

Your First 48 Hours in  
**XOÇAI**<sup>TM</sup>

How to Earn Free Chocolate for Life and  
Build a Healthy Chocolate Business that earns  
\$500, \$1,000, \$10,000 or more every month.



From the Desk of Andrew Brooks, Founder & Executive Vice President

## Welcome to MXI Corp, home of the Healthy Chocolate Xoçai!

As the category creators of healthy chocolate, we had a difficult decision to make. Should we distribute our Xoçai product line through traditional retail channels, like Wal-Mart or Walgreens, or should we sell through the person-to-person model of network marketing?

I'm happy to say that choosing network marketing has made all the difference. Why?

Thousands of people just like you have been able to create significant additional income, experience improved health, and build a new life in as little as twelve months, simply by sharing something that nearly everyone already loves and consumes—chocolate!

So how do you get started? Your first 24-48 hours with Xoçai are so important. They are almost a “make-or-break” time for your new Healthy Chocolate Business. Sure, you're excited right now, but you are probably a little nervous. And the idea of approaching people about your new business might even be a bit intimidating.

If you quickly identify your goals and stay focused on them, success will certainly follow. Most of our Associates who have gone on to build tremendous lifestyle incomes share a common trait: they achieved the Royal 500 rank (or beyond) within their first 14 days in the business. And they did it with the help of this Quick Start Guide.

If you want to be a successful Xoçai associate, I can't encourage you enough to follow this example. So read and complete the Quick Start Guide within 48 hours, and you'll be well on your way to creating a new level of health, income, and lifestyle—just like all of our top earners.

It has been a privilege for us to help real people make real changes in their lives—all with the Xoçai products and opportunity. Now you can do the same!

Sweet success,



  
Andrew Brooks

# Welcome to Xoçai™: The Healthy Chocolate!

Congratulations on your new home-based business.

You have accomplished something that few people will ever do—you've taken positive action today to make an improvement in your life.

With your own Xoçai™ Healthy Chocolate business, you are President, CEO, and Chief Marketing Officer all rolled into one. And there are two principles we want to communicate right up front:

**Principle One:** *Treat your business like a true business, and it will eventually pay you returns like a true business. Treat your business like a hobby, and you'll always be spending money on it, with little or no return.*

**Principle Two:** *Your commitment of time is the most important factor in your success. At first, you'll think that you're working without making progress. Don't quit. We can promise you from the experience of thousands of associates that you will reach your goals, if you work smart.*



## STOP!

Do not continue to Step 1 until you have completed the assignment below.

Right now—do not wait—go to the following website (or call and have someone you know go to this website for you): [[www.websitenamehere.com/](http://www.websitenamehere.com/)]

Provide your first name and email address at the website, because we will have very important training and information updates for you about your Xoçai™ Healthy Chocolate business.

Note: If you don't have an email address, or you aren't comfortable with computers, you can call 801-437-5984 and listen to this training over the phone.

**ON TO STEP 1: FORM YOUR BOARD OF DIRECTORS**

# Step 1: Create a Powerful Business Team

## Form Your Board of Directors

Every serious business has a board of directors—a group of individuals who provide talent and expertise to help grow the business. The idea is that the entire “Board of Directors” working together can create more value, and more success, than any single individual.

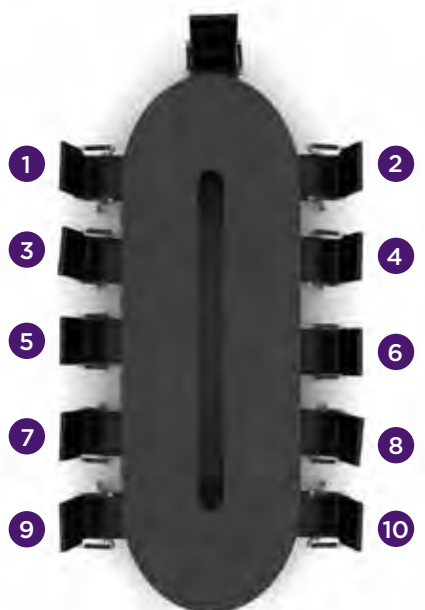
The first thing we want you to do with your new Xoçai™ Healthy Chocolate Business is to create your own board of directors—a team you will be working with closely over the weeks, months and years ahead as you all build your Healthy Chocolate businesses.

In the space below, write down the names of the ten people who you most want to work with. Think of the most talented people you know. Who is good at communicating with others? Who is energetic? Who is business-minded? Who has talents that you want on your team?

This isn't your “anybody and everybody” list. It's just the top people who you admire, who are “business-minded,” and with whom you want to work closely over an extended period of time.

### Fill in Your Ideal Board of Directors Below:

**YOU**



<hr/> <p style="text-align: center;">Name</p> <hr/> <p style="text-align: center;">Phone Number</p> <hr/>	<b>1</b>		<b>2</b>	<hr/> <p style="text-align: center;">Name</p> <hr/> <p style="text-align: center;">Phone Number</p> <hr/>
<hr/> <p style="text-align: center;">Name</p> <hr/> <p style="text-align: center;">Phone Number</p> <hr/>	<b>3</b>		<b>4</b>	<hr/> <p style="text-align: center;">Name</p> <hr/> <p style="text-align: center;">Phone Number</p> <hr/>
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## ■ Step 2: Make an Offer

### Start Recruiting Your Board Members

Now that you've identified ten people with whom you want to work closely in your new Xoçai™ Healthy Chocolate business, it's time to make them an offer.

#### How do I do it?

One of the best ways we've found to extend an offer to a potential board of directors member is to call them on the phone, and use the following script. Your upline sponsor might have some ideas they have used successfully, so give them a quick call, too.

#### Sample Script:

*"Hi, [Jane], it's [your name]. I just started a new business, and I'm looking for the most talented people I can find to build a strong business team. Do you have five minutes? Because I want to tell you about it."*

*The next step is to simply three-way the line into the Xoçai™ Sizzle Call. "Let me connect us over to a free presentation that can explain everything in a few minutes. Thanks."*

This call has been painstakingly developed and tested, and takes all of the work of having to describe the business out of your hands.

**Xoçai™ Sizzle Call: 801-437-5994**

#### The New Associate's Secret Weapon: Three-Way Calling

Learn how to do a three-way call on your phone. Do this right now!

- Read your phone's user manual
- Call the phone company and ask (if you're using a land line)
- Ask your upline sponsor
- Go to (or call) the store that sold you your mobile phone and ask
- Ask your teenage son or daughter

Whatever it takes, you must learn how to do a three-way call on your phone as soon as possible. And practice!



# Step 3: Follow Up

## Your Follow Up System

### Your Support Team

Please understand that while you're in the Xoçai™ Healthy Chocolate business for yourself, you aren't in business by yourself. As a new Associate, you have a built-in support organization that you can lean on during your first few weeks. This organization is your upline.

### Upline Sponsor:

Name \_\_\_\_\_

Phone \_\_\_\_\_

### Upline Bronze Executive:

Name \_\_\_\_\_

Phone \_\_\_\_\_

### Your Follow-Up System

Call your upline Bronze Executive (use this opportunity to practice a three-way call with them and your upline sponsor!)

Call your upline Bronze Executive and ask them when they are available for three-way calls. This time slot is when you want to follow up with your contacts. Write the schedule below:

Mon \_\_\_\_\_

Tue \_\_\_\_\_

Wed \_\_\_\_\_

Thur \_\_\_\_\_

Fri \_\_\_\_\_

Sat \_\_\_\_\_

### Follow Up with Your Prospective Board Member

Make follow-up phone calls to each person you have contacted. Make following up a daily habit in your business.

Over the years, we have proven that the most successful model for following up is the three-step approach:

1. Call (don't email) your contact and ask them if they [listened to the call/ went to website]
2. Ask what they liked best about what they saw; listen to their responses and questions
3. "I'm not completely sure about the answer to that; hold on for just a second... [three-way in your upline sponsor or upline Bronze]"

### The Golden Rules of Three-Way Calling

Introduce your upline sponsor to your contact (Be sure to mention one or two good things about your sponsor when you introduce them)  
Introduce your contact to your upline sponsor  
Be quiet and listen to your upline sponsor's presentation

Keep your personal testimonial (if asked) to 30 seconds or less



# Step 4: Enroll Your New Board Member

## Add New Team Members to Your Organization

You have two options for enrolling new Xoçai Associates in your downline

### Option 1: Your personal website: [http://www.mxicorp.com/\[your associate id\]](http://www.mxicorp.com/[your associate id])

Send your contacts to your personal website. Have them click on the “Associate Sign-up” link, and complete each step

### Option 2: Your Back Office

Log in to your MXI Corp Back Office ([mxi.myvoffice.com](http://mxi.myvoffice.com)) Go to “My Business” » “Genealogy” » “Graphic Tree” Click at the bottom of an outside leg (red circle), and complete each step



Sample Back Office

## Which Pack is Best for Your Enrollee?



### Basic Associate

- 2 Cases of Xoçai
- 1 Business Center
- Eligible for 1 Expansion Center
- Wholesale Purchase ID#

- Starter Kit
- 1-Year Back Office Subscription
- Personal Website



### Business Builder Associate

- 6 Cases of Xoçai
- 3 Business Centers
- Eligible for 3 Expansion Centers
- 20% Shipping Discount on Activation Order

- Starter Kit
- 1-Year Back Office Subscription
- Personal Website
- Wholesale Purchase ID#



### Executive Fast Start

- 12 Cases of Xoçai
- 3 Business Centers
- Eligible for 3 Expansion Centers
- 33% Shipping Discount on Activation Order
- Automatic Rank Advancement to “Executive”

- Starter Kit
- 1-Year Back Office Subscription
- Personal Website
- Wholesale Purchase ID#

See more about the Executive Fast Start program at <http://www.mxicorp.com/executivefasttrack>

**STEP 5: PLUG IN TO THE XOÇAI™ NETWORK**

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## Attend Trainings and Conference Calls

When you join as an MXI Associate, you're automatically adopted as part of two "teams"—your own small team, including your sponsor and your upline Bronze Executive; and your global team, including MXI Ambassadors, Presidentials, and the MXI Corp Executive Team.

### Your Home Team

You, your board of directors, your upline sponsor(s), and your downline enrollees. Make a point to speak with these groups at least once every week. Speak with your board of directors even more frequently.

### Your Global Team

Your upline Ambassadors, Presidentials, Double Diamond Executives, and Diamond Executives.

Be sure to plug into the weekly opportunity and training calls. No matter what day you join as a new MXI Associate, there will be a conference call or training sponsored by leadership executives within 48 hours of your new enrollment. Here is the schedule of calls you want to be in on:

### Monday Night Live

(Mondays, 6:30 PM PT)

USA Toll-Free Line: 877-366-0711 | Passcode: 69035258#

Canadian Toll-Free Line: 866-627-1651 | Passcode: 69035258#

The latest news from the MXI Corp Executives, science updates, and business training.

### QuickStart Training

(Mondays, 6:00 PM PT)

USA Toll-Free Line: 877-366-0711 | Passcode: 69035258#

Canadian Toll-Free Line: 866-627-1651 | Passcode: 69035258#

A 30-minute training for people who want to build their Xoçai business as quickly as possible.

### Opportunity Call

(Tuesdays & Thursdays, 6:30 PM PT)

USA Toll-Free Line: 877-366-0711 | Passcode: 69035258#

Canadian Toll-Free Line: 866-627-1651 | Passcode: 69035258#

Have your contacts call (or three-way them in!) to listen to a 15-minute live, professional presentation about Xoçai products and the business opportunity. This call will definitely help you build your business.

Save money on training guides and marketing tools when you buy your Start Right Pack from Sound Concepts: <http://www.ChocolateBizTools.com/startright> or call 1-877-225-3521

Enter Promo Code: **StartRight** in the check out process to receive a 10% discount on this pack. This pack includes everything you need to help you build your business.