



**BUILDING
YOUR
FOUNDATION!**

CTFO 
CHANGING THE FUTURE OUTCOME



**CTFO'S
ROADMAP TO
SUCCESS**





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CTFO'S ROADMAP TO SUCCESS

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Welcome to CTFO! We are excited you have joined us on your journey to better health and greater abundance in your life! This training information is vital to help you develop the correct mindset and gather tools for consistent action and therefore, progress toward achieving your goals.

CTFO'S Roadmap to Success is designed to be completed with your Sponsor and/or Upline Support Team Member within 24-48 hours of joining CTFO.



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ESTABLISH A MINDSET FOR SUCCESS IN YOUR CTFO BUSINESS

1. Connect with CTFO's Vision, Mission, and Values.

This is who we are and how we see the CTFO family working together to help change the lives of so many who are searching for answers to their health and financial concerns. Visit the About Us section of myctfo.com.

2. Treat your business like a business, not a hobby.

Even though it is free to become a CTFO Associate, the value it can bring to your life is immeasurable. As a new Associate, one of the most significant and unintended challenges you can face is not recognizing the value of what you have in your hands with CTFO.

3. Be Teachable.

Don't try to reinvent the wheel. Follow the guidance of this training as well as the counsel from your Upline. Keep it that simple. Share your product story and CTFO's products with others. Educate them about our proprietary 10X Pure technology™ and CBDa. Teach and duplicate 5 To Thrive.

4. It's easier to build your business more quickly than slowly.

The faster you take the correct actions to build your CTFO business, the quicker you will learn and grow. You will experience small wins faster, which will increase your confidence to get even bigger wins. Success begets success.

CTFO'S ROADMAP TO SUCCESS

ESTABLISH A MINDSET FOR SUCCESS IN YOUR CTFO BUSINESS

5. Be Consistent.

Consistent action over time brings better results than starting and stopping and then starting and stopping again. Unlike the traditional 40-year plan, CTFO is a 3 – 5 year commitment of consistent action, done according to your schedule, that can provide you with a lifetime of residual income.

6. Today could be the day you talk to someone who gets as excited about CTFO as you are!

That's why persistence is so essential to achieving your goals. You simply never know when you're going to find someone who is willing to do what it takes to positively change their lives by helping others! Don't quit before you have the opportunity to find your next Leader!



CTFO'S ROADMAP TO SUCCESS



PURCHASE PRODUCTS FOR PERSONAL USE AND TO SHARE WITH OTHERS

Start using CTFO's products and begin developing your Product Story

Being a product of the product is vital to building your belief in your CTFO business and helps others see and feel your excitement and commitment through your product results. Plus, it's difficult to share products you haven't personally experienced.



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OUR DISCOUNTED PACKS

Save Money with CTFO!

Purchase a 2-pack, Combo Pack, Vital4Lyfe Pack or one of our First 30 Product Experience Packs!

These discounted packs are available to purchase in your first 30 days as a CTFO Member and are a great way to try many of CTFO's products at significant savings!

- **ACTIVITY:** Purchase your CTFO products right away so you can begin developing your own product story! It's also helpful to have some of the CTFO most popular products on hand to share with others.

Our Discounted Packs are customizable so you can include all the products you want based on your health goals. They're perfect for a Customer or an Associate who is looking for the best discount.

- **ACTIVITY:** Learn about CTFO's most popular products by signing into your CTFO Back Office, clicking on CTFO Videos in the left navigation bar, then Product Information.

These short videos are a great way to get the highlights of our products and can be easily shared with your prospects.

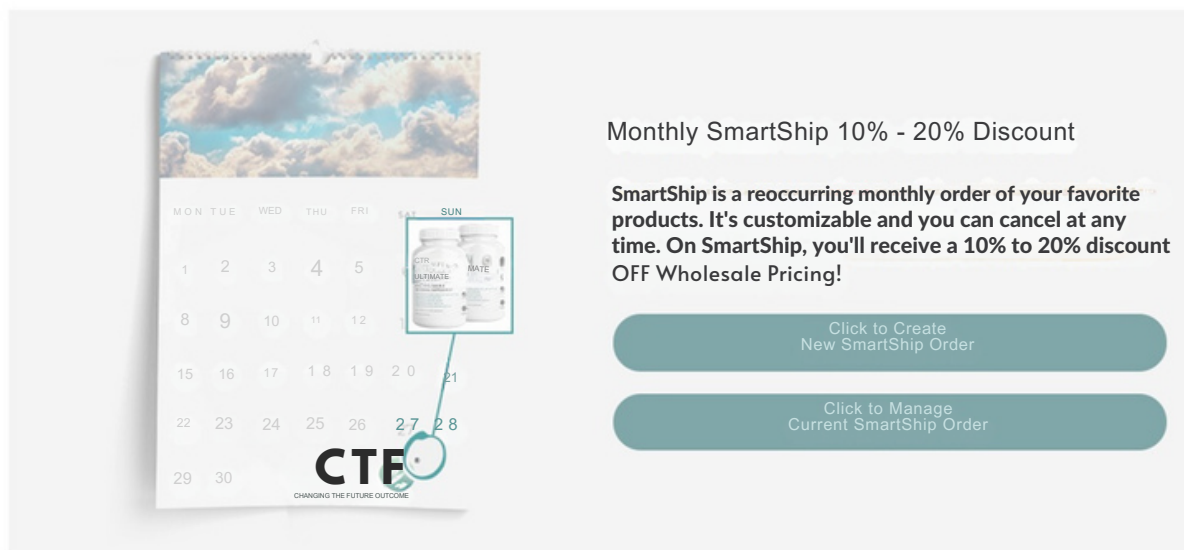
CTFO'S ROADMAP TO SUCCESS

SET-UP YOUR MONTHLY SMARTSHIP ORDER

Receive your favorite CTFO products automatically each month. Get up to a 20% discount off the wholesale price! No fees. Change or cancel at any time. (See SmartShip document.)

KEY POINT: CTFO's products provide the best benefits to those who use them consistently. Over time your results should improve and being on SmartShip helps ensure you don't run out of products as it's conveniently shipped to you each month.

- **ACTIVITY:** If you haven't setup your SmartShip order login to your Back Office, click the "Place Order" quicklink, then click on "Click to Create New SmartShip Order" and complete the process.



The image shows a screenshot of a calendar interface. The calendar is for the month of August, with days 1 through 30 visible. A product image of two bottles of CTFO Ultimate is overlaid on the calendar, with a blue box highlighting the product. Below the calendar, the CTFO logo is visible with the tagline "CHANGING THE FUTURE OUTCOME". To the right of the calendar, the text "Monthly SmartShip 10% - 20% Discount" is displayed. Below this, a paragraph reads: "SmartShip is a reoccurring monthly order of your favorite products. It's customizable and you can cancel at any time. On SmartShip, you'll receive a 10% to 20% discount OFF Wholesale Pricing!". At the bottom, there are two teal buttons: "Click to Create New SmartShip Order" and "Click to Manage Current SmartShip Order".

Monthly SmartShip 10% - 20% Discount

SmartShip is a reoccurring monthly order of your favorite products. It's customizable and you can cancel at any time. On SmartShip, you'll receive a 10% to 20% discount OFF Wholesale Pricing!

Click to Create New SmartShip Order

Click to Manage Current SmartShip Order

CTFO'S ROADMAP TO SUCCESS

BECOME PASSIONATE ABOUT CTFO THROUGH YOUR PRODUCT RESULTS! YOUR PRODUCT STORY!

Your Product Story is one of the most important ingredients to your success at CTFO. Using CTFO's products every day will not only enhance your wellness, but it will also enable you to speak from experience when sharing with others.

- a) Your Product Story constructs your belief in CTFO which will give you the confidence, enthusiasm, and inspiration to share the products with others.
- b) People will notice that you look better, have more energy, move freely, and will ask you what you're doing to obtain those results.
- c) Facts tell, stories sell. In other words, sharing your Product Story is a natural and effective way to share how CTFO's products can positively impact other people's lives.





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SET YOUR HEALTH AND/OR WEIGHT LOSS GOAL(S)!

Determine your goals, put them in writing and make a commitment to your health. Your goal can be to lose pounds or inches, work out, walk, or run 3 miles/day, participate in activities that have recently been a struggle for you, or anything you wish. Post your goal on your bathroom mirror or near your desk so you are reminded of it each day. Other Wellness Goal examples can include:

| | |
|---------------------------------|--|
| Weight-loss | Greater feeling of well being |
| Greater energy & mental clarity | Support your body's ability to manage stress |
| Better sleep | Promote a healthy inflammatory response |
| Increased athletic performance | Lessen the appearance of wrinkles |
| Healthy & mobile joint health | Overall improvement in health |
| Calming feelings | Enhanced Immunity |

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MY HEALTH AND/OR WEIGHT LOSS GOAL IS _____

HOW WILL ACHIEVING THIS GOAL (S) POSITIVELY IMPACT YOUR
LIFE? _____

KEY POINT: If weight loss is one of your goals, to be sure record your starting weight and take your "Before" picture right away. Take photos regularly throughout your wellness journey to show and track your progress. Keep a daily journal and document the positive changes you are experiencing. If weight loss is not your goal, be sure to write down any health challenges you're experiencing before starting the CTFO products so you can accurately share your before and after story.



CTFO'S ROADMAP TO SUCCESS

CLARIFY

CLARIFY YOUR WHY, WHEN, AND WHO FOR BUILDING YOUR CTFO BUSINESS

WHY

Your Why is the ultimate reason for wanting to build your CTFO business. Your Why will be a source of inspiration for you; it will carry you through the challenges and keep you moving forward in your successes. Your Why must be big; it must inspire you to get outside your comfort zone; it must encourage you to risk the possible rejection of talking to someone about CTFO in hopes that you will positively enhance that person's life. It must prompt you to think and act differently so you can achieve your desired results!

Oftentimes, a new Associate may not put enough energy and time into determining his or her Why. Do not make this mistake. Your strong and clear Why will motivate you to continue in the face of any adversity and success. It will lead you to consistently do what's needed instead of what's easiest, which is the key to success!

CLARIFY YOUR WHY

What do you want to achieve at CTFO? Be as specific as possible. Examples can include financial security, becoming debt-free, freedom from a 9 to 5 job, ability to travel, flexibility to afford trips and vacations, tuition for children, saving for retirement etc. Think, when you achieve your Why, how will it positively enhance your life and others? How will that make you feel? Write down those feelings. Get clarity on the question: "What inspires me?" and "Why am I building a CTFO business?" It is important to revisit these questions every six months or so, as your Why will change.

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EXERCISES TO HELP YOU CLARIFY YOUR WHY

Complete these exercises/questions that can help you determine your Why:

Make a list of things that bring you JOY! These can be material things, acts of service, ways you love to spend your time, people you love to spend your time with, etc.

| | |
|----|-----|
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

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EXERCISES TO HELP YOU CLARIFY YOUR WHY

Complete these exercises/questions that can help you determine your Why:

If you were financially secure and didn't need a paycheck, what would your perfect day look like 5 years from today?

My Why (primary desire) for building a CTFO business is:

CTFO Products
Are Easy To Love



CTFO'S ROADMAP TO SUCCESS

SHORT-TERM INCOME GOAL

Let's now think more short-term – the next 6 months.

How much of money per week would make a difference in your life right now? _____. Not a life-changing difference necessarily but a difference nonetheless – maybe a reduction in your stress levels around your finances, maybe being able to go on a nice vacation or to go out to eat more frequently or to put some extra money aside each month for your children's education? For your retirement?

How will you use that extra weekly money?

CTFO Products
Are Easy To Love





CTFO'S ROADMAP TO SUCCESS

CLARIFY

CLARIFY YOUR WHY, WHEN, AND WHO FOR BUILDING YOUR CTFO BUSINESS

Now you have **TWO** key sources of inspiration:

- 1. Your Why, or your long-term focus, is the big picture of how your life will be changed for the rest of your life.**
It will help get you through the challenges that will pop up in your CTFO business and your life. When you feel frustrated, focus back on your WHY and know that it will all be worth it!
- 2. The short-term focus gets you moving today and puts urgency in your actions as you can see how close you are to creating positive change in your life.**

Use these key sources to motivate you to act today and over the long-term. Keep both goals in front of you every day! Write them down on sticky notes and place them in your home office or in your bathroom where you will easily see them each day.

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WHEN

How much time each day are you willing to commit to achieving your short-term income goal as you progress towards your Why? Develop and Commit to your CTFO schedule. Consistent action over time is a huge winning strategy for success in CTFO.

You may think you're too busy to find the time to Change Your Future Outcome. However, when you identify how you are currently spending your time, and then make a commitment to prioritize your future, you will find the time. Recent studies show the average person spends nearly 4 hrs. per day watching TV. Remember: The pain of regret is far worse than the pain of discipline.

How many hours per day/week will you commit to achieving your short-term income goal and progressing towards your Why?

ACTIVITY: My commitment to myself, my family, and my team: I will work _____ hours per day, _____ hours per week.

Use the scheduler included to determine the best times to work your CTFO business then share this with your Enroller.



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CTFO'S SCHEDULE

| TUE | WED | THU | SAT |
|--|---|---|---|
| <p><u>Every Tuesday.</u> The CTFO BIZ Opportunity Webinar with a Different Leader as Host</p> | <p><u>Every Wednesday.</u> The CTFO BIZ Opportunity Webinar in Spanish with CTFO's VP of Sales & Field Development, Evelyn Monroig</p> | <p><u>Every Thursday.</u> Product Call with Global Marketing Director, David D'Arcangelo</p> | <p><u>Once a Month</u> <u>SUPER SATURDAY</u> TBA Zoom</p> |
| <p>6pm PST/9pm EST ctfowebinar.com</p> | <p>5pm PST/8pm EST ctfoespanol.com</p> | <p>6pm PST/9pm EST ctfowebinar.com</p> | |



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WHO
IDENTIFY YOUR PERSONAL NETWORK

Write down the names of people in your personal network and never prejudge. One of your most valuable assets is a list of people that you know. This list is something you will always be working on. Keep a running list with you so every time a name comes to your mind, or you meet someone new, you can add it to the list.

Never prejudge anyone. Don't think about whether the person would be good at the business, needs the products, or anything else. Just write down names. Your job is to be the messenger delivering the Good News about CTFO to others, not to guess if you think they'll be interested or not. Do not deny people of the chance to decide for themselves about CTFO.

ACTIVITY: Put your Personal Network in writing.

- First, write down the names of your close friends and relatives. These should come off the top of your mind easily.
- Start with your current "era" of life and work backward. "Eras" are based on places you have lived, worked, ages of your kids, etc.

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WHO IDENTIFY YOUR PERSONAL NETWORK

ACTIVITY: Put your Personal Network in writing.

Ask yourself questions based on each "era" - for example:
When I lived in Reno, Nevada or in Daytona, Florida
or on Miller Street ...

- Who did I go to church or other religious organization with?
- Who did I know from my community organizations?
- Who were my close friends?
- Who were my children's friends, and did I know their parents?
- Who did we buy something from?
- Who has desire and drive?
- Who is entrepreneurial by nature?
- Who is health-conscious?
- Who is looking to lose some weight?
- Go through all your phone contacts.
- Go through your Facebook friends and other social media contacts.
- Go through your Christmas/Holiday card list.
- Google "alphabetical list of professions" and ask yourself: "Do I know an Accountant, a Banker, a Chiropractor, a Dentist, a doctor, etc.

This is not a one-time effort. Work on your list all the time. Do the entire exercise over again about every six months and you'll find new names coming to your mind.

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WHO IDENTIFY YOUR PERSONAL NETWORK

THE TOP 20 ON MY PERSONAL NETWORK ARE:

| | |
|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | 20. |

CTFO'S ROADMAP TO SUCCESS

CONNECT. SHARE. FOLLOW-UP. DUPLICATE THE 4 PILLARS OF YOUR CTFO BUSINESS



Connect and Share

- Connect with F.O.R.M. - "How's the Family? Job? What's new these days? How are things?"
- Compliment - "You're successful at what you do. You're a super positive person. You're remarkably health conscious."
- "I don't know if it's for you or not but": - "are you open to?" - "if I could show you a way to would you be open to?"

Share CTFO's Opportunity video with your prospects.

- For a business building prospect: "I'd like to send you a link to a company video that we have. If I send you the link, do you think you'll have a few minutes to watch it?" Make sure you get a commitment as to when your prospect will watch the video. Email or text link to CTFO's Business Opportunity video found on the Opportunity Page. Share a product sample.
- For a product focused prospect: Share/Send a product sample or product video
- Connect on social media. See Social sharing tools in your CTFO Back Office.

CTFO'S ROADMAP TO SUCCESS

CONNECT. SHARE. FOLLOW-UP. DUPLICATE THE 4 PILLARS OF YOUR CTFO BUSINESS



Follow-up with interested prospects

At agreed upon time or day contact your prospect and ask:

- *"What did you like best about what you saw?" or "What interested you most?"*

If questions or some interest say:

- *"This company offers such great support. Are you open to speaking to my business partner to help answer any questions and to hear his/her experience with CTFO?"*

3-way call with upline to meet prospect, answer questions, determine their level of interest and their possible health and income goals.

Share a product sample if you haven't already done so.




CTFO'S ROADMAP TO SUCCESS

DEVELOPING YOUR CTFO BUSINESS


Your Game Plan for getting off to a fast start!



Your First 30 Day Bonus

 **First:** CTFO rewards you with a lucrative upfront bonus called our First 30 Bonus. The First 30 Bonus encourages and rewards you for enrolling new Associates and Customers, and then working with your Associates to create duplication by helping them enroll Customers and Associates.

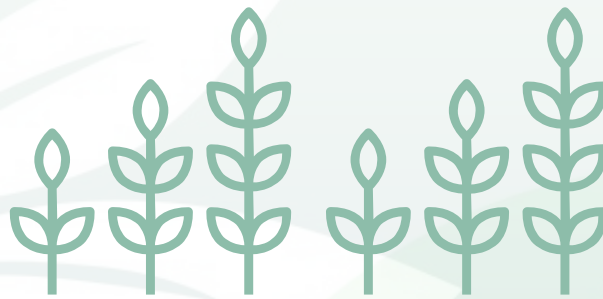
The First 30 Bonus pays on the commission volume generated from the first 30 days of product purchases of new Customers and Associates in your first 3 enrollment levels, as follows: have a minimum of 1 Active (45 or more in Personal Sales Volume (PSV)) and 500 in Team Sales Volume (this includes your own PSV). Purchasing one of Deeply Discounted Packs is an excellent way to try CTFO products at a great value! Please review the Compensation Plan for qualifications.

 **Second:** Achieve 2K Executive Manager in your first 30 days and Rapid Rank Bonus. One strategy is to help 3 Associates quickly become a qualified Senior Associate and have a minimum of 5 Active Directs (personally enrolled Associates or Customers).

CTFO'S ROADMAP TO SUCCESS

DEVELOPING YOUR CTFO BUSINESS

Your Game Plan for getting off to a fast start!



Lead and Develop: Duplicate

-  **Third:** Continue to enroll new Directs and qualify for CTFO's Customer Acquisition Bonus (CAB) by having at least 7 active Directs over the previous 31 days. Duplicate by helping your personally enrolled Associates achieve the \$2K Executive Manager Rapid Rank Bonus and the CAB to advance to 5K Executive Manager in your first 60 days and receive a \$500 Rapid Rank Bonus.

CTFO'S ROADMAP TO SUCCESS

DEVELOPING YOUR CTFO BUSINESS

Your Game Plan for getting off to a fast start!



Continue To Develop Your Product and Income Story

- a) What was going on in your life prior to finding CTFO?
- b) How did you hear about CTFO? Who introduced you to CTFO?
- c) What product(s) did you start using, for how long and what has been your experience/result? AND/OR What kind of results have you experienced in the business? (Extra Income, fun, learning more time with family, etc.)
- d) How are you feeling now? ("My clothes fit me again, I have great energy, I'm excited about my financial future").



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