

The Viking Plan for Riches

Multi Level Marketing has been around for decades but approaching it in the social media is quite new. Max International offers the right products at the right time for social media marketing success. The Viking Plan utilizes the Max international experience for your financial well being. Here is a guide to get started in this field (right after this page of my contact information.)

The Viking Plan gives you two prospect Hot Buttons to work with:

- 1) Restore Youthful Energy (become a product user)
- 2) Find Financial Freedom (join your downline)

In conversation try to phantom out which one is the prospect's Hot Button and then close them on it.

Whether the prospect chooses to just use the product or to become an active member of your downline, you come out a winner!

My Landing Page which is the central hub for access to my various sites (an expanded version of this page)

<http://oyar.ca/vikingplan>

My company sponsored site for lots of information:

<http://vikingplan.max.com>

Please follow the links below for quick results:

To register as an independent associate (\$49 USD): <http://bit.ly/dzfTsR>

To become an Autoship customer for maxGXL (\$69/mth USD): <http://bit.ly/a30MxE>

My instruction guide for your success with social media marketing (the one below here):

<http://oyar.ca/vikingplan.pdf>

My Twitter site to follow and contact me:

<http://www.twitter.com/VIPlan>

My Facebook Page where my Discussion forum is situated:

<http://bit.ly/9ZhOTV>

My blog where I post points of interest. This blog is not specifically for the Viking Plan but covers a lot of points of interest for me like happiness and spirituality. It is great for my ego as I get a lot of very positive comments about my posts.

<http://awenman.com/learnINGblog>

My website with an extended bio, my Landing Page and home of my vikingplan.pdf:

<http://oyar.ca>

Please feel free to visit any of these sites and know that I will always be only too happy to answer any of your questions and concerns about the Viking Plan – just Twitter me.

Yours truly,

Oyar (a.k.a. AwenMan)

the
VIKING PLAN
for success
by Oyar

Mission Statement

To help our aging population
to do more, and to make more of their lives, by
helping them regain the vigor and energy of youth

Viking Plan

by Oyar Mickevics

Edition 2.01

<http://oyar.ca/vikingplan>

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<http://awenman.com>

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Subtitle:

VIPlan

The Viking Initiative Plan for success

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Sample Cover Page

Instructions to add to this PDF file

In ancient times to go a-viking meant to go adventuring on the high seas. Modern Vikings venture to navigate the high seas of Internet Social Media that today is just as unexplored. Both types of venturing require stamina, courage and just toughing it out when obstacles and setbacks appear. The successful outcome in the past was never assured but it is today if persistence is adhered to even in the face of defeats and other vexing trials and tribulations. The same wealth and riches that the Vikings sought can be yours. It is not an easy venture, with long hours to put in, so many will fall by the wayside but the winners will have it all. Since we are here a-viking on a win-win venture you also have the missionary rapture of knowing you are helping others.

THE PROBLEM (the specific problem being solved by Max products)

The problem being tackled here is running out of energy. As you grow older you naturally run out of the energy of youth (how many teenagers take noontime naps?) This is a natural physiological change so the very large and aging demographic of Baby Boomers are all falling victim to this. Why is youthful energy so important? Because you want to be able to utilize the resources available to do everything you want to without being slowed down by fatigue. And then as well even young men and women can be too active and so run out of energy before the end of the day. Being able to provide remedies to people for both these problems is what will provide you with a rich residual income.

THE SOLUTION

The solution comes from modern science in the form of maxGXL and maxATP! Both products are the results of literally decades of dedicated research work by two scientists. This means these are proprietary patented products and not available in the health food store. They are so revolutionary and new that you cannot even find substitute products in the store. This creates the opportunity to be the missionary leader with the saving solution. It also offers you the opportunity to be well paid for this work if you take the time to create a network organization under you!

There is even a maxGXL Sport that carries the prestigious NSF Certified for Sport™ certification to ensure the product is free from substances on the banned substances list.

THE OPPORTUNITY

Ralph Waldo Emerson said:

Do not go where the path may lead. Go instead where there is no path and leave a trail.

Internet Social Media is so new that it is the new Undiscovered Country. This also means great opportunity! It is so large (Facebook just passed 500,000,000 users – more than the population of the U.S.) that it offers an unlimited fertile market to approach for network marketing. Being so large it overcomes a common obstacle of network marketing for many: that of running out of friends and acquaintances to approach. You are at the right time and place. A new and needed product and a mostly untapped market.

THE VIKING PLAN

The Viking Plan is a detailed strategy to approach Social Media as a way to create and expand a network marketing organization that will create residual income.

It is a far, far better thing to do to pursue an MLM residual income then to waste your time and energy, and everyone else's, telling the world (with social media entries) that your porridge is too hot or that you went to grandma's house last night. (Leave that to the Goldilocks and Little Red Riding Hoods of the world; you want to be a real person dealing with reality.) You have the plan here, use the social media productively!

WHAT IS NETWORK MARKETING?

If you are already familiar with network marketing please skip to the next section.

From Wikipedia, the free encyclopedia:

Multi-level marketing (MLM), (also called network marketing, direct selling, and referral marketing,) is a term that describes a marketing structure used by some companies as part of their overall marketing strategy. The structure is designed to create a marketing and sales force by compensating promoters of company products not only for sales they personally generate, but also for the sales of other promoters they introduce to the company, creating a downline of distributors and a hierarchy of multiple levels of compensation. The products and company are usually marketed directly to consumers and potential business partners by means of relationship referrals and word of mouth marketing

As you can see marketing to the Internet Social Media is so new that it is not even mentioned here.

WHAT IS MAX INTERNATIONAL?

This is the company that manufactures the products promoted here and provides the structure that oversees the network marketing function. Max International is the company that provides you with your residual income which is defined in Wikipedia as: *“Residual income, repeated regular income earned by a sales person, generated from the payment of a product or service, that must be renewed on a regular basis in order to continue receiving its benefits.”* Max is the organization that lets you get rich!

SECTION I – the SET-UP

The basics to do and get started

PICK A NAME

You need a united name for your network, Twitter, your websites, blog and almost everything you do on the web. If you don't use your own name (for instance if it is John Smith and so not unique enough) then pick something dignified so that people don't automatically look down and laugh at you. Preferably it is also short and with its connotation about you easy to remember. This is your uniting identity between all your efforts and so requires some serious thought.

SET YOUR GOALS TO ACHIEVE RESULTS

If you don't know where you are going how will you know when you get there? Setting goals is as important here as in any other activity. SMART goals are a classic tool and a free PDF worksheet as well as other helpful tools can be found at: <http://awenman.com/learnINGblog/?p=222>

SET UP YOUR TOOLS

Section II (just below) outlines that tools that you will need to succeed. Take time now to set them up. These are the minimum that you will need so when you come across something else that you find interesting don't be afraid to fly with it.

CREATE YOUR COVER PAGE

This book is a learning tool that not only you can use but it is something you can offer your prospects so that they become knowledgeable social media users and know how to proceed. With this transferability in mind this book was written in very generic terms as to links to an organization. It was also written entirely in the standard Times New Roman font and without pictures so as to make as small as possible a file to email or transfer. (PDF files retain a font set for every font used which can lead to a significant increase in file size.) When you give this book to a prospect you want them to know that it came from you. The way to do this is to attach a cover page with your information to the front of this ebook.

Instructions for a sample page are given later in the Appendix. Feel free to customize it any way that you see fit. Once you have completed the cover page attach it to this PDF ebook with the instructions that are also found in the Appendix.

EXERCISE WITH Wii, 5BX AND TABATA

The Viking Plan requires you to spend a lot of time seated at your computer so doing some physical exercise is crucial for your health. Exercise is a whole field unto itself but here I will suggest some beneficial things that require a minimum of time and just getting up from your computer without going anywhere. Recent research shows that regular exercise keeps your brain from physically shrinking. A shrunk brain is associated with dementia.

The Nintendo Wii system is an excellent choice for simple regular daily exercise. The Wii software program My Shape will set you up with as short as a customized daily 15 minute routine and actually even monitors your performance with a small camera. The Wii Walk It Out program makes it fun and easy to do a half hour of walking on the spot, a daily activity and time frame often recommended. The addition of the Wii Board lets you expand activities for variety.

Another good exercise plan is the Royal Canadian Air Force (RCAF) 5 BX Plan. It was first published in 1961 to accommodate airmen who might be isolated (as in the Canadian north). It is only 5 exercises (4 calisthenic and 1 aerobic) that take a mere 11 minutes to do, without equipment, and that progress in stages of difficulty upwards. In a CBC Radio interview in 1970, comedic superstar George Burns (who lived to be 100) remarked that he was devoted to the RCAF exercise plan and performed the exercises every morning. A warning: in 2008 (after 47 years of successful use) they stopped being performed by the RCAF as being considered unnecessarily hazardous in part because they are unsupervised (which is a bit comedic in itself as the exercises were designed to be done by isolated airmen where supervision is non-existent.) At the higher levels you might consider substituting the more modern crunch for the spinal straining sit-ups. 23 million copies of this popular booklet have been sold and you can get a free copy by Googling the Internet. There is even an XBX version of 10 exercises for the ladies.

For the hardy among you there is the Tabata system that taxes even professional athletes and takes only a killer 4 minutes to do. Lots of information if you Google Tabata but I have found that if you want to do only one exercise then the recommended choice is the Thrust. The Tabata-clock that is a free download from <http://tabata.sperker.de/> is an excellent timing tool to use. I do believe that most authorities would recommend using Tabata in conjunction with other exercises to achieve health and you should check with your doctor before starting something this strenuous.

THE CAVEMAN DIET

Yes the products you are promoting restore energy but along with exercise a good diet is necessary for glowing good health. Good health is the long term way to keep going. The Caveman (or Paleo) Diet is such a good health harbinger. This is a lifestyle diet of good health. Research shows that even on overeating you can still lose weight.

The basic premise of it is that as human we started to develop almost two million years ago and our bodies developed genetically for the hunter/gatherer diet. The agricultural revolution only started ten thousand years ago and this is an evolutionary insignificant time to change genetically.

Many books have been written and much information on this naturally healthy way of living can be found on the Internet. A summary is available at: <http://awenman.com/learnINGblog/?p=214>

SECTION II – the TOOLS

To do network marketing in the Internet Social Media you will need a few tools. Whole books have been written on how to set up and use these tools and will not be repeated here. The emphasis here is how to use these tools for Social Media success in the Social Media field.

your_name.max.com

<http://max4u.com>

This is your account at Max and don't start marketing work without it. The account lets you direct people to it and they can sign up there with the minimum of hassle. To see what you will be getting follow the above link for the generic site at max4u.com – the one that will be customized to you. Signing up for Max comes with a free Back Office that gives you metric statistics on your organization which is useful.

This personal account is \$14.95 per month and well worth it as you will recover the cost with your first customer. When people go to this account they see the whole story, including an opening video, and when they sign up as either as associate distributors or customers they will be automatically credited to you. You are actually given two accounts. The second is your_name.maxGXL.com that only talks about product and lets orders be placed that are credited to you. This duality lets you customize the information you send and so is more effective.

The direct signup links that Max gives you are extremely long, longer even than the 140 characters of Twitter. The way around this is the free URL shortening service <http://bit.ly/> Use these shortened URL in your Cover Page and everywhere else.

TWITTER

<http://twitter.com>

This is your most important tool as it gives you the unlimited access to the world. You do have to watch that you don't spam and so turn people off instead of on. Twitter is your introduction to the world. It lets you find suspects to turn into prospects by pointing them to more information (like your Landing Page)

SET UP HINTS

- Pick a short (15 character max allowed) username as it comes out of your allowed 140 characters
- Make your username something positive and easy to understand as to how it fits in with being a distributor. You can use a variation of your name to make your efforts personal.
- Your Avatar (picture) has to be of you. You are presenting an open and honest picture of yourself and anything except an actual picture of yourself is contrary to this aim.
- Fill in a complete Profile of yourself as to again present yourself as being open. Your bio is extremely important as most people will decide on whether to follow you or not based on this bio without following any links to learn more.

FINDING PEOPLE

The Twitter Search (<http://search.twitter.com>) is your silent friend here to help find potential prospects. You can even use the Google search engine (www.google.com) Add in the keyword to the Google search line (or even username) and add "site:Twitter.com" to the end before hitting the search button. Searches for people who feel snowed under by bills are good for finding associates. Doing searches where people complain about being slowed down because of age or tiring out due to overexerting are a good start for customers. Use your imagination, and the Cheat Sheets as jumping off points, to find good people to connect with.

This is where you will have to be creatively thinking of keywords for the topic that you think will be of interest to your prospects. None are suggested here because if everyone used the same words it would create congestion and eventually lead to negative results. Actually experience has found that searching for the most

obscure keywords that you can relate to can also get you the best results. Check out the person's profile and last 20 tweets to get a good feel for them and if you should try to make contact. There is no "wrong" potential customer so all relevant searches should get positive results. Even people already involved in MLM where they are not getting the potential results of the Max organization are good prospects. Remember you have the whole huge and aging Baby Boomer (and older) generation that wants to feel young again to appeal to with maxGXL rather than some small submarket. You also have the various sports and active lifestyle submarkets to appeal to with the maxATP energy drink.

FACEBOOK PAGE

www.facebook.com

Facebook has its own marketing features but the main reason to set up a general account for yourself personally is so that you can set up a Page business account in Facebook. The Page becomes a forum (under the Discussion header) where you can privately interact with your people and not be limited to the 140 character messages of Twitter. Facebook also offers at a cost a way to advertise yourself to other Facebook users. Besides the paid features you can also mine Facebook for people to contact via various demographics. This is a popular real world business use of Facebook. The benefits can be great but just be very careful not to be in people's faces as this is spam and not tolerated, it can even get you kicked off Facebook as it is a social media, You can be more direct by joining a business oriented social media site like www.linkedin.com To quote from their home page: "Over 70 million professionals use LinkedIn to exchange information, ideas and opportunities."

BLOG

www.my_site.com/my_blog

A blog can be set up at your discretion as a further promotional tool – and it is recommended. The hosting company below (myhosting.com) offers the free addition of a WordPress blog and so is a great way to go. WordPress is the most popular blog program and is even free as an Open Source initiative. Just make sure to set up your blog independently as part of your website to avoid possible constrictions that WordPress imposes on people who use a subsite with them. Title the blog as something related to (if not the same as) your chosen business name for your Max ventures. You have almost unlimited space and freedom here to talk up your business. Good books are available on the benefits of blog marketing and this ebook may be expanded in the future with helpful hints.

Just don't use a blog to keep people informed that you have just finished your morning coffee and are now out the door to go to work. Twitter is a much better medium for that sort of thing. Unlike a Facebook Page that is a great forum for your organization a blog lets you address the world at large. If you post interesting and informative blogs you will not only attract readers for your blog title but also create a large following that is beneficial to your business. When writing a blog use Keywords in your title and as often as possible throughout. (SEO – Search Engine Optimization - and Keywords are a study unto themselves with lots of information on the Internet.)

Hint: if you Google WordPress and your problem you will most likely come up with a help page. The help for WordPress is very extensive.

Hint: don't create messages over more than one tweet. Longer messages belong on your blog or Facebook Page.

WEB SITE

<http://myhosting.com>

You need a web site to have an independent blog and also to be the repository of a great bio on yourself, for your Landing Page and your vikingplan.pdf. Your **Landing Page** is an expanded version of your Cover Page with more information about you as well as the links. Transparency is of the utmost importance and a web site gives you unlimited freedom. People respond much better if they feel they know and understand you a bit. Your own personal web site lets you be in charge of your own business and it lets you get started from the comfort of your home.

The hosting company, myhosting.com, costs no more a month than a fancy large coffee at Starbucks. They offer a free addition of the popular WordPress blog. If you don't know how to program to set up a web site, not to worry. Another free feature of this company is Site Builder that lets even a novice create a site through guided templates. The site also offers to let you set up a Forum for discussion if you don't like the Facebook version.

At this writing they offer "FREE Domain Name included with all plans!" and it has been a standing offer for some time. Because you want transparency you should consider a domain name that is reflective of your name and/or yourself. Be creative or unique even if your first name is a popular one like John or Mary. The author of this book is Latvian by birth and has anglicized his name so that his primary email address is oyar@oyar.ca (Believe it or not even for an unusual name like this oyar.com is taken by a Spanish company.)

SECTION III – the APPROACH

THE TWIN VENTURES

Before getting into more detail on the products lets overview the opportunities presented. The company only presents one network plan but it is broken up here into two major thrusts (listed as prospect Hot Buttons on my Landing Page) or paths that can be followed. This is called the Viking Plan and so in keeping with the viking theme we are here exploring two "venture" paths:

THE FISCAL VENTURE

Code named: Fehu – for the Viking Rune glyph that means Success and corresponds to the letter F

To paraphrase an old adage from the Chinese Lao Tzu: "Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime. Teach a man to sell fish and he eats steak."—*Author unknown*. This venture is about providing yourself with the tool to acquire funds for yourself so that you always have enabling wealth and freedom plenty.

Creating a residual income network is the main topic that will be pursued here. To quote:

"Have you ever wondered why over 13 million people are involved with Network Marketing, why they love it, and how they are making all that money?

"Well Network Marketers know there are two kinds of people in this world. The first are the kind of people that will spend their whole life building someone else's business. The second are those who spend their life building their own business. Get the picture?

"They do! We at Max International believe, life should be lived to the fullest by accomplishing your dreams and spending your time how you want to spend it. With Max you can do just that. You will have the freedom to take control of your future. You are your boss, you make the rules, you choose your hours and you make it happen."

THE PHYSICAL VENTURE

Code named: Perth – for the Viking Rune glyph that means Good Fortune and corresponds to the letter P

This is missionary work of helping people feel young again and keep going. It is a noble calling but is not the path to maximizing wealth for yourself and so is presented here as a way to get people involved and feeling better if they cannot picture themselves as distributors.

THE FISCAL VENTURE

TWITTER

Twitter is your introduction to the world. It lets you find prospects and then point them to more information. Add a lot of time in interactive communication centers like chat rooms (that you have found on Twitter of course as well as regular searches) and you have a winning combination. Remember that the more you interact on social sites like Twitter the bigger your virtual Rolodex network grows.

RULES OF ROAD – Fehu - things Fiscal

The important thing to do on twitter is to interact. Be prepared to spend hours a day promoting your business here, after all it is your business now. The positive aspect is that it is less time then you would spend at a regular job working for someone else but the pay will quickly become much better, and of course you are your own boss.

- Have a “Cheat Sheet” ready of all the good points and benefits of being in MLM and with Max in particular. This is a good memory jog so that you don’t go blank when on line. The sheet can also contain pithy ice-breakers for breaking into a conversation (have it in an open word document file and you can just cut-n-paste when needed.) Remember only you know about the Cheat Sheet and that you are using it. It was standard technique in all the call center jobs I have had.
- Start out by doing searches for points of interest that coincide with what you have to offer. This would be things like complaints about how hard it is to make ends meet, dreams about what people would like to do but is beyond their reach, grumbles about the costs of living. You have to be creative and watch what Twitter tells you that is a topic of interest that is relevant. Don’t forget to look for people with money making schemes and wild get rich quick ideas as you have something concrete and substantial to offer.
- Listen in on other peoples conversations. Jump in when you can get a good point in, after all people expect this sort of thing in public conversations. Listening is a cornerstone of success in using Twitter. Jumping in and engaging people is what gets results.
- Very important is to include a reason for people to link. With only 140 characters this is a real art.
- Put @your_name (your user name) at the beginning of tweets so people can reply easily
- You don’t want to be talking at people but having conversations with people
- Be genuine and truly helpful – don’t just jump in to change the subject to your interest
- You are helping people who want financial independence to have more information about the opportunity at Max International. Don’t hard sell - you are selling without selling
- Always remember that Twitter is a way to connect and so bring people to your other sites for more information. Avoid link spam where you create an endless amount of links to your sites, people will be turned off if you are not being useful in the here and now. About one tweet or less in four for a link is a good rule of thumb that follows the average usage of links on Twitter.
- Don’t be pushy – remember people love to buy but hate to be sold. Use the Pareto Principle (i.e. 80% Rule) to throw in some personal stuff. Lighten things up by 20% of the time just dropping interesting stuff like personal comments. Your web sites and blogs are the place to do more shameless promotion.
- Give away free stuff. This book is a good start but if you have more stuff on your sites that is even better. This goes with being genuinely helpful as just genuine free help and advice is a great free give-a-way
- Remember the Features/Benefit Rule. If you mention a feature then always follow it up with a benefit. People buy benefits and not features. It is also good basic sales technique. Some sales trainers even suggest that every Feature should be backed up by two Benefits.
- Be creative, useful and add humor if you can. There is more power in being retweeted then in trying to drive your message home.
- Pay attention to feedback – it is your clue to what you are doing right (to keep doing) and wrong (to change and correct)
- To help overcome the startup jitters of a prospects tell them where they can download a free PDF copy of this guide book that they can personalize just like you did.
- Be genuine by meaning what you say, be accessible and interesting and above all be yourself.

- Sit back and enjoy your time on Twitter as your mood will come across. In call centers the agents are constantly reminded to smile as the customer on the other end of the phone will sense it.
- This may seem like a lot of things to remember and to do but to repeat what was said earlier: the glory will go to the strong and persistent

THE PHYSICAL VENTURE

RULES OF ROAD – Perth - things Physical

The same rules that apply to Fehu also apply here. Even though your primary emphasis is on Fehu you should have Cheat Sheets handy for the energy benefits so as to be able to go with the flow if the conversation turns to these benefits. Just because your primary targets are new distributors don't pass up on acquiring a new customer.

OTHER SOCIAL MEDIA SITES

FACEBOOK

As already described Facebook Pages can be used as a forum for your people. Facebook is mostly a closed system and so not a good source for new prospects. There are advertising features you can purchase on Facebook but the thrust here is on keeping cost minimum and succeeding by sweat of brow. (You won't actually sweat too much seated at your computer which is why exercises were recommended earlier!)

A bit of exception is a Page which is open but here requires pull advertising rather than push. You have to lure people to your Page. Keep your Page fresh with interesting and informative so that you attract and keep seekers and so get your message across. Find a list of keywords to describe your efforts and use them in posts to your Page so that when people search those keywords your Page will pop up as the result. Using the obscure words suggested for Twitter searches are also a good choice here.

LINKEDIN

LinkedIn is a professional business site so set yourself up as **the professional entrepreneur that you are**. Accentuate the fact that you represent a proven lucrative business plan. -Work on making contacts.- This is a site that can open you up to a network of thousands, and more.

MySpace, YouTube, blogs etc etc etc

If you have a personal reason for using other sites – go for it! A personal reason is great motivation. Otherwise beware that your time is a finite resource and so don't spread yourself too thin.

May the Force be with you
in all the empty places you must walk!

(a combined modern and very ancient Egyptian way to wish you well)

SECTION IV – the CHEAT SHEETS

These pages should be printed out and be in front of you when you are on the Internet. They are reminders of what you should be saying and talking about. Some major features are given and a suggested possible Reader's Digest condensed version to Twitter (with the number of characters used.) The lists are definitely not exhaustive but hints to overcome writer's block when you are online. The Tweet Cheat Sheet Summary should be open on your computer so that that you can copy the tweets into Twitter.

Linking benefits to features is much more friendly than just a cold statement. Too big for Twitter but the original features/benefits structure is to link a bold statement with a "because" bridge to a feature and then link it to two benefits with the first bridge being "and the benefit to you is" and then the bridge to a second emotional benefit being "and the real benefit to you is." This format can be effectively used in the web pages where there is more room. For tweets below the bridge is condensed to variations of "and this means" and "which means."

Feel free to come up with your own features/benefits statements that you feel are better. Your feeling better about them will come across like a smile.

Max opportunity

<i>The Feature</i>	<i>The Benefit</i>
Have you ever wondered why over 13 million people are involved with Network Marketing, why they love it and how they are making all that money?	Many have become very rich through network marketing - countless more are financially independent
Millions of people have become independently wealthy with MLM which means you can too (85 char.)	
You do not have to have your own boss because you are your own boss. This only means that you do not have to ask for permission to someone else whenever you want to do something, which is common when you are working with someone else	MLM business offers personal freedom
You need to become wealthy to give you the freedom to be all you can be (71 char.)	
Can be run Part-Time because of the residual income nature of MLM. Good money can be made running an MLM business properly only part-time. The multilevel marketing industry will provide you with enough time to spend with your family and at home	Will give you more time with family and friends
An MLM business means that you have the time for yourself that you want (71 char.)	
Residual Income. Because you're earning commissions on sales generated by your downline as well as your own sales, you will continue to make an income as long as your downline works hard. Your job as sponsor is to motivate your downline so this actually happens.	You are assured a constant income steam
A residual income steam will assured you a constant income steam (64 char.)	
Money and wealth will not make you happy but you deserve riches to allow happiness to come to you. Money will free you for the things that do bring happiness and it all starts with the genuine attitude that you deserve riches	Becoming independently wealthy with MLM will help bring happiness
Becoming rich with MLM will free you for the things that bring happiness (72 char.)	
Max believes that its Associates should be generously rewarded for their efforts, offering one of the most lucrative compensation plans in the industry	Max helps people discover their unique path and empower them to turn their dreams into a sustainable reality
Max rewards generously which gives you the power to turn their dreams into reality (82 char.)	
The feeling of belonging is generated by being part of the Max community because they put values ahead of quick profit	The ability to benefit from the knowledge and experience of others
You are not alone but benefit from your network and Max (55 char.)	
There are two kinds of people in this world. The first are the kind of people that will spend their whole life building someone else's business. The second are those who spend their life building their own business.	When you are into a multilevel marketing business, there is no specific working time that you should follow. This provides you with flexibility in your time and you can actually get out of bed whenever you want.
Max gives you independence so that you can set your own hours to work (69 char.)	
Low Barriers to Entry: It doesn't have any pretentious entry requirements	You don't need a corporate office for this sort of business. You can run it right out of your home
Max is a home based business which means you can start to work any time (71 char.)	

maxGXL

<i>The Feature</i>	<i>The Benefit</i>
Beginning around the age of 20 your body's natural production of this powerful little protein declines about 10 to 15 percent every decade. MaxGXL® can dramatically raise your glutathione levels, with increases up to 292%	Glutathione slows down the aging process
You can regain youthful energy which lets you accomplish more (61 char.)	
Modern research has shown that individuals who have low levels of glutathione are susceptible to chronic illness. Decreased levels of glutathione can be brought about by continual stress upon the immune system	Glutathione detoxifies and improves liver function
Fight the effects of stress for a healthier body (48 char.)	
A lowered immune system can bring about illness and disease. Reduced glutathione levels result in accelerated aging, low energy, higher inflammation, and a greater vulnerability to cell damage and disease	Glutathione strengthens the immune system
Improve your immune system to improve your health (49 char.)	
Glutathione is a small protein produced naturally in our cells. Without it the body tires and mental functions slow down	Glutathione works to help improve mental functions
Improve your body to help improve your mental functions (55 char.)	
It is well understood that intracellular glutathione levels cannot effectively be raised by oral glutathione supplementation because it is destroyed in the digestive system; which is why MaxGXL® is such a groundbreaking discovery	Increases energy
MaxGXL will regenerate your cells which will give you increased energy (70 char.)	
You need glutathione for a productive immune system, Your glutathione is your body's natural defense against aging, cellular damage and drop in mental acuity	Improves concentration
Improve your natural body defenses and improved concentration comes with this (77 char.)	
Various daily activities can reduce your glutathione such as stress, exercise, infection, injury and environmental toxins.	Permits increased exercise
MaxGXL will restore your body which permits increased exercise and activity (75 char.)	
There are more than 60,000 published papers on the beneficial effects of glutathione. Our glutathione level actually indicates our state of health and can predict longevity	Glutathione improves heart and lung function...just to name a few
Extensive research proves the effects of glutathione which means you can be sure of the benefits (96)	
MaxGXL Sport carries the prestigious NSF Certified for Sport™ certification to ensure the product is free from substances on the banned substances list	MaxGXL Sport is ideal for everyone from professional athletes to the average person. they use the exact same ingredients, only the packaging is different
Max Sport is NSF Certified which means you will never test for a banned substance (81 Char.)	

maxATP

<i>The Feature</i>	<i>The Benefit</i>
Features RiboCeine™ to support production of glutathione to neutralize many different types of free radicals*	Fuels ATP production by providing optimal amounts of ribose, a critical ATP precursor
MaxATP will restore your energy naturally so you are aiding your body and not fighting it (89 Char.)	
Energize your cells, energize your body with MaxATP™, the first energy drink in the world powered by RiboCeine	Replenishes energy reserves and helps fight fatigue
MaxATP will boost your energy naturally so no letdown crash (59 Char.)	
ATP in our bodies is like the battery in a car. Gives your body what it needs to produce sustained and consistent energy at the cellular level	Neutralizes free radicals
MaxATP will recharge your body and make you healthier by neutralizing free radicals (83 Char.)	
MaxATP does what other energy drinks can't because of RiboCeine, a breakthrough compound exclusive to Max International which provides key benefits tied to cellular energy	Builds ATP in heart and muscles
MaxATP utilizes RiboCeine to energize so it also builds better health in heart and muscles (90 Char.)	
Replenishes energy and fights fatigue by helping your body convert food into energy	Assists with the conversion of food to energy
MaxATP replenishes energy and fights fatigue by assisting with the conversion of food to energy (95)	
ATP, or adenosine triphosphate, is your body's most basic form of energy and is produced in every cell. Unlike other energy drinks that yield a short-term boost and little else, MaxATP provides a sustained source of energy by supporting the body's natural cellular production of ATP	Increases vitality
MaxATP supports the body's natural cellular production of ATP which gives you vitality (86 Char.)	

Tweet Cheat Sheet Summary

Use the Acrobat Reader to print this as a text page and keep the page open to be able to do a simple copy operation into Twitter

Max opportunity

Millions of people have become independently wealthy with MLM which means you can too (85 char.)

You need to become wealthy to give you the freedom to be all you can be (71 char.)

An MLM business means that you have the time for yourself that you want (71 char.)

A residual income steam will assure you a constant income steam (64 char.)

Becoming rich with MLM will free you for the things that bring happiness (72 char.)

Max rewards generously which gives you the power to turn their dreams into reality (82 char.)

You are not alone but benefit from your network and Max (55 char.)

Max gives you independence so that you can set your own hours to work (69 char.)

Max is a home based business which means you can start to work any time (71 char.)

MaxGXL

You can regain youthful energy which lets you accomplish more (61 char.)

Fight the effects of stress for a healthier body (48 char.)

Improve your immune system to improve your health (49 char.)

Improve your body to help improve your mental functions (55 char.)

MaxGXL will regenerate your cells which will give you increased energy (70 char.)

Improve your natural body defenses and improved concentration comes with this (77 char.)

MaxGXL will restore your body which permits increased exercise and activity (75 char.)

Extensive research proves the effects of glutathione which means you can be sure of the benefits (96)

Max Sport is NSF Certified which means you will never test for a banned substance (81 Char.)

MaxATP

MaxATP will restore your energy naturally so you are aiding your body and not fighting it (89 Char.)

MaxATP will boost your energy naturally so no letdown crash (59 Char.)

MaxATP will recharge your body and make you healthier by neutralizing free radicals (83 Char.)

MaxATP utilizes RiboCeine to energize so it also builds better health in heart and muscles (90 Char.)

MaxATP replenishes energy and fights fatigue by assisting with the conversion of food to energy (95)

MaxATP supports the body's natural cellular production of ATP which gives you vitality (86 Char.)

Ice Breakers

Become rich because the Viking Plan gives the products and tools which mean the good life for you! (98)

Are you satisfied with your life or would you prefer a richer life? (67)

If I could show you a way that over 13 million people use to become independently wealthy, would you like to hear about it? (123)

the **CLAN** of **MAX**

**Emblem for the Viking Venturers
a-viking on the high seas of Social Media
with the good ship Viking Plan**

SECTION V – the APPENDIX

Retype this Cover Page in your word processor. If you don't like to type use Acrobat Reader to first print this page to text and then customize it to yourself and reformat the spacing. Also you may be able to use the swipe, copy and paste function if you are using a program like Adobe Reader. In the sample page below replace "your_name" with your name or enterprise name as applicable. Appropriately enter URL links to your sites and create hyperlinks for them. Then follow the instructions below to add the page you just created to the top of this PDF file as a cover page.

Please note that the Cover Page only lists the products highlighted in the Viking Plan. If you want to promote other Max International products then just modify the page accordingly.

You can keep a copy of your Cover Page open on your computer so that you can just quickly copy links into Twitter as needed.

What follows afterwards are instructions on how to attach your Cover Page to the front of this Viking Plan ebook in its generic form for your own use.

(Sample Cover Page)

The Viking Plan for Riches

Multi Level Marketing has been around for decades but approaching it in the social media is quite new. Max International offers the right products at the right time for social media marketing success. The Viking Plan utilizes the Max international experience for your financial well being. Here is a guide to get started in this field, right after this page of my contact information.

My Landing Page which is the central hub for access to my various sites (an expanded version of this page)

http://your_name.com/landingpage.htm

My company sponsored site for lots of information:

http://your_name.max.com

Please follow the links below for quick results:

To register as an independent associate (\$49 USD): (bit.ly link)

To become an Autoship customer for maxGXL (\$69/mth USD): (bit.ly link)

My instruction guide for your success with social media marketing:

http://your_name.com/vikingplan.pdf

My Twitter site to follow and contact me:

http://www.twitter.com/your_name

My Facebook Page where my Discussion forum is situated:

<http://www.facebook.com/pages/???> (It is easiest to go to your Page and copy the link from the top address bar or use bit.ly link)

My blog where I post points of interest:

http://your_name.com/your_blog

My website with an extended bio, my Landing Page and home of my vikingplan.pdf:

http://your_name.com

Please feel free to visit any of these sites and know that I will always be only too happy to answer any of your questions and concerns.

Yours truly,

your_name

Instructions to add to this PDF file.

First check if your PDF creator program will let you join PDF files. Adobe Acrobat Writer programs let you do this. If not use the following instructions.

- You will have to download the free Open Source PDFCreator at: <http://sourceforge.net/projects/pdfcreator/>
- Install PDFCreator and it should install itself as one of your print programs. Do up your Cover Page and start the print process choosing PDFCreator as your printer. Then click OK
- A window will pop up where you can fill information for this printing task. Fill in what you deem appropriate and click on the **Wait** button
- The PDFCreator print monitor will appear with this document in queue
- Go to the generic version of this PDF document (opening it in Acrobat if that is your reader) and there once again select to print it with PDFCreator (the generic version without a Cover Page is at: <http://oyar.ca/corevikingplan.pdf>)
- The print monitor will now show both documents in queue
- In the print monitor window now select both documents. Go up to the Document menu and select Combine
- The two documents are now one and only one line shows in the print monitor
- On the Documents menu now click Print.
- You will be asked where you want the file printed and for a name
- Call the file vikingplan.pdf as this is the name of the plan. If you prefer you can name it something else appropriate for your organization. If you are afraid of confusion with other people in your organization then just add your initials to the front of the name.
- You can now upload the PDF file to your website ready to have people directed to it.