

Welcome to the Wonderful World of Xoçai™ !

You are starting the adventure of your own business. You are now an independent distributor doing the Healthy Dark Chocolate Business.

You have found the chocolate. You get to choose the tools to use to build your business. Many options exist.

- Eat the chocolate.
- Share the chocolate.
- Make your goals... or not.
- Make your list of potential customers... or not.
- Make a commitment to the amount of time you intend to spend each week... or not.

Do the business your way, for you are in charge of your business.

The information in this book gives you the information to answer your questions and those questions of those with whom you share the chocolate.

Your investment affords you the opportunity to build your business to be *what you want it to be! No limits to the possibilities.*

Dream your business and it will become true!

01 - Getting Started

First Steps

- Visit the Corporate website at www.mxincorp.com
- Visit Dr. Steven Warren's website www.mydrchocolate.com
- Activate three-way calling on your telephone.
- Get the names of your Upline Executives from your Sponsor.
- Create your personal MXI Website.
- Create your thirty second commercial.
- Order Business Cards
- Listen to the Monday Night Call
- Listen to a Tuesday, Thursday and/or Saturday Training Call
- Review the Royal Navigator with your Upline
- Get your team numbers and emails, meetings and calls
- Start your Contact List

Distributor Id Number Join Date

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Sponsor Name: Phone Rank Email

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Upline Executives Phone Rank Email

First Thirty Days

1. Review the Enrollment Kit.
2. Read the “Success From Home” and “Breakthrough in Health” magazines.
3. Read www.mydrchocolate.com, www.healthychocolateliving.com and www.healthychocolatetools.com websites.
4. Create your WebSite on www.mxicorp.com.
5. Get *your* website name from GoDaddy.com.
6. Review the Back Office.
7. Call into the Monday night call.
8. Listen to a Tuesday, Thursday and/or Saturday training call.
9. Plan your Business with your upline.
10. Set up your Business Calendar with the conference calls, meeting dates, events and appointments.
11. Order Marketing Tools.
12. Order Business Cards.
13. Order additional products.
14. Contact people about the business and product
15. Show the business to people.
16. Sponsor Distributors.
17. Go through the Compensation Plan section to see the various possible scenarios to make money and progress through the ranks.
18. Start on your way to become an Ambassador!
19. Eat the Chocolate!
20. Share the Chocolate!

Overview of MXI Corp (Xoçai) website

Once you have been assigned your ID Number, write it down where you can find it. You use this ID Number to log into your Back Office.

1. Go to the MXI website www.mxicorp.com
2. Click on the Back Office (upper right)
3. Enter your Distributor ID Number and password (unless you have picked a different password, it will be password). You may change this in your back office, but let your upline know, in case you need some help.
4. If you find that "password" doesn't work, you may need to sign in as a First Time Visitor and click on "SIGN UP TODAY".

Tabs in your Back Office

Main Menu

- **My Communications** - Gives information from the Jeremy Reynolds, the original distributor,
- **Business Training** - Gives tools

Events - Calendar of Events

Communications - Web Meetings. Listen to live or archived meetings

My Business

- Graphical Tree/Activate BC (add new distributors)
- Change autoship products
- Track Orders
- Library has forms not available on the Main Menu

My Website

- Go through the individual items to create your individual site.
- When you view your website, create a bookmark with your browser to direct your possible customers to your site.
- <http://mxi.myvoffice.com/>Id Number (or your name)

My Account - Password and Personal Information

Back Office How To - Frequently Asked Questions with their answers

How to Set Up Your Website

Once in your back office, place your cursor over the “My Web Site” tab and choose “My Story” from the drop down menu. You can then use the story builder help system to build your story or skip to step three and just enter your story in the box. You can also simply cut and paste the following story (just change the name to your own):

Hello! Welcome to my website. My Name is YOUR NAME and I'm so excited to tell you about this wonderful tasting healthy chocolate!!

How would you like to change your life and circumstances? You can achieve more freedom, more time with the people you love, and more peace of mind simply by helping people to understand the power of healthy chocolate!

Please take your time exploring the information available on this site as well as in the “My Web Links” section. My contact information is listed if you have any questions. I would love to speak with you.

Welcome to the world of Xoçai!

When you have finished entering the text of your story, scroll to the bottom of the page and click the “save text” tab.

Next place your cursor over the “My Web Site” tab and choose “My Photo” from the drop down menu. Follow the instructions to upload your photo. (You don't have to post a photo . . . but it looks nice if you do).

Place your cursor over the “My Web Site” tab and choose “My Links” from the drop down menu. In the first box below “Name,” type in the following words: The Science Behind Xoçai. In the box to the right of that, type in the web address: www.mydrchocolate.com. In the second box below “Name,” type in: Xoçai Corporate Site. In the box to the right of that, type in the web address: www.mxicorp.com.

Place your cursor over the “My Web Site” tab and choose “My Settings”. Place a name for your web site in Your Business Site Address and click on “Check this box to disable anyone from going to your Business Site with your Id Number”.

Place your cursor over the “My Web Site” tab and choose “Preview My Web Site” from the drop down menu. The web address which appears in the address bar at the top of your browser is the address of your website (www.mxi.myvoffice.com/name). This address will be used after you get another website name to redirect your customers. You did it! Now you can send people to your website and they can learn about Xoçai!

My Business

Signup Preferences

Place your cursor over the “My Business” tab and choose “Signup Preferences” from the drop down menu. Here you can specify on which leg you would like the people who sign up on your website to be placed. You may change this setting whenever you like.

Check Volume

Locate the “My Business” menu directly under the purple bar with your name and ID Number. In the submenu choose “Graphical Tree / Activate BC”. This is where you go to check your volume and view your Graphical Tree. You will notice your business center(s) at the top and available positions to place new distributors in red.

Register a new Distributor:

- Select “Graphical Tree/Activate BC”
- Select the placement by clicking on a red dot.
- Select the country where the associate resides.
- Select “Join as a New Distributor.”
- Click “Continue”
- Fill in information requested
- Click Continue.
- Confirm their Start Up Order Total Cost with Shipping and Handling.
- Choose their Payment Method.
- Confirm their Auto-Ship Order
- Choose Payment Option for their Auto-Ship Order
- Click Continue.
- Congratulations. Make a note of their new MXI Associate ID Number.

Communications

Locate the “Communications” menu directly under the purple bar with your name and ID Number. When you position your mouse over the “Communications” menu you will see a submenu that contains:

- WebMeetings
- Voicecast

Go to the Voicecast submenu and choose “Follow Me/Notify” check the button to ensure that email notification of new messages is turned “on” and make sure that your email address is correct.

Now that you have everything activated and updated it’s time to learn more by attending a WebMeeting.

- Locate the “Communications” section and select the WebMeetings submenu and Listen.
- Future WebMeetings (WebMeetings that are scheduled to begin in the near future)
- Today’s WebMeetings (WebMeetings that begin sometime today)
- Other Webmeetings (WebMeetings that you can replay anytime)

To listen to any of these meetings simply click on the title of the WebMeeting you would like to attend or listen to. If to the right of the title there is a yellow speaker, this indicates that this meeting is an audio only meeting. If to the right of the title there is a small screen, this indicates that this meeting is a Multimedia meeting that contains audio and visuals. Once you click the title of the WebMeeting, the meeting will begin automatically. If it is a MultiMedia meeting the slides will appear as they are presented. You do not need to navigate through the slides. The host will do this for you. If you are attending the WebMeeting live, you can ask a question to the host by clicking on the “Ask a Question” link at the top of the screen.

WebMeetings are a great way to get educated, learn more about your business by attending on-line opportunity meetings, participate in conference calls, and attend live and pre-recorded training meetings hosted by the top leaders in the company.

My Account

You are now connected into your back office. You will see your name/business name and your ID number and the words “Main Menu” on the right side of the title bar.

Locate the “My Account” menu directly under the purple bar with your name and ID Number. When you position your mouse over the “My Account” menu you will see a submenu that contains:

- Password (you can change your password)
- Personal Information (you can update your name, etc.)
- Email Maintenance (whether you want to receive email)
- Preferences (Choose Your Language and Your Time Zone)
- Change Package (Executive Rank and higher only)

Here are the first two things you should do once you have logged into your back office:

- Check your “Personal Information” to ensure accuracy.
- Check both boxes in “Email Maintenance” to receive email.

01 - Getting Started

Weekly Opportunity Calls

When	Time	Host	Phone Number
Tuesday	12:00 Noon	Felix Gudino	218-486-7200 bridge 813118
Tuesday	6:00 PM	Jeremy Reynolds	218-486-1300 bridge 110040
Wednesday	12:00 Noon	Spanish	218-486-7200 bridge 813118
Thursday	12:00 Noon	J.J. Birden	218-486-7200 bridge 813118
Thursday	1:00 PM	Doctors	218-432-9998 bridge 743315#
Thursday	6:00 PM	Jeremy Reynolds	218-486-1300 bridge 110040

Weekly Training Calls

When	Time	Host	Phone Number
Monday	6:00 PM	Connie Holstein	218-486-7200 bridge 813118
Monday	7:00 PM	Jeremy Reynolds	218-486-1300 bridge 110040
Saturday	8:30 AM	Jeremy Reynolds	218-486-1300 bridge 110040

Weekly Training Meetings

When	Time	Host	Location
Thursday	4 - 6 PM	Chocolate 4 Dreams Leadership Team	17775 Main St, #D Irvine CA 92614
Saturday	10 - Noon	Chocolate 4 Dreams Leadership Team	17775 Main St, #D Irvine CA 92614

01 - Getting Started

Web Sites

Xoçai Video	www.coolchoc.com or www.coolchoc.net
The Five Reasons	www.thefivereasons.com
Dr. Steve Warren	www.mydrchocolate.com
Chocolate Testimonials	www.goodnewsaboutchocolate.com
Tools	www.HealthyChocolateLiving.com/Tools
Starter Pack	www.HealthyChocolateLiving.com/StarterPack
Chocolate Business Tools	www.HealthyChocolateTools.com
Objections	www.HealthyChocolateLiving.com/Objections
Placement	www.HeatlhyChocolateLiving.com/Placement
Duplication process	www.HealthyChocolateLiving.com/The2by2
Time Compression	www.HealthyChocolateLiving.com/Time
Gold Rush	www.HeatlhyChocolateLiving.com/GoldRush
Products	www.HealthyChocolateLiving.com/Products
Brilliant Compensation	www.brilliant-comp.com
2 x 2 Duplication	www.the2by2.com
Jeremy Reynolds	www.HealthyChocolate.com
Connie Holstein	www.Chocolate4dreams.com
Bob Stuhr	www.DarkChocolate4thesoul.com
Joe Arrendondo	www.DarkChocolate4thesoul.com

The Four Steps from Tony Kaye

Why are you doing this business?

Chocolate, the product, is the Foundation of the Business. We become the owners. Xoçai, MXI Corp, has the potential to become the biggest network marketing company. You create the distribution network through which these products move, your distribution network.

<p>1. Plenty of Money - Y Plenty of Time – Y 3%</p>	<p>2. Plenty of Money – Yes Plenty of Time – No 7%</p>
<p>3. Plenty of Money – No Plenty of Time – Yes 10%</p>	<p>4. Plenty of Money – No Plenty of Time – No 80%</p>

Tony Kaye's Four Step Process takes anyone from any box to Box #1

Step 1 - Contact the Prospect Do you like Chocolate? Do you want to be part of setting up the World's First Healthy Chocolate Business?

Step 2 - Send to www.coolchoc.com If they see the potential, they must either call or email you back. Ask them, "What did you like best?" but don't answer any questions. Those who call you back are proactive. You are finding your board of directors. Those who sit on your board have a chair worth \$100,000 per week.

Step 3 - Wait for the Call back. When they call back, do not answer any questions. Say, "You need to speak with one of the leadership team." Then arrange a three way call with an experienced upline. This process helps them realize they are part of a team.

Step 4 - The Three Way Call During the three way call, your upline will explain Xoçai, answer questions, and suggest the most appropriate way for them to start. When your new executives join, lead them in the use of The Four Steps System. Teach others to teach the Four Steps System and you will be wealthy with time and freedom.

Sample Emails based on Tony Kaye's Four Steps

A.

Do you like Chocolate?

Do you want to be part of setting up the World's First Healthy Chocolate Business?

I will not be chasing you. When this business becomes the business I think it will become, I will not feel guilty in five years time when I have achieved success. I invited you and you made your choice.

B.

Do you like Chocolate?

Do you want to be part of setting up the World's First Healthy Chocolate Business?

(Your personal pitch.)

Go watch www.coolchoc.com. Check out the testimonials, research, and history on www.mydrchocolate.com.

I won't chase you. When this business becomes what I think it will in five years, I will not feel guilty when I've achieved phenomenal success. I invite you to share in the joy of eating and sharing chocolate, the foundation of a great business with residual income. I made my choice to go for it! What is *your choice*?

Crafting the perfect Benefit Statement

What do you say when someone asks you what you do for a living? Do you say I'm an MXI distributor? A network marketer? What can you say to create both interest and curiosity on the part of the other person. Neither of the previous answers create interest.

You need a statement that describes what you do. Bob Burg, the author of *Endless Referrals*, calls it a Benefit Statement.

“Your benefit statement should be a short, succinct, descriptive sentence, no more than seven seconds in length. It should describe what you do and how it will benefit the person using your services.”

Here are some examples from his book:

Financial planner and asset manager: We help people create and manage wealth.

Chiropractor: I help people heal themselves naturally, without drugs.

Realtor: I help people successfully market their home and buy their perfect dream home.

Graphic artist: I show you how to present a perfect image to those with whom you want to do business.

Solar energy salesperson: We help people save energy and save money all at once through solar heating.

Teacher of prospecting techniques: I teach companies, large and small, how to develop a never ending chain ... of new business.

To make your benefit state even more powerful. When asked “What do you do?” start your answer by asking a quick question to set up your benefits state.

Financial planner: You know how people worry about being able to retire? I show people how they can retire without risk and stress.

Chiropractor: You know how people are concerned about staying healthy without drugs? That's what I do. I work with people so that they can heal themselves naturally.

Graphic artist: You know how companies always try to project the right image? Well, I teach them how to present a perfect image to those they want to attract as clients.

Solar energy salesperson: You know how people always look to save money? We show people how they can use solar technology to save energy and money at the same time.

Sample Benefit Statements for MXI Business

Health and Weight Loss

You know how it seems that everyone tries to lose weight? I help people lose weight while eating chocolate

You know how everyone loves chocolate but worries that it's unhealthy? I've found a chocolate that's not only healthy, but helps you lose weight.

You know how so many people worry about health and money? I help people stay healthy eat chocolate and make money at the same time.

Baby Boomers

You know how many Baby Boomers lost large amounts of their retirement assets in the stock market crash? I help those people develop a residual income to make up for their loses.

You know how people worry about retiring and how most would like to retire early? I show people how they can position themselves to retire—making more money than they make now—and do it in two to four years. OR I show people how to use the resources they already have and turn those into income streams so they can make more money and retire years, even decades earlier.

People around Children

You know how young mothers always look for a way to make an income while staying at home with their children. I help them build a simple, profitable home based business with a great new product, healthy chocolate.

People around Adults

You know how most people really want to work less and have more free time? I show people how to create a reliable stream of income with a revolutionary product, healthy chocolate, that allows them to play more and work less.

People too busy to play

You know how people are so busy and stressed that they don't have the energy to take care of themselves? I show busy people how to increase their energy, help them focus, decrease their stress, and create extra income with healthy chocolate!

You'll want to practice your benefit statements until you know them so well that if someone wakes you in the middle of the night, you could recite them automatically.

01 - Getting Started

Cold Call Script

Good morning. I'm (say your name). How are you today? (Wait for an answer) I'm calling to introduce you to a healthy Belgium chocolate. It's all natural, caffeine free, diabetic friendly, with no waxes or fillers, and it's delicious. Do you sell products in your business/practice? If so, what kind? (If they haven't given you their name, ask now)

- Differentiate our products:
- Additional product
- Add separate income stream (\$25 per day would add \$7,000 to \$8,000 per day)
- Selling chocolate would be easy because 9 out 10 people love chocolate

Get them to talk. What, where, who, why, and how.

1. Our Company has been in the chocolate business for ten years, but is now offering a new product line for the past three. MXI Corp, Xoçai, was the featured company in the Success from Home magazine in August 2008.
2. Xoçai chocolate just went through clinical trials with the University of Utah. The results showed lower blood pressure, reduced risk of heart attacks, reduced inflammation, and balanced blood sugar for diabetics.

I would like to stop by your shop, office. I am available tomorrow afternoon... or would the following day be better? I would like to bring a sample of the product to you. Ask them to come to a meeting or to watch coolchoc.com.

Overcoming Objections

Many people think these healthy chocolates are expensive.

Agree with them, but add "I wouldn't pay that much for chocolate candy either. Xoçai is actually an antioxidant food supplement that can help people lose weight while eating chocolate. When you compare it to candy, it is expensive. But this chocolate is the most cost effective way to get your antioxidants."

"Price out the cost of five servings of fruits and vegetables. This is much more reasonable."