

# KEY TOOLS for SUCCESS

MAKE SURE EVERYONE KNOWS ALL ABOUT THESE KEY TOOLS THAT RENA WARE PROVIDES TO HELP INDEPENDENT REPRESENTATIVES achieve big results WITH THEIR BUSINESSES.

## RENAWARE.COM

Our corporate website, and the public face of Rena Ware, [renaware.com](http://renaware.com) highlights the Company, our core products, the Rena Ware Difference, and lets visitors interact by commenting and sharing recipes via our blog.



## RENAWEB/ BUSINESS CENTER

A virtual office free to all who join Rena Ware, RenaWeb provides real-time information and includes multiple tools to allow Independent Representatives to manage their businesses.

## RENARESOURCE

Everything that you need in one place at your fingertips, RenaResources gives you access to RenaKit, Rena Ware University training, and RenaDrive, plus easy access to [renaware.com](http://renaware.com) and [Renaweb](http://Renaweb).



### Digital RenaKit:

Available 24/7, RenaKit has mobile versions of sales and recruiting materials, and more.



### RenaDrive:

Has additional resources, including Company presentations, product reference pieces, social media and training resources, videos and more.



### Rena Ware University:

Reserved for our comprehensive training seminars. Encourage everyone in your organization to make use of these excellent seminars to learn and teach others.

## PRINTED STARTER KIT

For those who want to have non-digital materials to use during presentations, the printed Starter Kit is available with printed versions of the same presentation materials found in the digital RenaKit.



## SOCIAL MEDIA SUPPORT

Rena Ware provides images, recipes, and videos made for sharing with others.

### Renablog:

Ready to celebrate good food and Rena Ware? Go to [renaware.com](http://renaware.com), click Blog, and select a recipe. Click the appropriate social media link to share it on sites like Facebook and Instagram.



### Connect and share our Company content via:

Facebook, YouTube, Pinterest and Instagram/IGTV through our corporate accounts or...



### CONNECT with

CHRISTY  
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/BEN-ZYLSTRA

## NATIONAL TRIPS

Get your team passionate about the upcoming trip contest and make sure everyone knows the rules so they can win. Travel opportunities are available each year for each Rena Ware country. Talk about how much fun it is to win a National Trip and visit amazing places along with others from your country.

## TOUR ELITE ZYLSTRA

Every year, Rena Ware top achievers are honored during the spectacular Tour Elite Zylstra. This exclusive trip is always memorable and the 2021 Tour will be no exception. Tour winners will travel to Ibiza, Spain. The beautiful island is famous for its climate, history, beaches, cuisine, and nightlife. Please refer to the travel award policy in the Business Guide.

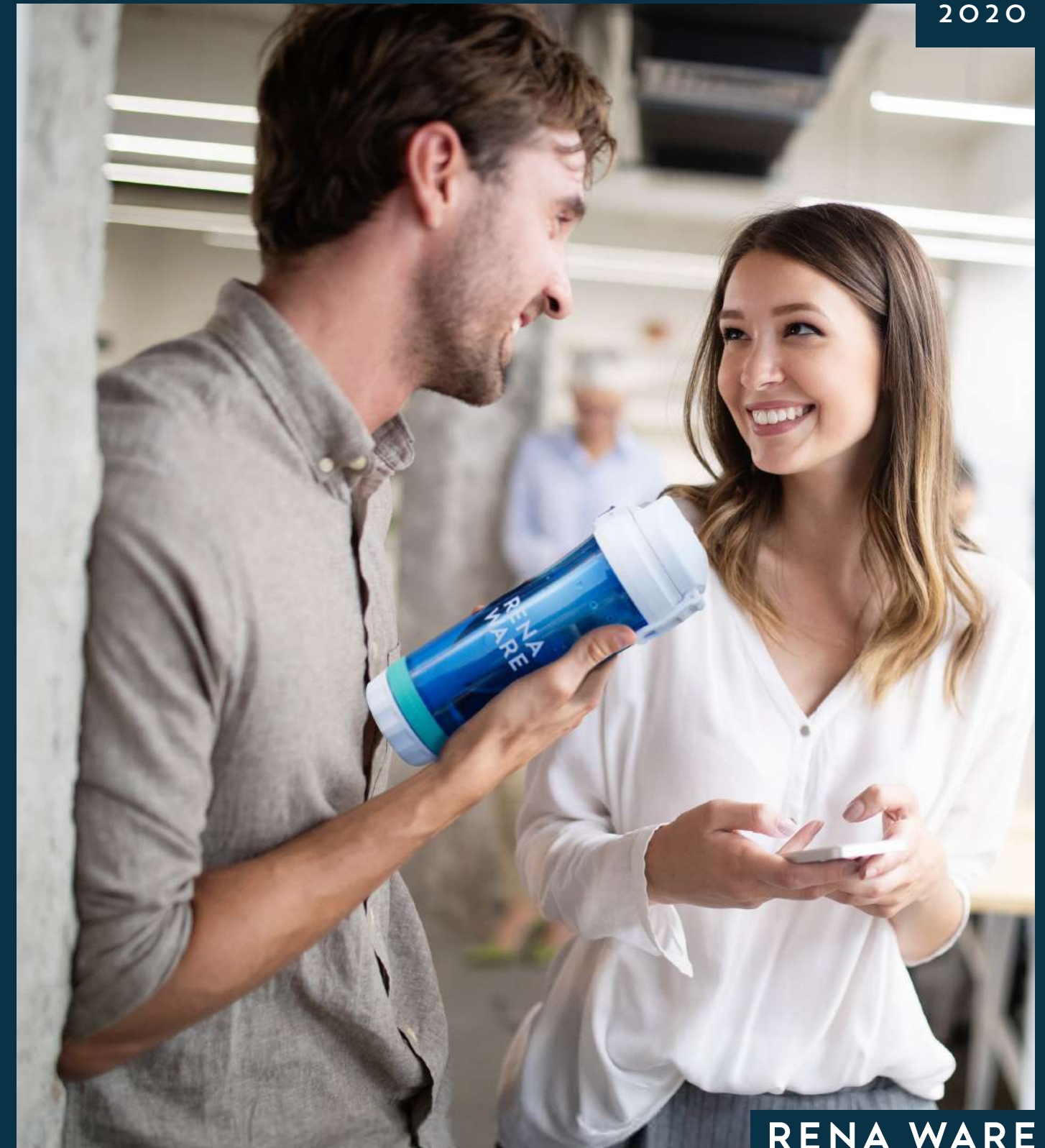


# Small ACTIONS ADD UP to BIG RESULTS

THEME GUIDE FOR LEADERS

2020

EST.1941



RENA WARE

RENA WARE

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[renaware.com](http://renaware.com)





# WELCOME!

This guide has information on our new theme to inspire you and unleash your passion for our Cause, the Rena Ware Difference, and our Products. Use it to motivate the people in your organization to focus on recruiting, selling, training, and creating leaders who create other leaders!



## Small ACTIONS ADD UP to BIG RESULTS

### THEME POINTS

Every big result comes from a number of small consistent actions. If something seems hard or overwhelming, just break it down into small pieces and see how much easier it is to achieve. Here are a few small actions that will help you get the results you desire. Meet with your team and see how many more you can think of!



#### Set goals to stay focused on the big picture

- Use a goal tracking system.
- Set yearly goals, then break them down into monthly and weekly goals.
- Use a daily checklist of tasks you want to accomplish.
- Remember to acknowledge your achievements.
- Be consistent; everything gets easier with practice.



#### Think 1+2

- Make **10 conversations** a day the goal for every person in your group.
- Strive for at least 3 new people each week to keep your business thriving.
  - 1 recruit per week from you.
  - 2 recruits per week from your team.



#### Stay in touch

- Meet regularly or use the phone, email, text messaging and social media to keep in touch with your team, customers, friends and family.
- Keep your contact list up to date.



#### Learn something new every day!

- Learn a new skill. Pick one and master it, then pick another. Our Rena Ware University is an excellent resource for learning new skills.



#### Be a Rena Ware ambassador

- Take the Rena Ware Filter Bottle with you on the bus, to the store, at the gym, on the plane and use it to start conversations.
- Share your passion for the Rena Ware Difference and products with confidence.
- Always have a supply of business cards and leaving pieces to share with others.

## Small ACTIONS ADD UP TO BIG RESULTS

### MESSAGE FROM OUR PRESIDENT

Welcome to an exciting New Year and a new opportunity to transform lives through the actions you take every day. This year's theme reminds us that: **SMALL ACTIONS add up to BIG RESULTS**, and it revolves around consistency in our everyday life. For example, each conversation about the Cause, the Rena Ware Difference, and the products, training your team, and following up with a customer are all small actions, but if performed consistently and with passion, they can lead to the growth of your organization.

If you are not convinced that something small can make a big difference, just remember that

every **great idea** began as a small thought in someone's mind. An idea can either flourish or fade. The difference often depends on the passion and the perseverance of the person behind the idea.

It is the same with your Rena Ware business. You joined Rena Ware with a vision of what you wanted from your business. As you learned and grew, your vision became clearer. For the most successful Leaders, that vision became so strong that nothing could stop them from unleashing their potential.

Start by visualizing and then igniting a strong passion for the future you want. Keep it strong by focusing on it every day. Visualize your goals and the growth of your organization. Remember that you can achieve many things through the creation of new Leaders. This starts with a constant stream of new people joining your organization, so make each conversation count.

Build the passion through the tools and training, from your vision and strong connection with your team, but most of all from the possibility of transforming lives while bringing people together and improving the environment.

As a company, we will do our part, one bottle, one training seminar, and one product at a time. I encourage you to start today to strengthen your vision and your passion. Believe you can achieve what you put your mind to and put that vision and passion into every small action.

*I wish you a fantastic year full of big results and may you always reach your dreams!*

**Brad Rich**  
President



## AT RENA WARE, *we* BELIEVE IN TRANSFORMING LIVES.

### KEY TOOLS FOR SUCCESS



#### Theme and Tour Elite Zylstra Posters

Display the "SMALL ACTIONS add up to BIG RESULTS" poster and Tour Elite Zylstra 2021 poster in your office and during meetings to promote the **Theme** and **Tour Elite Zylstra**. Leaders and above will receive these posters from the Administrative Office.



#### Theme Agenda

Use the **Theme Agenda** throughout the year to keep track of upcoming meetings, appointments, training sessions and more. Availability varies by country.



#### Charity Weeks

As part of our charity efforts this year, we created a filter bottle just for kids. The #RenaGives Filter Bottle has a fun design, is easy to hold in tiny hands, and is capable of filtering up to 1,000 liters, replacing 2,000 single-use plastic bottles! The number of bottles issued per organization will depend on their sales during Charity Weeks, so be sure to get everyone excited about Charity Weeks, our annual Company-wide event that focuses on helping children. *Look for the announcement of this special contest later during the year.*

**CHARITY** WEEKS  
HELPING *children* AROUND THE WORLD  
**#RENAGIVES**