

## **SUCCESS SYSTEM**

Building The Foundation  
for A Strong Financial Future

# THE DIAMOND NETWORK

## BUSINESS PLAN

UPDATED 072311

**A Step-By-Step Guide  
To Launching Your Business**

# Welcome to The Diamond Network

## Congratulations!

On behalf of The Diamond Network's Double Platinum Senior Vice Presidents, Platinum Senior Vice Presidents, Senior Vice Presidents, and the tens of thousands of partners throughout the organization, we welcome you to the Diamond family. We are excited that you have decided to join us in this life-changing opportunity as you lay the foundation for your own personal success story.

Our expertise in this industry and in this business has allowed us to create a simple, duplicable training and support system designed to provide you with all the insights, tools, and techniques necessary to help you build your successful business as quickly and easily as possible. In fact, this Success System that you are holding in your hands contains all the information necessary to start you out on the right foot as you begin your journey to Financial Freedom.

More importantly, this kit is just one part of the training and support you have available to you through The Diamond Network Team, and 5LINX Enterprises, Inc.

We wish you much success!

Sincerely

The Diamond Network Leadership Team

Your Start Date

Your RIN:

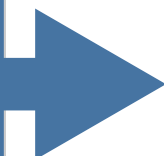
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L \_\_\_\_\_

Your Distributor Website: [www.5LINX.net](http://www.5LINX.net) \_\_\_\_\_

(Your Default Website Address ends with your RIN. Example [www.5LINX.net/L750252](http://www.5LINX.net/L750252))

Stay in the loop  
with your  
Upline Leaders



Immediately join our team's group email list online at:  
[SteveCarterEmailList.com](http://SteveCarterEmailList.com)

Contact your direct Upline Senior Vice President to see  
if he/she also has an email list for you to join.

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Remember...  
**DUPLICATION is the key!**

“We want a lot of people doing the  
SAME THING over a LONG period of time!”

## Become Familiar with Your Virtual Office

### STEP 1

Get into your 5LINX Virtual Office at [www.5LINX.com](http://www.5LINX.com)

### STEP 2

Click **“Login”** and enter your RIN: L \_\_\_\_\_ and Password.  
(Your Default Password is the last 4 digits of your social security # until you change it.)

### STEP 3

Click **“Profile”** to make sure your personal information is correct.  
(Here is where you can change your Password if you want to.)

### STEP 4

Click **“5LINX U”** (2nd link at the top on orange bar) and begin completing your training courses. (You MUST complete each training module in order to get promoted to each corresponding position. Example: You can't hit Executive Trainer until you've completed the ET Training Module, and so on...)

### STEP 5

**Become familiar with all the other features in your back office!**  
Example: Reports, Training Documents, News, Promotions, 5LINX TV, Events, etc...

## Lots of information can be found in your Virtual Office

Most of the questions that you might have as a new representative can be answered right in your back office with all the information that's available.

Remember...this is YOUR business and you need to take the initiative to learn lots of things just by browsing through your Virtual Office.

**Leaders “MAKE” things happen while followers,  
“WAIT FOR OTHERS” to make things to happen!**

# Your First Goal

## Become an Executive Trainer **WITHIN TWO WEEKS**

<b>WHY</b>	1. You' ll set the example for your future team.
	2. You' ll become profitable. (Earn your first \$250.00) (This will be your testimony for years to come!)
<b>HOW</b>	1. Get your first <u>10 Customer Points</u> immediately
	2. Get two business partners & help them each get their <u>4 Customer Points</u>

Your Name: \_\_\_\_\_

Your ID#: \_\_\_\_\_

Start Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Rep #1

\_\_\_\_\_

Name

Check box when Rep #1 has  
**4 Customer Points**

Rep #1

\_\_\_\_\_

Name

Check box when Rep #1 has  
**4 Customer Points**

Customer Points	Value
<b>Platinum Services</b>	<b>3 pts</b>
<b>Business Elite Services</b> (1 Additional pt after 6 months, and 1 more after 12 months)	<b>2 pts</b>
<b>Globalinx</b> (Video Phone / DTA) (1 Point when ordered and 1 Point when activated)	<b>2 pts</b>
<b>Cellular</b>	<b>1 pt</b>
<b>Satellite</b>	<b>1 pt</b>
<b>5LINX Home Security</b>	<b>1 pt</b>
<b>5LINX ID Guard</b>	<b>1 pt</b>
<b>Convention Registration</b>	<b>1 pt</b>

**Note:** Although 10 Personal Customer Points are enough for you to hit Executive Trainer your goal should be to get 25 Points. Once you' ve acquired at least 25 points you can hit ANY position in the company.

### Definition of DUPLICATION:

What you are about to learn, you must immediately be able to teach your new partner (with or without the help of your sponsor) whether your new partner lives across the street, across town, across the country, or across the WORLD!

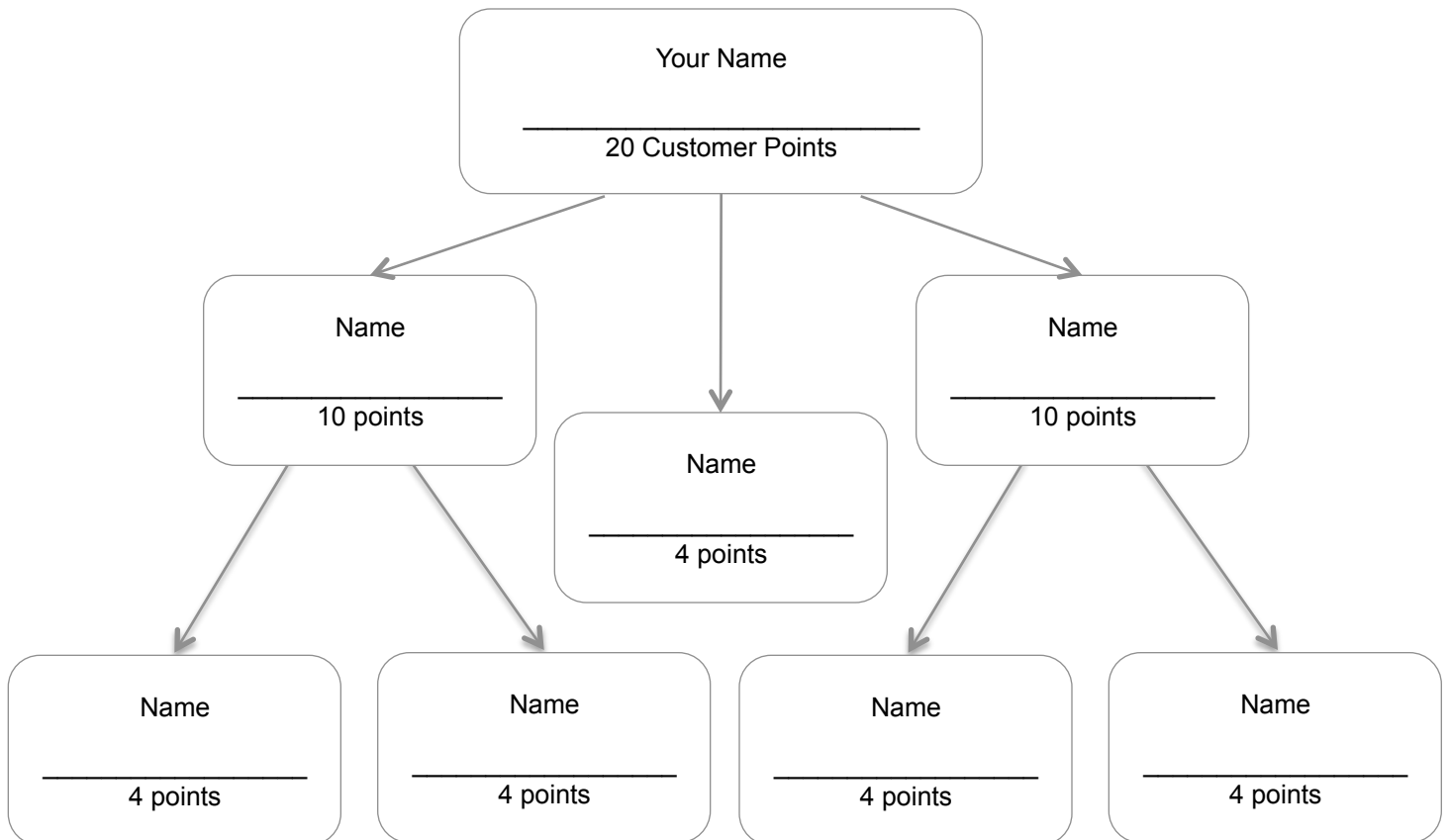
# Your Second Goal

## Become an Executive Director **WITHIN TWO WEEKS**

**Get 10 more customer points and recruit at least 1 more IMR**

(You'll earn **another \$500.00** just for getting 10 more customer points)

Then help at least 2 of your IMRs (in separate legs) hit ET.  
See example structure below...



## CONGRATULATIONS!

### NOW YOU'VE EARNED AT LEAST \$1,500

(\$250 for hitting ET in under 30 days, and \$500 for getting 20 customers in under 30 days,  
and \$750 for hitting ED in under 60 days)

## HOW TO ACQUIRE CUSTOMERS

# Sign YOURSELF Up On The Services

### STEP 1

**Become familiar with the 5LINX products & services.**

**Go to YOUR distributor Website at [www.5LINX.net/YourRIN](http://www.5LINX.net/YourRIN)**

(This is your default web address once you have gotten in the business.  
You can change it anytime!)

Example: **[5LINX.net/L650725](http://5LINX.net/L650725)**

Click on **“Products.”**

Go to any of the products page by clicking  
**“Sign Up Now”** for any product.

### STEP 2

**YOU become YOUR FIRST customer on ALL the products that you can use in your house.** (Pricing, rate plans, details, etc... are all available on the products pages on your distributor website.)

### STEP 3

**The rest of your customers will mostly come through your RECRUITING efforts!** (With the exception of family members that you PREFER to only get as a customer. Example: Mom, Dad, Grandma, Grandpa, etc...)

**Your Customer Goal: After signing yourself up, get your 25 Points!**

Lots of your customers will come from recruiting

If a person is NOT interested in the business (or needs more time to get started) get them as a customer immediately! **(Always approach people to become a business partner FIRST!)**

#### ***Sample Customer Acquisition Script***

*"Well, although you're not interested in getting started in the business, I'm sure you would agree that EVERY DAY is a good day to save money. Would you be willing to support my new business by trying out some of my services?"*

**Complete the following three steps on the next page to start getting your customers!**

## How to Create Residual Income

### STEP 1

#### Goal: Get at least 25 Customer Points

For prospects that are not interested in the business, (or they need more time) at least get them to say “**YES**” to becoming your customer.

### STEP 2

#### Once they’ ve said “YES” ....

Find out how many services they are willing to try.  
Refer back to Page 6 (Step 1.)

Follow the **SAME STEPS** to get back to your Distributor Website,  
but now just fill in **THEIR** information to sign them up as a customer!

### STEP 3

#### A Day Later Check the Status of Your Customers

Go to your Virtual Back Office at [www.5LINX.com](http://www.5LINX.com)

- > Click “**Login**” (Top Right)
- > Enter **Your ID & PIN** (Your default PIN is the last 4 digits of your SSN#)
- > Click “**Reports**”
- > Click the drop down menu
- > Click “**Personal Customer**”

Make sure all of your customers are showing up.

Make sure the status next to ALL of your customers says, “**ACTIVE**”

Keep it Simple...

“We want A LOT of people doing a LITTLE BIT over a LONG PERIOD of time!”

# How To Make Your List....

(A Blank Prospect List for you to fill in is included on page 14 of this Starter Kit)

Approach everyone on your list to become an IMR first, then a customer!

List EVERYONE that you know! Don't prejudge anyone!

A strong list consists of 50 or more people!

List Names AND Phone Numbers!

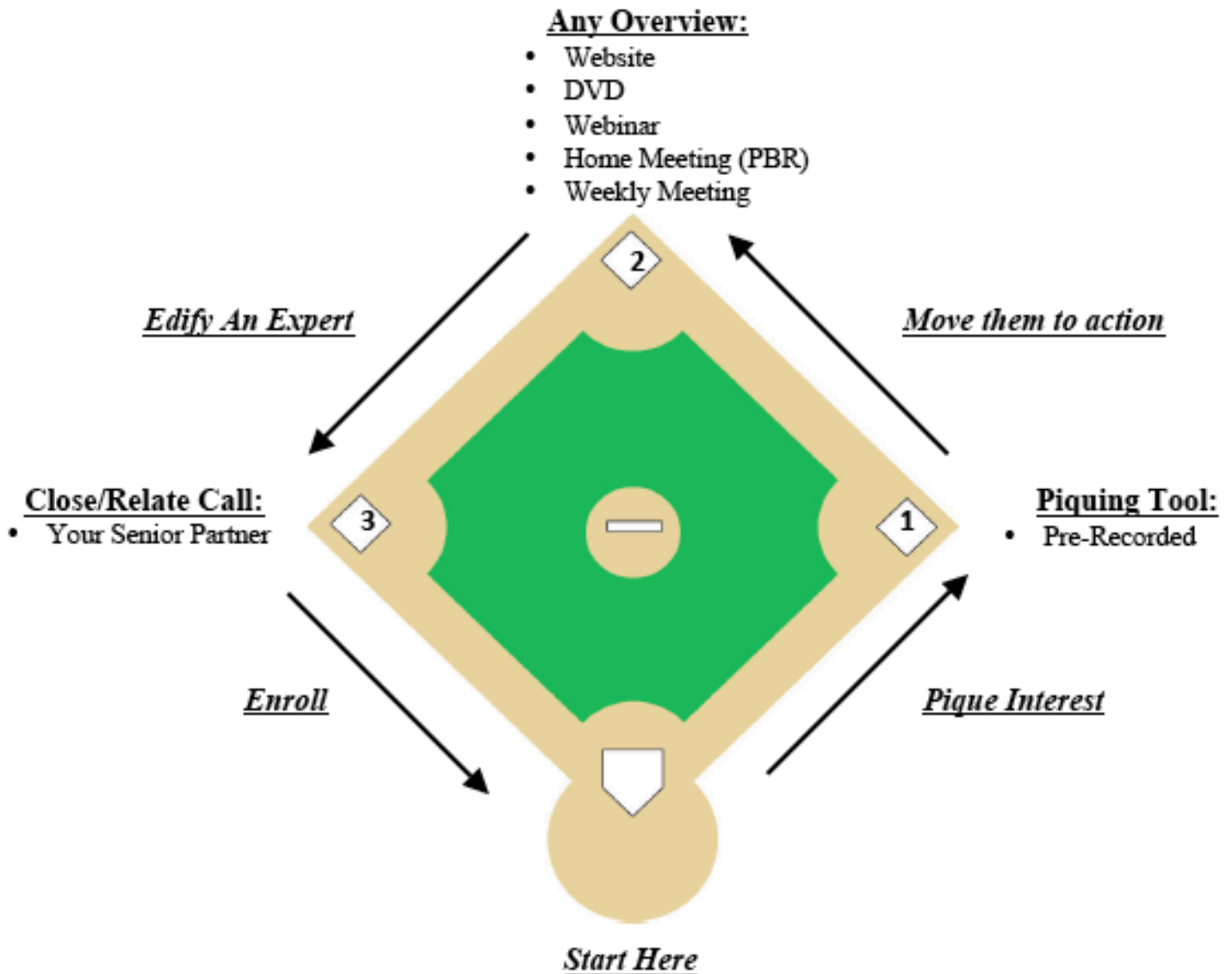
**Suggested Contact Sources include: Personal Address Book, Cell Phone, Social Media, Alumni Directory, Memory Jogger below, etc...**

WARM MARKET MEMORY JOGGER		
Who is dissatisfied with their job?	Your friends?	Who does your nails?
Who is unhappy with their income?	Your siblings?	Who does your taxes?
Who are social networkers?	Your parents?	Who works at your bank?
Who attends self-improvement seminars?	Your cousins?	Who cuts your hair?
Who owns their own business?	Your children?	Who have you met at a party?
Who enjoys being around high energy people?	Your aunts and uncles?	Who have you met on a plane?
Who quit their job or is out of work?	Your spouse's relatives?	Who does volunteer work?
Who needs extra money?	Your parent's friends?	Who services your car?
Who has been in network marketing?	Your children's friend's parents?	Who needs a new car?
Who belongs to the Chamber of Commerce?	Who do your friends know?	Who wants to go on vacation?
Who has children in college?	Who will help you?	Who works too hard?
Who have you met through friends?	Who is money motivated?	Who was injured at work?
Who lives in your neighborhood?	Who is your dentist?	Who works with you?
Who is on your holiday card list?	Who is your doctor?	Who is your boss?
Who you've met while on vacation?	Who is in retail sales?	Who has two jobs?
Who are some people you went to school with?	Who sells real estate?	Who works at night?
Who purchased a new home?	Who is a teacher?	Who delivers your mail?
Who answers classified ads?	Who sold you your car?	Who delivers your paper?
Who runs personal ads?	Who attends your church?	Who handles your gardening?
Who gave you a business card?	Who tailors your clothes?	Who watches your children?
Who delivers pizza to your home?	Who is wealthy?	Who bags your groceries?
Who reads self-help books?	Who enjoys traveling?	Who exercises?
Who reads books on success?	Who has lots of friends?	Who haven't you listed yet?
Who loves to have fun?	Who is retired?	Who works part-time?
Who have you met recently?	Who is a fund-raiser?	Who wants a promotion?
Who likes to gamble?	Who likes team sports?	Who wants freedom?

# Your Prospect List

<b>NAME</b>	<b>PHONE</b>	<b>NAME</b>	<b>PHONE</b>
1.		26.	
2.		27.	
3.		28.	
4.		29.	
5.		30.	
6.		31.	
7.		32.	
8.		33.	
9.		34.	
10.		35.	
11.		36.	
12.		37.	
13.		38.	
14.		39.	
15.		40.	
16.		41.	
17.		42.	
18.		43.	
19.		44.	
20.		45.	
21.		46.	
22.		47.	
23.		48.	
24.		49.	
25.		50.	

# The Recruiting Process

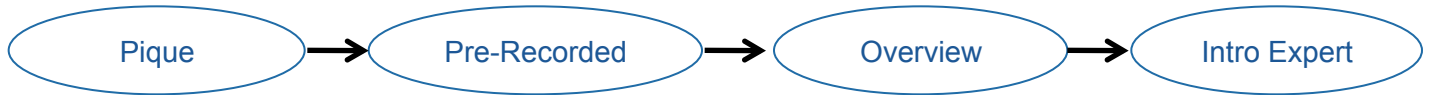


MASTER THE SORTING PROCESS!

**Note:**  
**The following page explains the  
Step-By-Step Process...**

# How to Build A Huge Team

## Get Your Top 5 Prospects in the Pipeline Immediately



1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

**Have an IMMEDIATE MEETING within your first 7 days!**

Meeting Day \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Meeting Location (Home, Office, Restaurant): \_\_\_\_\_

### STEP 1

## PIQUE INTEREST

### SAMPLE PIQUE SCRIPT

**"I just found a way for us to make some pretty serious money and I'd like to get you some information ASAP..."**

### THERE ARE ONLY 3 TYPES OF PEOPLE YOU'LL RUN INTO:



**Red Apples**  
They're Open  
& Interested



**Green Apples**  
They have  
questions



**Rotten Apples:**  
They are NOT  
interested

For Red & Green Apples,  
**Put them on a Pre-Recorded Call**

If they're rotten just get  
them as a customer.

### STEP 2

## OVERVIEW (For interested people)

### SAMPLE LANGUAGE

**"I knew you would like what you heard..."**

- How soon can you get in front of your computer for 30 minutes?
- Here is a DVD I would like for you to look at...I need that back by tomorrow.
- There is a LIVE Webinar Overview TONIGHT!
- I'm having a special meeting at my home on (date & time).
- There is a meeting right here in (YOUR CITY) later this evening (or tomorrow).

### STEP 3

## EXPERT INTRODUCTION

The expert's role is to enroll them!

# How to Set Up An Effective Home Meeting

(The purpose of a home meeting is to expose a **LARGER AMOUNT OF PEOPLE** at **ONE** time!)

- Use the techniques on the previous page to **FILL THE ROOM** with family & friends for your Home Meeting.
- Your goal should be at least 15-20 people at your first **HOME MEETING!**
- Only about 50% of the people confirmed will actually show up, so invite double the amount of people that you're expecting. Create value for them to be there.
- Build Value by saying, "I am only inviting a few select people to meet (Mr./Mrs. Expert), therefore, I need a guarantee that you are coming or I can reserve your spot for someone else."
- Give your list of confirmed attendees to your Senior Partner at least a day before the meeting so that your Senior Partner can do additional confirmations.

## MEETING CHECKLIST:

STEP 1		STEP 2		STEP 3	
BEFORE HOME MEETING		DURING HOME MEETING		AFTER HOME MEETING	
	Provide guest sign-in sheet. (Names, Numbers, & Emails)		DO NOT leave the room once the presentation has started.		Thank your senior partner for their time in front of your guests.
	Upbeat Jazz playing (No TV)		DO NOT answer phones during the presentation.		Take interested guests to your senior partner.
	Cue the NBC News Clip DVD		Be prepared to do a testimony at the end to tell your guests how excited you are about your new business.		Have non-interested guests go into another room (like to the kitchen table) with another senior partner so that your non-interested guests can become your customers.
	Chairs off to side (Mingle)				Bring out light refreshments with non-alcoholic beverages. Serve the refreshments <b>AFTER</b> the meeting.
	Cool Room Temperature				
	Turn ringer off; Kids in bed, Dog outside				
	Display Company material: Magazines, brochures & display the Video Phone!				

- Your goal is to **SORT**, not sell! You're looking for interested people only!
- On average about 25-35% of people that see the business will get started!
- The more people you put through the process the faster your team will grow!

# Briefing and Trainings

LOCAL WEEKLY BRIEFINGS		
Date	Time	
Weekday Location	Time	
Saturday Location	Time	
UPCOMING REGIONAL EVENT		
Event Date(s)	Time	
Regional Location		
Hotel + Confirmation		
UPCOMING INTERNATIONAL CONVENTION (Sign Up for this immediately)		
Event Date(s)	Event Location	
Date Registered	Confirmation Received	Travel Plans
Transportation		
Hotel + Confirmation		

To Register For Convention: [www.5LINX.com](http://www.5LINX.com)  
 > Click **Login** > Click **Events** > Click **National Events** > Click **Register**

## Important Information

### TEAM CONFERENCE CALLS

<b>Weekly Team Calls:</b>  Day _____  Time _____  Number _____ PIN _____	<b>Additional Team Calls:</b>  Day _____  Time _____  Number _____ PIN _____
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### NUMBERS, EMAILS & WEBSITES

<b>Team Website</b>	<a href="http://www.DiamondNetworkOnline.com">www.DiamondNetworkOnline.com</a> (Coming Soon)
<b>Piquing Website:</b>	Find out what website your Upline SVP recommends
<b>Your Upline SVP's Pre-Recorded Line</b>	



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