

## FIRST WEEK OF JOINING

- Review the entire Business Development System.
  - Complete the 10-step checklist “Getting Started Right.”
  - Consider setting a goal to become a PaceSetter or Platinum PaceSetter.
  - Meet with your upline for an hour game-plan meeting. Answer questions and create your “Action Plan” for enrolling your first Associates and gaining your first customers. For example: Will you be sending out information packages? Will you be inviting potential associates to a local group presentation, one-on-one presentation, or home-video presentation?
  - Begin prospecting.
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## DAILY TASKS

- Use USANA products.
  - Read your goals and visualize your dreams.
  - Plan your work, and work your plan; prioritize your daily tasks.
  - Listen, watch, or read 30 minutes of personal development material each day.
  - Approach two new prospects.
  - Check your e-mail for USANA announcements.
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## FIRST MONTH OF JOINING

- Obtain your first customers.
  - Review the entire Business Development System for the second time. (Review every 30 days for your first year.)
  - You may want to purchase a few extra BDSs to have on hand in case you want your new Associates to have immediate access to this great starter kit.
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## ONGOING

- Attend as many USANA events as possible. These events include Health & Freedom Presentations, Get Started Today Trainings, USANA Celebrations, and the USANA Asia Pacific and International Conventions.
  - Support and train your new Associates and customers.
  - Focus on duplication.
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## THREE-STEP PROCESS TO ENROLLING:

- 1) Approach – Ask for your potential associate’s opinion. Get a commitment to have them review information or attend a presentation.
- 2) Presentation – Actual presentation, such as a Health & Freedom Presentations, Get Started Today Training, one-on-one meeting, home video, etc., or this step could be to have your prospects review an information package.
- 3) Follow-up – Should be done within 48 hours of step 2. Answer your potential associate’s questions. Introduce and edify an expert when possible. Ask for your potential associate’s decision (close).

## ACTION = RESULTS

Complete the 10 steps below within one week of joining USANA. Upon completion, meet with your sponsor to review your checklist and set up an action plan.

- 1. **Begin Using the Products -**  
By using USANA's products, you will better understand their benefits.
- 2. **Consider the benefits of enrolling in Auto Order -**  
Learn how to use Auto Order effectively.
- 3. **Study the Business Development System -**  
Assemble your Business Development System (BDS). Read and internalize all the information contained in the BDS. Familiarize yourself with the policies and procedures.
- 4. **Complete the Goal Worksheet -**  
Use the Dream Building worksheet on page 10 to help visualize your dreams. Then complete your Goal Worksheet on page 11.
- 5. **Create a List of Names -**  
Do not pre-qualify anyone. Use the helpful Memory Jogger on page 16. Then fill out the contact name list sheets starting on page 17. (100 minimum)
- 6. **Get Connected -**  
Log in and become familiar with the USANA Web site. While there, sign up for daily updates by providing your e-mail address. Your online access to USANA will be your lifeline for important company and upline communication.
- 7. **Review Tools -**  
Review and acquaint yourself with all the materials in your BDS. Order sufficient quantities of your favorite sales tools. (e.g. the Health & Freedom Newspaper)
- 8. **Consider the Benefits of Three-way Calling -**  
Contact your local phone company and consider adding this service to your phone(s). Make several test three-way calls to ensure you know how to use this feature properly.
- 9. **Set Up Your Business -**  
It is very important to set up your USANA workplace at your home. Print your business cards using the template located on page 33.
- 10. **Begin Reading a Book on Personal Development or Health -**  
Refer to the recommended reading list on page 9.



## PACESETTER PROGRAM

An Associate has the opportunity to qualify for USANA's PaceSetter program, which allows him or her to maximize potential Matching Bonus earnings\*. PaceSetter status is determined by the number of Associates he or she sponsors and Sales Volume Points (SVP) they generate during his or her first eight weeks.



### Premier Platinum PaceSetter Requirements

- Within eight weeks of enrollment, generate 1,600 SVP from four or more personally sponsored Associates



### Premier PaceSetter Requirements

- Within eight weeks of enrollment, generate 800 SVP from two or more personally sponsored Associates

## Annual Opportunity

While Premier status offers lifetime benefits, an annual opportunity is available for Associates who do not achieve Premier status. Eight weeks after enrollment and subsequently every year on their enrollment anniversary, Associates are given eight weeks to qualify as Platinum PaceSetters or PaceSetters.

\* Bonus matched on basic weekly commission only, excluding other earning (e.g., Leadership Bonus) received from USANA.

The Auto Order program was created with your needs in mind. As a USANA Associate, the benefits of this program are numerous. In addition to allowing you to place a customized product order and have it delivered automatically to your door each month, Auto Order offers you additional savings on your orders. Auto Order helps you run your business more effectively and efficiently by offering you a 10 percent savings and making it easier to achieve your monthly Personal Sales Volume (PSV).

- **Save 10%**—When you take part in Auto Order, you receive an additional 10 percent discount on the preferred price of products you order.
- **Staying Qualified**—To accumulate commissionable volume points on the left and right side of your first Business Center (BC1) so you can earn a commission from it, you have to maintain a minimum of 100 Personal Sales Volume (PSV) points every four weeks. Purchasing the products you need through Auto Order ensures you have the products on hand you need to meet your sales requirements and stay qualified.
- **Residual Income**—As your organization grows and you encourage them to follow your example of enrolling in Auto Order, you will find that not only are they benefiting from the products, but your profits are benefiting as well. This compounding and duplication of Auto Order orders can bring stability and consistency to your business, which will help you build a more successful business.
- **Retail Incentive**—Not only will you receive commissions on each product sold, you also receive 100 percent of the mark-up (retail incentive) from the preferred to the retail price.
- **Hassle-free Service**—The Auto Order program is designed to accommodate your changing needs and hectic lifestyle. If at any time you desire to change your Auto Order order, simply log on to USANAtoday or call to make the change.
- **Customized Orders**—Because USANA Health Sciences offers a variety of product lines, many Associates take advantage of this opportunity to customize their orders into two rotating four-week cycles (called Auto Order A and B).
- **Convenience and Consistency**—By signing up for Auto Order, you will never need to worry about remembering to order your monthly supply of products. All products are conveniently delivered directly to your home. Your credit card is automatically charged each month so that payment is quick and easy.

**ENROLL NOW**

**Go to [www.usana.com](http://www.usana.com)  
to sign up for Auto  
Order**

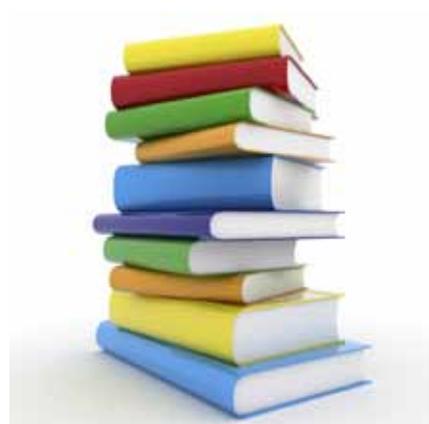
These recommended books will provide you with additional knowledge and advice to keep you motivated, help you become a more effective entrepreneur, and understand the importance of health and nutrition.

## PERSONAL DEVELOPMENT

- Rich Dad, Poor Dad  
Robert Kiyosaki
- The One Minute Millionaire – The Enlightened Way to Wealth  
Robert G. Allen & Mark Victor Hansen
- Think and Grow Rich  
Napoleon Hill
- The New Dynamics of Winning  
Denis Waitley
- Awaken the Olympian Within: 27 Stories from America’s Greatest Olympic Motivators  
John Naber
- Rich Dad’s – The Business School  
Robert Kiyosaki
- How to Sell Yourself  
Arch Lustberg
- How to Win Friends and Influence People  
Dale Carnegie
- The Seven Habits of Highly Effective People  
Stephen R. Covey
- Awaken the Giant Within  
Anthony Robbins

## HEALTH BOOKS

- Invisible Miracles  
Dr. Myron Wentz
- CANCER-A Threat To Your Life? Or A Chance To Take Control Of Your Future?  
Dr. Gerald Lewis and Dr. Monica Lewis
- Fad, Fable or Fact?  
Dr. Gerald Lewis and Dr. Monica Lewis
- How to Get Kids to Eat Great and Love It!  
Dr. Christine Wood
- Medical Resource Manual  
Dr. Ladd McNamara
- Comparative Guide to Nutritional Supplements  
Lyle MacWilliam



What would your life be like if money were not an issue? As most people grow older they let their dreams fade. Nothing is out of reach with this business. Remember that financial independence gives you more options. Check the items below that you would like to have or do.

- Take children to Disneyland
- Continue my education
- Have unlimited time with children
- Buy a luxury car
- Start a special hobby
- Pay off all my debt
- Take a romantic trip to Hawaii
- Purchase a new high-tech computer
- Follow my favorite team
- Fire my boss
- Purchase private property
- Have a hot tub with jacuzzi
- Establish my kids' savings
- Give to charities
- Buy parents a new house
- Climb Mt. Fuji
- Set up a family trust
- Remodel my home
- Start a college fund for the children
- Play Santa every Christmas
- Go on a second honeymoon
- Become a world traveler
- Write a book
- Buy a yacht
- Eat in the finest restaurants
- Own jet skis and trailer
- Pay cash instead of credit
- Get manicure/pedicure regularly
- Own a Rolex watch
- Provide for extended family
- Purchase a new car every year
- Travel first class, not economy
- Always pick up the check
- Go to the Olympic Games
- Cruise a boat around the world
- Adopt a child
- Home school my children
- Go on a charity mission
- Have a personal assistant
- Build a gourmet kitchen
- Donate to special charity funds
- Diversify my stock portfolio
- Have clothes tailored by famous designer
- Have a walk-in wardrobe
- Get a housekeeper
- Hire a professional landscaper
- Buy land or real estate overseas
- Install a home gym
- Own a Harley Davidson bike
- Be my child's sports coach
- Get a daily massage
- Fly in an executive jet
- Restore a historic home
- Buy parents a new car
- Send children to international school
- Collect fine art
- Own an antique furniture collection
- Go on a golf vacation
- Take a Caribbean vacation
- Scuba dive on the Great Barrier Reef
- See the seven wonders of the world
- Visit the Grand Canyon
- Go to the World Cup Finals
- Get a makeover
- Purchase a camper trailer
- Relax by my indoor pool and spa
- Own a home with a swimming pool
- Fly a personal airplane
- Have a Sanoviv health assessment
- See a Broadway show
- Hire a personal gourmet chef
- Collect antique cars
- Buy a large-carat diamond ring
- Use customized golf clubs
- Keep a million dollar savings account
- Own a cabin in the mountains
- Take a shopping trip to Tokyo
- Purchase a home theatre system
- Collect fine wines
- Own a luxurious continental car
- Build a tennis court
- Be a politician
- Have a luxurious home office
- Take a big-game hunting trip
- Drive an exotic sports car
- Vacation on an African safari
- Have my own chauffeur
- Fly a personal helicopter
- Shop at Rodeo Drive
- Fish on the deep seas
- Go to the moon
- Enjoy a week-long spa in Bali
- Sponsor children to top universities overseas
- Provide parents top health care
- Spend 50% of time with family
- Own a country club membership
- Own a platinum credit card
- Go for top-class cosmetic surgery

The earnings portrayed in this literature are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his or her participation in the USANA Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend on how effectively you exercise these qualities.



Develop a burning desire to achieve your goals and a commitment to persist until you do.

Very important things are accomplished with goals:

- 1) Goals turn dreams into reality.
- 2) Goals are the road map to your end result.
- 3) Goals measure progress.

NOTE: Complete the "Dream Building Worksheet" first.

My commitment and goals for my financial freedom are:

90-DAY EARNINGS GOAL: (Circle One)

P5,000/month

P25,000/month

P50,000/month

P100,000+/month

2-3-YEAR EARNINGS GOAL: (Circle One)

P50,000/month

P200,000/month

P500,000/month

P1,000,000+/month

WHAT IS YOUR "WHY"? WHAT DREAMS AND DESIRES DO YOU PLAN TO ACCOMPLISH IN 3-10 YEARS? (Be specific. What will be different about your life upon building a very successful USANA business?) \_\_\_\_\_

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Remember that goals are like targets. If you miss your target, you simply re-aim.

I am (we are) committed to:

1. Working the business \_\_\_\_\_ hours per week.
2. Approaching a minimum of \_\_\_\_\_ prospects per week.
3. Sponsoring a minimum of \_\_\_\_\_ Associates per month.
4. Learning how to do an effective presentation.
5. Working with my upline for a minimum of 13 months.
6. Creating a collage of pictures (my dreams) and posting them with a copy of this sheet in a place I can see every day.

Be sure to share this goal worksheet with your sponsor and give them a copy!

I understand that my upline leaders are my coaches and will not build my business for me. My success will be determined by my efforts and being teachable.

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Print Name

Date

Signature

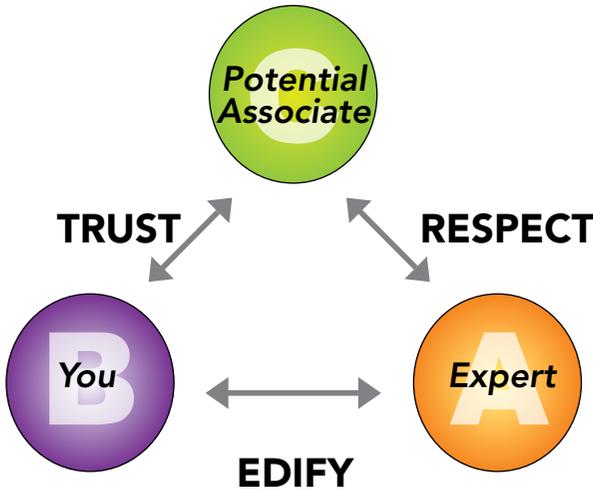
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Print Name

Date

Signature

As you prepare to enroll Associates in your business, it is very important to use an expert. Just because people trust in you, they won't always respect your business decisions. This is where you step aside and let the expert take over. This expert should be your sponsor or someone in your upline who has more experience than you. They will more effectively answer your potential associate questions and explain the benefits of the USANA opportunity. The diagram below shows that by edifying your expert, your prospect will gain respect for them and value what they have to say.



Four points to remember when edifying your expert:

1. **Trust factor** – It is important to realize that there is a factor of trust between you and your prospect.
2. **Edification** – When talking to your prospects, speak very highly of your upline so when they meet your expert, they will already have respect for him or her. This process is called edification and is a critical factor in the network marketing industry.
3. **Avoid interrupting** – When your expert is talking, be sure to listen carefully and avoid interrupting the process before you are ready to do so effectively.
4. **Pay attention** – Pay close attention to your upline expert during this process and learn from their experience because you will soon be the expert for your Associates.



# Guidelines to a Powerful Presentation

It is very important that all Associates follow these 10 steps when giving presentations. This allows us to share the same message and maximize our sponsoring efforts with an outline that is proven to be highly effective. Remember, this business is about duplication.

**1** Avoid the term “meeting” when inviting people to attend. Use something a little more professional, such as “business presentation”

**2** Over invite. Try to get commitments from twice the number of people that you expect to attend.

**3** Display products in a neat, clean, professional manner, and make them high enough for everyone in the room to see. Set up the entire room one hour prior to start time.

**4** Increase the energy level in the room by keeping it cool (not too warm or cold) having good lighting, providing plenty of drinking water (no snacks), and playing upbeat music before the presentation.

**5** Set up only half the amount of chairs for the total number of people you plan to attend. Fill in the back rows with chairs as you need them. It’s better to have a small room packed than a large room only half full.

**6** Dress appropriately. Where and with whom you are meeting should determine whether you wear casual or business attire. When in doubt, it’s better to be a little over dressed than under dressed.

**7** Keep your presentation under an hour. Your target should be 45 minutes.

**8** Have Fun. Remember that, “The height of your enthusiasm is more important than the depth of your knowledge.” Just be yourself and have a good time.

## Preparing for the Presentation

- If you use a facility where you incurred a cost, such as a hotel conference room, then it is okay to charge current Associates a modest fee (P100 - P200 per Associate). This helps to offset your expenses. Guests should always be free.
- Set up the entire room one hour prior to start time. This includes the chairs, equipment, music, drinking water, and any displays. Set up only half the amount of chairs for the total number of people you plan to attend. Then fill in the back rows with chairs, as you need them. It is better to have a small room packed than a large room only half full.
- Have plenty of drinking water available. No coffee or snacks.
- Ensure good lighting.
- Use only blue, green, or purple markers on a clean whiteboard, if applicable.
- Give presentations in a controlled environment whenever possible. Home presentations are much more effective when given in your home because it is difficult to control the environment at your potential associate home. Be sure to turn off the phone ringers, TV, radio, etc. before the presentation. Be aware that your children, the pets, or other people can cause disturbances.
- Any time you attend a "live group presentation," business attire would be appropriate. Just use common sense and when in doubt, it is better to be a little overdressed than underdressed.
- Try to get commitments from twice the number of people that you expect to attend. This is called "over-inviting" and should be done for each presentation.
- Minimize "no shows" by picking up as many of your prospects as possible and driving them to the presentation yourself. This is the best way to ensure that they will be there and on time.

## At the Presentation

- Be early.
- Confirm and keep all appointments.
- Associates should speak highly of (edify) the presenter to their prospects. Prospects will gain respect for the speaker and will be more likely to pay attention with an open mind.
- Start on time by requesting that all Associates and prospects arrive 15 minutes early. The first few minutes of a presentation are designed to relate to the crowd and to open their minds. If people are even 5 minutes late, it could make a big difference in what they think of the rest of the presentation. It also distracts the entire audience, including the speaker. Use the 15 minutes before the presentation to find your upline and other Associates to introduce your guest(s) to. Let them meet the great group of people in USANA.
- Avoid interruptions. It is the responsibility of any Associate with a guest in attendance, causing any type of disturbance, to either stop the disturbance or escort them out of the room. These disturbances include talking to others, mobile phones or pagers ringing, and small children crying. An opening notice to the audience regarding turning mobile phones and pagers off is encouraged. If you are holding a presentation in your home, put a "Do Not Disturb" sign on your front door during your presentation.
- Keep your presentation to a maximum of 1 hour. (Your target should be 45 minutes.)
- Ensure that all current Associates in attendance participate in a positive, professional, and enthusiastic manner. The actions and words of those in attendance may actually have more of an impact on the prospects than those of the presenter.

Following the guidelines below will increase your effectiveness when making approach calls.

- Know your specific intent. Determine your objective before you begin the phone call, whether it be an invitation to a formal business briefing, invitation to a home presentation, getting some business information (audio, videos, etc.) to them, a two-on-one appointment, or just to reconnect and re-establish your relationship.
- Get prepared. Before you make a call, be positive, take a deep breath, then dial. Watch your posture. If you are 'kicked back' while making the call it will come through during the conversation.
- Be passionate. It isn't what you say that is nearly as important as the way you feel when you say it. Remember, people are more impressed with the height of your enthusiasm rather than the depth of your knowledge.
- Ask for their opinion. Your goal should be to get the prospects to commit to reviewing information or attending a business presentation so that they can give you their opinion.
- Respect your potential associate time. Always ask your prospects if they have a few minutes before proceeding. You may catch prospects in the middle of doing something that prevents them from being able to give you 100 percent of their attention.
- Don't assume interest. A common mistake in approaching is to say, "I know you are going to be so excited about this, Mr./Mrs. Potential Customer!" When potential customers hear this they often become closed-minded. They feel you are trying to sell them something for your own gain. It's much better to relieve any sales pressure up front by saying, for example, "This may or may not be for you, but please take a close look at this and give me your honest opinion."
- Confirm your appointments. Call to confirm either the day of or the day before your appointment. Be sure to express your enthusiasm about USANA and get them excited about attending the presentation.
- Time your calls. Spending too much time and going through too much information during the approach call can deter a prospect. The key is to simply capture their interest so they are looking forward to learning more. The most effective approach calls are under 10 minutes.
- Facts tell, stories sell. People don't remember facts, and normally they don't even want to hear them. Your prospect will be most interested in what you can offer them, and what it has done for others.
- Ask questions and listen. The key to prospecting is to discover people's needs and offer them solutions. This will come naturally as you do more prospecting.
- Edify your upline. When you say anything about your upline, refer to them as your 'business associate' and edify them so your prospect will welcome the opportunity to meet them or speak with them on the phone.



Realize you might not be successful every time, but the more you talk to people the easier it becomes and the more successful you will become. Everyone starts with no one in his/her organization and with all the same fears. The best way to conquer your fears is to keep doing the thing you are afraid of over and over until you no longer fear it. Also, this opportunity isn't for everyone. You are looking for people who are ready to do something with their financial future. Don't get discouraged. Although they might be rejecting the opportunity you are offering, they are not rejecting you. Just ask them if you can call them back in 30-60 days to see how they are doing, then move on to your next prospect. People's lives do change. Many people who tell you no today may be interested later.

Refer to page 10 of your **Get Started Today workbook** for talking points on True Health and True Wealth.

Try to come up with at least 100 names. Write your top 12 names on page 8 of your Get Started Today workbook and follow the steps given in the guide for contacting prospects.

Who is dissatisfied with his or her job?

Who is unhappy with his or her income?

Who is concerned about the environment?

Who is money oriented or money motivated?

Who owns his or her own business?

Who enjoys being around high-energy people?

Who quit their job?

Who needs extra money?

Who are your friends?

Who are your siblings?

Who are your parents?

Who are your cousins?

Who are your children?

Who are your aunts and uncles?

Who are your spouse's relatives?

Who went to school with you?

Who works with you?

Who works part-time jobs?

Who do you like the most?

Who has lost his or her job?

Who bought a new home?

Who answers classified ads?

Who gave you a business card?

Who works at night?

Who wants freedom?

Who likes team sports?

Who is involved in fundraisers?

Who watches television?

Who likes political campaigns?

Who are social networkers?

Who is in the military?

Who do your friends know?

Who is your dentist?

Who is your doctor?

Who will help you?

Who works for the government?

Who is unemployed?

Who attends self-improvement seminars?

Who reads self-help books?

Who reads books on success?

Who was your boss?

Who are your parents' friends?

Who have you met while on vacation?

Who waits on you at restaurants?

Who cuts your hair?

Who does your nails?

Who does your taxes?

Who works at your bank?

Who is in retail sales?

Who sells real estate?

Who are your children's teachers?

Who services your car?

Who repairs your house?

Who manages your apartment?

Who has children in college?

Who likes to dance?

Who sold you your car?

Who have you met at a party?

Who likes to buy things?

Who have you met on a plane?

Who does volunteer work?

Who has been in network marketing?

Who needs a new car?

Who needs to go on vacation?

Who works too hard?

Who was injured at work?

Who lives in your neighborhood?

Who is your boss?

Who delivers your mail?

Who calls you at home?

Who calls you at work?

Who does your gardening?

Who delivers your paper?

Who watches your children?

Who attends your church?

Who have you met on the street?

Who have you met through friends?

Who tailors your clothes?

Who sells cosmetics?

Who wants a promotion?

Who is overweight?

Who is health-conscious?

Who buys bottled water?

Who recycles?

Who has allergies?

Who is wealthy?

Who has lots of friends?

Who exercises regularly?

Who have you neglected to put on this list?



# CONTACT LIST

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