

The business world is often heavily focused on *results* and not the *journey*. Communication such as; “build your list”, “connect with people”, “sell to people”, all in order to ‘earn money’ or ‘get a company promotion’, etc.

The **problem** with this *attitude* is that it never ends. These people tend to be always chasing the *result* and will often step on others in order to achieve the *result*, destroying any opportunity of a relationship that would serve them on a greater level.

The foundation of Your Desired Success (YDS) is built on the principle of ‘conscious action’.

Within YDS, ‘conscious action’ means:

We respect that every member within the YDS community came here through the efforts of somebody else. Therefore, we will not solicit (promote or sell our products/business/offering) to any of the YDS members. We understand that we will be given the opportunity to have our ‘offering(s)’ featured for all members to benefit from, ensuring the people who brought those members to the community and software are rewarded.

Within YDS, ‘The Golden Rule’ may be referenced.

The Golden Rule is well known as a *biblical term* and may have a different meaning to different people. However, within YDS, the **essence** of The Golden Rule is ‘Paying It Forward’, with the **principle** being ‘No Solicitation’.

Paying It Forward... The ability to give people access to YDS through your affiliate link, whilst also paying forward your knowledge, your life experience and your genius in order to help others on their journey through the power of Masterminds, Masterclasses and maybe even a program or course. This creates a ‘win win’ for as many people in the YDS community as possible.

No Solicitation... Solicitation is the act of offering, or attempting to purchase, goods and/or services. Therefore, we don’t cross market our products, services or affiliated companies to other YDS members.

We have found there are three areas that define our members; Receivers, Contributors, and Team Builders. At any given time, a member can be all three.

Receivers... Members who wish to receive the value from the software and members.

Contributors... Members who choose to contribute their own genius to the YDS software and community. Often, although not limited to, in the form of a Masterclass and/or Mastermind, coaching programs and/or income earning opportunities. These members also share their life experience with others on YDS community Masterminds.

Team Builders... Members who choose to introduce the YDS community and software to other people, helping those people experience the value offered as a whole to support them toward achieving their desired success. Each member is in the YDS community through the efforts of another member. Therefore, we respect each member is a part of a structured 'enrolment line'. Structure creates integrity and we choose to respect the way people come and came into YDS through their 'enrolment line', especially acting from a place of 'no solicitation'.

There is an incredible amount of value for you to access within the YDS platform.

Every YDS member starts with the 'Member' membership, with many choosing to 'add-on' the 'AFFILIATE' option to transform their membership into a financial asset.

To help you and other YDS members understand how we perceive and act in accordance with 'Conscious Action' in alignment with the YDS community, below are some frequently asked questions (FAQ's) and answers in relation to key areas of the platform software.

FREQUENTLY ASKED QUESTIONS

MEMBER:

- Q1. Can I attend Masterminds and Masterclasses to receive more value and connect?
- Q2. Can I attend Masterminds and Masterclasses, although share my knowledge and experience?
- Q3. Can I attend Masterminds and Masterclasses and recommend different products I use or am affiliated with?
- Q4. Can I attend Masterminds and Masterclasses to connect with other YDS members?
- Q5. Can I offer my services to the YDS members I connect with on the Masterminds and Masterclasses?
- Q6. Do I have to host Masterminds & Masterclasses in YDS?
- Q7. Is it true that within YDS, 'The Golden Rule' is in place to prevent people cross promoting to the YDS community, so I shouldn't have to worry about people trying to sell to me?
- Q8. Can I recommend YDS coaches/facilitators programs to YDS members for a financial kick back?

COACH/FACILITATOR:

- Q9. I am a coach/facilitator, can I host Masterminds & Masterclasses in YDS?
- Q10. As a coach/facilitator, can I build my brand in YDS?
- Q11. Can I promote my own or external programs to YDS members?
- Q12. YDS members want to purchase my external programs, is this allowed?
- Q13. I have a workshop I'd like to promote and include YDS members, can I do so?
- Q14. How do I get my program featured within the YDS software?
- Q15. I am an affiliate for a platform outside of YDS that I believe will benefit the YDS members, can I promote it to YDS members?

TEAM BUILDER:

Q16. Can I leverage my team to earn from YDS?

Q17. How do I create Multiple Streams of Income (MSI) through my YDS team whilst following The Golden Rule?

Q18. Can I promote my program or MSI to my own YDS team?

Q19. As a team builder in YDS, what is my role in taking 'Conscious Action'?

Q20. How can I ensure my team is also applying 'Conscious Action'?

Q21. Can I bring people into YDS who have their own MSI in order to leverage the YDS community?

Q22. What is classed as an MSI within YDS?

Q23. What is the process to follow in order to submit an MSI?

Q24. What is the process if an 'MSI Leader' is acting out of alignment of 'Conscious Action'?

MEMBER:

Q1. Can I attend Masterminds and Masterclasses to receive more value and connect?

A. Yes. We have found the Masterminds and Masterclasses are where the 'best' value is shared by community members and also the attendees. You have access to all of the offered value within YDS, especially the Masterminds and Masterclasses to connect.

Q2. Can I attend Masterminds and Masterclasses, although share my knowledge and experience?

A. Yes. This is what we encourage all our members to do.

Q3. Can I attend Masterminds and Masterclasses and recommend different products I use or am affiliated with?

*A. Yes and No. If these products have the ability for a financial return, it is expected they are not discussed on the Masterminds or Masterclasses... **unless**... They are featured in the YDS offers software. Remember, '**No Solicitation**' is expected throughout the YDS community. If you have something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com*

Q4. Can I attend Masterminds and Masterclasses to connect with other YDS members?

*A. Yes. We are passionate about creating relationships throughout the community. We just ask that you create relationships with no hidden agendas, be transparent with people about why you are connecting with them. Remember, '**No Solicitation**' is expected throughout the YDS community.*

Q5. Can I offer my services to the YDS members I connect with on the Masterminds and Masterclasses?

*A. It is expected you **don't**. In abiding by the principle of 'The Golden Rule', please don't 'sell or promote' to other community members just because you have connected with them outside of the YDS community. I.e. on social media such as but not limited to; Facebook™ or Instagram. All members came to be within the community through the efforts of other members. We aim to ensure people are rewarded for their efforts. It is advised you ask if*

they are members of YDS, if they are, please respect the YDS community 'enrolment line' and advise they speak to their YDS sponsor. If they aren't a YDS member, it's an opportunity for you to enrol them into your YDS team.

Q6. Do I have to host Masterminds & Masterclasses in YDS?

A. No. As much as it is great that we have members who choose to share their genius, the reality is we don't expect members to do so. You can simply receive the value from those members who chose to contribute via facilitating a Mastermind and/or Masterclass.

Q7. Is it true that within YDS, 'The Golden Rule' is in place to prevent people cross promoting to the YDS community, so I shouldn't have to worry about people trying to sell to me?

A. Yes. Our intention is for YDS to be a conscious supportive ecosystem on 'paying it forward'. This allows all members to create a 'win win' together rather than an individual win. We expect all members to respect each other and remove the, 'I must sell' or, 'I must get the sale' mentality, which is commonly experienced outside of the YDS community on other platforms and in social media groups.

Q8. Can I recommend YDS coaches/facilitators programs to YDS members for a financial kick back?

*A. Yes and No. Only if you are recommending affiliated offerings to your **own personally sponsored** YDS members. It is not recommended to try and earn a referral commission(s) from coaches/facilitators programs via cross marketing to YDS members in other teams. If you wish to recommend certain programs that are provided by YDS members, please do so from the principle of 'The Golden Rule'... Choosing to share the value rather than doing so for a financial return. Please remember to always respect how each member came to be in the YDS community, through the efforts of other members.*

COACH/FACILITATOR:

Q9. I am a coach/facilitator, can I host Masterminds & Masterclasses in YDS?

A. Yes. Although it is not expected for the YDS members to host Masterminds or Masterclasses, we know there will be community members who want to receive your value. This is what we encourage and in doing so, emphasises the principle of 'The Golden Rule' within YDS... 'Paying it forward'.

Q10. As a coach/facilitator, can I build my brand in YDS?

A. Yes. Through the opportunity to share your 'genius' within the YDS software via Masterminds and Masterclasses, the YDS members see you for your value. This is a tremendous way to build your brand whilst impacting the lives of others.

Q11. Can I promote my own or external programs to YDS members?

*A. It is expected you **don't**. This goes back to 'no solicitation'. [Please read the next question and answer for further clarity.](#)*

Q12. YDS members want to purchase my external programs, is this allowed?

A. You are more than welcome to market your external programs outside of YDS to your own network. We would prefer you didn't directly market to the YDS community members as part of the 'no solicitation' principle... This includes whether inside of YDS or not. I.e. you connected with them through YDS via a Mastermind or Masterclass and then connected on your social media profiles and are marketing through those platforms. If you choose to market via your social media pages, it is advised you have an opt-in form and financial referral type system in place which asks for the following details;

- Full Name*
- Email Address*
- Are you a member of Your Desired Success (YDS)? (YES/NO)*
- If so, please give the full name of your sponsor*

There are two key reasons why we see this being a positive step for the coach/facilitator 'outside' of YDS.

1. It shows to the YDS members that you as the coach/facilitator are doing what you can to support the YDS members and are in alignment with the principle of 'The Golden Rule' within YDS.

2. It allows you to find out if the person is in YDS or not. If 'not', it gives you the opportunity to start a conversation on how the person could benefit from being in YDS.

Once a purchase takes place via an YDS member, it is advised that you, as the coach/facilitator, communicate with the YDS sponsor or certainly ask the purchaser to connect their sponsor to you in order for their sponsor to be financially rewarded.

Q13. I have a workshop I'd like to promote and include YDS members, can I do so?

A. Please see the question and answer above.

Q14. How do I get my program featured within the YDS software?

A. By being an active member who contributes to the community through the power of facilitating Masterminds and/or Masterclasses. Being able to feature your program for the YDS members to benefit from is a gift and not to be viewed as an expectation. If you have something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com

Q15. I am an affiliate for a platform outside of YDS that I believe will benefit the YDS members, can I promote it to YDS members?

*A. It is expected you **don't**, as this is 'Solicitation'. However, all members are given the opportunity to have their own or affiliated offerings featured within the YDS software, as and when the software is coded to suit. If you have something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com*

TEAM BUILDER:

Q16. Can I leverage my team to earn from YDS?

A. Yes. Your personally sponsored team has been created through your own efforts. Therefore, you will be financially rewarded for their purchases. As YDS has a 2-Tier affiliate model, you earn from tier one and tier two based on your personally sponsored members building their own teams.

Q17. How do I create Multiple Streams of Income (MSI) through my YDS team whilst following The Golden Rule?

A. The YDS software is structured to reward all sponsors for their commitment to helping the community grow. When your team members choose to purchase a program, service or partner with a company, depending on the referral financial model, you will have first refusal to earn or partner the chosen MSI. This is all done through each member following the principle of 'The Golden Rule'.

Q18. Can I promote my program or MSI to my own YDS team?

*A. Yes you can with your own personally sponsored team members. However, it is expected that you **don't**, because we would rather have your program or MSI available in the YDS software for all members to benefit from. Remembering the 'enrolment line' came to be how it is through the efforts of people before you. So, where possible, we aim to ensure those people are also rewarded and not just stopping with you. This gives you an opportunity to achieve far more success by choosing to embrace the essence and principle of 'The Golden Rule'. If you have something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com*

Q19. As a team builder in YDS, what is my role in taking 'Conscious Action'?

*A. To ensure you communicate effectively on how Your Desired Success is **different** to other online platforms and communities so your potential new team members and current team members are clear on how they are expected to act. To pay forward your knowledge and experience with your team members as well as ensure you lead by example.*

Q20. How can I ensure my team is also applying 'Conscious Action'?

A. You can only do your best to communicate effectively to them on how we intend each member within the community acts. If you notice somebody in your team acting out of alignment with the 'essence' and 'principle' of The Golden Rule within YDS, then communicate with them. Leverage the support documents, videos and the YDS community group.

Q21. Can I bring people into YDS who have their own MSI in order to leverage the YDS community?

A. Yes. Although it's important they understand the expectation of being a member in YDS. They are expected to add value and contribute to YDS as a whole, rather than 'take' from the community. Only people who are choosing to act in alignment with the essence and principle of YDS are given the opportunity to feature their own or aligned MSI for the community to benefit from and for them as an individual to win. MSI's are approved based on different areas as well as the 'best' leader to represent the MSI. If you/they have

something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com

Q22. What is classed as an MSI within YDS?

A. MSI stands for Multiple Stream of Income. An MSI within YDS is classed as any offering via a product or service that has a cost and the ability to reward somebody. Therefore, a coaching program, affiliate model, network marketing model, direct sales model are all classed as MSI's within YDS. If you have something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com

Q23. What is the process to follow in order to submit an MSI?

A. If you have a product or service that you either own or are connected to as an affiliate, then it is expected you submit an email to info@yourdesiredsuccess.com for it to be reviewed. You will be contacted about the MSI and how it can be implemented in the YDS software for all members to benefit from. It is expected that you don't solicit (promote) your MSI within the YDS community to other members outside of your own directly sponsored members. If this happens 'consciously', it is a breach of our community standards and we will expect it to not happen again in order for you to remain a member of our community, ensuring our culture is not negatively impacted. If you have something to offer that you believe is of value to the YDS community, please email: info@yourdesiredsuccess.com

Q24. What is the process if an 'MSI Leader' is acting out of alignment of 'Conscious Action'?

A. We will speak to the specific member and educate them on the essence and principle of 'The Golden Rule' as perceived within YDS. If we feel they aren't suited to be the MSI Leader anymore, we will look to our community members for someone who is. If nobody wants the position, we will look to bring in somebody who wants to be the MSI Leader and ensure they are educated on both the essence and principle of 'The Golden Rule' within YDS.

FURTHER SUPPORT:

Email YDS Support: info@yourdesiredsuccess.com