time.

Consistency trumps intensity... every time.

A person is sitting on the edge of a dark, craggy rock formation on the left side of the frame. They are looking out over a vast, green valley that stretches towards distant mountains. The sun is setting on the right side of the image, creating a warm, golden glow and long shadows across the landscape. The sky is filled with soft, white clouds. The overall mood is contemplative and inspiring.

Decide to make your journey through
life like a best selling book, one filled
with overcoming obstacles, taking risks,
and continuing to develop. When you
share your journey, you invite others to
write their own fantastic story.

*Dream Bigger
Amy**