



# Team Elevation Core Beliefs

## Health . Finances . Leadership

### **TEAM ELEVATION MISSION STATEMENT:**

We elevate ourselves and others in the areas of  
**HEALTH, FINANCES, & LEADERSHIP.**

Our degree of success will likely be determined between our ears; our deeply rooted belief systems will either lift or limit us. For us to be successful in this business, we **MUST** have a strong purpose & a belief system that will autopilot us to success. We have the power to shape our core beliefs by what we consistently see & focus upon. Feel free to print & view the following Team Elevation Core Beliefs often, & watch your impact **ELEVATE**.

### *1. Health Elevation:*

1. I offer impact products that improve the way people look, feel, & perform.
2. While we offer no miracle pill, we can most certainly be a part of the miracle process.
3. Our “products” can also be viewed as “nutritionals” which help deliver specific “information” to our cells to program a desired positive health or fitness benefit.
4. People’s lives & health are better **WITH** Advocare products than without. Our business isn’t for everybody, but our products are.
5. While there is no “perfect” company or line of products, Advocare is indeed the best line available considering science, efficacy, variety, price point, & taste.
6. I am a product of our products. I look & feel the part. People see health & vitality in me. I embrace a comprehensive health lifestyle that includes clean nutrition, consistent fitness, & targeted supplementation.
7. We give our customers more value than the dollar amount they pay. Beyond getting the best nutritionals in the world, our customers get our encouragement & support.
8. We have an elite Sci-Med Board who creates world class nutritionals. I trust that Advocare & our Sci-Med Board operate from a place of integrity. If there are products, ingredients, or prices I don’t understand, I trust there is likely a good reason for it.
9. We’re a cutting edge company that seeks constant improvement in all areas.
10. I’m thankful for the opportunity to offer a line of nutritionals which support a variety of health goals and needs that people have: weight loss, sports performance, daily energy and endurance, pro-active disease prevention, and more.

## 2. Financial Elevation:

1. I'm in "Business Development" for an elite line of weight management & sports performance nutritionals.
2. I'm a smart business person: I offer a consumable product which leads to residual income. Residual income creates time freedom. Time is my most precious commodity; "more time" is a prize I'm earning by working this business. I'm sacrificing a little now to have a whole lot later.
3. I have the opportunity to create my dream lifestyle with this company. My financial life will be radically different 2 years from now as I move forward with an Elevation-3 focus. In 5 years, it's my realistic expectation to be debt free & have a locked-in 6 figure residual income.
4. We are "Direct Selling By Design". Our products aren't sold in stores – it's MY opportunity. The Direct Selling business model is an American blessing. 20,000 People join a Direct Selling company each day. Some of the best products in the world are delivered to the market via the Direct Selling model. Since 1993, Advocare has been a pillar of excellence within the Direct Selling Industry. Our company is here to stay & built to last. Advocare's compensation plan is steady-solid-residual, built brick by brick through quality products & strong leadership. Although some people view our type of business as a "pyramid", I know that I'm a part of a "you-do, you-get" work program that pays me what I'm worth and even let's me OUT-EARN my upline/sponsor. Other organizational pay structures more resemble a "pyramid" than ours.  
For example...
  - a. Traditional Business (Owner > Manager > Employee)
  - b. School Systems (Superintendent > Principle > Vice Principle > Teachers)
  - c. Law Enforcement (Sheriff > Deputy > Administration)
  - d. Sports Teams (Head Coach > Asst. Head Coach > Position Coaches > Vol. Coaches)
  - e. Churches (Head Pastor > Asst. Pastor > Administration)
5. Our business model makes so much sense. I own a business with No boss, No employees, No rent or lease, No opening & closing. I own a virtual store that's open 24/7 in all 50 states.
6. I present Advisor with strength & certainty as it's in everyone's best interest to save 40% & be in a position to benefit as they share with others. With most businesses & franchises requiring \$100,000+ to start, starting an Advocare business for less than \$2,500 is a no-brainer. With an 80% first year failure rate for new businesses, our 0% failure rate due to our 12 month satisfaction guarantee makes the decision easy – there is no risk!
7. I'm committed to helping myself & others be liberated from debt; negative interest rolling month to month must be attacked & eliminated. By being debt free & earning additional income, I am able to invest in my family's financial future, & to say YES to causes I want to support.
8. I'm a good provider & protector. With urgency, I build my monthly Advocare income to a level that, if I lost my "day job", covers my mortgage & basic living expenses; THAT is real security.
9. If others earn 100K+ per month, I can earn at least 10K+ per month. If it's possible to earn \$7, then so is \$70, \$700, \$7,000, \$70,000, \$700,000, & \$7,000,000. If others are successful in this business, then I can be as well.
10. The right person saying "yes" to Advocare can change my financial destiny forever; I am prepared & positioned to attract & lead quality teammates & win-win relationships.

Continued...

### ***3. Leadership Elevation***

1. I enjoy this purpose driven work that makes a difference. I take my craft seriously & pursue EXCELLENCE. I look sharp & carry myself in a way that attracts others. I am a person of INFLUENCE & IMPACT. I'm a consultant & coach of the GOOD LIFE.
2. I am a person of BIG BELIEF & BIG FAITH. I always do my best. I always keep my word. I always keep my cool. I don't take things personally. I have a sense of urgency & a NOW mindset.
3. It's my responsibility to create an opportunity for people to learn about our vision & make an informed decision about Advocare. I'm excellent at scheduling appointments & presenting with confidence, strength, & optimism. I expect others to say "YES". I paint an exciting & compelling vision for others to join. I'm not attached to the answer people give me. I present the message with strength & move with the responders.
4. I'm committed to being better today than I was yesterday. I feed my mind, eyes, & ears with uplifting ideas, sights, & sounds. I maintain a coachable spirit. I'm willing to put my ego aside. I model what successful people do. I seek wisdom. I lead by example. I find a way to win. I'm willing to go first & at times alone.
5. The past does not equal the future. Today I carry the virtues of strength, love, confidence, persistence, belief, production, salesmanship, & courage. My world will be radically different in 2 years because of the virtues & habits I embrace today.
6. In a world of dabblers & pretenders, I know that I AM HERE TO STAY. Others will see this over time & come along with me later if they haven't already. People respect my loyalty to one company over time. I've chosen THIS company because I buy into OUR products, OUR compensation plan, & OUR people. 😊
7. I play the game at 212 degrees rather than 211 degrees; our team is boiling hot! I'm a thermostat rather than a thermometer; I attract & create the environment around me. I attract what I am. My commitment attracts commitment. My strong belief attracts strong belief. I move with speed therefore my team moves with speed. The characteristics of commitment, belief, & speed duplicate through my organization.
8. I embrace the Advocare Success System: 3-Way Phone Calls, 2-on-1 & 1-on-1 Appts, Mixers, Team Calls, & Success School. Success School begins with me, & grows to a TEAM of 10, 20, 50, & 100+ at Success School with me.
9. I'm sensitive & patient with skeptical people because I used to be one myself. 😊 Getting "NO" 7 out of 10 times will build wealth if I talk to enough people. "No" typically means "not yet", or "not enough information", or "not a fit".
10. Advocare has brought me rich & meaningful relationships, & the best is yet to come. We expand & duplicate a culture of excellence. Quality people desire to be a part of this team & mission. Our team has fun! I fight to help my teammates reach their financial goals & celebrate in their success. My team is known for earning rookie bonuses, trips, advancing pin levels, & attracting strong leaders.