

Canadian Ambassador STARTER GUIDEBOOK

Hello & welcome to Acti-Labs, congratulations on becoming an official Acti ambassador. This will be your quick guide starter pack, giving you all the tips and information you need to get started. I hope it is of use to you!

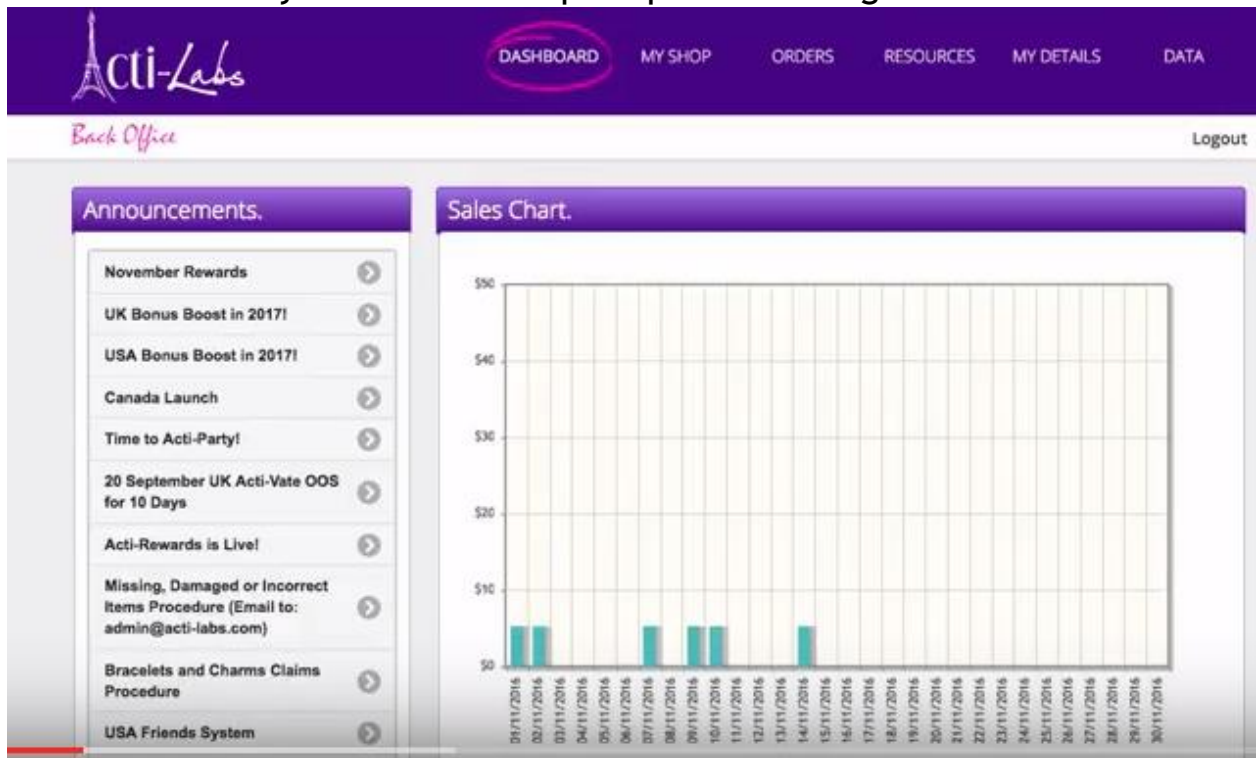
Your upline is: _____
Contact Number: _____
Your up-line manager is: Allison Pazuk

Table of Contents:

1) Logging In	3
2) Rules and Good Practice	3
3) Facebook Groups to Join	4
4) Your Website	4
5) Payments	5
6) Acti Cash	5
7) Diamond	6
8) Manager Bonuses	6
9) Getting Started	7
10) Creating Your Facebook Page or Group	7
11) Creating Posts	8
12) Selling Sites	8
13) Contact Email Addresses	9
14) Order Training	10
15) Recruiting	10
16) Videos	11
17) Instagram	12
18) How to get More Likes and Interaction on Facebook Posts	13
19) Facebook Links and Networking Groups	14
20) How to Use your Own Profile	14
21) Quick Career Plan	15
22) Nice/Good to Know Bits	16

Logging In

Log in website: www.acti-labs.com/ambassador. Using the email address you signed up with. The first time you log in, enter the password as “password” you will then be prompted to change this.



The screen you can see now is known as the “BACK OFFICE”.

Dashboard - this is the overview page, here you will see the announcements, please check here regularly for important announcements.

My Shop - click this tab to be taken directly to your website.

Orders - click this tab to see your orders.

Calendar - shows you all the parties you and your team have booked in.

Resources - several useful bits of information in here under 4 different tabs, including product training videos (this is also another way to see the announcements).

My Details - update your details including bank accounts.

Data - allows you to see your team tree/sales overview.

Rules and Good Practice Guide

We do not have many rules, but here are the rules we ask all ambassadors to follow - if you don't, you risk having your account closed.

NO eBay.

NO Amazon.

NO discounting products (or increasing).

NO Raffles.

NO Cash giveaways.

Selling pages/sites - you are allowed to use Facebook selling sites, however we ask that you do not post on top of another Acti ambassador (leave several posts in between)
You CANNOT offer free gifts on selling pages (free gifts etc. must be on your closed/secret Facebook group only).

Your up-line should always be your first point of call for questions and queries.

Facebook Groups to Join

- Ask whomever sponsored you to add you to our team page (Northern Diamonds)
- ask to be added to ActiDiamonds (UK) Facebook group or the Acti Labs Info USA/Canada Facebook group. These are the closest we have to an official corporate page. There are lots of potential recruits etc. in these groups so we try to keep it a positive place. Diamonds/Info USA & Canada is for congratulations messages, celebrating promotions, sharing ideas and tips etc. They are not for ranting or moaning, if you have a problem speak to your up-line in the first instance.

Both groups are full of results pictures and files, all of which are free to use unless otherwise stated.

Pictures - all pictures or videos with the Acti Labs logo or the words Acti Labs' must be approved by a manager.

Your Website

To access your website from www.acti-labs.com/ambassador using the “My Shop” link, or your website address which is:

www.acti-labs.com/me/firstname-lastname

You can also purchase a domain name so you can choose your own website link from websites such as 123 Reg and Go Daddy!

It is **VERY important that you send your website link to your customers and tell them to use your link, if they order on the main website by accident the sale cannot be assigned to you.

If in doubt, offer to place the order for them.

Payments

You are paid 20% commission on what you sell, every Friday a week in arrears.

When you reach Diamond status (\$675 of sales in a calendar month) you will receive an extra 5% commission on the first Friday of the following month.

When you build a team, you earn team commission which will also be paid on the first Friday of the following month.

Date of sales	Commission pay date
7 January - 13 January 2017	20 January 2017
14 January - 20 January 2017	27 January 2017
21 January – 27 January 2017	3 February 2017
28 January - 3 February 2017	11 February 2017
4 February - 10 February 2017	17 February 2017
11 February - 17 February 2017	24 February 2017
18 February - 24 February 2017	3 March 2017
25 February - 3 March 2017	10 March 2017
4 March - 10 March 2017	17 March 2017
11 March - 17 March 2017	24 March 2017
18 March - 24 March 2017	31 March 2017
25 March – 31 March 2017	7 April 2017
1 April - 7 April 2017	14 April 2017
8 April - 14 April 2017	21 April 2017
15 April - 21 April 2017	28 April 2017
22 April - 28 April 2017	5 May 2017
29 April - 5 May 2017	12 May 2017
Diamond / Team Sales Month of sales:	Commission made from team sales and the extra 5% commission you get for achieving Diamond status are both paid on the first Friday of the following month.
January 2017 sales	Paid 3 February 2017
February 2017 sales	Paid 3 March 2017
March 2017 sales	Paid 7 April 2017
April 2017 Sales	Paid 5 May 2017

Acti Cash

Acti Cash is credit given to you to spend in your shop. You can get Acti Cash by:

- selling a certain amount of products per month (listed below)
- making \$200.00 or more of sales between the 1st and 9th of the month.
- making a Bulk Order of \$200 or more and receive a 5% Acti Cash bonus instantly

ACTI-CASH AMOUNTS
CANADA - SALES PER
MONTH

Sales _(CAD)	Acti-Cash
\$675 _{CAD} +	\$35 _{CAD}
\$1000 _{CAD} +	\$50 _{CAD}
\$1350 _{CAD} +	\$65 _{CAD}
\$2000 _{CAD} +	\$100 _{CAD}
\$2700 _{CAD} +	\$135 _{CAD}

All the above are put onto your account on the 1st of the month.

- \$20 for selling \$200 or more between the 1st and 9th, Acti Cash is put onto your account on the 10th.
- Acti Cash does not carry over and therefore must be spent before the end of the month. If you receive Acti Cash on the last day of the month, be prepared to spend that Acti Cash that day.
- Acti Cash can be spent either on yourselves or customers' orders. I find it is a great way to build up my kit without spending a penny.

Diamond Status

- Any ambassador who sells over \$675.00 in a calendar month is a Diamond ambassador.
- For hitting Diamond status, you will receive 5% extra commission on everything you sell that month.
- The first time you hit Diamond you will receive a congratulatory letter, a silver Acti bracelet with your first charm.

Manager Bonuses

- Diamond Achiever Charm - every month you hit diamond
- Shooting Star charm if you hit diamond in your first month
- \$165 every time you reach 2 carat
- \$330 every time you reach 3 carat
- \$675 every time you reach 4 carat
- \$1000 every time you reach 5 carat

Getting Started

- Introduce Acti Labs to everyone you know, post on your profile a really excited post to let people know you are with Acti Labs.
- If you've purchased a kit, get your makeup on, post a selfie, personal results sell!
- Send friend requests to people in the people you may know section of Facebook, make sure you have a minimum of 4 mutual friends. When they accept, send them a message, build up a conversation; don't mention anything about Acti Labs to start with.
- Take time to learn the products, if a customer asks you a question and you don't know the answer, don't tell them you don't know, simply don't reply whilst you check the answer with your up-line, your customer doesn't need to know that you don't know.
- Make sure your profile picture is of you so people can easily find you and start to build a relationship with you.
- Do business not drama, don't post negative or ranting status' on your profile, customers buy you as a person, not everyone is positive all the time, but you don't need to put it on Facebook.
- Excitement is key, in the beginning it is fine to go over the top about your business, any longer than this and your customers will get bored, break it up with funny pictures etc.
- Make a FRANC list starting with Friends, Relatives, Acquaintances, Neighbours and Colleagues, go through your Facebook friends, write down all that you know and add them to your list, every time someone messages you or asks you about Acti Labs, add them to your list.
- Try and plan an 'at home launch party' for your 2nd week, invite your family and friends, have a catch up and show off the products.

Creating your Group or Facebook page

Some people have a group, some have a page, some have both. Most Ambassadors find that the majority of their sales come from their own personal profile.

Set up your group or page, use results pictures (either your own or from the Corporate Groups or Team page), introduce people to what you do. Be sure to edit the photo - add your contact info, add a border, something that will help you avoid Facebook Jail (it is a thing!)

Ask people to invite their friends; in a group you can offer a competition to get people to add their friends. However you may also find that people are more likely to leave a group than unlike a page because of the notifications.

Facebook is quite restricting with who they allow to see your page unless you boost/advertise your posts.

It is a good idea to post some interaction posts, there is a whole album of these on ActiDiamonds and is a great way to get people interacting in your group/page and trusting you.

BE CONSISTENT-it's no good posting 10x one day then not posting for a week.

Learn to network - Find networking groups on Facebook (type in networking and see what comes up). Make new friends, get involved with like ladders etc. This is a great way to build your business up and meet like-minded people - you never know one day they might want to join you!

There is a great file in ActiDiamonds on how to get the most out of your page - it is called Insights Training and was created by Ashleigh Lauren Bint.

Scheduling Posts

It is really important to keep consistent, keep your page active. If you have a busy lifestyle and can't always find the time to post, you can schedule your posts. (This option is only available on a Business Page)

You can prepare a post and schedule it to be published on your Page at a different date. Scheduled posts need to be shared between 10 minutes and 6 months from when you create them. This is brilliant to use for when you're not around as it will automatically post to your page for you.

TO SCHEDULE A POST:

- Start creating your post at the top of your Page's Timeline
- Click "Next"
- Select Schedule Post
- Choose the date and time you want the post to be published
- Click Schedule

You can also pay to 'boost' your Facebook posts, this means that Facebook will show your page to a wider audience which you can target through Facebook's advertising system. (NOT RECOMMENDED AT THIS TIME)

Selling Sites

- There is a right and a wrong way of using selling sites, do not just spam as many selling sites as possible, this is definitely the wrong way.
- Use them once a day, choose the best time to post e.g. 9pm at night is a premium time to post as lots of people seem to be on Facebook.
 - Do NOT post on top of other ambassadors.
- Do not use scheduled posts as you cannot check if other ambassadors have posted recently.

- Expect to receive negative comments from people who have absolutely nothing better to do with themselves, these people are known as 'Facebook Trolls'. Don't argue with them, simply block them, delete the post and repost.
- Some people do not like their photos to be used on selling pages so make sure this isn't the case with the photo you are using.
- Personal results also work really well in selling pages but again you need to be prepared for the FB Trolls to comment, don't let it get you down.
- Don't build your business on selling pages, it's all about the customer buying into you as a person, if someone buys from you off a selling site, add them as a friend and add them to your contact list.
- Be aware of being placed in 'Facebook Jail' there is another great file in ActiDiamonds called 'Facebook Jail' by Ashleigh Lauren Bint and explains how to avoid Facebook jail.

Contact Email Addresses

Admin: admin@acti-labs.com

anything not relating to an order.

Order Query: order.query@acti-labs.com

Money: money@acti-labs.com

anything about an order up to the point of delivery, after delivery contact the admin address.

Contact your upline before emailing admin. If you do need to email admin you must send 1 email with ALL the following required information:

- Your registered name with Acti Labs
- A short but full description of your query or specific issue; the order number, order date, amount and name & address of delivery
- Photo of the packing sheet if your query relates to an order.
- Customer name or paying card-holder's name.
- Date your query relates to.

Do not email admin without speaking to your upline first as your upline can help you deal with most of your enquiries, as you can imagine, Admin are very busy.

Admin will get back to you as soon as they can but please bear in mind they only working Monday to Friday during typical office hours.

Order Training

There are 3 ways to make an order:

1. PERSONAL WEBSHOP:

- You can find your webshop link by logging into your back office and clicking "MY SHOP" at the top. It will bring up a new web browser, you can copy the URL and send that to you friends and customers. Typically this will be your webshop link: www.acti-labs.com/me/firstname-lastname
- The name will be the first and last name on the card use to purchase your kit.
- Usually, only customers would use your webshop to purchase. They can buy directly, get it delivered directly to their home.

2. BULK ORDERS:

- Bulk orders are placed using your back office.
- They can be delivered to any address.
- You can use Acti Cash to pay a Bulk Order balance.
- If your total order is over £100/\$150USD/\$200CAD, you will receive 5% of the full amount in Acti Cash credited onto your account as soon as your bulk order is submitted.

3. ACTI-PARTY (VIRTUAL PARTY):

- Ambassadors must use a different email to set up an Acti-Party with themselves as hosts.
- You can set up a Acti-Party for your friends.
- They will get a link to invite their friends to order, this link will last for a maximum of 7 days.
- The host will get 10% of the FULL party total in credit on their account.
- Plus, whoever directly invites anyone to order from the party, will receive 10% of that order in credit.
- This means the host can get up to 20% credit and anyone in the party can get 10% credit of orders whether they order themselves or not.
- Credit does not expire.
- When the credit is redeemed, no-one receives commission on it nor does it count towards personal sales.
- As each individual orders, delivery will be charged and the order is sent out. It does not wait until party end.

Recruiting

It is up to you whether you decide to build a team, there is no pressure to recruit.

If you do decide to build a team you can work up the career plan - there are several different levels. You can find your career plan in your back office.

You can get up to 7% team commission - which is HUGE!

When you recruit someone who does \$675 sales in their first 4 weeks, you get an instant \$50 Glam Bonus. This is included in the pay on the 1st Friday of the month and can be claimed under the Glam Bonus tab on the back office.

There are several pictures in ActiDiamonds you can use, or use your own wording, lots of people have had success with:

“I am looking for people who want to work from home in the beauty industry. No experience needed, choose your own hours. No Resumé needed.”

“I’m looking for ladies & men with a keen interest in skin care weight loss and cosmetics to join my team. This is NOT a get rich quick scheme just a real work-from-home-job opportunity. I’m looking for hard-working, self-motivated and ambitious people who actually want to change their life!”

“20-25% commission from day one. Build your very own team and earn up to 7% team commission. Monthly incentives including monthly bonuses. Full training and round the clock support. UK based Company with strict ingredient regulations, get in touch today and start your own business for just \$35.”

Try and change the wording to make it personal to you, people like individuality!

Videos

People have had so much success from live and pre-recorded videos. Videos allow people to see you are a real person; it gives them a chance to get to hear what you sound like and get to know you.

Even just simple videos showing your products are effective.

They are also a great way to show customers how easy the products are to use e.g. wrap kits, shakes, eye-liner and how great our products are.

If you wish, you can create a YouTube channel, post a great video and get people subscribing to your channels, you can pop your link into the description and get customers this way too!

Instagram

Instagram is quickly becoming one of the most popular social media sites and people are having great success using it for business. Below are some tips to help you get started on using Instagram for your business!

- Instagram has 500 million active users (June 2016 statistic) & is one of the top 10 most popular smart phone apps.
- Your name should be the same as your other social media platforms so you can be found easily
- Having your profile picture the same as your other social media platforms, again makes you easily found.
- You should develop a 'hash tag' that you use every time, not your business name but something unique to you.
- To kick off your account you will want to follow a bunch of users. Find a lot of influential people in MLM and follow them!
- Make your presence known by commenting on their photos and then following anyone who participated in the conversation!
- Remember that Instagram is a mobile platform, make sure anything you post can be seen on a small screen.
- Link your accounts so that when posting on Instagram it will also link to your other social media platforms saving you time!
- In terms of engagement, do your best to reply to comments from followers.
- Follow all users who follow you, especially if they've engaged in your post.
- Follow those who clearly put work into their own Instagram presence. These people will be more likely to engage with your posts, and may even provide inspiration for your own posts.
- Tell the story with your caption the same as you would on your Facebook status. Instagram is a visual social network, so many people end up neglecting the caption. Captions allow you to expand on the image, give it context and even make your followers laugh!
- Track how well your Instagram is doing. Iconosquare - An incredibly deep (and free!) set of Instagram tools, lets you view and browse Instagram from right within the Iconosquare interface and spits out incredible amounts of data about your account and interactions—growth charts, engagement rates, best times to post, and so much more.
- The best time to post on Instagram is between 5 & 6pm, presumably because people are on their way home from work etc. and browsing Instagram.
- What are hash tags? The single best way to get your photos and videos viewed on Instagram is to add hashtags. Hashtags can help your photos reach a larger audience via Instagram search as people can find your pictures without having to follow you.

- Visit this website for the top 100 hash tags being used at the moment: <http://websta.me/hot>
- There is a hashtag limit of 30. Many people say that 5 is the golden rule limit. However research has shown that the more hashtags you use the more likes you get.
- What are the best third-party apps to use with Instagram? In addition to the filters and tools available from within Instagram, there are also many apps that let you edit and upload as well. Here's a sampling of some of the best ones:
 - Instafame: Create photo collages
 - Squareready: Turns rectangle photos into squares without having to crop
 - Picfx: Over 100 filters and effects
 - Camera+: All-in-one photography and editing app
- How can I make this work for my business? Instagram gives you lots of opportunity to experiment and play around with what works best: jumping into hashtag themes like Throwback Thursday, starting contests, sharing behind-the-scenes photos from your company. Here are a couple other bits of advice: Post consistently, and avoid being too pushy with your brand or product. Show what people can do with your product rather than showing the product itself.

How to get more Likes and interaction on your Facebook Posts

- According to research pictures smash it on Facebook:
 - 53% more Likes-104% more comments-84% more click-throughs
- less words = more engagement. Based on research, posts with 80 characters or less get 66% more engagement (Likes & comments) than posts with 81 or more characters. Keep it short and to the point.
- Asking people questions outperforms all other types of text only updates. According to research questions get 100% more comments than other posts.
- Time of the day/week. Research shows that 3pm is when activity peaks and Wednesday is the busiest Facebook day of the week. However just because it's the busiest doesn't mean it's the best time to post. Your posts will be contending with more posts on people's Newsfeed's. You may find it better to post at other times when people are still active but usage is not at its peak. See last picture for the best times to post for a response.

Facebook Links and Networking Groups

Northern Diamonds Team Page (your sponsor will have to add you)
<https://www.facebook.com/groups/878819845581610/>

Carmen's Team ActiBeauties Information Page
<https://www.facebook.com/groups/1063139753732419/>

Acti Labs Ambassador Info USA
<https://www.facebook.com/groups/actifoundersusa/>

Acti-Diamond's Group
<https://www.facebook.com/groups/320488611476225/?fref=ts>

Official Acti Labs Site
<https://www.facebook.com/pages/ActiDerm-Cosmeceuticals/267230993319018?fref=ts>

7 Day Shred Group
<https://www.facebook.com/groups/420168134823839/?fref=ts>

Wrap Support Group
<https://www.facebook.com/groups/681148438674384/?fref=ts>

Networking Mums
<https://www.facebook.com/groups/222416184536828/?fref=ts>

ActiGraphics group (ActiBeauties team and admin)
<https://www.facebook.com/groups/1523994051229726/>

Go onto Facebook and type Networking into the search bar, you will find lots of groups you can network in.

Using Your Own Facebook Profile

If you ask any of our current ambassadors, almost all of them will agree that the majority of their sales come from their own Facebook profile.

- THE FIRST thing you want to post is a photo of you using the products, get your make up on, take a selfie, tell everyone how excited you are. It's fine to go over the top when you first join us!
- The main benefit of your own profile is that many of your friends will see your posts, rather than relying on people liking your page or joining your group.
- You want to add more friends to increase your network. Don't over post but do post on a regular basis. Don't make it all Acti Labs related, your friends want to see what goes on in your life as well.

- Your profile represents YOU and YOUR BUSINESS. Be very careful what you post, people will be watching you very carefully now you're running your business on Facebook. If anything could be offensive, don't post it. Try not to be negative on Facebook, everyone has bad days but we don't need to share these on Facebook. People don't just buy the products, they buy into you as their ambassador.
- INCREASE YOUR FRIENDS BASE: Use Facebook to increase your potential customer base. Look over the friends suggestions and see if there is anyone you could add.
- BE POSITIVE, FUN AND AUTHENTIC: Share posts that draw in likes and get comments, interaction is great even if it's not Acti Labs related.
- Lots of people have said they don't like the idea of adding random people due to pictures of their kids etc, just be careful what you put online, only post stuff you would be happy for a stranger to see.
- INTERACT WITH YOUR FACEBOOK FRIENDS: You can include tutorial videos, tips and tricks and testimonials.
- BE TIME CONSCIOUS - Facebook is a time zapper, let everyone know you are working and how long for, when it's over go and spend time with your family, children or whatever else you need/want to do.

Facebook is a fantastic way to work your business but it's not the only way!

Quick Career Plan Guide

Below you will find a quick guide to the career plan.

Diamond Ambassador

Any ambassador who sells over \$675 of sales in a calendar month becomes a Diamond Ambassador.

1 Carat

You are Diamond and you have 1 Diamond Ambassador direct to you.
3% of all 1st generation team sales.

2 Carat

You are Diamond and you have 3 Diamond Ambassadors direct to you of which 1 of those is at 1 Carat.

3% of all 1st generation team sales
and
4% of 2nd generation team sales.

3 Carat

You are Diamond and have 10 Diamond Ambassadors direct to you of which 2 of those are at 2 Carat, another 2 of those are at 1 Carat and you have 1 2nd generation at 1 Carat.

3% of all 1st generation team sales,

4% of 2nd generation team sales
and
5% of 3rd generation team sales.

4 Carat

You are Diamond and have 12 Diamond Ambassadors direct to you of which 1 is at 1 Carat, 2 are at 2 Carat, 1 is at 3 Carat and you have 1 2nd Generation at 2 Carat.

3% of all 1st generation team sales,
4% of 2nd generation team sales,
5% of 3rd generation team sales,
6% of all 4th generation team sales
and

a car bonus once you've maintained the level for 3 months.

5 Carat

You are Diamond and have 12 Diamond Ambassadors direct to you of which 1 is at 1 Carat, 2 are at 2 Carat and 1 is at 3 Carat and you have 1 2nd Generation at 2 carat and 4 3rd generation at 2 Carat.

3% of all 1st generation team sales,
4% of 2nd generation team sales,
5% of 3rd generation team sales,
6% of all 4th generation team sales,
7% of all 5th generation team sales
and

a car upgrade bonus once you've maintained the level for 3 months.

NOTE team sales are total sales minus personal commission

At 3 Carat and above: if any branch represents more than 40% of total team sales then that entire branch is excluded from team sales, the recruiter has one month to rebuild over the excluded branch or else the branch becomes independent.

Other Good To Know Bits

Carmen Lepe has a youtube channel where you can find useful videos about our comp. plan, Acti-cash, etc.

<https://www.youtube.com/channel/UCjp7ZFdS7LYgvkHFOM9BGew>

Ashleigh Bray has a youtube channel where you can find useful videos of products etc.

<https://www.youtube.com/channel/UC8cXOfLWxqKIUKAgPbWtQqQ>

Important People

Everyone is important but below are people you may wish to know a little bit more about:

Yelena and John Miller - husband and wife, owners of Acti Labs & they live in England (interesting to note... Yelena's family live in Calgary!)

You will see Yelena is very active in Diamonds group and posts lots of announcements and other helpful information in Diamonds, you may see other members of The Miller family mentioned from time to time as they are also involved in Acti Labs.

Ashleigh Bray - Founder of Acti Diamonds.

Ashleigh does the webinar every Monday, everyone in Acti Diamonds is in Ashleigh's downline somewhere so you can go to her for help if your upline cannot help you.

Enjoy Yourself

This opportunity has been made to be fun, enjoy yourself, make new friends and enjoy talking to all the new people you will meet.

There is always support available and you are never alone.

There are always great incentives running where lots of us get to meet and enjoy ourselves. We really are a little family and we work better when we work together.