



Activate
BREAKTHROUGH

**STARTER
GUIDE**

Welcome to your all-inclusive guide for kickstarting your business venture. You are embarking on an exhilarating journey, and whether you're a budding or seasoned entrepreneur, our premium Enagic offering can set you on the right path.

We're delighted to have you join Activate Breakthrough, a platform dedicated to nurturing a record-breaking number of God conscious entrepreneurs. Our collective goal is to help one million people establish highly profitable online freedom businesses by 2028.

You are at the forefront of a new business paradigm, and we are committed to leading, earning, and giving back in the most meaningful and sustainable way possible.

What is a Kingdom Minded Entrepreneur?

A Kingdom minded entrepreneur is God centered, embraces responsibility for their life and outcomes, is growth minded, and aspires to become the best version of themselves while helping others do the same. They hold deep respect for God, themselves, and others, striving to achieve a life of independence, prosperity, and influence while glorifying God and impacting the world for the better.

Simplifying the Process

Starting your online business is an exciting experience, and it's crucial to keep things simple throughout the process. The simpler you can keep things, the better the results.

Don't stress about being overwhelmed, as everything is new, and you're not expected to know it all! Utilize the "must do" actions listed on the income-generating activities page as a daily checklist. If you don't

complete everything, don't worry – just start again tomorrow. Focus on your daily tasks first and, if you have time, begin watching training sessions to broaden your skill set.

Note: Speed up the training videos to finish tasks faster. If you're unsure how to do this, simply Google it.

Introduction to Starting Your Business

Use this guide to complete tasks such as setting up social media for success and creating your business. This guide complements the Launch Your Business course.

Navigating the Platform

You should have completed:

1. The RENEWAL process.
2. Connected with your sponsor.
3. Determined your platform usage, i.e., starting your Enagic journey and purchasing your products.
4. Read this guide.

Next Steps:

1. Implement as you complete the Business Launch video series.
2. Soon after launching your business on social media, you will begin to receive your first leads.
3. After completing the Business Launch videos, embark on the following 90 days of professional development to dive deeper into

expert training. Courses are always available for continued implementation of what you've learned.

4. Schedule masterclasses in your calendar to attend live, or alternatively, watch archived replays in the vault (these will appear in announcements).

REMINDER:

This is a Lifestyle Business: This business doesn't require constant online presence! Let the automation do the work.

Make sure to take breaks, enjoy yourself, and be present to your daily life; the more you enjoy life, the greater your profits will be.

Capture memories and share your experiences! Be a light to the world, document your actions and your message will draw like minded people to you.

Find a balance between treating this like a business and staying committed to having fun and appreciating your independence.

Step 1 - Register as an Affiliate

As an Affiliate, you'll receive a 30% commission on any memberships and coded items sold within the Activate Breakthrough portal. Sounds amazing, right? To join Activate Breakthrough's affiliate program, simply submit an application in the portal's affiliate section. Once your application is reviewed within 24 to 48 hours and approved, you'll find your coded affiliate links in the affiliate section. Then, you can start sharing links to webinars, PDFs, direct checkouts, and sales pages

Step 2 - Participate in the Facebook Groups

The community Facebook group called THE UPPER ROOM is for all its members. This is where seminars and inner circle events are livestreamed before being archived in the vault. If your subscription is canceled, you'll lose access to the groups, trainings, webinar links, and business automation tools. By joining our recommended affiliate program, Enagic, your sponsor will connect you to a larger network of Enagic distributors.

Step 3 - Understand The 7 Pillars

These seven pillars are essential for achieving success online. Missing even one pillar may prevent you from attaining the desired results. In this section, we'll explore how these pillars are integrated into the platform.

Pillar One - Irresistable Offer

We suggest partnering with a high-ticket, high-profit, high-impact, and high-conversion product that is in demand, needed, and loved. You should have already decided how to use this platform, either starting with Enagic, our top-converting offer, or creating your own offers using our platform's marketing. In both cases, we recommend focusing on high-ticket, high-impact, and high-profit offers. This is why many community members choose Enagic, as it offers significant benefits to others and the environment while providing substantial commissions. The best part? You don't have to create your own offer!

Pillar 2 - Skillset

Activate Breakthrough equips you with the essential online marketing skills required to build a profitable online business. Our Business Launch videos cover critical aspects of starting an online business, and our courses and inner circle masterclasses dive deeper into these topics, enabling you to become an expert and authority. Here, you'll find strategies for building a six- or seven-figure business.

Pillar 3 - Automation

Automation is a powerful strategy for both online and offline businesses. By focusing on content creation and brand building while having sales funnels operating in the background, you can generate passive income. In your affiliate section, you'll have access to various funnels like PDF, webinar, and sales page funnels. Sending these to leads ensures they're tracked back to you via your affiliate link when they sign up. Additionally, if you're part of Enagic and someone completes the process and buys Enagic, you'll receive compensation. Double win! You can also choose to conduct your own discovery calls or use your sales team to handle them on your behalf.

Pillar 4 - Personal Branding

About 40% of people buy from someone they know, like, and trust. By building your brand and providing valuable content, you'll establish trust and rapport with your audience. Avoid sending unsolicited messages without first building a connection. Instead, focus on creating an authentic personal brand that reflects your values, vision, and identity. Your product should be an extension of you, generating curiosity. This platform will help you develop your personal brand, and the inner circle masterclasses will ensure you become someone others

know, like, love, and trust. Your skillset and personal brand will act as pillars of strength during economic downturns, and once learned, they cannot be unlearned. Essentially, you'll be paid to be yourself.

Pillar 5 - Inner Work

We emphasize personal growth and becoming your best self. Your external environment reflects your internal state. You'll learn how to cultivate a great relationship with money, transform your mindset, and align your internal compass with abundance and freedom. Focusing on your personal growth will help you become the successful, joyful, and world-changing leader you aspire to be. Achieving time freedom is possible!

Pillar 6 - Mentorship

Mentorship is vital! You gain full access to guidance not only from the founders and leaders with extensive knowledge and experience, but also from top consultants who typically charge between \$25,000 and \$180,000 for private work or participation in their masterminds. We bring together accomplished experts in marketing, social media, sales, personal growth, and leadership.

"You are the average of the 5 people you spend the most time with" - Jim Rohn

We encourage you to carefully choose your circle, surrounding yourself with ambitious, positive, inspiring, successful, and Jesus loving individuals. This fundamental principle drives Activate Breakthrough, which is why we strive to connect you with the Kingdom's brightest and most accomplished minds.

Pillar 7 - Community

"Alone we can do so little, together we can do so much" - Helen Keller

You gain access to an extraordinary group of people who take full responsibility for their lives, have fun, engage in impactful conversations, support each other, and form lasting connections. Can you see why these seven pillars are crucial for building a thriving online business?

Formula for Online Success:

An irresistible offer that people want, need, and love + the right skillset to be among the top 1% earning money online + Automation for front-end brand building focus + Personal branding + Inner work + Mentorship + Community

FOUNDATION

1. WHY ARE YOU HERE?

What is your biggest picture?

What is God's purpose for your life?

In the next 90 days, what would you like to accomplish?

Who do you need to become in your first 90 days to obtain this?

What views about money, business, and success do you now have the opportunity to adopt?

What would it consist of if you gave yourself complete freedom to build the life of your dreams?

Who else will gain from your creation of a life of freedom, wealth, and influence?

2. HOW DO YOU DESCRIBE WHAT YOU DO?

Describing What You Do:

When someone asks, "What do you do?" aim to pique their curiosity, prompting them to inquire further.

For Example:

- "I help people start an online Kingdom business."
- "I guide individuals to become Kingdom Minded entrepreneurs with platforms and products that positively impact the world."
- "I support people by helping them start a Kingdom business online."
- "I aid Kingdom professionals to start an online sales business."
- "I help people access cutting-edge health technologies for their homes."
- "I run an online business designed for Kingdom entrepreneurs."
- "I help families create an income from home with an online sales business"

If these examples don't match your offerings, focus on what does and make sure it captures people's interest so they want to learn more.

Imagine someone asking "how do you do that?" after hearing your response. You could then say, "I can provide more information if you're

interested," and share a webinar, PDF, or add them to a leads group you use, etc.

3. Watch Your Business Launch Videos

Launch Your Business Videos:

Before diving into other courses and masterclasses, watch the Business Launch videos and implement as you go. By the end of module 3, if you're implementing as you learn, you should have started your business, generated your first leads, and possibly made your first sale.

Best of luck!

4. Know Your Offer

If you've partnered with Enagic, it's essential to familiarize yourself with the company's products, compensation plan, and the steps required to reach the 4A leadership level.

Watch the videos under the courses and offers section:

*Getting to 4A

*Compensation plan

*Trifecta/Quad strategy

5. DAILY INCOME-GENERATING ACTIVITIES

- *Instagram/Facebook Stories (behind-the-scenes content)
- *Social media posting of relevant content with a call to action
- *Respond to messages, comments, and likes across all social media platforms
- *Listen to mindset and prosperity audiobooks
- *Create unique content
- *Read and apply what you read
- *Visualize your 90-day goal as if it's happening now
- *Engage in daily physical activity and drink one gallon of Kangen water for optimal health
- *Watch at least one training within the Activate Breakthrough center to maintain and improve skills
- *Follow up with leads and direct every lead to your offer
- *Focus on your offer
- *Read your affirmation twice daily (morning and night)

6. Journaling Prompts

If I were to present myself as everything God has purposed me to be:

- *What message am I meant to share with the world today?

*Is there anything preventing me from being my most authentic self today?

*Daily Financial Affirmations: But remember the Lord your God, for it is he who gives you the ability to produce wealth (Deut. 8:18); With me are riches and honor, enduring wealth and prosperity. (Prov. 8:18); I give generously and willingly to those in need, and the Lord blesses everything I do (Deut. 15:10); I embrace true humility and fear of the Lord, leading to riches, honor, and long life (Prov. 22:4); “I am a money magnet, money comes to me easily”

*What actions am I taking today to ensure a productive day?

7. Nurture Your Mind Daily for Success

Consistently nurturing your mind for success is vital. As part of your daily routine, read a few chapters from a success book or listen to an audio recording about Kingdom prosperity, leadership, stewardship, mindset, and personal and financial growth.

When you feed your mind with success-oriented information, you'll be inspired to create content.

Recommended Books:

- Happy Pocket Full of Money (money mindset)
- Rich Dad, Poor Dad - (money mindset)
- The 4-Hour Work Week - (mindset/personal growth)
- Think and Grow Rich - (money mindset)
- Go for no - (mindset/personal growth)

- Lead for Gods sake - (mindset/personal growth)
- The 5 Second Rule - (personal growth)
- 7 Habits of Highly Effective People - (mindset/growth)

8. **Launch Your Business (Enagic Business)**

- Follow and apply the Business Launch training videos step by step.
- Watch the teaser, curiosity, and launch videos and create your initial posts.
- Set up your social media for success based on the guidance in the Business Launch training videos.
- Launch your business as explained by Jason in the Launch Your Business training.

Defining Warm and Cold Leads:

WHAT IS A WARM LEAD?

A warm lead is someone you already know or who is within your sphere of influence—someone with whom you have an existing relationship or connection.

WHAT IS A COLD LEAD?

A cold lead is a person you don't know and have never met before. This could be someone you've added as a friend but don't know personally or someone who has interacted with a post or ad you've created, but you've never communicated or connected with them before.

Scripts for Conversing with Your Leads:

After completing the Business Launch training videos, refer to the craft your story video, launch calendar content, and the Online Mastery course for a comprehensive list of content ideas for your business launch posts.

When someone expresses curiosity and asks what you're doing or wants more information, engage in a conversation to learn about their goals and what they hope to achieve by starting their online business. Focus on asking leading questions about the other person and their desires rather than just the business itself.

Watch the video titled "How to qualify & follow up leads" Let the platform help you convey what you do while learning about the person's motivations for wanting a change. This will enable you to guide and assist them in determining if this opportunity is a good fit.

Example Dialogue:

"Great to connect with you, [Insert name]. Thank you for supporting my post! It's one of the best decisions I've ever made, and I truly appreciate your support (for myself, for my family).

What's happening in your life that has piqued your interest in starting an online business? What do you currently do?

Looking forward to your reply. - [insert your name]"

—LET THEM ANSWER—

Example Continued:

Respond to their answer with: "Thank you so much for sharing! What an incredible time of transition in your life! I completely agree. (If you do, make it personal and remember you're talking to another person; don't be robotic).

What would you like to achieve in the next 12 months, and how would that significantly change your current situation?

–LET THEM RESPOND–

Next, share your personal experience and explain how it relates to their journey and why you decided to make a difference and commit to building a better future.

"Wow, it sounds like you're ready for a change. If you're interested, I can send you a webinar that explains how I'm creating this lifestyle, so you can decide if it's a good fit for you."

–WAIT FOR THEIR AFFIRMATIVE RESPONSE–

"Great! I'm excited for you to explore the possibilities and see if this aligns with your goals. After watching the webinar, you'll have the opportunity to check out our platform and speak with one of our business advisors to truly understand how our platform works and how we can achieve real time freedom using the online space without the heavy lifting of a traditional business.

I'll be here to support you, so if you have any questions, feel free to ask. However, you can go through everything at your own pace and

make an informed decision about whether this will be your vehicle to achieve [restate their goals]."

Then, add them to your lead group or provide your affiliate link to the platform, depending on how you choose to deliver the webinar explaining your business.

Show Interest in Them and Their Goals (DON'T JUST TALK ABOUT THE BUSINESS)

Focus on learning about them, their aspirations, and their current life situation; this is the catalyst for change, not just giving information about the business.

If you understand what they want and why they want it, you've done most of the work in setting up the sale, so once they've gone through the process, you can help them make a decision and move forward with getting started.

If they haven't responded within two to three days, set a reminder in your calendar to follow up with them. Learn how to follow up effectively by watching the video on the topic.

Follow Up

If you haven't heard from them after a few days, as you promised when you sent them to the landing page or provided your webinar, follow up with them.

–Reach out with something like–

"Hi, [insert name]! What did you think of the webinar? What have you liked so far? Do you feel this aligns with your goals and vision?"

Remember that this is a conversation, so be flexible, genuinely listen to what they are saying, and give them the opportunity to discover what you do. We're not here to convince anyone or give guarantees; we're looking for enthusiastic individuals.

We're assessing if they're a good fit for our community. We're not interested in making a quick sale.

What If Leads Don't Engage?

If they're not participating and responding to questions, they're not interested, so don't invest too much time or energy on them. We're looking for people who are enthusiastic, engaged, and curious.

This approach is effective when placing ads and having many leads come through because it allows you to qualify people without spending too much effort on time-wasters.

Your Back Office Links

Mainly, we use the affiliate link to the platform or the Kingdom Wealth Principles book for automation and convenience.

Find your affiliate link under the affiliate section of your back office.

Sending Your Direct Checkout Link

Once your lead confirms they're ready to proceed, send them a direct checkout link from your back office under affiliate links.

Keep in mind that if your lead watches the webinar and still says, "I don't get it" or is unsure, their next step is to complete the entire process.

We're here to inspire, share our experiences, and express our excitement! You're taking away from their experience if you go into exhaustive detail about the products, the platform, the commission structure, etc., when trying to get them to join.

Remember the beginning of your journey...

Trust the Platform to Do the Work

People yearn for time freedom, and by showcasing how the platform achieves this for you, you empower others to recognize the true potential of leverage and automation for their own benefit.

How to Find Your Personal Direct Checkout Link

1. Log in to your back-office.
2. Click on 'Affiliates.'
3. Click on 'Advertising Links.'
4. Copy and paste your Direct Checkout Link.

Send your link via Facebook Messenger along with a personal message, and monitor your Activate Breakthrough emails to track when they join. If your lead hasn't signed up within a few days, simply follow up with them.

Guiding Your Prospect to Activate Breakthrough.

As soon as you receive an email notifying you of a new affiliate sale, it's your responsibility to send a welcome message to your lead via Facebook.

Here's an example:

Hi [insert name], I'm excited to help you unlock your potential!
Welcome to the family! You're now ready to explore your possibilities.

Here are some steps to follow:

Step #1. Complete the renewal process & high profit franchise training on your dashboard to see what's working for our community and me. We're affiliated with Enagic, which plays a significant role in generating high-level incomes!

Step #2. Schedule a consultation with a Business Advisor. Please be on time and ready with questions before scheduling the call.

After your call with the business advisor, we'll set up a time to discuss the fast-track strategy we use to accelerate your earnings.

Step #3. Enjoy your advisor call, which will reconnect you with your vision and present options for getting started. I'm eager to chat with you and learn your perspective once you grasp the true potential of our business.

Your Next Step

Immediately initiate a 3-way conversation on Messenger with your lead and the BA to introduce them and confirm the call's time and date. Review the BA & sponsor support guide, as it offers detailed information on this process. Verify that your lead has watched the videos related to the Enagic Offer, including the additional video.

Here's an example:

Hello [insert lead's name]!

I'm thrilled that you'll be speaking with [BA Name], your Business Advisor

[BA Name] is an excellent person to discuss the platform's products and services, and they'll guide you through the best strategy to launch your business.

Please confirm that you've reviewed the offers section, including the two Enagic videos, and that you can address any questions about them. I'll get in touch with you after your conversation to explore all available options and ensure your success.

4. Find out when your lead's scheduled call is.
5. Schedule a call with your lead AFTER their BA call to discuss possibilities, inform them of everything available, and help them make the best decision for themselves. You should contact them within 24 hours of their BA call.

The Follow-Up After the BA Call

Discuss with your new lead, preferably over the phone, what works best for them and whether they're ready to get started. Assist them with finances, documentation, and the next steps.

Be genuinely interested in your lead and their thoughts. Ask questions and wait for their responses.

Determine if they will submit their documentation immediately if their response is YES.

If they remain uncertain, you may need to inquire about any additional information they require or have your mentor/sponsor engage with them to offer further insights from a leadership/mentoring standpoint. By connecting with someone who has already achieved success and accomplished their goals in the business, you can effectively facilitate closing the deal.

Paperwork

Once you've gained a new business partner and their paperwork is complete, your Business Advisor will send them the required documents and instructions. Ensure they return the form to the paperwork team (your direct Enagic sponsor) and complete your section with your ID and sales rank.

Next, add them to:

1. The Activate Breakthrough FB Group (approval required)

2. Your team's Facebook business page or group, if you don't have one already
3. Post a welcome message and photo in these business groups
4. Tag them in the Announcement post, as it contains crucial information

Call to Action Examples

These examples should be posted at the end of your social media posts after sharing a personal story or experience. Encourage individuals to watch a webinar or attend a masterclass while informing them about potential opportunities.

Add your personal touch, be authentic, and stay positive.

Remember that while marketing content is effective, people are drawn to your genuine passion, vision, and connection on a deeper level.

Call To Action - Example 1_

It's time for independence and fulfilled living in all forms!

Relationships

Money

Business

Expression

Adventure

Faith

Come discover your breakthrough with me and let's make miracles happen!

If this resonates with you, leave a comment below "breakthrough" and let's discuss what this means to you and how I can help you make this a reality!

Call To Action -Example 2

If your tired of building your online business thats void of your Christian values, its time to take action. I'm inviting YOU to get educated so that you might share your message with the world.

This is the greatest Kingdom based digital marketing platform for helping individuals become the most successful God centered digital marketers in the world.

If you want access to our FREE webinar that explains everything, leave a comment below with the phrase "Kingdom Marketer" and I'll email you the link that might forever transform the way you conduct business online.

Call To Action - Example 3

I am hosting a free workshop in which I will reveal how I have leveraged my social media to develop a genuine brand based on my God centered values, and kingdom message, and how you can do the same to create high impact and income online that will bring God glory.

Comment "Gods Glory" for your unique access to the workshop

Call To Action - Example 4

Today we are going LIVE.....

To share the three major things we've incorporated into our life that have helped us to create ease and peace in our online business.

For any person who is tired of burn-out and ready to create a God-centered online business and is seeking a vehicle and community to support it. Leave a "Lets Go" in the comments if you wish to have access when it's available!

Call To Action - Example 5

Want to access God's promise of prosperity in your life? This is the greatest educational platform to support the body of Christ in becoming the most successful God centered digital marketers in the globe.

If you want access to our FREE webinar that explains everything, leave a comment below with the phrase "Kingdom Entrepreneur" and I'll email you the link that might forever transform the way you conduct business online.

Call To Action - Example 6

If you have a yearning in your spirit to finance the Kingdom, and you believe it's God's providence in your life to create wealth that will glorify Him. Then you may have been prepared for such a time as this!

This is the greatest educational platform for Kingdom entrepreneurs to succeed at creating wealth online. Coment "Kingdom Business" to get the unique link when its live.

It's time for change.
It's time for equipping

Call To Action - Example 7

If it's in your heart to be able to finance your own ministry, and to do good works through your wealth that will glorify God. And you desire a vehicle and community that will support your efforts...

Tomorrow morning at 10 a.m., we will explain exactly how you can live! If you would like to join us and make more impact in YOUR LIFE, just reply "Kingdom Business" below, and I will give you access to our private group so that you may join us LIVE tomorrow.

Launch Your Business Checklist

- You have applied to be an affiliate of Activate Breakthrough
- If you have joined Enagic, your sponsor has added you to additional groups.
- You have established and adhere to a high-performance daily regimen.
- You comprehend the fundamentals of personal branding, narrative, etc.
- You are able to describe what you do when asked.
- You have launched your business - boom! congrats
- You have been creating daily content
- You are now engaged in chats with your first few prospects.
- You have followed up on the initial few leads. You have made your first high ticket sale

If You Have Chosen The Enagic Business Model:

- You are aware of your 6A Up Line.
- You have been added to any pertinent groups, such as our larger group.
- You have put in your calendar the Monday huddle at 6pm PST
- You have attended classes and received specialized training on Kangen water machines, the compensation plan, how to reach 4A, etc.

DO'S and DON'TS

DO NOT

- Add your new team member to any of the groups prior to submitting their papers to Enagic.
- publish any claims to income along with accurate amounts
- make claims or statements regarding sales volume.
- always comment on posts in a genuine manner

DO

- Focus on partnering up
- Be honest, direct, and do not exaggerate
- establish rapport with your social media audience
- provide value and cycle through your content subjects to generate interest and curiosity

IF YOU ARE UNCERTAIN OR HAVE QUESTIONS, CONSTANTLY ASK. EVERYONE IS VERY SUPPORTIVE AND WILLING TO ASSIST YOU!