

In order to build a successful LifeWave business, you must understand these important network marketing keys. This is a profession that has the potential to reward you greatly. There are key components that you must understand if you are looking for long-term success. Obviously, there is no reason to put time and effort into a business if you do not build it with a proper foundation, or it won't last. All these skills and lessons are taught within the THIS IS IT system. You will learn through the weekly Zooms, in-person events, THIS IS IT conventions, ThisIsItTeam.com, YouTube @ThisIsItTeam, THIS IS IT On The Go podcast, Facebook @ThisIsItTeam, THIS IS IT Book Of The Month, and the THIS IS IT Action Plan Training Manual.

Importance Of A Proven System

Having a proven system is one of the most powerful tools in building a successful and sustainable business—and the THIS IS IT system is a perfect example of just that. In network marketing, duplication is everything. A solid system creates clarity, consistency, confidence, and most importantly, duplication for every new brand partner, no matter their background or experience. It removes the guesswork and gives people a step-by-step roadmap they can easily plug into and follow. That's what makes the THIS IS IT system so effective—it's simple, duplicable, and designed to help anyone get results.

A proven system allows you to duplicate yourself, so your income does not depend on your sweat equity alone. By following a proven system, your income is compounded by the efforts of many others building their business. This is much different than the conventional job or profession. Once you understand this concept, you realize that you have your hands on what everyone must implement to keep up with how fast the cost of living is climbing with no end in sight. What sets the THIS IS IT system apart is how it blends structure with inspiration. From onboarding

new team members to launching Zooms, setting goals, following up, and closing confidently—it gives people the exact tools they need to take action right away. It's not about reinventing the wheel but plugging into a blueprint that already works. The proof is in the momentum. The THIS IS IT team's explosive growth and retention isn't just luck—it's the result of a well-built system that empowers people to succeed. It brings alignment, energy, and belief to the field. The THIS IS IT system isn't just important—it's the foundation of our team's success.

Importance Of Understating Personal Development

Your personal development journey is key to your success in winning with LifeWave. The THIS IS IT team takes improving you as a person seriously, as we understand it has everything to do with you achieving your goals and dreams. For you to accomplish the dreams you have through the LifeWave opportunity, you must work on your personal development daily. The best way to work on yourself is by plugging into the THIS IS IT system. You will learn through the weekly Zooms, in-person events, THIS IS IT conventions, ThisIsItTeam.com, YouTube @ThisIsItTeam, THIS IS IT On The Go Podcast, Facebook @ThisIsItTeam, THIS IS IT Book Of The Month program, and the THIS IS IT Action Plan Training Manual.

Key Components To Personal Development

In order to start and accomplish your personal development journey, you must buy into the leadership story. That story begins by you understanding the proven theory of “To have more, you must become more.” In network marketing, you must understand from the experience of the THIS IS IT team leaders that you either come into your LifeWave business and grow, or you come and go away. Sad to say, the records and data show that those not willing to become better slowly disappear from the opportunity.

It's important to let you know these stats, as the leaders from the THIS IS IT team are committed to your success. Our only goal is to set you on a path to achieve your dreams. You must realize that it's more important to work on yourself than to have knowledge of the X39 and how to build a LifeWave business. Understand that people are attracted to people who encourage, believe, have passion, and are excited about where they are going. From our experience, improving your personal development skill sets will position you for success in your LifeWave business.

Importance Of Becoming Relatable

Relating to people is without a doubt the biggest key to achieving success in your LifeWave business. It is so much more important than your knowledge of the X39 technology. The biggest leaders on the THIS IS IT team are incredible with their relatability skills. Those who work on honing their people skills will experience success. The THIS IS IT team has a Book Of The Month Program for a reason. Reading is so important in your ability to relate to people and grow as a person. It's a fact that 42% of all college grads never read a book after they graduate. If you decide to start reading 15-20 minutes per day as suggested by the THIS IS IT team, you position yourself far ahead of your current friends. Reading consistently will allow you to attract an entirely new circle of friends and prospects with much higher IQ and ambition than those you have been associated with for most of your life. Decide to work on your relatability skills and watch as your LifeWave business will grow to new heights.

Importance Of Understating Prospecting

Prospecting, which the THIS IS IT team refers to as PROing, is the most important activity you must do to grow your LifeWave business. It's not how good you are; it's just the fact that you expose the X39 daily. Once you realize that everyone is looking in some way or another, you start to understand what we have our

hands on with X39 and the LifeWave opportunity.

The fact is that when it comes to prospecting, you can't say the wrong thing to the right person. If someone is looking, you simply can't mess up. As long as you use your dream to keep you inspired and motivated to not give up, the odds of you succeeding are in your favor.

Important note. If you are serious about building a large organization and generating incredible income, you must understand that even though the technology behind David Schmidt's X39 is much more superior to any other product in the industry, people in today's economy are looking more for an opportunity than the benefits of the patch.

Because this technology is so incredible, it's patented, and no one knows about X39, it screams opportunity. For 19 years, LifeWave stayed a \$20 million company because no one was talking about the opportunity. If you want to bring on ambitious brand partners who are go-getters looking to build a large business, just like you, your focus when prospecting must be on opportunity.

Working on and improving your communication skills will help raise the odds in your favor. THIS IS IT team has multiple trainings on how to become a professional at prospecting. It's very important to just be yourself, relax, and have fun. Make a new friend. Ask questions. Find out something about them. Realize people love to talk about themselves. That means you must learn to stop talking about yourself. Prospecting is a skill that the more you continue to work on, the better the prospects you will attract.

Importance Of Understating Edification

It is most important to learn how EDIFICATION works in your

LifeWave business! This is so important to understand and not a skill that is taught in school or a conventional job, career, or profession. This simple skill set is key to your success in your LifeWave business.

By edifying your active upline (must be plugged into THIS IS IT system), you are leveraging them for credibility so you can get the attention of your prospect when setting up a three-way call, Zoom meeting, one-on-ones, and groups. Also, you can use this same leverage when inviting people to a home or hotel launch event.

When calling, you simply say you are working with a very successful partner who really understands how this business works and its potential. Tell them they are having tremendous success, and they must listen to them before making a decision. Again, you can edify your upline for a three-way call, Zoom, home, or hotel launch event.

If you do not have an active upline, be ready when you sponsor people to take the responsibility of having have them edify you. Success in this or any endeavor is an attitude. You can feel the confidence of someone who is going to the top. Even if you are just starting, you can help your team by edifying them to get their prospects sitting to attention.

It is also important to understand if your active upline really gets this strategy by what they say in the conversation. First, they should be confident in what they are saying, polite, and quick. They also must build you up in the conversation. If this does not happen, they do not understand how the edification strategy works and how it is implemented. You leverage your upline by edifying them, so you get better results in putting people in front of the opportunity, and your prospects pay better attention. Then

your upline must build you up on the call or in the meeting so you start gaining more credibility. This is important so that you can soon become the next person to be edified. By gaining credibility, the compound effect starts in your and the uplines' LifeWave business, which is the goal. Expect great success when implementing this edification strategy.

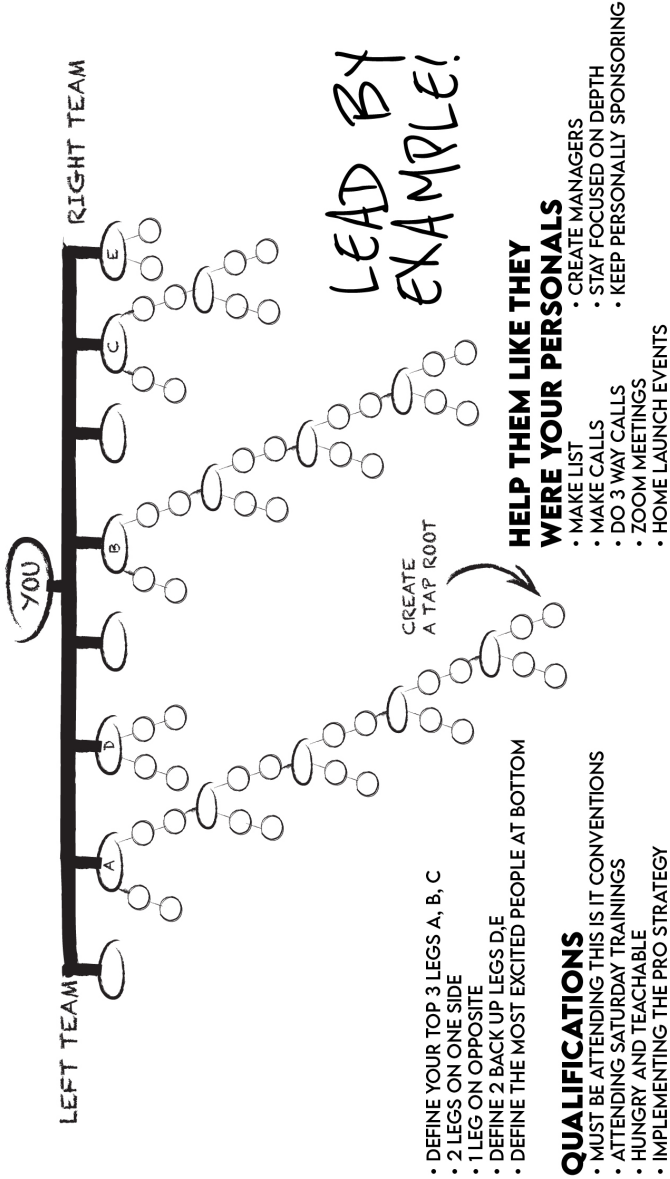
Importance Of Understating Depth

The fact that you are reading this action plan means you are serious about accomplishing success in your LifeWave business. Decide you will not make the same mistakes as those who chose not to be coachable. Once you commit to learning from leaders willing to mentor you, like the THIS IS IT team, you must implement what is being taught.

Learn the importance of successfully building depth in your business. The LifeWave compensation plan rewards you for building depth. LifeWave requires you to focus on building depth in three legs. As you identify, build, and work with these leaders who are in your personal enrollment tree, you will eventually have incredible numbers of people in your organization. Think about it, just by building depth under three serious people, you can eventually have tens of thousands of people in your group. As a matter of fact, the further you drive in depth, the more your pay will increase. The more people you have succeed and make money in depth, the more secure your business will become. LifeWave wants to reward you for solidifying your business. The only way to accomplish that is by driving a tap root and by helping leaders under leaders achieve high ranks, all earning a substantial income.

The goal in creating a legacy business is to create 4-6 leaders from your personal enrollment tree on your right team and your left team at top Presidential ranks. You only have a solid busi-

THISISIT BUILDING DEPTH STRATEGY PERSONAL ENROLLMENT LINES



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THIS IS IT LIFEWAVE RANK TRACKER

Rank	1 Star Mngr	2 Star Mngr	3 Star Mngr	1 Star Director	2 Star Director	3 Star Director	1 Star Executive	2 Star Executive	3 Star Executive	1 Star Prez	2 Star Prez	3 Star Prez
PV	110	110	110	110	110	110	200	200	200	200	200	200
Qual DL Volume	750	1,500	2,500	5,000	10,000	20,000	40,000	100,000	250,000	600,000	1.5 mil	3.5 mil
Volume Legs			1@1000	2@1000	2@2000	2@3000	2@6000	2@15,000	2@40,000	2@100,000	2@240,000	2@500,000
Outside OL2L				1000	2000	3000	6000	15,000	40,000	100,000	240,000	500,000
MVR				2,500	5,000	10,000	20,000	50,000	125,000	300,000	750,000	1,750,000
Binary Balance					1,000	2,000	3,000	6,000	15,000	40,000	40,000	40,000
Level	Eaming	Bonus										
Level 1	5%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
Level 2		2%	3%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3				1%	2%	3%	3%	3%	3%	3%	3%	3%
Weekly Max Binary Bonus			5% \$1,500	7% \$2,500	9% \$3,500	10% \$5,000	10% \$7,500	10% \$10,000	10% \$15,000	10% \$20,000	10% \$25,000	10% \$25,000
Mentor	Match	Bonus										
Gen 1				5%	7%	10%	12%	15%	18%	20%	20%	20%
Gen 2					5%	7%	10%	12%	15%	15%	18%	18%
Gen 3						5%	7%	10%	12%	15%	15%	15%
Gen 4							5%	7%	10%	12%	12%	12%
Gen 5									3%	5%	7%	10%
Gen 6										3%	5%	7%
Breakthrough Incentive				\$500			\$5,000			\$50,000	\$75,000	\$100,000

ness when multiple leaders are making money on both your right and left teams.

The strategy for building depth is important to achieving success in your LifeWave business. You must be taught to implement building depth correctly to ensure you spend your time and effort wisely. Before looking at where you will build depth in your organization, you must understand the goal. Because the LifeWave compensation plan rewards you for building three strong personal enrollment legs (this is such an advantage in the industry, as most companies require you to build double and triple that amount to achieve top ranks and generate good income), look into your team and identify your three biggest personal organizations. To figure out who you need to work with within those organizations, find the brand partners who have recently enrolled, the furthest in-depth, under those three organizations.

You are looking for hungry people wanting to succeed. They must be coachable and plugged into the THIS IS IT system. The latest enrollees might not understand the system yet, but someone in their upline must get the importance of the system and be willing to be taught, or you need to go further up that line of sponsorship. Your time should be spent only with individuals registered for the next THIS IS IT team convention and attending all Saturday team Zoom trainings. Spending time with brand partners plugged into the system will reward your efforts, as the compound effect will then start. Working with people not plugged into the THIS IS IT system and learning how to build a proper business means that you have to do all the training for each person who enrolls. This takes so much longer, and these teams never take off. This knowledge, of the importance to be only working with those plugged into and implementing the THIS IS IT System is not theory. It comes from the statistics of success of every THIS IS IT Team Presidential is experiencing. The

importance of everyone being on the same page is vital to your longterm success in LifeWave.

Understand The Importance Of Promoting

THIS IS IT team has a goal to position everyone wanting to win for success. THIS IS IT team has a proven track record, and we believe people are smart enough to see that it already has more presidential ranks than any other team in LifeWave. If you're looking for proven success, it only makes sense to duplicate what THIS IS IT team leaders are doing to move so rapidly through the LifeWave ranks.

You must understand the importance of promoting in order to succeed in your LifeWave business. So what do you promote? Start with X39 daily. Then go from exposing the X39 technology to THIS IS IT opportunity Zooms. Once your prospect is enrolled or as a follow-up to learn what, why, and how, you promote THIS IS IT Saturday team trainings. You can also create leverage by promoting your active plugged-in upline. Last and most importantly, you promote all THIS IS IT conventions. Understand that the better your promotion skills become, the more you promote, the bigger your LifeWave business will grow.

Importance Of Understanding The Event-to-Event Strategy

THIS IS IT is the first team to truly implement the event-to-event strategy. This strategy is how all massive organizations in the Network Marketing industry have been built. These are team conventions that include everything needed to succeed in your LifeWave business. THIS IS IT has one big in-person convention and one massive virtual convention per year. These team conventions are where people make commitments to build big. Leaders are born at these team conventions. They are the most important key to your long-term success in LifeWave.

As a matter of fact, not one THIS IS IT team leader has achieved the highest rank and held it with multiple leaders at presidential ranks in their organization that has not attended a major team convention. Again, not one person on THIS IS IT team has achieved great success without attending a major team convention. Do we need to repeat this again?

If you are serious about building a large business, you must understand this key strategy. Implementing the event-to-event strategy by promoting the major team conventions is of utmost importance in your LifeWave business, taking on the compound effect. The more brand partners you have from your team attending, the bigger and faster you will duplicate yourself and your efforts.

It is a skill set you must learn if you are expecting to build a massive business. Your team must see the bigger picture that will be experienced at these team conventions. The confidence level you and your team experience after attending these conventions accelerates momentum and growth, making it so much easier to grow your business.

Those who have not attended or promoted the major team conventions must do all the work to help their team. They do not experience the compound effect because no one has this massive confidence and belief boost you receive at the team convention. Think about it, in any career you choose, you must get educated and participate in continuing education. Why would you think it is any different when participating in one of the biggest industries that has already created record numbers of multi-millionaires? Network Marketing is a profession, and you will need to learn the how, what, and why to become successful. Implement the strategy of building your LifeWave business by promoting event to event and watch the momentum it will have on you, duplicating your efforts.

Importance Of Understanding Cross-Lining

It is so important that you understand what cross lining is and the negative effect it can have on your business. A cross-line group is any LifeWave organization that is not in your personal enrollment organization. So if someone is not on your personal enrollment organization or came into your business through one of your personally sponsored brand partners, they are a cross-line group. We are not talking about binary here, as binary has many different sponsorship lines that everyone can benefit from, depending on their volume.

You are responsible for building your personal enrollment organization. LifeWave rewards you for doing so, which is why you want to stay focused on your own team. When you start building your LifeWave business, you are busy with many things, such as your job and family. There is no sense in wasting time building any organization other than yours. Even when you are full-time in LifeWave, now you have more people on your team to help and work with, so the same is true for remaining focused on your personal enrollment organization.

You never want to attend, mix, or send your team to a crossline meeting or training, especially if they are not part of the THIS IS IT team. The reason is that every team teaches differently, and this will cause confusion in your organization and slow them down. Cross lining can actually be a cancer in your organization, and we on the THIS IS IT team warn you not to be part of it. You can, of course, have cross-line friends. It's when you start discussing business strategies that cause the issue. It's a fact that those leaders who protect their organizations from cross-lining experience the fastest growth and have the biggest teams.

Importance Of Having Confidence

Learn to grow your confidence, and you will see your LifeWave

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business take on a whole new life. THIS IS IT team has major conventions that boost the confidence levels of those who attend. Feeling confident and believing in yourself is key to succeeding at anything. Why would you think it's any different in network marketing?

What is so interesting is that it's impossible to find someone who does not want to maximize the LifeWave binary commission of \$25,000 per week and have their stem cells reactivated. So why do people say no to the opportunity? The answer is simple... confidence and belief in themselves is what holds them back. It's really sad that grown adults have so little confidence in themselves that they miss the biggest opportunity of their lives.

Decide to plug into THIS IS IT system and watch what happens. You must go all in, which includes attending THIS IS IT conventions. This is not negotiable if you are serious about your personal success in LifeWave. The THIS IS IT team does not have anyone who has achieved the highest ranks and helped others do the same without attending a major THIS IS IT team convention. The information an inspiration you will receive is incredible. Knowledge gives you the confidence needed to believe in yourself. Your confidence will allow you to speak with people at your personal achievement level and about Social, economic, and ambition, level and above.

Many people new to the industry only speak with people who look up to them, like employees or patients. These people look up to you and might enroll. Deep inside, they are saying, because you're successful and they are not, the odds are not good. This is the reason you must talk to people at your economic, social, and ambition level and above. This would include neighbors, old classmates, other professionals in your industry, friends from the gym, your pastor, dentist, and attorney. When they see the potential of the opportunity, their contacts will get to work.