



THE LIFESTYLE

RAIN: A lifestyle company. RAIN International is not a job, it's a lifestyle. RAIN is a place that you join based on passion, enthusiasm, and opportunity. Based on your dream lifestyle, you're able to make RAIN a part of your daily routines; whether you are new to the industry or an experienced leader. RAIN International is a safe haven, a rock where you can build your dreams.

1. Are you RAIN? Figure out what things about RAIN get you excited and concentrate on those. Seek out opportunities that are in alignment with your goals and fuze RAIN with your daily life. and BE RAIN.

BE RAIN:

- Take RAIN Products wherever you go.
- Brand yourself with RAIN swag (i.e. Shirts, hats, jackets, etc.)
- Attend all the RAIN events, and let those around you know it!
- Always have cards and brochures on hand
- 4 presentations per week
- Have an active autoship of 100 CV or more monthly
- Read a RAIN Cycle recommended book 20 minutes daily

2. Set realistic expectations and goals. There is no overnight success, which means you have to build your story over time and be realistic with your goals and expectations. An unreasonable goal would be to make a million dollars tomorrow. You need to use each day as a stepping stone to build your future upon. What do you want your lifestyle to look like next year, five years from now, etc?

3. Seek the right people and be the right person. Be the person that you would like your people to be. Lead by example, be positive, energetic, and loyal. You need to set the standards of how you want your team to be.

4. Integrate the business with your life. Find ways to connect who you are with what you do inside and outside of the workplace. Hold events and meetup groups centered on RAIN. Get the people that you work with to do fun and entertaining activities with you—including movies, sports, and concerts. Remember that you are building a business within a business and always want to stay part of the RAIN culture, but create a culture within your team.

5. Review your goals and have accountability. As you grow and develop as a professional, your interests and passions might change. You should constantly re-evaluate your goals and dreams. As obstacles come up, stay focused on your goals and remember all distractions are equal, the richest people in the world are problem solvers.

Simple Effective Educational Duplicable System

RAIN is all about SEEDS. They are not only the foundation of our products, but the foundation of the company. Seeds are natures RAIN Cycle, and SEEDS is our basis for the RAIN Cycle.

The **S.E.E.D.S.** system is your life source; it's the way to accomplish your goals and dreams. Don't try and change a proven system. This will cause isolation from the resources that are there to help you grow and cause confusion within your team. Grow with the system and always lead by example. Don't get stuck in management mode - get in the trenches with your team and continue to sponsor people yourself.



THE LIFESTYLE

Make it about the tools and the system. Don't create a dependency by making it about you.

Apprenticeship

The speed of the leader is the speed of the team; so set the pace for your team. Find someone in your team to work with. Having someone to stay accountable to will help your business grow quickly. Set up a weekly time for goal setting and a daily time for accountability and review. Search up for a mentor - if you're silver find someone who is gold, if you're gold find a platinum, and so on. As you're working with people in your team always be cautious where you spend your time - always match energy for energy.

As a new member, your role is to be an "apprentice." Work closely with your sponsor and support team to master the RAIN Cycle. If your sponsor is new to the RAIN business, find a mentor in your support team. Your sponsor and your mentor's job is to help you get results - ideally in the first 90 days. The best way to learn this business is to get out and work, with this approach you learn and get results. These principles, knowledge and skills should be transferred from your sponsor to you and from you on to your team to create duplication.

The Apprenticeship Process through the RAIN Cycle

You will set goals to consistently bring people to meetings/presentations. It is important that you follow the apprenticeship process. Never present to your own prospects and always use a tool or your upline.

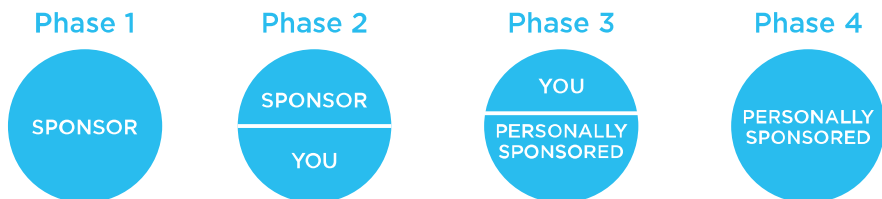
Phase 1 - When your new to the business or dealing with your personal prospects, your role is to become an expert inviter. Your upline will be handling the first few presentations. Remember not to interject or speak until directed.

Phase 2 - Your upline is now beginning to include you in the presentations, it is important that you begin to learn and assist your upline. Your main job is to edify and to learn from your upline during these presentations.

Phase 3 - You have the tools and have learned form your upline, now it is your turn to do the presentations for your downline. Remember, these are your peoples people. You should do the first few presentations by yourself while letting your people know that they are in training. Then start including your people to help with portions of the presentation.

Phase 4 - Duplication now has begun, and your leaders are now teaching others on their own and teaching others to do the same. This is the most important phase and the difference between a small and big business builder. Duplication is essential in growing your team and reaching your lifestyle goals.

Remember **S.E.E.D.S.** duplication is the key - Always stick to the system and use the pre-recorded presentations to help you. Focus on the big picture, be diligent, and you will find yourself reaching your goals quickly.





THE LIFESTYLE

“This is not just a business, it’s a Lifestyle.” Jim Rohn said it best, “For things to change, YOU need to change. For things to get better, YOU need to get better.”

Success doesn’t come all at once. It will come one step at a time, by doing simple things every day. Make sure you are taking the time needed daily, the most important investment you can make is the investment in yourself. It is critical that you take the time to develop yourself personally. Focus on these 3 aspects.

1. **MIND** - Take time to read or listen to something from the company or suggested reading list at least 20 minutes a day. This will help you become a student of the industry, learn more about the company and develop your personal character and leadership skills.

2. **BODY** - “Be a product of the product”. Use the RAIN products daily. Make changes in your lifestyle through exercise and proper nutrition. You can be a walking advertisement for your business.

3. **SOUL** - Review the goals you have set in the RAIN Cycle and make and adjust them frequently. Study and meditate on these goals and how to continually become better. Remember “A man is but the product of his thoughts, what he thinks, he becomes.”

-Mahatma Gandhi

CROSSING THE RUBICON

In the year 49 B.C., the Roman General Julius Caesar stood with his army on the banks of the Rubicon River. By Roman law, Generals were forbidden from crossing this boundary. To cross this river with a standing army was a declaration of war on Rome itself. Caesar was already facing removal from command and possible arrest from his rivals in Rome. His choices were clear: await his arrest or take his army across the river and march on Rome. The General took his army across the Rubicon and the decision was final, there was no turning back.

Do you want more out of life? Are you ready for a lifestyle change? If you’re ready to make a commitment and willing to fight for it; then you are ready for RAIN...it’s time to Cross the Rubicon.

This is a journey, not a destination. Enjoy the journey. If you’re not having fun, you are doing it wrong! One drop of RAIN won’t do anything, but millions of drops will nourish and change the world. GO MAKE IT RAIN!

To your success,

BYRON BELKA

President and Founder of RAIN International

