

NO SECRETS
BY ELENA POLIANSKAYA

Elena Polianskaya

IS THIS
BUSINESS
FOR YOU?
FIGURE IT OUT!

2019

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INTRODUCTION

Success has to be deliberate, especially in business. Without deliberate choice, you cannot have bold actions and incredible decisions as well as stunning results.

Mythology and folklore are people's soul. Our folklore shows that things happen to us by chance, with a wave of a wand and people tend to act emotionally rather than rationally. People live their lives without understanding where to put efforts. How, for what, for who?

Therefore, my first question to you will be: Why do you need a business and particularly in network marketing? MLM-business is both simple and special. Today I want to talk about it and especially about you in this business, about your choice to use it as a tool, which can change your life and life of your family. It will put you on the rail of development that will lead you to the higher quality of life.

Let my words go through you and look at yourselves in this breathtaking process. It is important to start thinking, to make your brains work, to be conscious, to analyze. My goal is to bring this to you. Your result will depend on many things: how you portray yourselves and the industry, what are your goals, how you present MLM-business to the market, how serious you were when choosing it, how good is your understanding of the market.

26 years ago in Russia and other post-Soviet countries the “Iron Curtain fell. Therefore, our citizens got permission to start business not so long ago. Business is an activity, aimed at systematical gaining of profit. Culture of conducting a business is still forming in Russia because too little time has passed. America has been forming such culture for hundreds of years: they have definite laws and rules of business. Generations on end, they have been inheriting business. Conducting one is their second nature.

Since 1993, market of Russia and post-Soviet countries provided only 2 ways to run business: to be a shuttle trader or to work as a distributor of a network company. Network companies' employees had an advantage because they had ability to become dollar millionaires. This story has a dark side too — they made the market unstable because they conducted business as they could, on the hunch, instead of the way they should.

During the last 5–7 years, a new group of people has been formed in Russia. I call them Network Entrepreneurs. I just cannot stop admiring them. Finally, we got such professionals in network industry, who can show how

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Every day you create your own Universe. Every day you get pluses and minuses. Pluses — bring you closer to success, minuses — throw you back. Think before doing or saying.

Galina Ponomariova

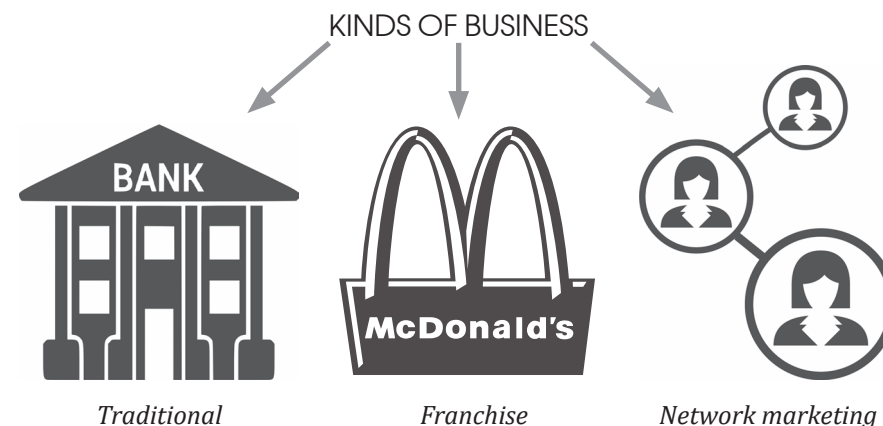
good this industry is from the inside, proving the picture of it in the minds of people is wrong.

If you clearly understand that you want to have money, you have to understand that you need a business. Not a simple workplace, but a business! You cannot make money while working for hire! Today's business is very different comparing to the 90-s'. That time you needed power and force to stay competitive, but now you need to be intelligent, smart, communicative, well organized and able to think big. These are the top qualities nowadays.

WHAT KINDS OF BUSINESS EXIST?

The first one is traditional. We are used to this type of business and many of people work in companies with such type of management. This business requires having a point of sale, shop, etc. You should understand that modern Russian market falls into globalization: small and middle companies are forced in takeovers. A few large companies like Auchan, Piaterochka, Magnit and others (Walmart, Metro Cash and Carry) conduct business. It was a political decision; do you remember how numerous small stalls were closed pretty fast? It is easier to control a few bigger companies.

If you choose to work in this type of business you need to ask yourself: Do I have a great team, interesting idea and a big sum of money? Am I able to be one of 1 % of people of the world who hold such business? Last year, there were 187 000 companies that were set up and 287 000 that shut down. That is why I do not consider working in this kind of business, even though I have experience in this sphere. After finishing my first project, during same year I started two new businesses in sphere of catering and construction. Both of them required much money and I still have to “feed” them my own money. The funny thing is that I earned



this money from my network business. Such situation was given to me to understand: I must not play this game, while market of our country is in such state!”

The Second kind of business is franchise. Is it the object of franchising agreement, a list of goods consisting of rights to use brand and business-model of franchiser, as well as other goods needed to create and conduct the business. In other words, it is an opportunity to buy a ready business-model and to replicate it. The main problem is that successful models are quite expensive! McDonald's franchise cost about \$1 000 000! You can find something less expensive, but usually such models do not prove their worth. Rare businessperson can create a sustainable franchise to sell, therefore the price is high.

The third variant is well known worldwide. It is **network marketing**. 85 % of Japanese gross turnover comes from networks. Overall turnover of all networks is about 200 billion euro a year!

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We come to this world to change ourselves. Network marketing is the best place for personal growth. If you want to make a million — your changes should worth a million. These changes are not always pleasant. Sometimes they are painful. Success awaits only those, who are ready to change themselves.

Galina Ponomariova

MLM IS THE MOST MODERN MODEL OF ECONOMIC DEVELOPMENT

What problems does network business model solve? What is it?

Foremost, it is business! Business, which can give you ANY money! Period. It can be both: a little money to get from a side job, or it can be enough to make you one of top 100 richest people in the world! It can be BOTH! There will always be people with different income, even in the same project, the same industry. The main reason is not the flaw of the industry, but it is in the attitude of those people. Some people just do not want to go deeper, to do more than average, to learn new skills. They just do not want it! They want to somehow succeed in a new world with same old skills and outdated worldview. It just does not work like this!

Imagine a doctor, who one day starts to work as a barber, and cannot understand why first results of his work are not as good as he wants them to be. Firstly, they need to get hand in it, get experience and become overall better at this.

What is network marketing? What are the similarities and differences comparing to traditional business?

It is similar in a way that *you earn the commission of your turnover*.

Unlike most traditional businesses, which are a self-employment, network business give you big income with little investments. Big income means not only your neighbor knows you are conducting a business but even their neighbors too. Sometimes it happens that people only tell about their business to their friends, therefore the information field is too small. You cannot make big sales like that. BUT, due to network marketing, you can live in Cheliabinsk, Ekaterinburg or some small town and still create a big information field in different cities of Russia, Kazakhstan, Kyrgyzstan or even in some European countries! Does it appeal to you?

Do you want to know what I have learned in practice during these two years? Success does NOT depend on the age of a person! In the first place,

it depends on the attitude, readiness to broaden their mind and worldview. Sometimes people have such thoughts: I have never been well-off and there is no way I will! As you can imagine, they broadcast such message to the world and their kids. This kind of thoughts should be rid of. In network marketing we earn commission from a turnover. Hence, turnover of your business determines your income.

Despite me having been working in network marketing for 21 years, I could only take root in it after 5 tries! It often happens to people. The first truth is that people have their reasons why they cannot take root in it from the beginning, but they never quit it. The second one is that people working on the same project have very different income. Why so? Could it be so, that the problem is in someone who connects market and this wonderful industry, so called economic marvel of 21st century?

From my experience, I remember being advised to sell products, to heal people and even to lose weight (even though I weigh only 54 kg, but they did it by default). Additionally I was suggested to sign a contract, but never been explained why I need it. They offered things I knew I would not do anyway. I thought it was too cheap and primitive of an offer. It just did not appeal to me. I am sure I was not the only one.

I was offered things that did not reveal the essence of network marketing and at times even totally misrepresent it. There was not a single person who present (presented) network marketing to me showing all of its advantages and benefits. Why?

Let us figure it out. Can we call everyone who works in this industry an entrepreneur? They all seem to be the same, but I can divide them into three groups:

80 % — customers. They sign contracts and do not mind conducting the business. They talk about it from time to time, but they do not work

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There are people, who want to improve their well-being without learning more... Nowadays it is impossible to be successful using old strategies and stay like this for 5 or 10 years. There is always room for improvement! You should always learn and teach others. This is the key for your personal growth and SUCCESS of your business. The most important thing is to act!

Natalia Shuvalova

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Success is for Being on time.

Anzhela Magomedova

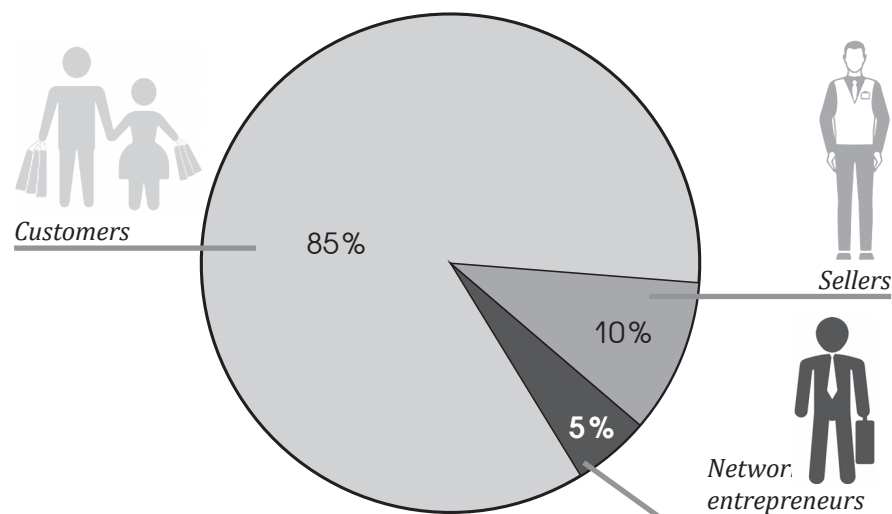
systematically, because of lack of understanding the ESSENCE of this industry. They have different motivation as well. They want to buy high quality products, to improve their health, to stay fit, to travel etc.

10 % — choose to **sell** products locally. They are sellers, not the network entrepreneurs.

And only 5–10 % of them are network entrepreneurs, who can clearly see the essence of the industry. That is why they make a lot of money, increase their income and create a profitable business. They have experience and results, they learn, work every day and become professionals. We all are customers of some networks. *For example, when you buy a lipstick of some network company, simultaneously millions of women across the world are buying the same lipstick!*

Someone, who creates such networks, earns very big money! They simply chose this model as a business for themselves. They are smart at organizing business and incredible at advertising it.

PIE CHART



What is my understanding of a proper network business advertising?

1. I distinguish MLM-industry from everything else, by showing its size, prestige, simplicity

This industry has been on the market for 120 years. It could live through all the crises. When traditional business companies closed down, network ones grew bigger and stronger. Economic system of our country moves in this direction. As an entrepreneur, I understood it a bit earlier. I ask you: why start working in MLM in 10 years and confirm something obvious: “Hey, this system really works!”? This way you would only be a customer, and it would be someone else who had created it without you! This industry is gigantic!

2. I show that MLM is an exceptional niche for entrepreneurship

This business has the ability to enlarge. It is prestigious worldwide, big part of world’s economic turnover is done through networks. Nowadays, many famous companies choose the path of networks, such as Tele2, Tinkoff, Uber. Everybody knows some of their offers: “Invite a friend and get commission of your calls, invite a friend and get a free ride, invite a friend and get 100 rubles”. Economists predict that by 2020 all our economics will have turned into network companies.

3. I break stereotypes about networks in people’s minds

Why do I praise MLM as industry of professionals, but clients doubt it after seeing different people? Those people wearing different outfits, making different money, having different view. They claim to be network entrepreneurs, but they are not the ones.

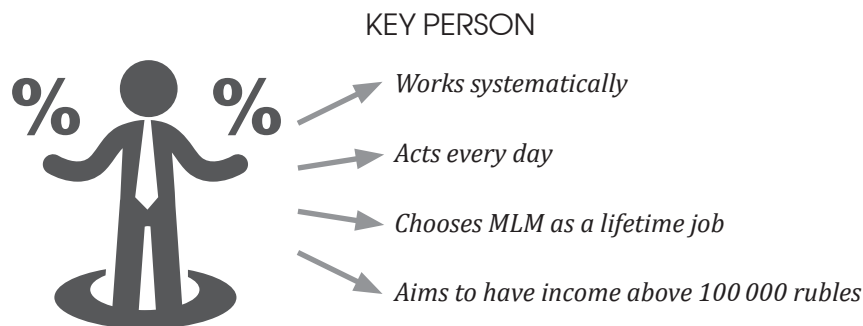
Let us compare three groups of people: professional athletes, people who sometimes visit the gym and elderly people who do Nordic walking. Which of them are professionals? If there was no direct answer, someone could think that amateurs and elderly people are.

It is the same in business. There are amateurs and professionals. It is important to talk about it during a meeting, because

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Business is your sport in which speed determines everything.

Andrey Batashev



otherwise it is impossible to break stereotypes in person's mind. They should understand that doors to networks marketing are open and it is for them to decide which one they want to go: customer, seller, businessperson.

4. I mark my target audience

In traditional business, customer access points are big stores and supermarkets like Auchan. In network business, in my opinion, customer access point is a key person. It is a business-minded person who chooses ideas of our company as their profession. Person who begins to conduct business systematically, every day. Person who is capable of changing world around them, creating business-system around them! It means their ambitions are to have at least 100 000 rubles of income. This person chooses not the product, but the business!

I work with business-minded audience, search for ambitious people. It is important to understand: primarily we present not the product, but ourselves. My brand, clothes, image, words I say, goals, ambitions — all of it has to match people who I am going to solve problems and move forward.

2 years ago I started working in this project with a goal to have income of 2 million rubles a month. I can use it as an example because I have already achieved this goal. I invite people who can hold such money, who are adapted to this level of income. Today I have 5000 key people, who conduct the business! Not chaotically, not periodically, but precisely, systematically as everyone should!

If you want to work with resourceful people in your organization, you must correspond to the picture of large-scale business. Present network marketing on the level of the essence. If you only present it as a product or business-plan, you will have customers and sellers coming to you.

5. I show that MLM is a business of standards and statistics

Every MLM leader knows standards and speed of their project. Nowadays, my team broke stereotypes of growth speed. In 1 year we planned to get something others only imagine to get in 5 or 10 years. We broke it into small steps and launched high-speed project. I show a quick way to get big income and what actions lead to making this happen.

Here is my statistics: *out of 30 people, I meet to offer big business, 15 refuse because they have limited standards of income and there is nothing you I can do about it. You cannot change neither market, nor people. Out of 15 people who stayed, 11 would take the path of small business, and only 4 of them would say "yes" to a big business on condition that you show them what to do.*

No matter why a person starts working, whether product or business, they will "click" only after they have the COMPLETE picture of the industry.

6. I show the ability of enlarging the business

Even a single partner can grow a big team. For example, in a period of 21 months I managed to build my organization of 254 000 people by traveling across the country! Due to me presenting MLM as a business and finding key people (who form business structure), and only with them on my team I can set goals and achieve them. I also get customers and sellers on the way, but they are key people, who really develop industry in geometrical progression.

7. I prove that MLM is horizontal economy

Labor market does not provide much choice. Let us not talk about wage labor — there is no big money there. A traditional business has changed. It has gone online for the most part, small and medium companies have been taken over. Big traditional companies as well as MLM-companies now develop through networks. Networks give us ability to reach to customers wherever they live and to keep them in our information field.

All economy moves in this direction of partnership based on interests, not the system of administrative subordination, location or specifics of entrepreneurship activity.

That is why, **MLM-industry nowadays is a good example of horizontal economy.**



Cherish big goals, but drop the small ones.

Sheker Garibova

8. I provide real advantages: network industry connects you to resources immediately

Your business is invested with resources of the company. Such as: ideas, products, money. As soon as you begin to grow big, you will need more money in turnover in order to develop new regions. At this moment, you need a bigger solvent

partner such as company that establishes infrastructure in different cities. Your mentors also invest their experience in your business. Your business gets social, material, energy, time resources of people who come to you.

I give these arguments in order to find special, business-minded people, who would consider the industry as a business. They need to understand prestige it possesses. Networks business is huge! However, everyone has their own version of it in mind. Your level of understanding of this business, your goals in it and your way of presenting it determines your result.

MY OFFER — GREENWAY

It is high time to introduce our project called **GreenWay**. It is a phenomenon of the network industry. GreenWay is business in which everyone earns money, but the amount of it differs.

This project develops so quickly, that its turnover equals the turnovers of companies that work 10–15 years. Some of them have not reached this level of turnover yet. Our success is a phenomenon and it has an explanation.

The essence of networks is to create an infrastructure covering large area. For now we are targeting to cover post-Soviet countries. **GreenWay** takes big steps. We have already covered Russia, Kazakhstan and Kyrgyzstan. We are now entering Uzbekistan markets. The next big step for us is very brave because we are coming to European markets.

We keep the qualities of a big business

GreenWay is a Russian project from Novosibirsk that started its work on February 5, 2017. It was only 2 years ago! Today, professionals of network

industry pay attention to us, because of the development speed, market shares, income of top-leaders and interest we arouse.

We did not simply find this company. We created this project according to rules of big business to be a serious company, which can have turnovers of billions of dollars. We are leaders of this company. We created company using conceptual approach:

- It has to live for decades, because big business is always long-term. As our president says: it will feed your children and your grandchildren!
- It has to be rapid. If person wants to move fast in business, they can achieve their primary financial goals in a year.

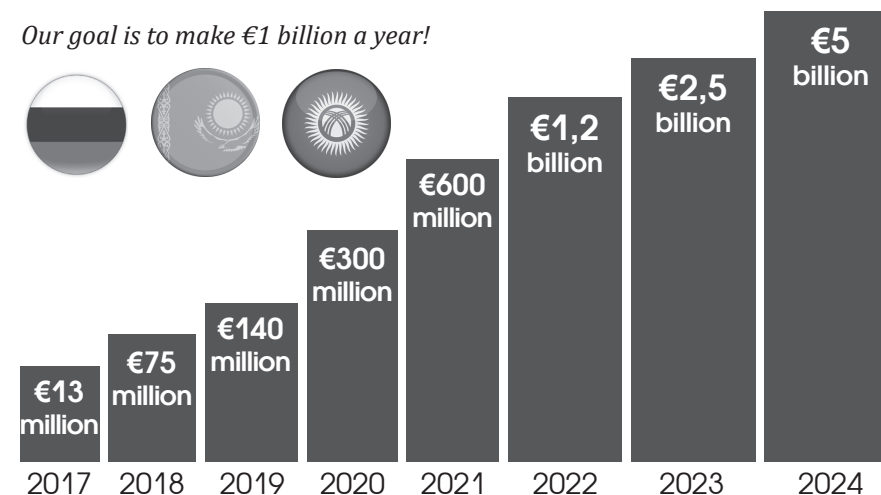
I am often asked: *What are your standards of speed in business? I answer that I came into business to achieve my primary financial goals in a year. My goals were to buy an apartment, a car, to save money for children's education, to have enough money to care about myself. These are my standards. I move with such speed, but I know that everyone can!*

Objective advantages of GreenWay

1. Idea. As I already said, big business is pushed forward by those 5–10 % of real entrepreneurs. What do they sell? They sell IDEA. What did McDonald's sell? Hamburgers? No, it was the idea of business. Anyone can cook

PERSPECTIVE OF GREENWAY COMPANY GROWTH

Our goal is to make €1 billion a year!



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Initial speed of development of our company can tell you about high quality mentorship and far-sighted politics of head administration.

One of the keys to success is the Idea of Ecology. It appeals both customers and partners.

I wish you to use the unique opportunity to learn how to conduct this business easily, beautifully and effectively!

Svetlana Rosliakova

and sell hamburgers, but McDonald's company cherished the idea and honed the execution of network of fast-food restaurants. At first, McDonald brothers started it, then, it was Ray Kroc who registered corporation. Every big business is an IDEA!

Creative idea of **GreenWay is to create network of Eco markets and to get rid of chemicals at home totally**. It is a local goal. We have a message to all the market: *Get rid of chemicals at home, stop poisoning your loved ones!*

Global mission of our company is to clear Earth from household chemicals. I think you will be as inspired as I am because more than 500 000 people have stopped using Fairy.

The idea of using eco-friendly products has been taking roots on the market. Companies and farmers that make such products as well as shelves with them in supermarkets are the evidence of that.

Little by little, customers become more conscious! Media talk about it, social networks, internet etc. It is now forbidden to import phosphate products. The harm of low quality cosmetics is discussed. Cosmetics now have the second place in Russian list of products causing cancer. Can you believe it? Cigarettes have the fifth place and cosmetics — the second! It is said that ordinary toothpastes, product that people use every day, can also cause cancer.

We care about ecology and safety! People still happen to unconsciously use chemicals, despite having all symptoms of chemical intoxication. Syndrome of chronic fatigue is one of such symptoms. Everybody talks about it! Even traditional companies of domestic chemicals are restructuring! Reports of the last 4 months show that turnover of products with “eco” and “bio” in the name increased by 40 %! Gone are the days when customers bought trendy and advertised things. Now they care about safety. It is number 1 pick!



GreenWay offers to make your home eco-friendly and safe! That is our main idea! We promote brand of safety. Every single one of our products is totally eco-friendly; they do not even contain surfactants.

In 2016 turnover of eco products reached 68 billion euro. Estimated potential turnovers level in 2020 is 300 billion euro. Every economist would say that! It means that 60 % of customers will choose safe products instead of products of uncertain quality. They will all read composition information on the packaging.

With such trend, there is no global federal company on the market of eco products! This idea grabbed our attention as entrepreneurs. We actively develop the industry and claim to be number 1 on the market of eco products! GreenWay equals eco products! We aim for this mental association to be in minds of customers and work hard every day to make it happen!

2. Assortment. Viral product and shopping cart of other goods. In today's world it is necessary for network project to have a wide assortment of eco products, which are interesting to people!

Assortment of GreenWay has two different groups of products that boost each other. First one is viral product, which draws attention to the company and leads to selling other products in the cart. With such product, it is easy to approach the market. Japanese partners contacted us and proposed to sell it with exclusive contract conditions.

Our product is ultra-microfiber. This product makes contacting people easy, and arouses interest to know more about other products.

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Every life changer, every crisis should be regarded as an opportunity. GreenWay gives you such opportunity, but you need to change yourself to use it.

Gulbarshin Bisianova

It has market demand and you do not need any sales skills to understand that. You can simply google “GreenWay micro-fiber” and you will find numerous videos on YouTube made by happy customers!

I never saw anything like that: business is highly advertised by customers! They do it not for earning money, but for the love for the product.

Our product is VIRAL; it is easy to conquer markets with it. It is a universal business tool, which is not limited by any specific target audience. It suits everybody, because everybody washes dishes,

windows, cars and clothes. When you show it to customers, they ask what else is available. It is wonderful! Any entrepreneur would agree that it is very pleasant to answer such question: “It is a nice product, what else have you got?”. This is how passive consumption is formed. After ordering this product, clients enter shopping cart and see the whole assortment of **products of permanent consumption that are quick to run out**. Moreover, this assortment constantly widens. If people come into business after trying products, it helps GreenWay’s market development.

3. **Price.** Company’s pricing policy is determined to fit any customer with lowest price of 100 rubles, so that even people without deep interest to business process would have desire and ability to buy our goods. Today we have 500 000 of customers because of the numerous key people. We expect to double the amount of customers in a year. Key person who promotes GreenWay as a business increases the number of key partners and at the same time gets a lot of customers. Products are interesting and of high quality which leads to turning random customers into regular. Later, when the assortment gets wider, customers come again and find something they want and need.

4. **Marketing strategy.** Marketing is not figures, but strategy of development of the company. Marketing determines who would prevail in the company: sellers, customers or key partners. With having key partners company grows fastest, because they are leaders who attract even more customers in their networks.

Marketing strategy of GreenWay encourages all three groups of people to act more and together they work as a whole. Company provides product with market demand, financial motivation of all participants and resources for people who aim at achieving big goals. All of that is formula of rapid business development!

Right now, the market sharing change is happening. Global process of changing of market shares will be going on for years, while we will be building our networks in different cities and countries. At first, we want to conquer Russian market, then markets of European countries and so on.

There is no time to waste! We do not want to do it because it is a fascinating process, which gives big financial output. Conducting business with GreenWay is easy, if you understand its essence.

Essence of GreenWay Company lies in conceptual approach to term “eco market”

1. All products of our company are considered as high tech and are invented in industrial parks. It could be Novosibirsk Science Academy, or some academy from Japan, the USA or China. During production of our product they use latest technologies, hardware, materials.

2. All products are eco-friendly. Our method of cleaning is absorption and extraction. When phosphates have just become forbidden on the market, we have 10 years lead. We do not use surfactants, substances that create foam! In ten years they will say surfactants are harmful, because they melt lipid layer of skin. Our products keep your skin safe!

3. Idea of assortment is total improvement of ecology in a family. Global mission of our company is to improve ecology of the planet Earth. Anyone can participate in network industry and spread information about safe products very fast.

4. Three directions of development: domestic ecology, health ecology, beauty ecology. What can be more demanded than personal safety?

Our products:

- 1) Are easy to understand to anyone, even without specific education
- 2) Are used in every family, what gives good prospects
- 3) Have steady demand
- 4) Have special X-factor to them; they are exclusive, which is very important for a network product when you work with people.

GREENWAY'S DIRECTIONS OF DEVELOPMENT



Japanese people invented **domestic ecology**. All GreenWay products are from Japan. If we want to get rid of domestic chemicals, we need to replace them. You cannot simply wipe everything with a rag. Dust, bacteria, fungus, viruses will become your invisible cohabitants. What can replace chemicals, you might ask?

Japanese scientists invented this special microfiber based on common microfiber consisting of polyester and polyamide. The first one soaks water, the second one — fats. Scientists managed to lengthen the thread up to nano micron, this ends up to have 45 km in a single gram! Can you believe it? Moreover, they cut the thread along into 8–24 sectors, making it porous. This makes it different from common microfiber. This new material is similar to thousands of micro pumps that absorb particles of dust, sweat, fungus and bacteria. When you use this fiber, you notice the effect of vacuum cleaner that absorbs microparticles.

In Scandinavian countries, particularly in Sweden, such microfiber has been in use for 10 years in schools, kindergartens and operating rooms. It works well with any surfaces: porcelain, granite, kitchen surfaces, fabrics, fur and vehicle interior.

The fiber is good at cleaning surfaces and ionizing the air. It is another advantage to consider! Usually only special gadgets can do air ionization. Our fiber creates negative ions everywhere it touches surfaces. We have big variety of products: household, universal, for kitchen, for glass and even for severe dirt.

Beauty ecology. We have products for all purposes. GreenWay offers water and fiber to take care of your body and dry cosmetics for your face and oral cavity. We got rid of soap, gels, milk and everything that foams. Our products are excellent at removing make-up, rinsing and skin cleansing. Additionally they apply rejuvenating effect and remove toxins. We have a variety of different products: for body care, for face care, for children and adults, for athletes.

Health ecology. I am an entrepreneur. This is why I am always interested to know whether the market is occupied. Is my business trendy? I define occupied market as state when everyone knows about the product and everyone has it. Everyone has heard about dietary supplements by now. Does everyone use them?

It means that market is still free. People who already use them share only 15 % of Russian market. Moreover, if you look closely to tendencies of the world development, you will understand that they will share 100 % of the market! There are a few reasons for this. What are our associations with medicine in Russia? We often associate it with medical centers, pharmaceutical business and symptomatic treatment. Market of prevention and rehabilitation of chronic diseases is free. It is more than free, when there are no offers!

GreenWay develops the market of rehabilitation, prevention and protection. Even traditional medicine looks in this direction. Doctors now say people should use preventive treatment to avoid incurable diseases. The age of incurably sick people lowered to 25 years. It is very scary! Our medicine only cares about sick people, doctors earn money for the number of people they heal and prescriptions they issue. Finally, people started to think and talk about it. People post educational videos. Popular doctors advocate prophylaxis and healthy lifestyle. Japan got at this point much earlier. After events in Hiroshima and Nagasaki they implemented obligatory prophylaxis. Average life span there is 90 years, comparing to our life span of 60 years.

Russia will surely get at that level of life span sometime in future, because our trendiest movements are fitness and functional nutrition. Direction of health ecology is developing stepwise. It will speed up when media starts telling: "You should use dietary supplements!". Then everyone who still does not use them will reconsider because of collective unconscious. Today there are only 15 % of people, who pay attention to their health without any directions from the government. The remaining 85 % of

people will also begin doing it: you either invest in health or invest in diseases. There are no other options!

THE BEST PRODUCT IS GREENWAY BUSINESS, TURNKEY ECO MARKET

I want to reiterate that **THE BEST PRODUCT you can sell is TURNKEY ECO MARKET itself!**

I primarily promote **GreenWay** eco market as **business!**

I believe network business is business of selection, not of opinions. GreenWay project draws interest of entrepreneurs because they are people who can catch an idea, before it is too obvious to be unseen. This project is interesting for customers because they become conscious. This project has **enormous vacant niche on the market**. If someone aims to conduct business, it would be silly to miss this opportunity. Big money lies in business, if you ask me.

I want you to pay attention to phenomenal growth of GreenWay Company. To be specific, it reached 1200 % last year! One year after opening, our company has turnover of one billion rubles!

Today I invite you in young, dynamic project with huge economic niche and market demand.

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If you want to succeed, become expert in your sphere! Strength attracts strength. We are all lucky to be a part of GreenWay project. Now we need to use this opportunity and begin to act!

Imanet Osmanova

After first two years, more than 200 GreenWay partners completed car program to be given Mercedes cars from the company. Top leaders salaries reach several millions rubles! Trend is obvious — company grows by 10–20 % a month. However, the markets are still unoccupied. We aim to share 5–7 % of markets of Eurasian Customs Union countries, and even of European countries now!

Thus, you have an opportunity to become a part of established dynamic project, which easily moves along the market and has a lot of evidence of big starts and quick

results. In this industry we broke every stereotype, every record possible. Active people get the income of 50–100 thousand rubles after one month of work!

Secret is simple: balanced combination of viral products, pricing policy and marketing strategy.

I invite you to be a part of our team, because we have an established recruitment system, which helps you to promote business whenever you need 24/7, because your result depends on:

- Where you are going,
- What are your AIMS,
- How you PROMOTE this business,
- How deep your UNDERSTANDING of the industry is.

This system lets you delve into the essence of the industry, system of rewards and first steps to take.

After one year of partnership at GreenWay you will get many professional skills to be able to conduct business anywhere in the world! Business will get in your mind as you get in professional team whose total experience is hundreds of years of practice! This experience is carefully divided into steps, so that you only need to act! The market will happily give you a good financial return quite fast! This is the project I invite you to be a part of!

I want you to understand the importance of the moment and the size of the market, because the market of eco products is estimated to reach 300 billion euro in 2020!

It means that interests of customers change and they begin to care about safety. Customers look for our product! Your business will be as big and successful as you let it be. You can live in a big city or in a little village or even a little hut in the woods and still have an ability to develop your business, because **networks are related to horizontal economy**.

Horizontal economy lets you get to customers, wherever they live. For example, I live in Chelyabinsk now, but my business is all around Russia: in Moscow and in villages as well as other cities. I believe my networks cover

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My principles: always be happy and be in the zone! Daily planning — plan and note your results! Always be in touch with everything and keep ear to the ground! Make ten new contacts and three successful meetings every day! Visit every event of the company and your mentor! Be a part of the system. Be here and now!

Anzhela Begoulova

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If you have a clear Goal, it is important to act constantly to achieve it! Be honest with your partners because teamwork is everything! Team allows you to solve any problem!

Svetlana Rosliakova

more than 400–500 Russian cities, more than that, I also conduct business in Kazakhstan, Kyrgyzstan and Uzbekistan...

If you work in GreenWay and understand how the system works, you have all opportunities for regional development and conquering international markets. Your business no longer depends on economic situation of the region you live.

Today it is true that GreenWay is a great instrument of a big business!

If you have a reason, why you are ready to get a new profession, to understand this industry and you are the person who works their way to suc-

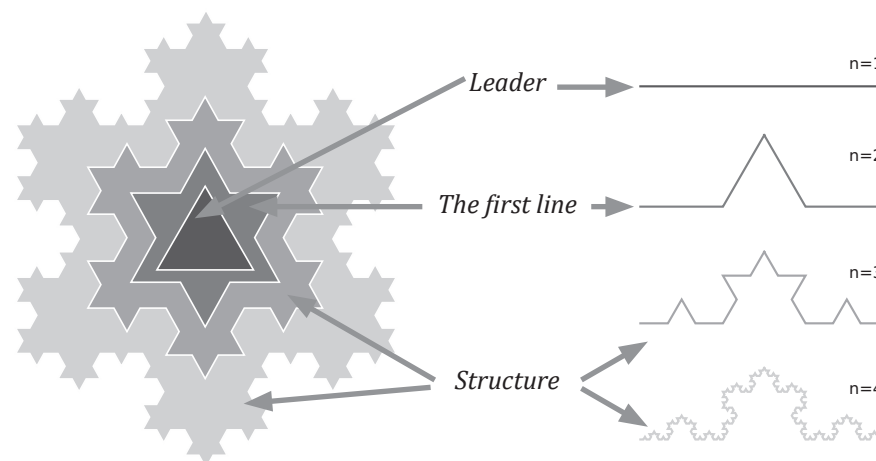
cess — you are welcome at **GreenWay** project!

Do you want to know if you can get help? GreenWay will invest its resources in your business. At first, you have no experience, but you get a mentor, the system. Your business gets the idea, product, money of your resource partner GreenWay. You get business-partners, which means their resources and social connections, time, motivation and money. **Unification of resources lets a person without experience to come into business, to delve into industry, to set goals to get much higher income and to get results!**

You can become an active partner, gain new skills after year of work, and become a different person. You will have sparks in your eyes, when you feel hope! Hope to live much better, to achieve any goal, any plan, to get any life you want! You will shape it, because now you have a great tool called GreenWay, which allows it to happen. You will have energy for actions. You will get such results when you make this deliberate decision!

You might not believe me at this point, because you have negative experience. Thus I am going to use another argument. GreenWay is not just another company in network industry — it is a network phenomenon, which has objective basis for such rapid development. This system is so easy, that even after little effort it is moving fast! I can compare it to a racing car, meeting requirements to be the best vehicle in the world! I offer such instrument to you.

ENLARGEMENT AND DUPLICATION IN NETWORK BUSINESS



I rejected offers to work in network industry 5 times when I was 21. I thought I did not belong here, because I did not understand the essence of it.

When I saw an opportunity to create global networks all around the world and to conduct such huge business, when I saw that I could choose people I would work with I understood that this is the **ONLY BUSINESS MODEL** with ability to enlarge. No local business has this ability, because of limitations by time, space and amount of clients. When you have many outlets — you lose control.

On one hand, network business allows to have a clear system with enlargement ability.

On the other hand, company controls it instead of you. It has responsibility to control infrastructure, logistics and financial flows. These processes are public — you can check it anytime. You work in tight partnership where everything is honest and clear.

Perfunctory views always overlook the essence, which is the most important! As well as your desire, motivation to become a network industry professional, professional of **GreenWay**.

Welcome aboard!

“

One today equals two tomorrows!

Antonina Gorskih

FIRST STEPS IN GREENWAY BUSINESS

This chapter is for those 4 out of 30 people, who decided to step on the path towards big business. What do call a big business? It is when a newbie sets a goal to have income above 100 000 rubles, drive Mercedes car from a company in 6 months and to have half a million of income in a year. It is very important to conduct business from the **very beginning**. **The first week after I give you first instructions.** Then it is big business!

There are some **conditions to achieve your goals**. I did not say: “*You simply sign contract and stand by to become rich!*” It is not true! You need to perform actions. According to statistics, you will surely become rich if you conduct and promote business instead of buying products and having little extra income. Can you feel the difference? I need a billionaire company! In this case people following me will earn big money. For a company to become a billionaire, it needs people with whom they would do it together. Thus, these people have to have the same views on the business.

So, the **first steps**...

1. Make a decision. Tune in for the process. GreenWay created business where people made 200 million rubles in 10 months! Is this business big or small? It is a common big business at the very beginning. We create brand and enlarge it across the world. In just a year GreenWay created products’ brand — highest quality and constant deficit. At the time of surplus, deficit is a big achievement! It does not mean we lack products. It means demand for the product is much higher than supply. It is another piece of evidence that our products are made in Japan — Chinese products could **overflow** the market very fast!

“

If there is someone who did it, I will also be able to. If there is none, I will try to be the first!

Zubaidat Muradova

Production rate increased by 25 times! We now aim to increase it by 100 times, which means that our products have real demand! In our networks we have a term “self-selling” products — products that do all your work!

We only touched the surface of the market, but have already achieved title of the company with the most rapid development! We are the leaders with the biggest income, of the company with the fastest development in history of MLM! After a year of work, our people earned 35 Mercedes cars.

What does it mean to you? It is much easier to work when you come to a company with energy, money and a proper brand! If you never try, nothing will change in your life!

2. Write down a list of people and hone your first skill. Extend your list, instead of just working with it. It is crucial that your consciousness has no limitations in order to be able to aim high. A man will never begin to build a house if he has only 10 000 rubles in a purse.

It is important to understand that resources come according to your goals, not the opposite way. The kind of people who come into your business depends of on the information you give. Moreover, your goals will always include the goals of your people. If you aim to earn 10 000 in 2 years, you will attract people who also want this sum. If you aim to earn 10 million, you will attract people with same goals.

Do you think it is possible to find at least 5 people who share same dreams as you across all post-Soviet countries?

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Today is the best day! It is perfect to do anything! Network business for me is many-sided, as a brilliant, which facets are all precious! There is always something to polish to have better results.

Olga Karpenko

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You have to grow personally to let your goals grow as well! Work brings you pleasure if you achieve your Goals!

Margarita Salovatova

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A man does not need any motivation drugs. He simply stands up and DOES IT! He already has everything he needs to be motivated. People often confuse inner motivation and emotional energy. Motivational instruments can boost your motivation, but you should not rely on them. Motivational instruments are a spark, not a torch. Sometimes sparks do not light fire or fire does not burn long. Inner motivation is a torch.

Anna Zaria

Is it possible to look for them? Of course it is! You need to LOOK FOR THEM! They do not simply sit there and wait for you to invite them. They are busy working. I share my secret with you: **the harder it is to convince person to work with you, the easier it is to actually work with them!** 90 % of people on my team are people who were not on my initial list!

You can only begin to build your business when you know the essence and strengths of network industry. Out of 200 000 people I cannot rely on 160 000 of them, but they periodically consume our products. 20 000 of them sell products, and only 20 000 people who I can talk to about business.

Imagine having 20 000 people who are motivated, have goals and fight to conquer the market of eco products.

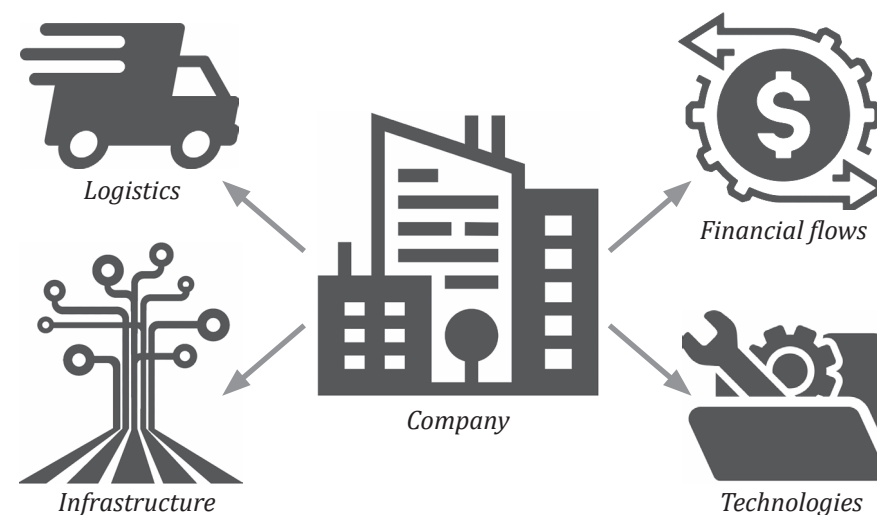
3. Set goals for a year. Not just figures, it has to **give energy for today, literally not letting you sleep!** True

goal is always at top priority and makes you imagine pictures. For example, future life they bring. The argument I use: *GreenWay is a process, a well-founded system, which can really change your life. This system gives you solution to serious financial problems, which you are unable to solve now.*

Once I thought to myself: people spend 40 times trying to solve housing problems, to buy an apartment in other words they spend all their life for it. Such people would consider it worthy to work hard for 2–3 years and to buy an apartment.

The reality in GreenWay is even better: people worked for 7 months and managed to buy both a car and an apartment. 7 months after opening of GreenWay, there were partners who earned enough to buy a 3-room

COMPANY IS YOUR RESOURCE PARTNER



apartment in two more months. Two months instead of 40 years! This was a convincing argument for them and it was given from the beginning, even before they started working. It is a picture that every newbie needs. **Look for true goals. Rent yourself out to your goal for 2 years minimum, because your goal is top priority!**

4. Look at proper business promotion and create your own template of advertising.

Every time you offer business, you should understand: you present GreenWay, a very resourceful partner who has idea, products, money and scientific basis. GreenWay is a partner, who became a federal player on the market of eco products. GreenWay chooses network industry as the fastest and the most effective way of spreading information. How else could GreenWay could attract 360 000 customers in one year?

What do are we aiming at? We want to share 5–7 % of markets of Eurasian Customs Union countries. Then, to approach EU and Asian markets. 1 % of these markets equals turnovers worth 200 million dollars a month. People who create networks covering these markets will be very rich!

“

It is important to understand how you want to live. Create your own scenario, instead of following others'. Think outside of the box, become an individual who create his or her own reality. Network business is an opportunity to do it. Opportunity to inspire others to do it. Strive for leadership. It is the leader, who influences the world. Leaders keep responsibility for themselves, their followers and their company. They are able keep it cool. They always strive for growth and for creating inspiring environment.

Elena Rivina

“

Professional always earns big money — become one!

Zubaidat Muradova

Someone told you about GreenWay and you will tell somebody else about it. The way you received the information matters, whether your list will work. For example, if you were told GreenWay sold *good rags for washing dishes*, would you become a businessperson? Probably, not. You would most likely become a customer. It would not be your fault that you did not notice the opportunity to earn millions and a Mercedes car in GreenWay!

If they told you, that GreenWay is:

- Trendy idea
- Viral product and marketing
- Big income
- Global business, due to enlargement and easiness of controlling
- Ready systems with precise algorithms — you, as every sensible person would probably choose conducting business and the path of **GreenWay entrepreneur**.

The way you give information determine the kind of people you will attract. The level of their goals will be the same. It always depends on the person who promotes business.

You build all relationships with GreenWay Company! You are nobody but information partners or mentors for each other. Nothing more, nothing less. Mentor is a person who has to spread information, preferably proper information. I bring you information from the company. It is my only goal! *That is why I need to put all my energy, all*

my time, all my knowledge in this business.

Why do I, as a network entrepreneur, need GreenWay? I will give a simple example. I invested 4 000 rubles. Is it much for a business? Can you build a business with this money?

Last month network's turnover reached 330 million rubles. It means GreenWay warehouses and regional centers stored products that are worth about billion rubles! This is not my money. It is due to GreenWay being a resource partner, which has idea and money. Company tracks all the money-product exchanges, not me.

I am a big advertising agency for this company. My goal is to spread information properly to attract partners or clients. I never convince anybody. I give proper information, to find key people. I cannot do anything if we do not move in one direction. Promote **GreenWay properly, professionally**.

5. Plan your first meetings (quick start is important — it sets standards of speed in structure). It will take thirty meetings first week to find first four people who will do the same. **If you begin slowly, you are unlikely to attract resource people, because such people need money yesterday, not tomorrow.** They are ready to act quickly, but if you have no desire to change something drastically, you will not be able to transmit the right energy to other people.

Your goal is to get the leader rank in one month. That is why you need to appoint 30 meetings first week. By this action, you set the proper example for your organization to duplicate:

- Action pace

“

Do not trifle. Do not stop. Compare yourself with yourself from yesterday.

Galina Ponomariova

“

No leader grows without events. If only I could, I would stay home and grow up!

Zubaidat Muradova

- Understanding of statistics and people selection
- Income of 35 000 from the beginning
- Obtaining key people, that let you get bigger results in future.

“

Do not skimp on knowledge, experience, views. The more you give, the more you get!

Galina Ponomariova

Set your beacons of priorities and plan date of achieving them. Keep moving, do not let up!

“

I always tell people that everything happens at the right time and place. The main thing is keep going. Act right away, without hesitation. Look for bright sides of people, instead of criticizing them. Admit your mistakes and correct them.

Zhanara Budanbaeva

6. Monitor events in your city and country. Visit the events with your team, because Masters and GMs are born there. Event is the place of concentration and an opportunity. It is important to work hard and rank up between them and to motivate your whole team do this as well. Standards of our team:

- Leader — 1 month
- Master — 6 months
- Grandmaster — 12 months

7. Tune in for creating values on the territory of other people, not making money. When someone comes into network business just to make money, they often think their interest has more importance than interest of others. It causes inability to communicate, stubbornness, unnecessary edifying and narrow concentration on individual benefits. I believe *you begin to make money only if you create values on the territory of other people. You do not sell products to them, but sign them in and solve their problems (financial, health, domestic, job, environment etc.).*

Co-laboration, co-operation, co-working are the basis and deep under-

standing of network business. When person tunes in to work with other people. **The more you create, the bigger your income is.** Many

people will come to you, because of the products, but people will come to conduct business only after noticing the perspective and prestige of this industry. How it can help solving their problems. The perspective is born in their mind than comes into reality.

8. Rise above your previous experience. It does not matter if you have never made big money or never lived the way you wanted to. Your future and things that will happen to you do matter now. You will have to become a businessperson regardless of your age. At any age, people can be either active or inactive! Either do it or not! I am looking for those who do! Do not bring your previous experience into the future. Whatever man has done, man can do!

Professionalism equals decision plus systematical actions plus only positive expectations!

GreenWay brings life to new you!

“

I am not afraid to lose, to make mistakes. Opinions of other people do not bother me. I often go against the tide. I usually lead instead of following others. I am responsible for everything happening to me. I am to blame and to thank for everything. The most important thing for me is my team and people who are parts of it. I try not to be misled by weaknesses of people — it does not make them happier. I never look for excuses — it leads to no success. I start to work immediately, without any hesitation. I decide quickly — it is my acquired skill...

Elena Polianskaya

Polianskaya E.

Is this business for you? Figure it out! — 2019. — 32 p.

Meet, Elena Polianskaya — presidential council member and Top-leader of GreenWay Company.

Elena simply, clearly and straight to the point announces the best big business project — selling turnkey eco markets. Products for sale are safe, exclusive and eco-friendly. Project is a phenomenon due to development pace, market shares, top-leaders' income levels and the interest it arouses among entrepreneurs, who can think ahead.

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Telephone number: _____