Welcome to the Shelf Reliance Team, and congratulations on making the decision to start this journey of self reliance, prosperity, and service. You are now a Shelf Reliance Business owner. The extent of your success is entirely up to you! You are in business for yourself, but you will not take this journey by yourself! The Shelf Reliance staff is here to support you in any way that we can, including providing training and tools to help you build your business. This training manual will help you be prepared to take on this journey. As you implement these principles into your business, we are confident that you will see much success. You have the potential within you to do great things and to help many people through this business!

Jason Norton
Executive Vice President

Table of Contents

About Us ................................................................. 4
Thriving Nations Charity ..................................................... 8
Product Training .......................................................... 9
THRIVE............................................................. 9
Food Rotation Systems ................................................. 16
Emergency Supplies ..................................................... 19
Commission for Personal Sales .................................... 21
Keys to Success .............................................................. 25
Develop Your “WHY”.................................................. 26
Set Goals, Make a Plan.................................................. 27
Prospect/Share the Opportunity ...................................... 28
Basic Sales Points ........................................................ 30
Presenting............................................................... 32
Place Orders............................................................. 39
Taking Pains.............................................................. 40
Leadership Principles.................................................. 49
Utilizing Shelf Reliance Tools ...................................... 46
Consultant Admin Website ............................................ 47
Emergency Planner ................................................... 67
THRIVE Kitchen ....................................................... 68
Shelf Reliance University ............................................. 68
Food Rotation Planner ................................................ 68
Frequently Asked Questions ......................................... 69

“This handbook is your road map to success.”
Tiffany and Dave Fairbanks

“Our handbook is a wonderful reference and training tool. I would recommend everyone study it carefully to get the most out of it. Learning the handbook will help you be prepared and knowledgeable and will give you the confidence you need to teach others.”
Rachel Mano
Shelf Reliance History

In the Fall of 2004, Jason Budge and Steve Palmer felt a growing desire to help people around the world become more self-reliant. With an idea in mind and an entrepreneurial spirit at heart, they founded Shelf Reliance and set off to pursue their dream.

In 2005, after months of intense preparation, rigorous testing, and growing excitement, Shelf Reliance launched its first product line—the Food Rotation System. These innovative shelving units are designed to help people become more self-reliant by organizing and rotating a larger quantity of canned food within their own home. Their perseverance paid off as FRS sales soared on a national stage.

As the company grew, Budge and Palmer noticed that their customers were rotating canned foods that contained many unnatural preservatives and additives. They not only wanted their customers to be self-reliant, but they wanted them to have a healthy, balanced lifestyle. They realized that to achieve their dream, they would need to develop their own line of healthy, nutritious, shelf-stable foods that could be incorporated into daily life, thus creating a higher standard of living for people around the world.

In 2007, after a year of extensive research and development, Shelf Reliance launched its premium food line—THRIVE foods. Due to the innovative freeze drying and packaging process Shelf Reliance uses to naturally preserve THRIVE, people can now enjoy their favorite foods for years to come with uncompromised taste and quality. THRIVE is a versatile line of foods that can be easily incorporated into daily meals, or used as a quick and healthy snack or as an all natural baby food, thus adding greater health and convenience to everyday living.

To add even more convenience to everyday living, Shelf Reliance launched an innovative online tool in 2008 called “The Q.” This online shopping tool ships great tasting THRIVE foods right to your door, which means less hassle with grocery shopping! With The Q, you are able to set up a queue of THRIVE foods that can be easily managed online, and delivered to your home at a pace and budget you feel comfortable with.

Shelf Reliance continued to experience rapid growth and success, yet Steve and Jason felt that an important component in their vision was missing. They had developed a very successful line of high quality products, yet they didn’t feel it was enough to fully achieve their vision of developing complete self-reliance and a higher standard of living for people around the world. They needed a way to effectively teach and inspire people about how to reach this important goal. They also needed a means to help people become financially independent. These two thoughts set in motion a transformation that would shape the future of Shelf Reliance.

Over the course of the next year, they built a dynamic team of leaders, revamped their core marketing strategy, and in 2009 launched “Shelf Reliance Home Parties.” Although their past retail marketing method was highly successful, they decided to redistribute their marketing dollars into the pockets of personal consultants who could go into homes to teach individuals and families about the benefits of all Shelf Reliance’s products. Shelf Reliance consultants find great fulfillment and happiness in growing their own business. As successful business owners, Shelf Reliance consultants are able to supplement or replace their current income with an ongoing income they now control rather than someone else. They are developing financial independence and becoming more self-reliant while spreading the vision of a healthy and prosperous lifestyle.

One of their most exciting and rewarding accomplishments took place in 2010 with the founding of their charity, THRIVING Nations. Five percent of all THRIVE profits are used to empower impoverished families and communities around the world to create a better lifestyle for themselves and generations to come.

In effort to simplify key components of their vision into a more clear and concise message, Steve and Jason launched a new concept in 2011, “Your Home Store.” Through the use of Shelf Reliance products and by implementing the principles taught by Shelf Reliance consultants, people can build a store of great tasting THRIVE foods right in their own homes.

There is no other company like Shelf Reliance in the world! When you join our team, you become part of an organization committed to helping individuals in many different ways. We are passionate about excellence, product innovation, and changing lives throughout the world. At Shelf Reliance, we don’t just offer superior products, we offer a thriving lifestyle!
Leadership
We are the standard of quality, innovation and opportunity. We provide a clear vision and meaningful experiences for others. We are passionate about helping individuals to realize their full potential.

Excellence
We are committed to attaining the highest level of performance in every aspect. We adhere to standards, principles and practices that inspire greatness.

Hard Work
We devote our very best efforts to reaching our goals. Through continual improvement and determination, we achieve extraordinary results.

Integrity
We demonstrate honesty in everything we do. We earn the trust of others through dependability and ethical practice.

Dedication
Through commitment and perseverance we will accomplish the mission of Shelf Reliance.

Our Mission:
Through superior products and sound education, Shelf Reliance empowers people to become self reliant, prosperous, and charitable.

Values
Leadership
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Highlights
Jeremy Taeoalii
Chief Operating Officer
Jeremy began his career working in the call center of a large direct sales company. After years of hard work and dedication, and many promotions in the call center, warehouse, and distribution center Jeremy moved to the IT Department, where he eventually served as Vice President. Jeremy’s extensive experience in operations, customer service, and information systems has been crucial in creating a solid infrastructure to support the rapid growth of the company.

Bryan Kindred
Chief Financial Officer
Bryan joined Shelf Reliance in January 2007 after 12 years of luxury resort management. The transition from a hospitality background provided him with strong fiscal and operational management experience with particular emphasis in finance and customer service. Bryan’s vast experience has played an essential role in building a solid infrastructure for the company and propelling its growth capabilities.

Jason Norton
Executive Vice President
Jason has been working in the direct sales industry since 1999 and has a true understanding of what it takes for a business to grow from ground level into a successful, thriving corporation. As a former International Vice President at a large direct sales company, Jason tackled the globe successfully implementing the direct sales model in many world markets. He has a passion and talent for developing people into successful entrepreneurs and helping them realize their potential.

Steve and Amy Palmer
Founders
Steve is the marketing mind of Shelf Reliance. His leadership and business savvy have turned this former Inc. 500 company manager into a successful entrepreneur. Under Steve’s wing, with his vision and passion for success, Shelf Reliance has grown from a single idea into a rapidly expanding company. Amy has been tirelessly involved in the development of THRIVE and her influence can be tasted in many THRIVE recipes. She holds a Community Health degree from Utah State University and is also a Registered Nurse.

Jason and Lindsay Budge
Founders
Jason is the inventive heart of Shelf Reliance. From the time he and Steve created the first garage-built prototypes of the Shelf Reliance Food Rotation System to perfecting the extensive line of shelving and food we have today, Jason has proven his passion for innovation and problem solving. Lindsay’s passion for cooking has been instrumental in making the THRIVE line what it is today. She holds a Masters Degree from Utah State University.

Jeremy Tanawili
Chief Operating Officer
Jeremy began his career working in the call center of a large direct sales company. After years of hard work and dedication, and many promotions in the call center, warehouse, and distribution center Jeremy moved to the IT Department, where he eventually served as Vice President. Jeremy’s extensive experience in operations, customer service, and information systems has been crucial in creating a solid infrastructure to support the rapid growth of the company.
Shelf Reliance donates 5% of all THRIVE profits to our charity, Thriving Nations. We strive to improve the lives of people around the world. Our primary focus is to reduce world hunger by providing nourishing meals to the hungry, and more importantly to teach people valuable skills and techniques of farming and gardening so they can provide for themselves and generations to come.
Why THRIVE is Different

THRIVE is unique because it offers a vast line of products that have a long shelf life, but are easy to use on a daily basis. The superior taste and quality of THRIVE are second to none. Shelf Reliance cares about the foods that are provided to you and your family, and great efforts are made to ensure you receive nothing but the best. Also, to make sure you and your family receive the foods you need, we provide customized plans to fit your caloric needs and dietary requirements. For more information, please refer to our planner procedures in this manual.

THRIVE Uses

One of the great things about THRIVE foods is their wide range of uses in everyday cooking. It’s easy to mix THRIVE ingredients with fresh ingredients to prepare meals. It is also common to use THRIVE products individually or as a sauce or topping such as cheese sauce, whipped cream, fruit topping and jam.

Common uses:

- Complete Meals
  Many people cook complete meals using almost all THRIVE ingredients.

- Snack Food - Substitute THRIVE fruits in place of your cookies and chips– they make for a tasty snack food.

- Baby Food - Mashing up THRIVE fruits or vegetables makes for a nutritious baby food with no preservatives.

- Drinks - Whatever it’s milk for morning cereal, a refreshing fruit drink, or a delicious smoothie, THRIVE provides various drink options.

- Desserts - The THRIVE dessert line adds a delicious element to your home store.

Whatever the use, THRIVE foods taste great, are very healthy, and are easy to use in every day living.

THRIVE foods are separated by color, according to the six categories of the food pyramid.

- Orange = Grains
- Green = Vegetables
- Pink = Fruits
- Blue = Dairy
- Purple = Meats & Beans
- Yellow = Basics

Additional Categories

THRIVE also has a dessert line as well as an entrée line. These categories have special labeling not associated with a specific food group, but allow for a more comprehensive home store plan.

Pantry Cans

Pantry cans are optimally sized to easily fit into your pantry or cupboard spaces. These cans are only available to consultants and their customers. Using these cans will help you and your customers to easily utilize the product in your daily recipes.
Freeze Dried vs. Dehydrated — What’s the Difference?

Freeze-dried products are processed at very low temperatures (down to -50 degrees F) to remove approximately 98% of their moisture content. When the freeze-drying process is complete, foods retain their full nutritional components, tastes, colors, and freshness. They also weigh significantly less than most other food products (see illustration). Dehydrated foods are dried through a high heat process. As a result, dehydrated foods lose some of their nutritional components, flavors, and colors. They also do not maintain as long a shelf life as their freeze-dried counterparts.

How freeze drying works:

1. **FLASH FREEZE**
   We begin with the freshest foods which are then cleaned, sliced & flash-frozen.

2. **APORIZE**
   In a vacuum chamber, 98% of the moisture is removed by vaporizing the ice at -50˚ F.

3. **SEAL**
   The food is sealed in moisture & oxygen proof cans to ensure freshness.

4. **ENJOY!**
   When the water is replaced, the foods regain their original fresh flavor, aroma, nutrients, texture and appearance, making them perfect for everyday cooking and snacking.

Storing THRIVE

The way in which you store your food will have an effect on its shelf life. When stored in optimal conditions, your food will maintain the longest shelf life possible.

Even when sealed in lined #10 cans, Thrive Foods can be affected by outside elements such as temperature. When stored in extreme conditions (meaning below freezing and above 70 degrees F), your Thrive Foods will deteriorate at a more rapid rate than when stored in optimal conditions. The best temperatures to store your Thrive Foods are between 50-60 degrees F. Also, it is best not to expose the food to a fluctuating climate as this may have a deteriorating effect on food.

We recommend you keep your Thrive Food in a cool, dark, dry area. Also, because heat rises, it is best to store your food in a basement, cellar, or at ground level. Attics and high closet shelves may cause the temperature of your cans to rise.

Shelf life

Many of our customers ask, “What is the shelf life of my Thrive Food?” It is important to know that there are different levels of shelf lives. Canned goods stay fresher and last longer when they are sealed. Once a can is opened, air, oxygen, and moisture are introduced to the contents inside. This can allow bacteria and other elements to adhere to food, which may cause deterioration. Depending on the condition of your THRIVE (whether you keep it sealed or opened), shelf life will vary. On top of this, shelf lives differ from product to product. A complete shelf life list is available online and on our THRIVE price sheet. THRIVE shelf life ranges from 2 - 30+ years. The average shelf life is 20-30 years.
What is TVP?
TVP stands for Textured Vegetable Protein. Although TVP resembles cooked ground meat when it is prepared, it is in fact a meat substitute that is 100% free of animal products or by-products. TVP is constructed of soybeans, and it contains a high amount of protein. It has a similar flavor and texture to meat, and in addition to its use as a long term storage item, this product is highly recommended for camping and traveling. TVP can be eaten on its own or in meals; it can also be rehydrated or eaten as it comes out of the can.

If you are feeling leery about trying TVP, you may be surprised to hear that you are probably eating it more often than you know! Have you ever tried bacon bits on top of your salad? Well, many brands are made of TVP! This product is also used as a meat extender in some fast foods. If you see a nutrition label that states "texturized soy flour" as an ingredient, the food you are consuming contains TVP. While genuine meat may be your first choice, there are several benefits to cooking with TVP. First, TVP is less expensive than buying freeze-dried or fresh meat. If you are trying to stretch your dollars, TVP is an economical choice. You may also consider adding some TVP to your fresh or freeze dried meat dishes as a meat extender. TVP is also lower in fat than real meat. A typical serving of TVP has 5 grams of fat, which is about the same amount of a lean chicken breast or fish fillet. The fat in TVP is also vegetable fat, which is healthier than the fat that comes from animals.

Safety
At THRIVE we are HACCP certified, which stands for Hazard Analysis Critical Control Point. To become HACCP certified, we were required to go through a rigorous list of requirements in order to guarantee the food we sell is safe for human consumption. Through this process, we undergo several inspections of our facilities, machinery, and food handlers. We have also put very strict safety rules and guidelines into place to ensure our HACCP certification remains in good standing. We also have our own USDA certification number for our egg and meat products. To become USDA certified, a lengthy certification process is required which includes strict carring standards and an in-depth facility inspection conducted by an officer from the US Government. At Shelf Reliance, we have taken this extra step because we feel it is important to take a hands-on approach when it comes to the products we sell, and we want all of our foods to go through the same rigorous safety testing standard to ensure we are providing our customers with the highest quality food on the market.

Food Quality
THRIVE products are premium quality. We are relentless in finding the best food sources in the country, and we go to great lengths to test multiple sources until we find the best foods available. In order to maintain excellent taste quality and freshness, most of our foods contain no additives or preservatives.

Food Quality Specialists
Our food quality specialists test, sample, and approve all of our foods before we put them on the market. We won’t sell a product unless we feel it is superior.

Professional chefs
Our professional chefs test new products and develop great recipes using THRIVE ingredients. They do a terrific job helping maintain the high quality and integrity of THRIVE foods. One of them, Kelsey Nixon, is featured on the Food Network. Many of Kelsey’s mouth-watering THRIVE recipes can be seen on the Shelf Reliance YouTube channel and on individual THRIVE product pages.
Food Rotation Systems - Free Standing Systems

Free-Standing Food Rotation Systems are available in sixteen sizes and two depths and were designed to easily store and rotate a large amount of cans in a compact space. Every system features patented front-loading technology and fits easy into most storage spaces. All systems are customizable and sizes range from 27 inches to 72 inches tall. The depth of the FRS is either 18.5 inches or 24.5 inches. The material for the frames is coated, non-alloy steel and the material for the tracks is polypropylene plastic.

**Harvest**
36.5 inches wide. Holds up to 600 standard cans.

**Ready Rack**
36.5 inches wide. Holds up to 357 cans plus a drawer area for emergency supplies.

**Plenty**
30.5 inches wide. Holds up to 510 standard cans.

**Pantry**
24.5 inches wide. Holds up to 340 standard cans.

**Reserve**
18.5 inches wide. Holds up to 260 standard cans.

For set up instructions and a video tutorial, go to shelfreliance.com/library/view/39
Food Rotation Systems - The Cansolidator Series

The Cansolidator series is a sturdy, convenient way to store cans within your own cupboard and pantry. Cansolidators use the same patented technology as the free standing systems, rotating cans on a first in first out basis. Cansolidators are stackable (up to two units) and expandable (unlimited width). Cansolidators are constructed of polypropylene.

**Cansolidator Cupboard**
- 9.5 inches tall, 10.25 inches deep.
- Holds up to 20 cans.

**Cansolidator Pantry**
- 11 inches tall, 16.5 inches deep.
- Holds up to 40 cans.

**Cansolidator Pantry Plus**
- 11 inches tall, 16.5 inches deep.
- Holds up to 60 cans.

Emergency Supplies

Shelf Reliance offers a wide variety of emergency products, informative guides, and a completely customizable online emergency kit planner. Customers can purchase a pre-assembled kit or customize their own kit. From heat sources to water purification, to shelter, to equipment and tools, Shelf Reliance has everything to meet your emergency preparedness needs.
Emergency Kit Planner
The Shelf Reliance online Emergency Kit Planner tool allows you to build an emergency kit customized to your specific needs by calculating the following criteria:

**Kit Purposes**
- Traditional Kit – for home or office
- School Kit – For individuals away from home
- Travel Kit – perfect to store in your car

**Kit Duration**
Kits last from 24 hours up to 2 weeks

**Regional Disaster Needs**
Kits can be customized in a variety of ways. Kits can be planned for any specific number of people and by disasters prone to particular areas of the world. Kits can also be customized to hold only basic necessities or state-of-the-art emergency supplies.

**Strength**
Shelf Reliance offers a variety of quality kits that will fit any budget. Whether you need just a few basic supplies, or heavy-duty survivalist equipment, we have something to fit any need and circumstance.

**Emergency Item Categories**
- Tents
- Sleeping Bags
- Blankets
- Ponchos & Tarps
- Warmth
- Food
- Water
- Cooking & Mess Kits
- First Aid
- Safety
- Sanitation
- Communication
- Light
- Hand Tools
- Energy
- Bags & Containers
- Auto

Commission for Personal Sales
Shelf Reliance has the best compensation plan in the party industry!
Commission from Personal Sales

There are two different ways you are paid on the parties you hold.

1. Q Orders - You are paid between 20% - 32% on all first month Q orders, depending on the total $ amount of all the Q’s you sign up for that month.

2. One Time Orders - You are paid 10% of all one time orders.

Residual Income

In the traditional party industry, a consultant is only able to make money from the parties they do that particular month. Unlike these traditional programs, we pay you as long as your customers continue to order on the Q. As customers come to experience the great taste of THRIVE and see how easy it is to use in everyday living, our hope is that they will become lifelong customers. Imagine the potential of 5% commission from every Q customer you have, every month they order, for life!

Team Commissions

Herein lies your greatest earning potential! You can receive commissions from all parties and recurring Q sales going on in your team, which includes all consultants in the 3 levels below you. You will also receive $50 for every consultant you enroll into your team. Therefore, by building, training, and supporting a solid team of consultants, you are creating a long term pool of residual income to secure your financial future.

Your Personal THRIVE Q Minimum

<table>
<thead>
<tr>
<th>Monthly Personal Sales</th>
<th>Monthly Team Sales (You + 3 levels)</th>
<th>Rank</th>
<th>Year-End Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50</td>
<td>$0</td>
<td>Consultant</td>
<td>$0</td>
</tr>
<tr>
<td>$50</td>
<td>$1,500</td>
<td>Mentor</td>
<td>$100</td>
</tr>
<tr>
<td>$100</td>
<td>$2,500</td>
<td>Director</td>
<td>$500</td>
</tr>
<tr>
<td>$100</td>
<td>$3,500</td>
<td>Executive</td>
<td>$500</td>
</tr>
<tr>
<td>$200</td>
<td>$4,500</td>
<td>Star</td>
<td>$500</td>
</tr>
<tr>
<td>$350</td>
<td>$5,000</td>
<td>Platinum</td>
<td>$100</td>
</tr>
</tbody>
</table>

Note: Earnings are based on the lowest qualifying total. Monthly totals are based on the calendar month.

To qualify for team earnings and progress to rank, you must meet specific levels for your personal THRIVE Q Order for the month.

1. Total personal sales for the month include your order for the month as well as any Q orders you ever signed up that processed that month.
2. Total team sales for the month your total sales plus three levels below you.

Unlimited Growth Potential

The more you build, the more you get paid. Unlike a traditional job, your success grows with your activity, and you are rewarded proportional to the efforts you put forth. Many compensation plans have a limit as to how many people you can sponsor directly under you. Shelf Reliance has no limits! You can build as wide and enroll as many as you possibly can.

Personal Rebate

You’ll receive 10% in commission whenever you make a personal purchase in addition to your minimum Q requirement.

Free Product

Be the host of your own events or parties and receive all of the host benefits as well, including FREE product.

Discounted Product for Event Supplies

When you do sales of $500 or more at an event or party, you are able to get $50 worth of product for 50% off retail price, as a way to help reduce the cost of supplies for your event. If you do at least $1,000 in sales at an event or party, you are able to get $100 worth of product for 50% off retail price.

Compression

If somebody in your team (up to 3 levels deep) doesn’t place an order, those under that individual will all move up one level (compress) so that you always get the maximum earning potential.

Recognition Rank

There are two types of ranks—Qualifying Rank (the rank you qualify to be paid commissions on) and Recognition Rank (the rank you are recognized as). Your Qualifying Rank may fluctuate each month based on personal sales or team earnings. However, each time you reach a new rank, this will remain your Recognition Rank regardless of fluctuations in your Qualifying Rank.

Becoming Profitable

It’s really quite easy to recoup your investment into a Shelf Reliance business. By holding just 3 parties with an average of $700 in sales, you will have made your money back on your kit.

Another way to become profitable is by enrolling 4 people into the business. By doing this, you will have made your money back on your basic consultant kit. Of course, you can do a combination of the two. Every party you hold or enrollee you bring in from that point will be a profit to your business forever. What other business brings you profitability that quickly?

When are commissions paid?

Commission checks are sent out by the 15th of the month for all orders processed during the previous month.
Host Benefits
Shelf Reliance is very generous in what they give to their hosts. This is to make it easier for you to book parties. If you help people realize the benefits they can get, you will have more success in booking parties.

Host Personal Orders
Hosts will receive 10% of their event or party sales in free product. A host benefit purchase is based off of the retail amount of the product.

Half-off Items
Half-off items are eligible to receive Shelf Reliance product at half off by booking future parties and by meeting specific party sales totals. Hosts also qualify for an additional $100 in half off items for each future party they book through their party. PLEASE NOTE: The amount the host qualifies for in half off items is taken from the retail price. For example, if a party total is $800 and 3 future parties are booked, the host will be eligible for an amount of $450 in product at half off the retail price, based on the scale below ($800 party = $150 in half off items + 3 bookings at $100 each = $450 total half off item). If they choose to use their entire credit, this will amount to approximately $225 in actual spending. You must use all of your host benefits, or you will lose them. You cannot postpone credit to a future party. You have 3 months from the date of your party to place your host benefit order.

Sales Credit at a Party
• Host benefits are based off of the product amount purchased (doesn’t include shipping or taxes).
• If the host had party attendees who signed up for a Q, multiply the monthly budget amount by 3 and include that as an amount in the total product for a party.

Double Dip Promotion
This promotion allows those that attend a party as a guest to be able to put their personal purchase toward their own party when they host. This promotion was implemented to help prevent guests from holding off orders until they host their own party.

Double dip promotions are not transferable. Please note that each previous party order is only eligible for one double dip promotion.

Shipping
• Only one shipping amount applies per order
• Shipping is taken off the retail total, not the discounted total.
• You will use the flat rate shipping amount that correlates with your calculated total (flat rate shipping amounts are located on the price sheet). Note: Host personal order products are taken from the retail price. This can be found on your price sheet. Use your benefits or lose them! Hosts are not

<table>
<thead>
<tr>
<th>Home Party Total Sales</th>
<th>Half-Off Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400 - $799</td>
<td>Up to $100 (retail price)</td>
</tr>
<tr>
<td>$800 - $1199</td>
<td>Up to $150 (retail price)</td>
</tr>
<tr>
<td>$1,200 - $1,599</td>
<td>Up to $200 (retail price)</td>
</tr>
<tr>
<td>$1,600 - $1,999</td>
<td>Up to $250 (retail price)</td>
</tr>
<tr>
<td>$2,000 - $2,999</td>
<td>Up to $300 (retail price)</td>
</tr>
<tr>
<td>$3,000 - $3,999</td>
<td>Up to $350 (retail price)</td>
</tr>
<tr>
<td>$4,000 - $4,999</td>
<td>Up to $400 (retail price)</td>
</tr>
<tr>
<td>$5,000 - $5,999</td>
<td>Up to $450 (retail price)</td>
</tr>
<tr>
<td>$6,000 - $6,999</td>
<td>Up to $500 (retail price)</td>
</tr>
<tr>
<td>$7,000 - $7,999</td>
<td>Up to $550 (retail price)</td>
</tr>
<tr>
<td>$8,000 - $8,999</td>
<td>Up to $600 (retail price)</td>
</tr>
<tr>
<td>$9,000 - $9,999</td>
<td>Up to $650 (retail price)</td>
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• Shipping is taken off the retail total, not the discounted total.
• You will use the flat rate shipping amount that correlates with your calculated total (flat rate shipping amounts are located on the price sheet). Note: Host personal order products are taken from the retail price. This can be found on your price sheet. Use your benefits or lose them! Hosts are not
Every successful business begins with a dream. The most important question you have to ask yourself is WHY you want to do this business. What will it provide for you? Do you want to make enough money to buy groceries, to go on a vacation, or to support all of your family’s needs? No matter what it is, it is important to write it down.

Your "WHY" will become the anchor of your business. It will be the motivating force driving you to success. Write down the answers to the questions below in order to help you formulate your "WHY." Keep your "WHY" available where you can read it regularly.

Free Time
If you had the choice to spend your free time doing anything that appealed to you, what would you choose?
• What hobbies would you like to explore?
• What else would you like to learn?
• What activities would make your life more enjoyable?

Strong Relationships
What would you do to strengthen your relationships with people in your life?
• Spouse or partner
• Children
• Extended family
• Friends
• Your Shelf Reliance family

Home
What type of home do you dream about owning?
• Where would you like to live?
• What qualities do you desire in your dream home?
• What kind of neighborhood is it in?

Travel
Where do you dream of traveling?
• How are you going to get there?
• Who will go with you?

Personal Development
List 3 people you admire
• Write down the characteristics these people possess that you admire.
• What characteristics would you like to develop?
• What do you want your family and friends to say about you?
• What great things will you have accomplished?

Your "WHY"
Develop Your "WHY"

Home
Set Goals, Make a Plan
A goal that is not written down is only a wish. Both long-term goals and short-term goals are essential to success. Once you have made your specific goals, you must create an action plan to make it happen. Below are some questions to help you formulate these.

Goals
What is your ultimate financial goal, and when do you want to reach it?
What rank do you ultimately want to reach, and when?
How many people do you want to help achieve their dreams?
How many people will you personally enroll within the first 90 days?
How quickly will you qualify as an Executive?
How much time will you commit each week to work on your business?
How many people will you invite to host or attend a party each week?
How many people will you contact each day to introduce Shelf Reliance?
How many trainings will you participate in each month?

Plan
In the next 24 hours, I will:
In the next 48 hours I will:
Before the end of the week, I will:
Within 10 days I will:
Within 30 days, I will:
• Order your business cards.
• Set up your Q.
• Dial in to a conference call.
• Participate in a local training meeting.
• Review this entire manual along with the policies and procedures
• Log on to www.shelfreliance.com/parties
• Hold your first party
• Enroll your first individual
• Set your party schedule a month in advance
• Make labels with your name, address, phone number and e-mail.
• Assemble meeting supplies – pens, calculator, planner (date book), name tags and marker

28
Finding those that may be interested in the opportunity and the product begins within the realm of your current relationships. The easiest way to get your business going is to make a list of people that may be interested in starting a Shelf Reliance business or hosting a party.

If you need help jogging your memory of friends and acquaintances, grab a pen and paper and try the following:

• 10 Previous coworkers/neighbors
• 10 Coworkers
• 10 Neighbors
• 10 Church or social group contacts
• 10 People you do business with (bank, store, salon, etc.)
• 10 Spouses’ coworkers or their spouses
• 10 People who have invited you to a home party or business opportunity
• 10 People who you do business with (bank, store, salon, etc.)
• 10 church or social group contacts
• 10 Neighbors
• 10 Coworkers
• 10 Friends
• 10 Spouses’ coworkers or their spouses
• 10 Previous coworkers/neighbors
• 10 Contacts through your children (PTA, scouts, dance, sports, teachers)

When you have a good relationship with someone and you know what their needs or desires are, ask a question which Shelf Reliance can answer. When there was an opportunity that would allow you to ……….., would you be interested?

If I give you a brochure that explains more about an opportunity that may interest you, a weekday or a weekend? How does Thursday, May 2nd sound? Legs help you to …….. would you review it?

Tell others why you are doing this business.

“I am doing this business because I can work on my own terms and my own schedule. I have the potential to make money so that I can ……... I am also able to help families, which is very rewarding.”

Invite others to look at the party website, the opportunity brochure, or product brochures depending on where their interest lies. Tell others why you are doing this business.

“I am doing this business because I can work on my own terms and my own schedule. I have the potential to make money so that I can ……. I am also able to help families, which is very rewarding.”

Tell others why you should review the materials. Tell them how long it will take to review it.

“I am doing this business because I can work on my own terms and my own schedule. I have the potential to make money so that I can ……. I am also able to help families, which is very rewarding.”

Invite others to join you as a business partner

Although holding parties gives you good, immediate income, your potential to maximize your income comes in building a team of consultants who also hold parties. When prospecting and holding parties, always be looking for potential business partners.

“Suck, why don’t we become business partners? We can help each other become successful, and it will be fun!”

invite others to host a party

Getting people to host a party and helping them invite and follow up effectively is one of the most important aspects to having a successful business. Hosts are also some of the best prospects to become business partners.

“Kathy, is this a good time to talk? I am starting a new business to help us save some extra money. I am now a consultant for Shelf Reliance.”

“Hi, I wanted to invite you to a cooking demonstration featuring a food line called Thrive. I teach people how to prepare healthier meals, save time and save money. Come by it, it is going to be fun and you’ll get to eat some great food.” An example of the invitation is at the end of this document.

Always be looking for potential business partners.

“You never know what events will transpire in someone’s life that will want to develop your relationships and find out what their needs are before approaching them about the business. Find out if their needs are financial, food security, social, or other needs that this business can resolve.

Never pre-judge any of your contacts as to whether or not they would be interested. You never know what events will transpire in someone’s life that attracts them to this opportunity. And don’t forget, everyone needs to eat and everyone should be prepared for hardship with long-term food storage!

100 Leads in 10 Minutes

Once you have created a list of potential leads, prioritize the list based off of those that you have the best relationships with and that most likely have interest based on their needs. This “warm list” is the group you want to focus your efforts on first. With those that aren’t on your warm list, you will want to develop your relationships and find out what their needs are before approaching them about the business. Prioritize their needs are financial, food security, social, or other needs that this business can resolve.

Finding those that may be interested in the opportunity and the product begins within the realm of your current relationships. The easiest way to get your business going is to make a list of people that may be interested in starting a Shelf Reliance business or hosting a party.
One of the neat things about hosting a party is all the free stuff you get from party guests, who are just coming off a great experience with acquaintances. What better way to do this than by asking for referrals. While many people will not have interest in hosting a party or becoming a consultant, most of them will know someone who does. The most effective way to grow your business is through your network of friends, family, and consultants that can help you, and your prospect will feel the excitement and energy toward the business. You can also utilize your sponsor to help explain the areas you don’t feel comfortable with as a new consultant.

Introduce 3 friends, family members, or acquaintances to THRIVE foods every day. Sponsorships and parties don’t happen if you aren’t regularly introducing contacts to Shelf Reliance and THRIVE. You can introduce this through talking, e-mail, blogging, creating a website, registering for a trade-show, or expo, and much more.

Ask for Referrals

While many people will not have interest in hosting a party or becoming a consultant, most of them will know someone who does. The most effective way to grow your business is through your network of friends, family, and acquaintances. Ask for referrals by asking for referrals from party guests, who are just coming off a great experience with THRIVE foods and Shelf Reliance.

*One of the neat things about hosting a party is all the free stuff you get to help your family get prepared. Which of your friends or family might you ask to help your family get prepared? It will give you the opportunity to learn more about THRIVE foods and you will have the chance to taste some of it as well.*

**Invitations to attendees to a corporate event or a 3-way call with your upline leader.**

"Steve, I understand that you don’t have interest right now in doing the business or hosting a party, but would you be interested in attending one of the parties that I will be holding? It will give you the opportunity to learn more about THRIVE foods and you will have the chance to taste some of it as well.”

*Invite others to attend a corporate event or a 3-way call with your upline leader.

If you are new to the business and don’t feel comfortable explaining the opportunity to your contacts, invite them to a conference call or event. There will be many other consultants that can help you, and your prospect will feel the excitement and energy toward the business. You can also utilize your sponsor to help explain the areas you don’t feel comfortable with as a new consultant.

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*A simple and non-pressured way to ask for the sale is to say: “I know you are going to love this product; it will really help you to (get prepared, save money, make delicious meals, etc). I can have these products delivered in about 2-3 weeks, how does that sound? Let me help you get your order started.”*

3. Educate your customers about The Q

Example—"You can place a general order of the items you like, but I would highly recommend that you get on The Q. Do you have a preference how you’d like to start ordering Shelf Reliance products? Great, let me help you out getting your order finalized."

4. Help your customers complete their order forms:

Example—"Go ahead and pull out your order form. You may have already filled most of it out, but I’ll come by and answer any questions and help you finalize your order.”

*When you ask for the sale, you will usually get it. Sometimes people have to be given permission to buy. Remember, you are not being pushy; you are helping them solve their problems.*

**Ask For The Sale**

1. Ask for the sale when you feel confident.

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Presenting

Pre-party preparation

- Verify that the host has the necessary equipment and ingredients – make sure to give them the Host Prep Sheet, 1 or 2
catalogs, a price list, invitations, and an Opportunity Brochure soon after they book.
- Coach your host on how to most effectively invite guests to a party or event. Utilize the invitation cards and e-vites.
- Teach the host how to earn free product and set a goal with them for sales and items they would like to earn for free. Remind them that all they have to pay is shipping on the free items. Teach them about the half-off thresholds and that if anyone from their party books a party, they will get an additional $100 worth of half-off items.
- Set up a time to follow up with your host one week before the party.
- Introduce the host to the opportunity and plant the seed for her to become a consultant.
- Encourage the host to set up a Q before the party, so it can be used as an example.
- Make sure that the host follows up with those they invited and has a head count for those planning to attend. Make sure guests know that they can bring friends and that those that can’t make it can still place an order.
- Have just the right number of chairs…don’t have too many and look empty.
- Display cans, organize forms and brochures.
- Review the presentation the day of the party.
- Compliment and encourage your host when you arrive.
- Ask the host to pass out materials, help prepare food, help guests get in their seats on time, help friends set up Q’s, make suggestions to friends, and to help keep conversations on THRIVE.
- Wear your THRIVE apron or Shelf Reliance Logo Shirt.
- Eliminate all distractions – turn off mobile phones, music, etc.
- Establish eye contact with the person/group you’re presenting to.

Pre-Party – 30 minutes

Set up
Host prepares home and clears kitchen area to prepare for demonstration and tasting.

Food prep
Consultant gets demonstration foods ready.

Display
Host and consultant display a variety of THRIVE cans (1 per category), sample spoons, napkins and other supporting signs, banners, or marketing materials.

Opportunity
Briefly introduce the benefits of becoming a consultant.

Post Party
Review orders, host benefits, clean-up.

Mix and Mingle – 5 minutes

Welcome guests as they come in the door.

“Welcome to the party. Thanks for coming. Please go ahead and try some of the samples we have set out on the table. We’ll be starting shortly.”

Mix & Mingle 
Socialize with guests and host. Fun quiz and drawing.

Introduction
Introduce the Shelf Reliance product line and THRIVE as the perfect way to build your Home Store.

Demonstration 
Host helps consultant serve sample dishes for all to try. Guests will see how convenient it is to cook with THRIVE.

Orders
Host introduces Q. Guests fill out orders and receive discounts on all Shelf Reliance products.

Pre Party
Host and consultant display fruit/veggie samples, THRIVE cans, and marketing materials.

Presentation

Tip
For those that strive to hit the top ranks, you should be holding 2-3 parties per week in order to maximize your earning potential.

Mix & Mingle
Socialize with guests and host. Fun quiz and drawing.

Introduction
Introduce the Shelf Reliance product line and THRIVE as the perfect way to build your Home Store.

Demonstration
Host helps consultant serve sample dishes for all to try. Guests will see how convenient it is to cook with THRIVE.

Orders
Introduce the Q. Guests fill out orders and receive discounts on all Shelf Reliance products.

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Briefly introduce the benefits of becoming a consultant.

Post Party
Review orders, host benefits, clean-up.

Pre Party Outline

Pre-Party – 30 minutes

Set up
Host prepares home and clears kitchen area to prepare for demonstration and tasting.

Food prep
Consultant gets demonstration foods ready.

Display
Host and consultant display a variety of THRIVE cans (1 per category), sample spoons, napkins and other supporting signs, banners, or marketing materials.

At the beginning of the party, give everyone a pen, quiz, price list, order form, Q brochure, THRIVE brochure, and a copy of the sample recipes.

After you introduce yourself, thank the Host for having the party and explain the Host Benefits. Then explain each item you have handed out and let the guests know what they are. Tell them that as they sample the food and talk about the products, they can start a wish list on their order form to help them keep track of what they like and want. Get them comfortable with the order form from the beginning. Walk them through the price list by each category and let the delicious selections of food do the talking.

Mix and Mingle – 5 minutes

Welcome guests as they come in the door.

Post Party
Review orders, host benefits, clean-up.
Today you will learn how to:

- Prepare nutritious & delicious meals.
- Cut meal prep time in half!
- Prepare nutritious & delicious meals.
- Reduce waste and save money.
- Create your own convenient Home Store.

Order to match the quality of the shelves they were offering, they decided to develop a very unique line of food called THRIVE. THRIVE is healthy, convenient, and long-lasting. Today I will be introducing you to this innovative food line.

#1- Nutrition

What are we doing instead of eating nutritious family meals?

- Snapping on junk food
- Eating expensive, processed food
- Snacking on junk food

How much time does your family spend together? Wouldn’t you like to spend doing the things you love.

Choosing the best shelf for your food is essential. In order to match the quality of the shelves they were offering, they decided to develop a very unique line of food called THRIVE. THRIVE is healthy, convenient, and long-lasting. Today I will be introducing you to this innovative food line.

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How much time does your family spend together? Wouldn’t you like to spend doing the things you love.
Prepare a quick sample meal or serve a main dish and talk about how easy it is to prepare it.

**THRIVE Shopping List:** write down foods that take a long time to prepare.

You can introduce how to make fresh soups with THRIVE. Also, remember to introduce your guests to our line of delicious entrées. You can highlight specific products such as poached eggs, shortening, butter, milk, all of which save you lots of time and money.

**How about the time we spend at the grocery store?**

With an innovative program called The Q, we will be able to spend less time in the grocery store and more time focusing on what matters most! More details on The Q in a minute!

#3 Reducing Waste and Saving Money

Now that we are eating healthier and saving time, how can Shelf Reliance help us save money?

How much do we spend on food every month? Typically about $100-$150 per person per month.

How much do we throw away every month? The most expensive food is the food we throw away. Most THRIVE foods have an extended shelf life; you won’t need to worry about them spoiling before you use them. Serve a baked good, like the corn bread, and talk about how it is nice to always have basics like butter, milk, and eggs on hand.

**THRIVE Shopping List:** write down foods you commonly throw away.

How much of our grocery purchases are impulse buys? Multiple grocery trips can cost consumers more money in unnecessary purchases, gasoline, and time. Many people find that they are tempted to purchase extra items each time they enter a store.

Shelf Reliance can help reduce waste, eating out, multiple trips to the grocery store, and impulse buys. How much could it save your family?

**Point #4 Creating a Home Store with the help of The Q**

The Q is the online tool that can help you create your own Home Store. You simply enter your family member’s ages, gender, and caloric intake. You decide how many months of food you want to have in your Home Store and the Planner will calculate the amount of food from each food category that you will need. The next step is to decide the amount of your monthly grocery budget you’d like to reallocate toward your Q, as well as the date you’d like it shipped to your doorstep. You have the ability to customize and manage the foods that will come to you each month, or you can let the food from your plan come randomly each month. The reason this program is called “The Q” is that you will always have food waiting in a queue to ship to you.

*When you pull out the pamphlet, go through each level of the Q Club.*

**Explain how the Platinum is the best membership. Introduce the current Platinum promotion.**

With a Home Store, not only will you have the convenience of eating nutritious food in your home, you can also build up a supply of food in case you ever experience any type of hardship such as, job loss or economic instability, or other disasters such as, floods, earthquakes, and power outages. You will have the peace of mind that your family will always be able to eat well, no matter the circumstances. THRIVE can be your Food Insurance!

**How to make your Home Store work for you:**

1. **Buy 25% less when you go to the grocery store.**
2. **Stop buying overpriced, processed foods.**
3. **Replace one grocery trip with the Q.**
4. **Instead of picking up take out, use the convenience of Thrive foods.**
5. **Use your Home Store rather than going to the grocery store for one item.**
6. **Use Thrive ingredients in your meals or snacks once a day.**
7. **If you have the funds, start with a pack and build it on with The Q. There are added discounts on these amazing packs.**

Ask yourself if any of the points we discussed are important to you.

- Do you want to live a healthier lifestyle?
- Do you want to save time in the kitchen and spend more time with your family?
- Do you want to save money?
- Do you want to have the peace of mind of having a food supply in your own home?

If you answered yes to any of these questions, Shelf Reliance can help you. The best part is that you can do all of these things without spending one penny more than you already are! Just spend $25 less per week in groceries and put your Q budget at $100.

I am so excited that Shelf Reliance can help us make these positive changes to the way we shop and cook! We are revolutionizing the way we run our homes and kitchens. If you continue to invest the money you are saving towards your Q you will see your Home Store grow to the point that you will be able to do everything you need to prepare delicious meals! Little by little your family will become more self-reliant. Since it is our mission at Shelf Reliance to help people do this we also offer many other products including emergency supplies to support this kind of lifestyle. And keep in mind that 5% of all profits from your purchases will go towards Thriving Nation, our corporate charity that helps people in developing countries become self-reliant. Get on The Q, incorporate THRIVE foods into your life, and take the time and money you save and invest it in your family!

Serve dessert. (These desserts save you time and money because you don’t need eggs or oil.)
Close the Sale

1. Have the guests fill in the information on their own order form right along with you throughout the party. When you introduce the budget for The Q, encourage them to come up with their own figure.
2. Explain the host benefits. Tell the guests that they will all be helping the host triple their benefits by going on the Q. Give examples like $100 Q = $300 sale for the host. Also explain the Double Dip benefit and let them know that they can count the same triple amount for their own party.
3. Now explain the Q Club and its benefits as well as the benefits of being a Home Party Customer. Tell them that they will be getting the lowest pricing for life in their Q each month and any other product online whenever they want, even during sales. Explain the current Q Club promotion and how they can get all of the Platinum benefits for free if they sign up now.
   Example- “All we ask is that you stay on the Q for at least 90 days. We are confident you will see the benefits of the program and stay on longer, but if you need to pause for any reason, you have the option to do so after the 90 days have elapsed.”

Ask for the Sale

1. Ask your guests to pull out their credit cards and put the information on their order forms. Tell them if they would like to order anything off their wish list at this time, to go ahead and add those items to the form. Tell everyone that you will need the white copy of their order form before they go home so you can put them in the system to get the lowest pricing and keep in touch with them.
2. Thank them for coming. Thank the host again for opening up their home to everyone. Let the guests know that if they have any questions, you will be happy to address them. Tell them that you are really excited to help them begin to build their own Home Store. Go around to each of your guests and help them with their order.
3. If they don't sign up or buy anything at the party, have the host call them in a few days to see if they have more questions, or if they just need more time to think. This is where many orders come in. If not, put them on your email list with their permission as they may order at a later date. Remember, “no” doesn’t mean “no” forever, it just means “no” for now.

Place Orders

Consultant helps guests to finish filling out order forms.
- You will see that the prices are on the price list. You can see what a great discount it is to purchase tonight.
- If you decide to do the Q, which I strongly recommend, you will get an e-mail in the next 3-5 business days giving instructions to login to your own account and customize your Q the way you want. Just let me know what you want on your first month and I will make sure it is set up properly.
- Your orders will be shipped to your door 2-3 business days from your requested ship date. Your first order will be shipped out 2-3 business days from the time this party closes.

NOTE – Some people will want to talk to spouse before purchasing. For those that cannot order that evening for one reason or another: “If you are unable to purchase this evening, Shelf Reliance gives us authorization to give the party pricing as long as I get your paperwork and signature today. Please fill out what you think you may want and you can confirm your order with me within the next 2 days.”

One on One discussions
Options - consultant offers choices like:
- “Which do you need more of? Fruits or Veggies?”
- “How would you like to pay for it—VISA/MCIDAMEX/Discover?”
- “Do you think you’d like to host a party yourself to get free and discounted product?”

Post party

- Cleanup
- Coach host to follow up on those that couldn’t attend to see if they want to order
- Coach the host to call all of those that left a copy of the order form with you who didn’t finalize their order within 48 hours.
- Call those that marked that they have interest in hosting a party or becoming a consultant within 48 hours.
- Input orders into the web program.
- Fill out Host Reward Order Form and fax into office.

40

41
I could give you 236 eggs that don’t go bad, through in a week/month? What if I told you it doesn’t go bad. “How many eggs do you go ingredients with other ingredients to prepare Many people mix THRIVE
why we build a customized plan specific to your what food we provide for your family, which is different because we offer products you can use every day. The taste and quality of THRIVE is different from the actual product inside the can.

Pantry Cass
The standard size you are probably familiar with is the #10 or gallon size can. In addition to #10 cans, Shelf Reliance offers a smaller, more convenient can called a Pantry Can. The compact size of Pantry Cans and conventional pop top lids make them easy to store in a cupboard or pantry, and easy to use on a daily basis.

Freeze Dried vs. Dehydrated.
• When a food is dehydrated, heat or air removes the water from the food, in turn
• When a food is Freeze Dried, it is placed in a machine the temperature drops to between -50 degrees C and -80 degrees C. This is followed by a drop in air pressure. This transition from the solid to gas phase with no intermediate liquid stage is called sublimation. This process allows the food to begin to diminish. The shelf life of a particular food has been reached, the taste and quality of the food will begin to diminish.

How do we cure our #10 cans? They are double coated to ensure trust and shelf life.

TVP vs. FD meats – TVP stands for textured vegetable protein. It is a meat substitute often used in many fast food restaurants. It has a shorter shelf life than freeze dried meat. Many people mix TVP’s with the meat you buy at the store to save money. TVP is vegan- and vegetarian-safe. It’s a great source of protein and can be healthier and preferred for a low-fat diet.

Optimal storage conditions – The optimal food storage conditions are constant temperature below 70°F with low light.

Safety – Our products are FDA & HACCP preferred for a low-fat diet. TVP stands for textured vegetable protein. It is a soy-based meat substitute often used at some fast food restaurants.

Charity – 5% of all THRIVE profits are donated to hungered nations to help them learn how to grow food and support their own families. Except for a few products in the country. Except for a few products.
Work with your team
As you are starting your business, include your sponsor in these conversations to help answer questions or concerns. Let the prospect know that your sponsor is an expert.

Ask, “what part of the presentation (or literature) interested you the most?”

Listen
Truly understanding what they are interested in and understanding their concerns is essential before you can resolve them.

Be honest
You may be met with resistance by some people when you present the Shelf Reliance Opportunity or products—talk openly about concerns, and about how you overcame your own doubts. Being approachable, understanding, and trustworthy will be some of your most powerful business tools.

Empathize
Put yourself in their shoes and try to understand how they feel.

Resolving Concerns By:

• Sharing your personal experience – Your “WHY”
• Providing more information to help answer specific questions

Most Common Booking Objections (C = Concern/R = Resolution)

C: I'm too busy.
R: Don't worry, I'll do most of the work for you and make your party as easy as possible.

C: I don't know many people.
R: We don't need a large group – just a few friends who bring some of their friends.

C: Everyone I know already has the food they need.
R: Most people don't have everything they need. Many may come to just get educated, and learn how to cook with their long-term food.

C: I don't need any more food in my home store.
R: Wow, that's impressive. By inviting friends to a party you can help them see the vision that you have and help them to be prepared. Besides, there are lots of other great products you can earn for free, like FRS, emergency kits, water storage and water purification.

C: My house is too small.
R: No place is too small. Smaller locations often make it feel more cozy and exciting. It feels like more people are there.

C: My friends don't have enough money.
R: We are not asking people to come up with more money out of their budget, rather we simply invite them to consider reallocating a portion of their current grocery budget.

C: I'd like to think about it.
R: May I call you before we close out Kathy's party so she would have the chance to get extra discounts?

Most Common Sponsoring Objections

C: I don't know if I have enough time to do something like this.
R: The great thing about this is that it is your own business and you can work when you choose. There are no mandatory meetings or sales quotas.

C: I don't have the money!
R: If this is something you really want to do, we can figure out how to get the $199 together. If you are able to hold 3 parties with average sales, you will make your money back. From that point, you will be making extra money that you don't have now. The $50 monthly Q is just a reallocation of your grocery bill.

C: I wouldn't be able to book any parties.
R: It's easier than you think. I will show you how to do it. With our incredible host benefits, many people want to hold parties so that they can earn free food.

C: I'm not a salesperson.
R: I don't think I'd be good at something like this. This is more about educating people and showing how our products fulfill a need that everyone has. There are all kinds of different personalities doing this business.

C: I'm afraid to stand up in front of people.
R: I understand how you feel. Most people feel this way at first. I will help you with your parties at first, and you will gradually feel more and more comfortable as you continue to hold parties.

C: Is this a Pyramid?
R: Absolutely not! Pyramids are illegal money scams. This is a direct sales company that pays their consultants based on the product sales that they and their team generate.

C: I know someone who tried something like this and didn't do very well.
R: I don't know why their business wasn't successful, but you are not them. I assure you that I will work with you to do everything I know to help you meet your goals. Don't let someone else's failure keep you from experiencing success. It's really pretty easy selling such a needed product like Shelf Reliance offers – they sell themselves.

C: I've done a business like this before and it didn't work.
R: Maybe you just needed to team up with the right company and product for you. Shelf Reliance is different than any other company out there, I will work with you to do everything I know to help you meet your goals.

C: Is this just a regional business?
R: No, this is a national business that will eventually go international. The concept of self-reliance and food with a long shelf life resonates with people everywhere.
Developing your team

• Team meetings
  In addition to encouraging your team to attend corporate conference calls and events, it is important for you to regularly communicate and meet with those on your team. Take these opportunities to teach your team the things that you have learned and seen success with.

• Recognition
  In addition to the recognition that corporate may give to individuals of your team, take the opportunity on your end to recognize them as well. From a pat on the back, to a small gift of appreciation, recognition for the contributions they make to your business can go a long way!

• Duplication
  Invite your consultants to attend and record one of your parties. They will be able to review the recording several times to feel comfortable about what to say at their own parties. Also encourage them to review this training manual. Let them know that they don’t have to reinvent the wheel, many people have seen success by following these steps.

• Help run the first party of a new consultant you sponsor
  Some new consultants will feel comfortable jumping in and doing a party on their own. However, some may need you to help them at first. Many consultants will take part of the new consultant’s first party to help them through it and answer questions they may not yet know the answer to.

• Learn it, Do it, Teach it
  This is the success cycle in building a team. (Continual education)
  There is always more to learn about the company and this business. As you learn something new, you must apply it. Once you have applied it, you teach your team the principle. This is a business of personal development, and those that are the most successful are constantly improving themselves.

Leadership Principles

A true leader is not a person with a particular position or rank. True leadership must be earned. Leadership is a way of living. Through living core values and creating success for yourself and others, you become a strong leader. Below are some qualities of good leaders. A key to personal growth and success in this business is to develop these and other qualities.

Lead your life with principles and values
• Facilitate communication amongst your leaders
• Be a team player
• Build genuine relationships with others
• Recognize achievements and edify others
• Be grateful
• Give back
• Be self-motivated
• Be confident
• Have positive energy
• Have a sustained vision
• Embrace challenges

“The Future belongs to those who believe in the beauty of their dreams.”

Eleanor Roosevelt

“Flaming enthusiasm, backed by horse sense and persistence, is the quality that most frequently makes for success.”
- Dale Carnegie

“Leadership is the art of getting someone else to do something you want done because he wants to do it.”
- Dwight Eisenhower

“Coming together is a beginning. Keeping together is progress. Working together is success.”
- Henry Ford
Consultant Admin Website

As a consultant, you will have access to a special section of the Shelf Reliance website that will allow you to more easily and effectively manage your business. Placing orders, enrolling new consultants, and accessing a snapshot of your most current commission and bonus amounts are just a few of the features you’ll be able to take advantage of—and this comes at absolutely no cost to you! In addition to being able to manage your business through your personal consultant site, you will also be able to share the benefits of easy party management with your party hosts.

The features of your personalized consultant site will allow you to perform many functions that will enhance your business and allow you to more easily manage your parties and orders. By using this website, you will be able to:

- Access your personalized dashboard
- Plan parties and events
- Tie customers to yourself
- Place and track party orders, host benefit orders, and party supply benefit orders
- Set up customer Q’s
- See a complete list of your downline and upline consultants
- Access commission reports
- Review consultant policies and procedures
- Access training materials, call recordings and notes, videos, and price lists
- Quickly send messages to your downline consultants
- Participate in home party chat groups and forums
Personalized Consultant Dashboard

Before you can access your consultant dashboard, please make sure you have a Shelf Reliance website account. Important: Your consultant account email and your customer account email must be identical.

Logging into Your Personalized Consultant Dashboard:

• Visit www.shelfreliance.com/parties
• Click “login” at the top right of the page
• Enter your e-mail address and password. This will be the same e-mail address and password as your regular Shelf Reliance customer account. If you have not created a customer account up to this point, you will need to do so before logging in.
• Click the “Consultant Admin” Link.
• Your dashboard will appear on your Consultant landing page.

• OR –
• Visit www.shelfreliance.com
• Click “login” at the top right of the page
• Enter your e-mail address and password
• Click the “My Party Account” link
• Your dashboard will appear on your Consultant landing page.

About Your Consultant Dashboard:
Your consultant dashboard is the easiest way to get a comprehensive snapshot of our most recent news items and important announcements. Your name will appear on the top of this page, and your consultant ID number will be directly below your name. Click on any news article to read the full announcement. Your dashboard also includes links to all other components of your consultant admin.

HELPFUL TIP: If you ever venture away from your dashboard and wish to return, click the “My Profile” link, which is located within all of your consultant web pages on the top left-hand side of the page.

Planning & Managing Upcoming Events

Planning and managing parties is easy through your consultant site. Our event planning tools allow you to plan parties or training meetings, invite guests, and send messages to them. It also allows guests to reply to your invitations through e-mail to help you better plan for the number of attendees. Perhaps best of all, all of your planned events are automatically added to your personalized event calendar!

To Add an Event:

Once you are logged in, there are two ways to add an event.

• Our first option is to click the “Events” link at the top left-hand side of your consultant website. This link will take you to a page with your events calendar.
• Click the “Add an Event” button at the top right-hand side of your calendar.
• You may also access the event function through your Consultant dashboard. To do this, click the “Add an Event button” located at the bottom of your dashboard calendar, which is located on the right-hand side of that screen.
• Once you’ve clicked the “Add an Event” button, a box will populate prompting you to enter your event information.
• Enter your event name, date, and time. If your event is a party, check the “this is a party” box at the top left-hand side of the event box.
• If your event is a party, the event box will drop down and more information will be asked of you. If your event is not a party, you will only need to fill out the name, date, and time.

• Once your event has been entered, it will automatically appear on your event calendar.
• If your event is a party, your party close date will also appear on your calendar.
• If your event is a party, your host will automatically be sent an e-mail letting them know the event has been created and giving instructions on how to access the event landing page through the site (more detail on this will be given in the Host Website Tools section).
Accessing Your Event Calendar:
You must first be logged in to your Consultant site to access your event calendar. Once logged in, there are two easy ways to access your event calendar.

First, you may click the “Events” link at the top left-hand side of the page. This will take you directly to your event calendar.

Second, your event calendar is also available through your consultant dashboard page. You may click any date on the calendar, which is located on the right-hand side of the screen. Clicking this will take you to your events landing page.

Managing Upcoming Events:
There are two easy ways to manage your upcoming events. The first option you have is to click on an event link located in your event calendar.

The second option is to click an event link located on your dashboard under the calendar (right side of the screen under the “upcoming parties” header)

Once you have selected the event you’d like to manage, you’ll be taken to a new page. If your event is a party, you will be given options to invite guests, send a message about your party, preview your party invitation, and place orders that correspond to your party. If your event is not a party, you will only see the name, date, and time of your event.

Below your party details, you will also be shown a guest reply chart. This will be further discussed in the guest tools section. However, if you send an online invitation to your party guest’s (or e-vite them), you will be able to see real-time responses in this area.

Inviting Guests
To invite guests to an upcoming party,

• Click the “Send an Invite” link located on the event’s dashboard page.

• A “Guest List” box will appear.

Type in the first guest’s name and e-mail address.

To add additional guests, click the + sign located next to the first guest’s e-mail.

Repeat this step until all guests’ names and e-mail addresses have been entered.

Once all guests are entered, click the “Send Invitation” button at the bottom of the Guest List box.

This will send an e-mail to all guests you have invited (more detail on this will be provided in the Guest Tools Section).

To send a message to your party guests

Click the “Send a Message” button on your event landing page.

• Select the recipient group of the message (you can choose between all guests, attending guests, non-attending guests, maybe attending guests, and guests who haven’t replied).

• Type in your message and select “send.”

To Preview Your Party Invitation

• Click the “Preview Invitation” button on your event landing page.

Editing Party Details
As a consultant, you can edit the details of an upcoming party or event.

• Click the “edit” button on the party landing page.

• Enter the information you’d like to change.

• When you have finished editing, click the “Create Event” button below.

• If the event is a party, your host will be sent an e-mail notification with the updated event info, along with instructions on how to access the party.

• Once the party is closed, you may still place orders for an event (you may do this until your host benefit order has been submitted). However, you will no longer be able to edit event details once the close date has passed.

Adding Customers
In the customer link, you will see two tabs: Regular Customers and Q Customers. Regular customers are your one-time customers. Regular customers will remain with you permanently unless they order from another consultant and are added to that consultant’s customer list. These customers remain with the consultant who they last ordered from. Q customers are customers who you have set up on the Q. Once you have a customer on the Q, they will be your Q customer for as long as they keep their Q.
Placing Orders

Placing party orders online is easy through your consultant site! This tool will allow you to keep all party orders bundled together. It will also allow you to review orders you have placed in the past. In addition, it ensures your customers will always receive the most recent party pricing.

Accessing the Consultant Ordering System

There are two ways in which to access the ordering system through your consultant website.

First Option

• Click the “Orders” link on your consultant dashboard.
• Click the “Place New Order” button on the top right side of the page.
• Select the party or event you would like to place an order for by clicking the box next to the party/event number. If you do not wish to add the order to a party, click the “skip this step” button at the bottom of the page.
• Click “Next” at the bottom.

Second Option

• Click the “Events” link on your dashboard.
• Click the event or party you’d like to place orders for.
• Click the “Place Orders” button on the party/event landing page.

Placing Orders

If you have invited guests online and they replied to your invitation, their names will be available in the “Select Guest” drop down menu. Begin by selecting the guest you would like to place an order for. Note: you will have to complete the entire ordering process for every guest.

• Click “Next” to continue.

If the customer you would like to place an order for does not appear in the drop down menu (because they were not invited online), you can still place an order for that customer. Just enter their name and e-mail address in the fields to the right of the drop down menu box. Once you have entered the customer’s name and e-mail address, click “Next” to continue.

You will now be on the “Billing Information Page.” If your guest was selected through the drop down menu option, the required billing information will be automatically populated. If your guest was not in the drop down menu, you will have to type in all of their information.

• Once the billing information is filled out, click the “Next” button. Note: If you ever need to review or alter the information you have entered, you may click the “Back” button at any time.

If you’ve chosen to click on the browse product link, a menu will appear that gives you the options to choose between Food Rotation Systems, THRIVE Foods, Emergency Kits, and Consultant Materials. Roll the mouse over the desired category for more specific options (for example, if you scroll over “THRIVE” options will appear for all six food groups).

Once you’ve made your selections (in this case grains) for a product category, click the “Add Products” box at the top left-hand side of the screen.

• Repeat this process until you have added all items from your customer’s order. Note: all products you have added to the cart will show in the “Shopping Cart” box.

Next select your shipping method at the bottom of the page (shipping or in-store pick up) and click the “Next” button.

Payment information will be required at this time. Please enter this in and click “Next.”

This will take you to the “Order Confirmation” page. Please review your order to ensure all information is correct.

• If you’ve chosen to click on the browse product link, a menu will appear that gives you the options to choose between Food Rotation Systems, THRIVE Foods, Emergency Kits, and Specials. Roll the mouse over the desired category for more specific options (for example, if you scroll over “THRIVE” options will appear for all six food groups).
Reviewing Past Orders
To review an order you have already placed:

- Click the “Orders” link on your consultant dashboard.
- The “Orders” page will separate pages into separate boxes. To review orders from a specific party, click the “click to view” link next to the name of the party in question.
- When the party orders expand, you will see the ID, Customer Name, Date, and Total Amount for each customer.
- Click on the “Details” link next to any customer order you’d like to individually review.

Q Setup
You can set up new Q’s through your consultant admin quickly and easily! To set up a new Q:

- Click on the “Q Setup” link on your consultant dashboard.
- Select the Customer you are setting the Q up for from the drop down menu, or enter that customer’s email address into the box to the right of the menu and click “Next.”
- Select the party you would like the Q to be tied to and click “Next.”
- You will then input information about your customer’s family by adding their name, plan duration, names, and caloric needs. You will also select whether to include additional add-ons to the Q you are creating. Once this is done, click “Next.”
- At this point, your customer’s plan will be created.
- Once the plan is created for your customer, a page will appear allowing you to edit the plan which was just created. On that page will be a detailed list of every THRIVE product Shelf Reliance offers (this will be separated by category). Next to each item, a quantity for your customer’s plan will appear. You can edit their plan as needed. To expand any category, just click the colored category bar. Once you are completely finished setting your customer’s plan, click the “Next” button. This will move their plan into their Q.
- Next select the Q budget, shipment date, and Q Club Status. Every Q that is $100 or more in budget qualifies for fee Platinum Q Club status! Once this is done, click “Next.”
- Your Party must have an assigned host. The host must also have a Shelf Reliance website account your party must have an assigned host. The host must also have a Shelf Reliance website account in order to place a Host Benefit order for that party.
- Each Q is set up individually with a Q ID. For every Q that you create, you must create a new Q ID with the party ID you have assigned to the Q. If you have forgotten to tie it to a party, or if you have tied it to the wrong party, you can fix that by clicking the Q ID next to the order in your downline sales report. A menu will appear prompting you to select the party you would like to tie it to.
- If you have additional parties that were booked from this party and you need to enter them in half off credit, please click the “Half-off Rewards” tab and then click the “Create Event” button. Fill in the appropriate information and then click the “Create Event” button. This will create a new event in your calendar and it will calculate $100 in retail half-off credit for your host. Repeat this step for every party that has been booked from the host’s party.
- Once you have entered all of your guest party bookings and verified that all calculations match up with your form, please click “next.”

Host Benefit Orders
Placing host benefit orders is easy through your consultant site! Once you book a party, you will have three months from the party date to complete the Host Benefit order. Important: Before you attempt to place a Host Benefit Order online, please make sure all of these requirements have been met:

- Host Benefit Orders are directly tied to events you have created in your dashboard. You MUST create a party in your dashboard in order to place a Host Benefit order for that party online.
- The orders and Qs for your party MUST all be placed through your dashboard. You must be the host for your party. Note: If you have placed an order and forgotten to tie it to a party, or if you have tied it to the wrong party, you can fix that by clicking the Q ID next to the order in your downline sales report. A menu will appear prompting you to select the party you would like to tie it to.
- If you have additional parties that were booked from this party and you need to enter them in half off credit, please click the “Half-off Rewards” tab and then click the “Guest Book Party” button. Fill in the appropriate information and then click the “Create Event” button. This will create a new event in your calendar and it will calculate $100 in retail half-off credit for your host. Repeat this step for every party that has been booked from the host’s party.
- Follow the prompts to enter your customer’s shipping address, billing address, shipping preferences, and payment information.
- Once this is done, you will click the “Finish” button on the next page! The Q has been successfully created at this point.
Extra Orders
If your host would like to place a personal order to go toward their own party, there are two ways to go about placing the order. First, you can use the “Extra Orders” section below the Host fee and half off sections. In this case, your host will be placing an order at party price to go toward their own party credit. Previously if the host placed a personal order for their party, we’ve had you place the order online and note that order under your host. Each host order has its own Host Benefit form for shipping purposes. With this new system, the host’s personal order MUST be placed at the time the Host Benefit is processed in order to receive combined order/host benefit shipping. If the host’s order is placed at a different time (separate from the Host Benefit order), shipping will not be combined. If your host does have a personal order they would like to place with the party, please input the product ID number(s) for the product(s) they would like once you have completed both your free and half off order sections. Note: If your host places a personal order, both their free and half off credit sections will automatically re-calculate and half off order sections. Note: If your host does place a personal order, your host will be placing an order at party price to go toward their own party credit. Previously if the host has placed a personal order for their party, we’ve had you place the order online and note that order under your host half off credit and the extra cost.

Order Completion
• You can click as many + symbols at a time as you’d like. This will allow you to track your lines through specific consultants, or to see your entire line at once.

Placing Party Supply Benefit Order
• To place a party supply benefit order, select “Party Supply Benefit” link on the consultant dashboard.
• Choose the party or combined parties you would like to place the benefits order for.
• Once the party or parties come up, you will see the total party sales and the amount of benefits the you are eligible to order (please note this amount will either be $50 or $100). Select the “next” button.
• Input the ID numbers of the product(s) the consultant would like to order and proceed forward onto placing and confirming the order by clicking the “next” buttons at the bottom of each order page.
• If you would like to place a personal order along with a party supply benefit, this can be done by filling in the “Extra Order” section. This will allow for combined shipping of a personal order and a party supply benefit order.

Downline Consultant Information
You can get a quick look at your entire consultant downline through your consultant site. To see your downline consultants:
• Click the “Downline Consultants” link on the left-hand side of the screen.
• When you click this link, you’ll be taken to a page that will show you your entire first line. If a new consultant has been added to your first line, click the + symbol to show your second line through that consultant. Do the same thing to see your third line.

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• Choose the party or combined parties you would like to place the benefits order for.
• Once the party or parties come up, you will see the total party sales and the amount of benefits the you are eligible to order (please note this amount will either be $50 or $100). Select the “next” button.
• Input the ID numbers of the product(s) the consultant would like to order and proceed forward onto placing and confirming the order by clicking the “next” buttons at the bottom of each order page.
• If you would like to place a personal order along with a party supply benefit, this can be done by filling in the “Extra Order” section. This will allow for combined shipping of a personal order and a party supply benefit order.

Downline Consultant Information
You can get a quick look at your entire consultant downline through your consultant site. To see your downline consultants:
• Click the “Downline Consultants” link on the left-hand side of the screen.
• When you click this link, you’ll be taken to a page that will show you your entire first line. If a new consultant has been added to your first line, click the + symbol to show your second line through that consultant. Do the same thing to see your third line.

Order Completion
• You can click as many + symbols at a time as you’d like. This will allow you to track your lines through specific consultants, or to see your entire line at once.

Placing Party Supply Benefit Order
• To place a party supply benefit order, select “Party Supply Benefit” link on the consultant dashboard.
• Choose the party or combined parties you would like to place the benefits order for.
• Once the party or parties come up, you will see the total party sales and the amount of benefits the you are eligible to order (please note this amount will either be $50 or $100). Select the “next” button.
• Input the ID numbers of the product(s) the consultant would like to order and proceed forward onto placing and confirming the order by clicking the “next” buttons at the bottom of each order page.
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Order Completion
• You can click as many + symbols at a time as you’d like. This will allow you to track your lines through specific consultants, or to see your entire line at once.
Company Policies
You can access our company policies and procedures any time by clicking the “Company Policies” link on the left side of your consultant site. Please take the time to periodically review company policies and procedures.

Sending Messages
- You may send a message to your downline, customers, or specific individuals at anytime. To do this:
  - Click the “Send” message link on the left side of your consultant dashboard
  - Select your “Send To” group (this could be your downline, specific customers, etc.). You may also customize this in the “Emails” box.
  - Type your message
  - Click “Send.”

Discussion Forum
The discussion forum will allow you to ask any party question or start a discussion by opening a thread. You may look at discussions already in progress by opening a thread. You may also look at discussions already in progress by opening a thread. You may also look at discussions already in progress by opening a thread. You may also look at discussions already in progress by opening a thread.
- You can access our company policies and procedures any time by clicking the “Company Policies” link on the left side of your consultant site. Please
- You can set up your personalized website through your consultant dashboard. To do this:
  - Click the “Personal URL Management” link
  - To set up your Personal URL, click the “Online Store” link. Once there, type in your desired URL and pick your desired background color, then click “Submit.”
  - If the URL you select has already been taken, you will receive an error. If the URL is available, you will be notified that your URL is set up. You will also be asked to wait to receive approval for your URL before printing any personalized site/URL/Branding/business cards. We approve URL’s within 24 hours. Geographic location URL’s will not be approved (for example, we cannot approve Utah.shelfreliance.com).
  - Once you have set up your URL, you can visit your site by typing in your desired URL and pick your desired background color, then clicking on the “Check” button. This will allow you to edit any account details desired.
  - If you would like to upload a picture to your personalized URL, click the “Profile Pic.” link. You will then be able to choose a file to upload (choose file button) and to upload a picture from there (upload button).
- If you would like to add a story or message about yourself to your website, click the “My Story” link. Inside the link, type in your story and click submit.
- If you would like to change your account password, click on the “Change Password” link. This will allow you to do a password re-set.
- The new consultant will put information in as prompted. This process will include giving information such as the enroller ID, number, and enroller e-mail address, new consultant information, and W9 information.
- Once this process is complete, the system will automatically generate the new consultant’s ID number and dashboard.

Registering New Consultants
You can quickly register new consultants through the Shelf Reliance party site. To do this:
- Visit www.shelfreliance.com/parties
- If your new consultant already has a Shelf Reliance website account, log in using their pre-existing e-mail and password.
- If your new consultant does not already have a Shelf Reliance customer account, sign them up for one by filling in the new customer registration information located on the right-hand side of the screen. If you click on “I want to become a consultant,” the next two steps will be skipped.
- Once your consultant has logged in, they can click the “My Business” link at the top of the page.
- Click the “Consultant” link
- The new consultant will put information in as prompted. This process will include giving information such as the enroller ID, number, and e-mail address, new consultant information, and W9 information.
- Once this process is complete, the system will automatically generate the new consultant’s ID number and dashboard.

Consultant Materials
The consultant materials link contains many forms, training tools, and videos for consultants! You will find all price lists (regular price list, Hi/AK price list, and consultant materials price list) here. You will also find call notes and recordings. We’ve also posted customer order forms, host benefit forms, the allergen report, and many other useful documents here!

Individual Consultant Websites
Shelf Reliance offers all consultants the option to set up a personalized website. By doing this, customers interested in purchasing Shelf Reliance products can visit your website and purchase on their own. All orders and Q’s set up through your website will be tied to you automatically. The cost for each consultant’s website is $9.99 per month. This amount is commissionable (commission goes to each consultant’s upline). The billing cycle will begin 30 days after you set up site – the first 30 days are free! Your credit card will be charged each month you keep your site active.
- If you have customers who would like to order through your site, please direct them to your personal URL. Once they are there, they need to click on the “buy” tab. This will take them to the front end of our website where they can place an order. They can also click on the “Q” tab to set up a Q. All orders and Q’s set up through your consultant website will be tied to you personally. Important: When customers are ordering or setting up a Q through your website, please make sure they see your name on the top right-hand side of the screen of the front end home page (shelfreliance.com). This will ensure that they have gone through the proper steps to link their order/Q to you.
- New consultants and prospective hosts can also join/set up parties through your website. To register to become a consultant, they’ll scroll over the “Join” tab. Once the page re-loads, they can read about the benefits of becoming a consultant. When ready to enroll, they’ll click on the “Get Started” link and then click “Start Here” on the page reloads. Important: Your new consultants must be logged in as themselves to register through your consultant site. You cannot be logged in as yourself.
- Those interested in hosting a party through your site simply need to hover over “Host” to go on this tab. They can learn about becoming a host, host benefits, and when ready to move forward, they can click on the “Host Party” option under that tab. When the page reloads, they will click on the “Host Party” button which will bring up a party request form. When that is filled out and submitted, you will receive an email letting you know to contact your host to arrange party details.

Personal Website Management
You can set up your personalized website through your consultant dashboard. To do this:
- Click on the “Personal URL Management” link
- To set up your Personal URL, click the “Online Store” link. Once there, type in your desired URL and pick your desired background color, then click “Submit.”
- If the URL you select has already been taken, you will receive an error. If the URL is available, you will be notified that your URL is set up. You will also be asked to wait to receive approval for your URL before printing any personalized site/URL/Branding/business cards. We approve URL’s within 24 hours. Geographic location URL’s will not be approved (for example, we cannot approve Utah.shelfreliance.com).
- Once you have set up your URL, you can visit your site by typing in your desired URL and pick your desired background color, then clicking on the “Check” button. This will allow you to edit any account details desired.
- If you would like to upload a picture to your personalized URL, click the “Profile Pic.” link. You will then be able to choose a file to upload (choose file button) and to upload a picture from there (upload button).
- If you would like to add a story or message about yourself to your website, click the “My Story” link. Inside the link, type in your story and click submit.
- If you would like to change your account password, click on the “Change Password” link. This will allow you to do a password re-set.
Party hosts can edit the address of a party, change the message displayed on guests' invitations. To do this:

- Click the "edit" button on the party landing page
- Enter the address information or message you wish to display
- Click "Save."

Preview Invitation
Hosts can preview their party invitation by clicking "Preview Invitation" on their party landing page.

Editing the Guest List and Inviting Guests
Party hosts can edit their party guest list and invite guests as well. Before sending party invitations, guests must first be added to the guest list.

- To add guests, click the "Edit Guest List" link on the right side of the party landing page.
- A "Guest List" box will appear.
- Type in the first guest's name and e-mail address.
- To add additional guests, click the + sign located to the first guest's e-mail.
- Repeat this step until all guests' names and e-mail addresses have been entered
- Once all guests have been entered, click "Save."
- Once all guests have been added to the list, click the "Send an Invite" button on the left side of the party landing page. This will automatically send an invitation to party guests.
- If the host would like to add more guests later and send them an invitation. Simply repeat the process outlined above by adding more guests to the list, saving, and clicking the invite button. Guests who have previously been invited will not receive the invitation again.

Sending Messages to Guests
Like consultants, party hosts can also send messages to their party guests. To do this:

- Click the "Send a Message to Guests" button on your event landing page.
- Select the recipient group of the message (you can choose between all guests, attending guests, non-attending guests, maybe attending guests, and guests who haven't replied).
- Type in the message and select "send."

Guest Website Tools
In order to make party management as easy as possible, party guests may reply to invitations through e-mail. Guests can also find parties they have been invited to by searching directly through the Home Party Website.

Replying to Invitations Through E-mail
The functionality of home party e-mail invitations is much like the website "e-vite." Hosts or consultants send invitations out to their guests' e-mail addresses, and guest can reply through e-mail. When guests open their e-mail, they'll need to click on the "View Invitation" button on the bottom of the front of the invitation. The inside of the invitation will display party details, a short video and a small message about Shelf Reliance Parties. Guests are also given reply options including "yes," "no," and "maybe." In addition to this, guests are also given an "Invite Guests" button so they can
invite more guests.

Guests can also search for invitations of parties they've been invited to by doing a search through the party website.

Sending Replies

- Simply click either the “yes,” “no,” or “maybe” button.
- Click the “Submit” button.

Inviting More Guests

- Click the “Invite Friends” link.
- Type in the name and address of the first guest you'd like to invite.
- If you'd like to invite more guests, click the + symbol next to the first guest typed in.
- Repeat this process until all additional guests have been entered.

Searching for Party Invitations Online

To search for invitations of parties they've been invited to:

- Click the “Invitations” link on the top menu bar.
- Type in your e-mail address and click “Submit.”
- A list of the party/parties you have been invited to will appear.
- Click the party invitation link you would like to access.

THRIVE Planner

Get started by logging in or creating a Shelf Reliance account.

Log Into ShelfReliance.com

Registered customers can use the form on the right to enter their accounts, while new users can use the form on the left to create a new account. Once you've entered your information, click the Login or Submit button.

THRIVE Planner

This is the THRIVE Planner start page. In order to give the best possible suggestions for your family, the THRIVE Planner asks for some basic information. The first step is to enter your last name. This is an optional step, but it will help you to identify your plan in the future.

Choose Plan Duration

The plan duration represents the amount of time you could be sustained by your THRIVE food. Choosing 12 months, for example, would indicate that you'd like to be able to live off your food for 12 months.

Select Family Member and Calorie Information

After specifying the names and genders of the individuals you're planning for, you can select the calorie needs that best fit each family member. Many food plans offer enough food to provide each person with just 1,000 calories per day, which is quite a bit lower than what the average adult is used to. Personalize your plan by selecting daily calories from 1,000 to 3,200.

Select Add-ons

You can add drink mixes or additional cooking basics to your plan by selecting the indicated checkboxes. You can also request freeze dried foods and ready-to-eat entrées that are quick and convenient. Finish up by clicking "View My Plan." Please note that you can edit any of the settings we've talked about if necessary.

Plan Summary Dashboard

The dashboard shows a summary of your plan settings. You'll notice in the picture to the right, this is an example of a 12 month supply for two people who each need 2,000 calories per day. You'll also see a completion percentage. The THRIVE planner has suggested a plan that will meet this family's needs in each of the food group categories.

Editing Plan Items

All THRIVE foods are divided into food categories to help you find what you're looking for. Simply click the arrow beside the food category on your THRIVE summary page and all of the foods in your plan will be displayed.

Renewing Plan Items and Changing Quantities

If you notice a suggested item you'd rather not have, or if you know of an item you'd like to have that wasn't suggested by the THRIVE planner,...
It is very easy to make a change. Just go to the food group for that item and click on the "Edit" button. By clicking on the "Edit" button for your selected category, you can update quantities of the items that were suggested by the planner. Simply go to that item, change the number in the quantity box, and click the update button next to the product, or the "Update All" button at the bottom of the category. If you'd like to remove an item, just enter zero in the quantity box. Once you've updated your revisions, the page will refresh with your changes.

Adding Additional Items
In each category, below the list of items that are already included in your plan, you'll find other foods in your chosen food group. If you wish to add one of these items to your plan, enter your desired number of cans in the quantity box for that item, then click "Add to plan." Once you've made all the changes you'd like, scroll to the top and click on the "Return to Plan Overview" link at the top right-hand side of the page.

Editing Plan Settings
If you would like to change plan settings at any time, click on the "Edit" button next to your family's plan name at the top left-hand side of the screen. Clicking this button will take you to the same page you were at when you set up your plan the first time around. You can change any plan setting information here. Once you've made your desired changes, just click the "View My Plan" link to re-submit. NOTE: If you do this, the THRIVE Planner will create a new plan for you and any edits you've made just click the "Add entire plan to My Cart."
by using the arrows next to the date line. When it comes to THRIVE Q shipments, you have a lot of flexibility. You can change the products coming to you, the date of your next shipment, as well as the order cap (the maximum amount you are willing to spend on the shipment). It’s important to note that changing the order cap on this page will change the budget for one shipment only, not for all of your future shipments. If you’d like to change your order cap permanently and apply that budget to all future shipments, you can do so on the My Q Summary page.

**Editing Q Shipments**
Each month, the Q program will use your order cap and your selected items to create a new shipment. If you’d like, you can customize the items listed in that shipment.

If you would like to edit your current month’s shipment:
- Click the “Edit” button on your Q dashboard. You will be taken to an edit page.
- To remove an item from a shipment, simply click the “remove” button next to it.
- To add an item to your shipment, click the “add” button in the quantity column. A box will appear with that item in it, and you can use the arrows to make the quantity higher or lower for that shipment. Once this is done, click the “Update” button to complete the change.

Emergency Planner
Begin by hovering over the emergency kits and supplies tab. Then click “Emergency Kit Planner.”
You can begin by entering your last name, (optional) the number of people you’d like to plan for, and the ages and genders of the people in your family. This will help the program to suggest a plan that’s just right. After starting the process, you can easily add or remove people in your plan.

Now, choose your plan duration. Popular options include the 3 day (72 hour) kit. Next, select your plan strength. Choosing a basic plan will give you the bare necessities, while an extreme plan will prepare you for just about anything.

There are three kit types to choose from. You can choose a traditional kit that will work at home, a school kit for the classroom, or a travel kit for your automobile.

Finally, select any disaster add-ons you might need to prepare you for disasters common to your region, such as floods, wildfires, earthquakes and blizzards.
Once you have completed this process, you will see a summary of suggested emergency kit items. By clicking the “Purchase My Kit” button, all of your suggested items will be added to your shopping cart. Of course, you can edit items and quantities if you’d like to. If you don’t wish to purchase all of your items immediately, there are two other options to choose from. - Customize My Kit” or “Save My Kit for Later.”

Customize My Kit
Our emergency supplies are divided into four categories that you can see in the left sidebar: shelter, food & water, first aid, and tools. Click any one of these categories to view the emergency items in that category.
You can easily remove any suggested items or add items not currently in your kit. Click the “Update Totals” button after you make a change to see your updated kit price.
You can scroll up and down to see different categories.

Save My Kit for Later
If you’d like to take a break and return to editing at another time, it’s no problem. Clicking the “Save My Kit for Later” button will allow you to return at a later time to continue editing your kit or purchase it. Note: You must be logged in to save your kit for later. If you are not yet logged in, clicking the “Save My Kit for Later” link will take you to the account log on screen.
THRIVE Kitchen

THRIVE carries dozens of delicious foods, and we’re proud to offer great recipes to go with them! The THRIVE Kitchen is your first stop for meal ideas that put your food to the test, whether you’re after a classic family dinner or a quick snack. Submit your own recipe or look for tips from our resident chefs, Kelsey and Natalie. Come see what’s cooking in the THRIVE Kitchen!

Shelf Reliance University

When it comes to emergency preparedness, there’s a lot of information to sort through, and we don’t want you to go it alone. The shelves of Shelf Reliance University are stocked with well-researched articles you can count on. Take a look and learn something new! With a little help from Shelf Reliance University, you’ll be a scholar in no time.

Food Rotation Planner

A Food Rotation System (FRS) from Shelf Reliance will add organization and savings to your food storage, but which size is the right one for you? Our FRS Planner has the answers. Simply enter the measurements of your available space to get suggestions for the perfect system. Whether you’re looking for a free-standing unit or a supplement to your current shelving, the FRS Planner is a great place to start.

Frequently Asked Questions

Go to your consultant dashboard for a detailed list of common questions.

Q: What do I have to do to qualify for a commission check?
A: The only requirement is that you must have a monthly personal THRIVE Q purchase of at least $50 in product.

Q: How often are there price changes?
A: Price changes occur every 3-4 months. Pricing will change on the 2nd day of the month in which a change takes place.

Q: How do I earn referrals from the company?
A: Once you reach the rank of Mentor, you will be eligible to be in a pool to receive leads that come through the company. You must continue to reach the rank of Mentor each month to qualify for leads the next month.

Q: How do I address people that ask about Shelf Reliance products being sold in retail?
A: Shelf Reliance sold products exclusively through retail the first 5 years of business. Most of the sales have been for the Food Rotation Systems. When Shelf Reliance developed the THRIVE line, they felt that the food needed to be experienced. For ultimate growth potential, they chose to open the direct sales channel through parties. The pricing of the shelves and emergency kits will always be the lowest through parties.

Q: When can I expect my commission check to arrive each month?
A: Checks will be sent out the following month on the 15th.

Q: How do my customers know if there is a backorder?
A: Occasionally, we will have product on backorder. This will be indicated on the customer’s invoice and will be shipped to them as soon as it is in stock.

Q: What is the difference between instant and powdered milk?
A: Instant is better for drinking, powdered is better for cooking.

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