

# The Path to Ideal Physical and Financial Health and Wealth

# Orovo

Best Products. Best Prices. Best Business.

## Founding Principles of Orovo

O

Optimizing Health and Wellness for you and your family.

R

Revolutionizing the way individuals and families make residual income by teaching honest and correct financial principles.

O

Offering the best products in the world at the best price.

V

Validating the quality of our products and the success of our referral marketing business.

O

Organizing and developing the most powerful group of leaders in the world.

# The Orovo Story

When Orovo was founded in 2007, its mission was to break the mold. The traditional ways of distributing and selling products through retail stores and Multi-Level Marketing were broken. Companies everywhere sold mediocre products with huge markups in price, and meagerly compensated their customers for bringing in new business or reselling products. Product quality was declining and prices were increasing. Retail and MLM companies were spending more money on the advertising and marketing of their products than on product quality and development.

***Orovo was going to change all of that.***

**It started with the product.** The founders of Orovo weren't satisfied with creating products that contained minimum amounts of vitamins or focused on one or two beneficial elements. So they formulated daily use, fitness, and skin care products that not only had more high-quality ingredients, but greater amounts of each. The result was a group of satisfied customers who felt better and saw a difference in their health.

**Then came the price.** Instead of trying to make a large profit on a one-time sale, the founders of Orovo were confident their customers would love Orovo products and continue coming back. They didn't need to markup the product by 1000 percent or more, as is common with other companies. All they



needed to do was provide an easy way for anyone to access great products at prices they can't help but tell others about.

**Finally, there was the business.**

Other companies required huge commitments from their customers – like startup fees totaling thousands of dollars or expensive business kits that become nothing more than dead inventory. But Orovo knew that the personal investment of time, energy, and effort involved with starting a home-based business was great enough without having ridiculous up-front costs or high monthly fees.

As a result, Orovo has flourished.

Orovo is changing the way health and wellness products are made and sold. Orovo is creating products that help customers achieve ideal physical and financial health and wellness. Orovo is cultivating opportunities for anyone to create a successful, home-based business – inspiring them to then share their experiences with others.

# The Orovo Business

The only way to distribute products of the highest quality without having to exponentially increase the price is to use word-of-mouth marketing. Using word-of-mouth marketing – or “referral marketing” – cuts out the cost of advertising, marketing, and distribution to the middleman.

At Orovo, referral marketing is at the core of our business. That is why we can put the highest quality ingredients into our products and spend more time, energy, and resources on product development and research.

It also means we can reward our customers for sharing our top-of-the-line products through referral marketing. By sharing the Orovo products, you can achieve your financial goals – whether that means a little extra spending money each month or your main source of income. By referring people to our products, you will share both the physical and financial success you have had at Orovo with everyone you come in contact with – and you’ll earn money doing it.

An Orovo home-based business truly makes a difference in the lives of our customers. And with our easy-to-use Web site, there is no need to stockpile inventory or go door to door. Simply refer your friends, family, and others to fill out a Preferred Customer form online or in person, and they can have any and all products they want shipped directly to them.

## Testimonials

“I’ve spent my whole career growing businesses. So after 30 years of success, I decided to retire. Six months later, an opportunity presented itself I just couldn’t pass up. Building an Orovo business is easy; with amazing products, a ground-breaking business model, and a world of resources, Orovo was something I had never before come across.

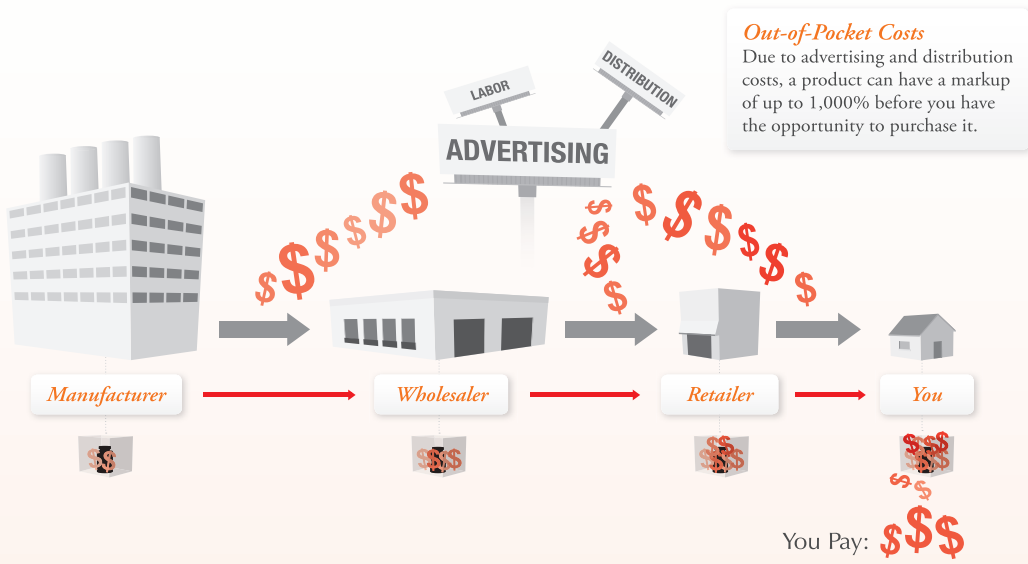
The products are the best on the market. They help you get healthier, lose weight, or achieve any other health goal. And once you’re looking and feeling better, it will come up in conversation – an easy way to promote the product to your friends, family, and others. With a concerted effort and a passion for Orovo products, building a business will come naturally.”

*David Meine  
Provo, Utah*

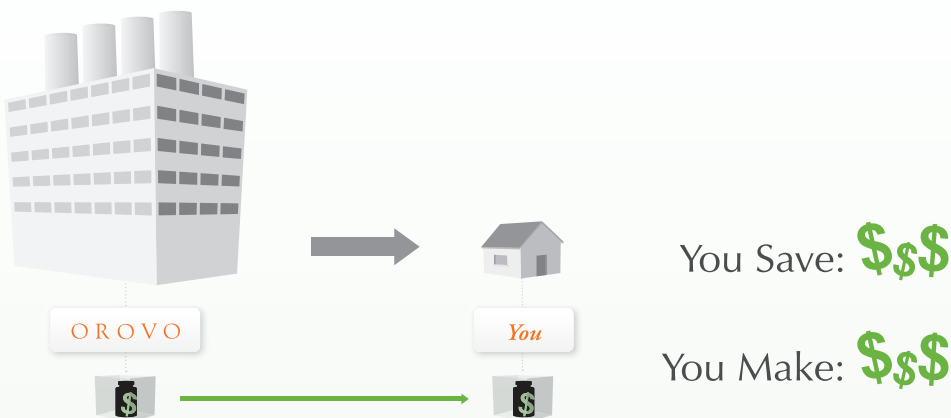
“The first time I saw Orovo’s Leadership bonus program, joining was a no brainer. I told all of my family and friends and soon everyone was buying products and building their businesses. I became a director in my first month and made a check for \$2,000 working part time. This is only the beginning and I can’t wait to see how this business grows down the road.”

*Kuni Takahashi  
Orem, Utah*

### Traditional Business Model



### Orovo Model



# Ways to Participate with Orovo

## 1

### Preferred Customer

- I want to use higher quality products at exceptional prices.
- I want products that are safe and effective for my family.
- I may refer a customer from time to time, but my primary interest is being a customer.

## 2

### Active Customer

(1-5 Hours per Week, earning \$500 to \$1,000 per month)

- I am making enough money to get by, but would like to get my product for free.
- I can see being able to earn some extra income by referring other customers

## 3

### Part-Time

(5-10 Hours per Week, earning \$1,000 to \$2,000 per month)

- I care about having safe and effective products to use in my home.
- I want to help others see the importance of using these products.
- I would like to help others experience ideal health and wellness from these products. I would also like to help others build a residual income that will help them get out of debt, pay off their home, and enjoy more leisure activities.
- I want extra income to do the things I want to do.
- I am willing to devote two or three nights a week to building an Orovo business.

## 4

### Active Part-Time

(10-20 Hours per Week, earning \$2,000 to \$5,000 per month)

- I am very interested in establishing a full-time income with Orovo by leading people to great health and wellness both physically and financially.
- I want to be completely out of debt and have extra money to spend.
- I am willing to devote three or four nights per week to building an Orovo business.

*(continued on next page)*

## 5

**Full-Time**

(20 or more Hours per Week, earning \$5,000 to \$10,000 (or more) per month)

- I would like to experience financial prosperity.
- I am looking for a business that will provide residual income far into the future.
- I want to create a full-time income with Orovo.

## Getting Started

### *Now is the Time*

Don't wait to start working on your business. Right now you are experiencing the excitement of learning about a company that is making a difference in the health and wellness of individuals and communities. Capitalize on the energy of starting a new business that will change your physical and financial future. Orovo is changing the way people do business.

### *Don't Do It Alone*

Successful business builders team up with their enroller, and with other leaders, to build their businesses. Teams give support, encouragement, and provide motivation to help you accomplish your goals. Your enroller or an Orovo Leader can show you how to invite people to a presentation, give a presentation, and explain the benefits of Orovo clearly and effectively.

### *Commit Your Time and Energy*

Building a successful business will require learning the activities that create success.

## Success has a simple formula

- 1)** Get advice from someone who knows how to build a business, then make and execute your plan around their expertise.
- 2)** Take time to learn the Orovo Business and get the training you need to succeed.
- 3)** Make sure to set aside specific hours to work your Orovo business every week.
- 4)** Commit your time and energy to your Orovo Business, making it a valuable opportunity for you and your family.

# 48-Hour Checklist and Follow-Up Session

After enrolling with Orovo, your enroller will schedule a coaching session with one of our Orovo Leaders. It will be essential to follow the 48-Hour Game Plan to prepare for your coaching session.

## *First 24 Hours*

- **Review the Orovo Power Point Presentation.** Remind yourself why you joined as a Preferred Customer and what Orovo is making possible for its Associates.
- **Read the Product Sheets.** Become familiar with the products you ordered and any other products you are interested in.

## *Second 24 Hours*

- **Determine your level of participation.** Remember, your level of success is determined by the amount of time and effort you put in, your commitment to your business, and your willingness to learn necessary business-building skills.



- **Start determining your “why” and begin creating your story.** People are drawn to those who have a clearly defined “why.” You will be building an income that will

provide true wealth and prosperity. You will be aligned with a company committed to helping people achieve ideal health and wellness. Make sure your “why” is strong and will allow you to accomplish your goals.

- **Determine your business hours.** To successfully start a business, you have to dedicate your time and set your business hours. You must be consistent in working the hours you have committed to. The Orovo Team Leaders will teach you how to most effectively work those hours and create new business.

- **Create your contact list.** Write down 100 names and make sure you put everyone you can think of down, not just people you think would become customers or build a business. Your contact list starts the growth of your business and is vital to the long-term success of your business. Chose eight to ten names to call during your coaching session.

# How to Build Your Orovo Business

## *Eight Activities to Build a Successful Orovo Business*

• **Activity One: Keep building your contact list.** Your contact list can be friends, family, neighbors, people you work with, and anyone who could benefit from Orovo products or business. As your comfort level with the products grows, your contact list will also expand. Your contact list will drive the growth of your business.

Your contact list will help you set up appointments for Health & Wellness Parties. All marketing should be centered on adding more people to your contact list. You should spend time calling your contacts, following up with current contacts, and adding contacts to your list.

• **Activity Two: Set up Health & Wellness Parties.** Appointments are essential to the growth of your business. The approach you take in regards to setting up appointments will determine your success at inviting people.

**1. Create Urgency:** Your calls should last for only a few minutes. You don't want to give the Orovo Presentation over the phone. Orovo is best shared with enough time for them to hear the Orovo Story and your personal story clearly.



**2. Sincerely Compliment:** Make sure people understand why you are contacting them to share this opportunity. Your reason should be sincere, perhaps they are someone you respect and think will understand the importance of these products, or maybe they are family oriented and this could give them extra time to spend with their family.

**3. Approach:** You have to know the people you are setting up appointments with. Generally there are three different things that would attract people to our business: products, improving their health, or a desire to build a business.

**4. Confirm:** Make sure when setting up the meeting that you have two or more options. You may be inviting them to a specific Health & Wellness Party; but if they can't make it, give them a couple other options. For example, invite them to meet for lunch or to get together with them for a barbeque. Make sure to find a time that works for both of you and confirm the time and date with them.

• **Activity Three: Holding Parties and Meetings.** The best way to share the business is face to face. The Orovo Presentation is set up to clearly share information that helps your contacts make better decisions in regards to their health and wellness. People will understand Orovo better when they can experience our products and opportunities first hand. The Orovo Business is simple, and when following the prepared presentation, can be easily learned.

• **Activity Four: Hold 48 Hour Follow-Up Coaching Session.** It is essential to help our Preferred Customers and new Associates know they will be supported throughout their experience with Orovo by our leaders. Help them determine their level of participation. Preferred Customers and Associates should be taught how to shop with Orovo and have all of their questions answered in this meeting. New Associates will be taught about the Orovo Business and how to start building a team. The Leader will also be helping them create a successful business plan to build their Orovo Business.

• **Activity Five: Continue to Follow Up and Build Your Business.** Always be following up to make sure customers and associates are getting the support they need. Thank your customers for making an order and

make sure they know you are available to answer their questions about the products. Do not be pushy. Be supportive and encouraging. Make sure they know how to place an order. Share your experience with the products they have chosen to use on the follow-up call.

• **Activity Six: Celebrate Success.**

To help and motivate others, we need to celebrate their accomplishments. For many, this will be the first time they have ever tried to start a business. Each completed step in the process of building their business gives you an opportunity to celebrate.

One of the most exciting parts of our business is the celebration of your success. The recognition, rewards, and compensation for those successes are vital to help leaders feel good about what they are doing. When we celebrate together, there is an increase in motivation, excitement, and desire to achieve the next accomplishment. Celebration also allows others to see the power of replication and the power of good business practices.



• **Activity Seven: Always be involved in Fast-Start Bonus.**

Orovo's fast-start bonus helps new associates get started on building a dynamic business. To achieve the fast-start bonus, an Orovo Associate will need to set goals and work closely with a leader in order to learn the skills necessary to build a solid business. Completing the fast-start bonus sets a level of expectation for all of the people a new Associate brings into the business. Achieving Senior Associate status in your first 30 days will motivate your team and create a story that will impact them and your team for generations to come.

• **Activity Eight: Lead by Example**

A strong Orovo Business Leader leads by example. They know their actions are usually duplicated by those in their organization. A Leader needs to be professional, hard working, product-centered, and positive. As you do these things, your team will duplicate your actions. You have only one chance to create your story, so make your story the best possible. When you start to lead and motivate others, your story will set expectations. They will want to know the activities you did to build your business, as well as how quickly it happened. Work to achieve Senior Associate and Director Levels as quickly as possible; this will motivate others to follow.

## Health & Wellness Parties

Orovo is a referral marketing company. We have created a system that gives you the opportunity to take the best products at the best price to the world. Because of our unique mission and distribution, our customers have the opportunity to share Orovo with their family and friends.

Orovo referral meetings are called Health & Wellness Parties. These meeting allow our customers to share the unique benefits Orovo offers to prospective customers. We



explain clearly that the high levels of competition caused by the traditional retail model

have compromised the quality of products we are taking into our homes. Referral marketing gives us the opportunity to educate individuals and families about the quality of our products and what products they need to be taking in order to achieve optimal health and wellness in a one-on-one environment.

Health & Wellness Parties give you a way to instantly start building a business and spread the news about physical and financial health.

## ***The Orovo Business Presentation***

Orovo has created a presentation for Associates to share at Health & Wellness Parties. The presentation has been designed to help guide them through telling the Orovo Story and helping people be informed about our products. The Orovo Mission is simple, “To provide the best products at the best price, to allow our customers the ability to build the best business, and for those they refer to become the best customers.”



## ***Keys to Giving an Effective Presentation***

### **Always Use the Presentation to**

**Introduce the Orovo Business:** People learn best when they can visualize what you are talking about. The presentation has been created to help people understand what is unique about Orovo and to educate them on specific products. The presentation was created by Orovo Leaders and has been tested by these Leaders. Follow the presentation and make sure those you are presenting to understand the

importance of using the Orovo products and becoming a Preferred Customer.

### **Have the Product for People to See, Feel, and Try:**

It is not enough for people to just see a photo of our products. They should be able to hold the bottles and read the labels. Prospective customers should also be encouraged to try the products we have available for sampling. A tasting of Orovox is a great breakout in the presentation to help them experience one of Orovo’s Top 10 SuperFood products. A sampling of the cosmetics is also a great teaching tool for a break out session.

### **Make Sure the Environment is as**

**Professional as Possible:** Make sure to limit distractions such as children, animals, and telephones. Distractions keep people from focusing on the presentation. Seats should be comfortable and in position to clearly see the visual part of the presentation.

### **Share the Products They are Interested**

**In:** The Orovo Story – how we provide the best products at the best prices – is essential to a presentation. To personalize it, find a product of interest. You may need to ask questions beforehand and prepare to discuss those products. Also, make sure you know all about the products so you are able to answer questions that may come up. If you cannot answer the question, make sure to note the questions, find the answers, and get back to them as soon as possible.

# Code of Ethics

As an Associate of Orovo, LLC (hereinafter “Orovo” or “the Company”) I hereby promise and agree that:

- 1.** I will be honest and forthright in all my transactions while acting as an Associate of Orovo, and will perform all activities in a manner that will enhance my reputation and the reputation of Orovo.
- 2.** I will not engage in any illegal or deceptive practice.
- 3.** I will be courteous and respect the time and privacy of everyone I contact or solicit in the course of my Orovo business. I recognize that Orovo’s policies anticipate and require the highest ethical conduct of Orovo Associates in all their Orovo business dealings.
- 4.** I will fulfill my leadership responsibilities as a Sponsor, including training and providing support to the Associates in my organization. I understand that the people I sponsor will have an increased opportunity for success in Orovo when they receive ongoing training and support.
- 5.** I will make no income claims or representations regarding the Orovo compensation plan, except those in Orovo literature. I acknowledge that an Orovo Associate’s success depends on many

variables, such as amount of time and effort committed to his or her business and his or her skills and organizational ability.

- 6.** I will make no claims for Orovo products, services or its income opportunity except as published in official Orovo literature. I understand that even my truthful reports of personal experience of benefits received from Orovo products, services or its income opportunity may be interpreted as improper Orovo claims if I use those experiences as a sales device.
- 7.** I understand and agree that I am solely responsible for all financial and legal obligations incurred by me in the course of my business as an Associate of Orovo products and services, including self-employment taxes, income taxes, sales taxes, license fees, etc. I understand that I am an independent contractor for all federal and state tax purposes.
- 8.** I will compete aggressively but fairly, and I will respect the participants of other network marketing opportunities. I will not solicit from the distributor lists or customer lists of other network marketing companies, nor focus sales or recruiting efforts solely on the customers or distributors of any other single company. I will not use sales materials that are regarded as proprietary by other companies.



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