



## Welcome Manual

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### Starting Smart

# Starting Smart:

## The How-To Guide for Getting Started with LifeWave

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# Welcome to the LifeWave Community!

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Congratulations on your decision and welcome to the LifeWave Family!

You are now entering what will soon prove to be an incredibly exciting time in your life. Just think about it: you now have the resources available to you to not only help others with our incredible line of products, but you have the potential to build a part-time or even full-time business with LifeWave!

What should you do next? This guide is designed to help answer that question. By following the step-by-step approach laid out for you here, you will be well on your way to turning your dreams into reality.

Sound simple? It is!

And, if you need help, we are here to help you and so is your sponsor. There is a wealth of support available to you in our LifeWave community and you can take advantage of it in getting started. When you need assistance contact and work with your sponsor, listen in on our weekly training calls, use the tools in your Back Office, attend one of the weekly LifeWave meetings, or contact one of our knowledgeable customer service representatives.

We are here to be a part of your success, and we look forward to meeting you in the near future and hearing how you have become our next LifeWave success story!

*Throughout my life, I've found we are limited only by the boundaries we place on what we believe is possible. LifeWave started as an idea I had to improve performance and health using the body's own communication system. Many believed this type of technology simply wasn't possible.*

*Eight years later, with more than 40 clinical studies and hundreds of thousands of customers in 90 countries, we know that it is. And while we know our products have helped people around the world in achieving often remarkable results, we are constantly pursuing new and better ways to improve health and promote anti-aging. There is no limit to what we believe is possible.*



David Schmidt  
LifeWave Founder & CEO

*When I first met David Schmidt in 2006, he said he had a technology I could benefit from – a non-drug way to improve the functionality of the body. He set out to prove it to me through a strength test with Energy Enhancer patches. I was immediately hooked.*

*Since then, LifeWave patches have become an important part of my everyday life. I use IceWave to recover from a particularly tough workout, Silent Nights ensures a good night's sleep and Glutathione and Carnosine help protect my body from the toxins it encounters daily. Every day, I also meet others who can benefit from these products, which naturally strengthen our bodies. As LifeWave Ambassador, I am proud to spread the word about this brilliant technology!*



Suzanne Somers  
LifeWave Ambassador

## Step 1: Get to Know Your Patches

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LifeWave is on the cutting edge when it comes to improving health. Because our technology is so new and unique, most people do not understand how our products work. In addition, you may initially find it challenging to properly explain how LifeWave products work. Don't worry; there is always support to help you succeed in your business. Here are some resources to help you better understand our products and technology. Remember, you do not need to learn all this information at once. Take one resource at a time and, if you have questions, do not hesitate to ask your sponsor.

### Our Websites

- a) On our corporate website, you will find comprehensive product overviews, PDFs of product brochures and patch placements. The Research section of this website also provides a wealth of scientific information on patch technology and its effects. Because research is a top priority at LifeWave, we are continually investing in new studies. Check back to this area of the website often for updates.

To access this information, go to <http://www.lifewave.com> and click on the *Products*.

Our LifeWave Training website is designed specifically for LifeWave members. Here, you will find an overview of each product, patch placement illustrations and product videos in which LifeWave Founder & CEO David Schmidt explains how to use the patches and why they work.

To access this information, go to <http://www.lifewavetraining.com> and click on the *Products*.

Both of these sites offer a Frequently Asked Questions (FAQ) section on the patches.

For the FAQ section on the main LifeWave website, visit <http://www.lifewave.com/otherfaq.asp>

For the FAQ section on the LifeWave Training website, visit <http://lifewavetraining.com/faq-product.asp>

- b) Printed Product Brochures, Flipbooks and PowerPoint

Make sure to read the printed brochures that came with your products several times. In addition, you can download and print full-color product brochures from the Marketing Tools section of your Back Office. This area of your Back Office also has a number of other resources that can help you understand our products and explain them to others – such as flipbooks, instruction books and PowerPoint presentations by David Schmidt.

To access this information, log in to your Back Office and click *Marketing Tools* on the left.

c) Product Conference Calls

Conference calls featuring product education and training are held weekly with David Schmidt, Dr. Steven Haltiwanger, LifeWave's Health & Science Director, and other subject matter experts.

For information on these calls, log in to your Back Office and click on *LifeWave Conference Calls* on the left.

d) Local Business Meetings

Local meetings are a great place to go for live, interactive patch education. Most meetings, whether sponsored by the company or distributors, start with a patch presentation and include live demonstrations of patch placements. Often, acupuncturists and other health professionals who are distributors attend. And folks who have used the patches for years share their results and experiences.

For more information on local business meetings, visit <http://www.lifewavetraining.com>, scroll to the bottom of the page and click on *Scheduled Meetings*.

**Tip:** After you have spent some time looking over this product information, try to rephrase what each product does in your own words. This is a great way to reinforce what you have learned and test your comprehension of the material.

e) About Acupuncture

You certainly don't need to be an acupuncturist to use the patches, but it helps to know a little more about how acupuncture works so you can explain our technology to a prospect. Here is a brief explanation of our technology and how it relates to acupuncture:

It's been known for thousands of years that specific frequencies of light cause specific changes in the body. When you go out in the sun, for example, a specific frequency of light will cause your body to produce Vitamin D. Another frequency of light (UV) will cause the production of melanin, the chemical that creates a sun tan.

Our exclusive, non-transdermal (meaning nothing goes in the body) patches use this principle to gently stimulate acupuncture points, which have been used to balance and improve the flow of energy in the human body for thousands of years. The result is a natural way to improve the quality of your life.

What is acupuncture?

Acupuncture is a healing therapy based on an ancient Chinese treatment system. A practitioner will typically stimulate acupuncture points on the body with needles to improve sleep, relieve pain and discomfort, and promote good health.

If you would like to learn more about acupuncture, the following websites provide a wealth of information:

**American Academy of Medical Acupuncture**  
(<http://www.medicalacupuncture.org/index.html>)

**Yin Yang House** (<http://www.yinyanghouse.com>)

f) Use the Patches

Finally, perhaps the best way to get to know your patches is to use them! Make the LifeWave technology part of your lifestyle. And the dramatic life-changing experiences that you will have with our LifeWave patches will provide you with the stories that you can share with others in building your business. As they say, you will become a product of the product!

## Step 2: Learn to Use Your Back Office

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Your LifeWave Back Office is an extremely powerful tool for managing and operating your new LifeWave business. This is your virtual office. Please take the time to learn how to use this website as it will help you in planning and achieving your goals.

### Here's how you get to your Back Office:

- Go to <http://www.lifewave.com>
- Click on *Login* on the top menu bar
- Enter your username and password, which are in the Welcome Letter you received from LifeWave when you signed up and click *Login*

Here are just a few of the essential tasks you can use your Back Office for:

### View Your Downline Organization

Get an instant view of the organization below you. At a glance, you can determine the sales volumes, ranks, recurring order status, and other vital information for each person that contributes to your success. With a single click you can email individuals in your downline or use the mass email facility to email your entire downline.

A single click allows you to view the personal information of anyone in your downline, including his or her picture. This is great preparation for important business meetings. Downline information is also available in report formats that allow you to search and sort on any desired column.

### Set up Autoship

You can sign up for Autoship and manage Autoship orders in your Back Office. For more information on Autoship, see Step 7 of this guide.

### Have Easy Access to reports

The Back Office provides a wide variety of reports including, but not limited to:

- Genealogy Report
- Unpaid Commissions
- Historical Income
- Personal Order History
- Customer Order History
- Personally Sponsored Members
- Personally Sponsored Customers
- Retail Customer History
- Binary Volume History



## **Order Products**

You and your retail customers can order products directly through your Back Office. It's easy. You can select products, get detailed descriptions of them, put them in the shopping basket, and check out all in simple steps.

## **Friendly Customer Support**

If you should have a question or problem, you can contact LifeWave Customer Support by phone or directly through the Back Office. Use the Back Office to track the progress relating to your problem as it is being resolved by LifeWave. When you submit a problem, you can speed up the processing time by selecting the correct problem category. This will route your ticket to the correct department automatically.

To submit a customer service ticket, click on *Profile* in the top menu bar of the Back Office and then click on *Start a New Support Ticket* on the left.

### **In addition, you can use the Back Office to:**

- Download training information and sales aids
- Manage your customers' orders
- Set up accounts for your customers to order products directly on the web
- Sign up new distributors yourself or have them sign up directly on the internet
- Download presentations, graphics, and other types of useful marketing information
- Manage your personal website

The best way to learn about all this functionality is to log in and start using it! If you need help, remember that you can always contact your sponsor or customer service.

## Step 3: Set up Your LifeWave Business

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**a) To get paid, get your Global Cash Card.**

The only way to get paid is with a Global Cash Card—a reloadable ATM card. It is not attached to your personal checking or credit card accounts.

Request a LifeWave Global Cash Card via email. For details, click *Global Cash Card* on the left of your Back Office home page.

**b) If you are using a business name, prevent delivery problems.**

Instruct your local post office to accept mail addressed to your company. Otherwise your package may be returned stating, “incorrect address” or “person unknown.”

If you order online, take special care to enter your first and last name and your company name into the correct boxes.

For more details, go to <http://secure.lifewave.com/pdfs/DistributorRecords.pdf>

**c) Join the LifeWave email list.** This will help you stay abreast of special conference calls, events, other goings on, and important new announcements.

To join the list, log in to your Back Office and click on *Email List & Archive* on the left. Fill in your name and email, and click Submit.

**d) Order business cards.**

LifeWave provides an attractive, full-color or one-color design for distributor business cards. You can order your card online in your Back Office or download a print-ready file and take it to any print shop.

To access these files, log in to your Back Office and click on *Marketing Tools* on the left.

**e) Three-way calling on your phone.**

Order this feature from your phone service provider. It allows you to three-way someone into a company conference call, or three-way in your upline to help explain the product or the business.

**f) Set up your replicated website.**

Your replicated website is an important way that you can communicate with your prospects and customers. You can submit a personalized message for your website including your photograph through the Back Office. This will display when your website is launched and whenever your customers or prospects click on the *About Me* link.

**To personalize your replicated website:**

- Log in to your Back Office
- Click on *Profile* in the top menu bar
- Click on *Edit Profile* on the left to personalize your website message
- Click on the *Edit My Picture* link to upload your photograph

## About Your Replicated Website Address

After you receive your distributor number, you will automatically be assigned a URL for your website. As an example, this might look like [www.lifewave.com/654321](http://www.lifewave.com/654321), where the number following the forward slash is your distributor number.

You have the option to call customer service to have your distributor number in your website address replaced with something more memorable, for example: [www.lifewave.com/anywordyoulike](http://www.lifewave.com/anywordyoulike). This is easy to do and highly recommended.

You can even go one step further and get your own catchy domain name. That way, your contacts can more easily remember your site to place orders or review information. For example: [www.catchyphrase.com](http://www.catchyphrase.com).

You can do this through a domain name registrar (e.g., [godaddy.com](http://godaddy.com)) by paying a small fee that is renewable annually. No one can use the name as long as you hold the license. The registrar company will give you instructions on how to point your new domain name to your personal LifeWave site.

**Note:** If you choose to register your own domain name, remember that members are not permitted to use the term "LifeWave" in their personal website URLs.

## Step 4: Learn How You Can Earn

LifeWave has a compensation plan that is both innovative and powerful. It is likely that you have become involved in LifeWave because you are one of the thousands of people who have seen the incredible income potential that LifeWave offers with its binary compensation plan. Here are the basic elements of the plan:

### Immediate Income

1. Retail Profits: You may earn money by purchasing products directly from LifeWave at wholesale prices and selling directly to your customers.
2. Initial Product (Fast Start) Bonuses: Every qualifying LifeWave member earns a bonus each time they personally enroll a new member.

### Long-Term Residual Income

3. Binary Commissions: The LifeWave Pay Plan is based on a Binary structure. That means that each position in the structure may have a maximum of two positions under it – one on the left and one on the right. When you enroll new members, you place them on your left or right side. If the positions immediately beneath you are already taken, then you place them under the first available position on your left or right side. Your commissions are based on the purchases of everyone under your position, no matter who enrolled them.
4. Commission Matching Bonuses: You can earn bonuses based on the Binary Commissions earned by the people you personally enroll, by the people they personally enroll, and the people they personally enroll. These bonuses are paid out at the following levels:

Sponsorship Level	Bonus
Level 1 Distributors You Enroll	25%
Level 2 Distributors Enrolled by your 1st generation	20%
Level 3 Distributors Enrolled by your 2nd generation	20%

You may initially find it challenging to properly explain how LifeWave's compensation plan works. Don't worry, because there is always support to help you succeed in your business.

For details on the compensation plan elements outline above, visit <http://www.lifewavetraining.com> and click on the *Opportunity* tab on the toolbar at the top of the page, then click on Compensation Plan.

On the LifeWave Training website, you will also find an excellent video on the LifeWave Compensation plan by LifeWave President Michael Collins and one of LifeWave's top earners, Chuck Michel.

To access these videos, go to <http://www.lifewavetraining.com> and click on the *Videos* tab on the toolbar at the top of the page. The compensation plan overview is under the section titled Training Videos.

If you need to talk to someone to help you understand the compensation plan, remember that you can always contact your sponsor, attend a local meeting or contact customer service.

## Step 5: Get Connected

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One of the biggest benefits of joining LifeWave is that you have a strong support network available to you. You are not alone in launching your business. So how do you plug in?

a) Contact your sponsor.

There is nothing more powerful than teamwork. Most successful LifeWave members were able to achieve their remarkable success by working as a team with their sponsor.

Working with your sponsor has some very powerful benefits:

- You are never alone in your new business
- You can use the experience of your sponsor to help you be successful
- You and your sponsor can work together to do 3-way calls
- You and your sponsor can work together to do group meetings

When you meet with your sponsor you should plan on reviewing the following information:

- What have you learned about the products; what questions do you have?
- What have you learned about the compensation plan; what questions do you have?
- What experiences have you had from using LifeWave products?
- What have you learned about the Back Office?

b) Connect with your 3 active upline.

After you have connected with your sponsor, there are at least two other LifeWave distributors who have an interest in your success—because they will benefit from the business you do.

Your sponsor or LifeWave Customer Service ([customerservice@lifewave.com](mailto:customerservice@lifewave.com) or 1-866-420-6288 or 1-678-233-0181) can give you your upline contact information. Ask for the contact information for the “two active upline distributors” above your sponsor.

Don't hesitate to lean on your three active upline for information and support. The faster you get your business going, the happier they will be.

c) LifeWave Customer Service is available to help you if your upline is not available, or if you have administrative questions like: When did my shipment go out? Etc.

Customer Service staff also have access to information about:

- Pay plans
- Product information
- Orders
- Customer accounts
- Member accounts

You can contact customer service by email or by phone at:

**USA Customer Service**

7:00 a.m. to 10:00 p.m. (EST) / Monday — Friday

Tel: +1(866) 420-6288 or +1(678) 233-0181

Fax: +1(678) 730-2980

[customerservice@lifewave.com](mailto:customerservice@lifewave.com)

**Europe Customer Service**

9:00 a.m. – 5:30 p.m. (GMT) / Monday — Friday

Tel: +353 (0)91 874 600

Fax: +353 (0)91 874 655

[customerserviceeu@lifewave.com](mailto:customerserviceeu@lifewave.com)

Have your LifeWave ID number ready.

- d) Calendar local business meetings and telephone trainings for the next six months.

Look for the meetings closest to you and mark your calendar each week for at least your first six months in business.

To find the online calendar of business meetings (one-time, international, and USA weekly meetings), go to <http://www.lifewavetraining.com>

Scroll to the bottom of the page and click on *Scheduled Meetings*.

Clear your calendar at least one night per week to get helpful details and personal coaching on the LifeWave products.

To find the online calendar of weekly training conference calls, go to <http://lifewavetraining.com/phonecalls.asp>

The first two listed calls are Q&A sessions with David Schmidt and various subject matter experts.

## Step 6: Learn to do the LifeWave Business

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How do you establish and grow your LifeWave business? There are a number of resources to help you answer that question.

- a. Because they have a vested interest in your success, your sponsor and active upline are an excellent resource to look to in building your business. You don't need to start from scratch; there are tried and true methods for success and members of your LifeWave team can help you discover a path that works for you.
- b. On the LifeWave Training website, you have access to a wide variety of business training videos and audios from LifeWave business leaders and executives.

To access this extensive video library, visit <http://www.lifewavetraining.com/> and click on *Video* in the top menu bar.

- c. The LifeWave Quick Start Guide provides a suggested method for launching a successful LifeWave business. The guide summarizes how to introduce the patches to people, answer their questions, and find those people who are open to an innovative health product. The guidelines refer to specific sections in the "Orange Book" (*If My Product's So Great, How Come I Can't Sell It*), by LifeWave business trainer Kim Klaver.

To access this guide, log in to your Back Office and click on *New Member Information* on the left.



## Step 7: Sign Up for Autoship

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LifeWave offers a comprehensive Autoship system for the convenience of its network marketing distributors and retail customers. Autoship orders are shipped to you every month without requiring you to reorder.

This system is more extensive than typical Autoship systems. It provides the capability to create, activate, and deactivate any number of order templates, meaning that each can be shipped on a specified day of the month.

For example, you can create one template for one set of LifeWave Energy Enhancer patches shipped on the 3rd day of the month, and another template for one set of Silent Night Patches and brochures shipped on the 17th day of the month. Keep any number of templates on file and turn them on and off as you like.

Distributors may also set up “backup” templates. These templates will ship only when the distributor is in danger of not having sufficient Personal Volume within a given month.

### **Benefits of Autoship:**

- You won't run out of a product you rely on and don't have to remember or spend time to reorder.
- Being on Autoship keeps you qualified for any spiffs you've earned from orders made by your referrals. See Autoship Questions: <http://lifewavetraining.com/faq-autoship.asp>
- You're supporting the community of people who believe in energy medicine and health without drugs.

### **How to get on Autoship:**

- Click on *Autoship* at the top menu bar of your Back Office.
- In the My Autoship box that appears, click on *Add New Profile* on the far right.
- Select your Ship Country and click *Continue*.
- That takes you to Autoship Product Selection. There are lots of items to select from. Choose the one(s) you want.

## Step 8: Become a SuperStar

The LifeWave SuperStar Program is an exciting recognition and reward program for all LifeWave members. LifeWave posts our Stars, Rising Stars and SuperStars in the Back Office for all to see! We want to let you know how much we appreciate the efforts you're making, and how important you are to the future of the company.

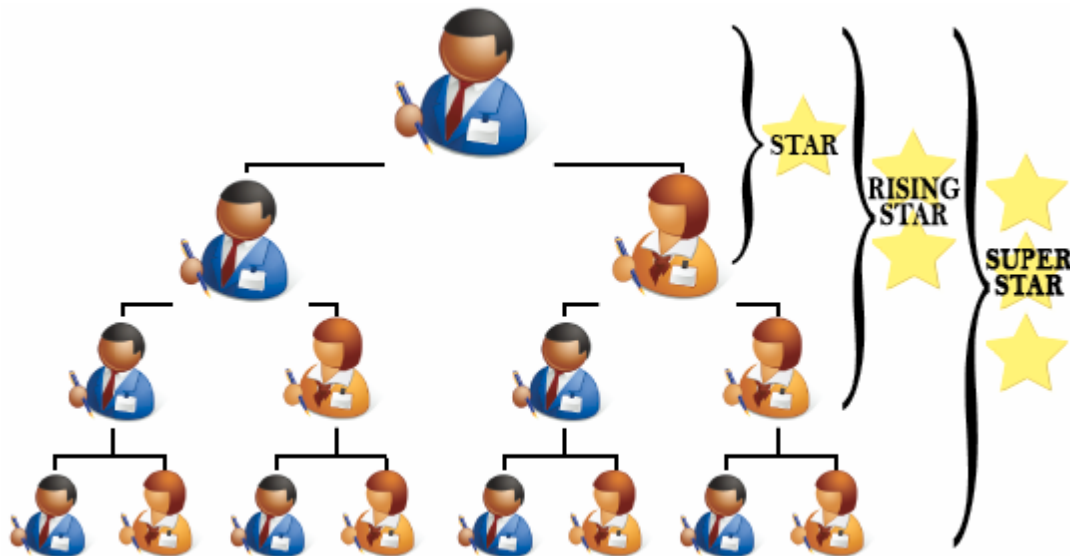
### Here's how it works:

**Become a Star:** Personally sponsor one new distributor in both your Left Leg and your Right Leg. Now, the new distributors must be Bronze, Silver or Gold—Starter Kit Members do not count.

**Become a Rising Star:** In order to become a Rising Star, you must already have become a Star, as described above. Then just help your two new distributors (one on the Left and one on the Right) become Stars themselves—in other words, help each of them personally sponsor one new Distributor in their Left Leg, and one new Distributor in their Right Leg. That makes them a Star, and you a Rising Star.

**Become a SuperStar!:** As you might expect, you become a SuperStar when you help your two new distributors that made you a Star become Rising Stars.

Let's take a look at what this means:



When you become a SuperStar, you will have built a beginning organization of 14 new distributors. More importantly, you will have taught your Personally Sponsored Distributors the most fundamental building block in our industry: Sponsor 1 Left and 1 Right, and teach them to do the same. The business is as simple as that!

### What does this mean to you?

First, you'll receive a special "SuperStar" Certificate and congratulatory letter from David Schmidt; next, you'll be recognized with a special pin that will distinguish you as a "Star."

Our members have been delighted and proud to announce this very special program as a permanent part of our recognition and incentives package at LifeWave. So get busy and find our way to the Stars!

## Step 9: Review LifeWave Policies & Procedures

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It's time to cross your t's and dot your i's. Carefully review the company's policies and procedures to ensure you are well-informed of the rules that govern our business and always in compliance.

To view these guidelines, log in to your Back Office and click on *Policies & Procedures* on the left.

## Step 10: Checklist of First Step Activities

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### Getting to know my patches

- I am using the patches every day.
- I have read and reread the product brochures.
- I have watched the product videos by David Schmidt, LifeWave's founder, CEO and inventor of the patches.
- I have reviewed flip charts and PowerPoint presentations in my Back Office.
- I have calendared the weekly product conference calls and have listened to at least one.
- I have reviewed the patch research on the website.
- I know where to find the online FAQ on patches.
- I have calendared local LifeWave business meetings and have attended one to observe the patch placement demos

### Setting up my LifeWave business

- I have become familiar with my online Back Office.
- I have requested my Global Cash Card so I make sure I get my commission payments.
- If I am using a business name, I have instructed my post office to accept mail addressed to my business.
- I have joined the LifeWave email list.
- I have ordered my LifeWave business cards.
- I have three-way calling on my phone.
- I have personalized my LifeWave website.
- I have obtained my own domain name (optional).

### The LifeWave Compensation Plan

- I have reviewed the compensation plan written overview on the LifeWave Training Website.
- I have watched the video overviews of the compensation plan.

### Getting Connected

- I have connected with my 3 active upline and have someone I can call when I need help.
- I have calendared the weekly conference calls and local business meetings I plan to attend for the next six months.
- I have entered the LifeWave Customer Service email and phone number, and my LifeWave ID in my address book.

### Getting equipped to do the LifeWave business

- I have reviewed the LifeWave Training section of the website and I know what's there.
- I have accessed the *LifeWave QuickStart Guide*.
- I have watched all the training videos under the *Videos* section of the LifeWave Training website.
- I have signed up for Autoship to make sure I qualify for all possible commissions and bonuses.
- I have read and know where to access LifeWave's Policies and Procedures.

# Resource List

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Here's a quick list of essential LifeWave resources, at your fingertips.

## LifeWave Websites

<http://www.lifewave.com>

<http://www.lifewavetraining.com>

## LifeWave Back Office

To access, go to <http://www.lifewave.com> and click on the *Login* menu bar option.

## LifeWave Customer Service

### USA:

7:00 a.m. to 10:00 p.m. (EST) / Monday — Friday

Tel: +1(866) 420-6288 or +1(678) 233-0181

Fax: +1(678) 730-2980

[customerservice@lifewave.com](mailto:customerservice@lifewave.com)

### Europe:

9:00 a.m. – 5:30 p.m. (GMT) / Monday — Friday

Tel: +353 (0)91 874 600

Fax: +353 (0)91 874 655

[customerserviceeu@lifewave.com](mailto:customerserviceeu@lifewave.com)

## LifeWave Compensation Plan

For a written overview, visit <http://lifewavetraining.com/compensation-plan.asp>

For a video overview, visit <http://www.lifewavetraining.com/training.asp>

## Online Calendar of Business Meetings

Go to <http://www.lifewavetraining.com>, scroll to the bottom of the page and click on *Scheduled Meetings*

## Product Conference Call Meetings

Log in to your Back Office and click on *LifeWave Conference Calls* on the left

## Frequently Asked Questions

For the FAQ section on the main LifeWave website, visit <http://www.lifewave.com/otherfaq.asp>

For the FAQ section on the LifeWave Training website, visit <http://lifewavetraining.com/faq-product.asp>