

# Wellness Institute

***Start Today***

***With***

## **Wellness Essentials**

Position Yourself As A

***Health & Wellness Consultant***

To

Churches

Chiropractors

Health Care Professionals

Corporations

Hospitals

***Training Tools and Marketing Materials  
Included***

# Wellness Institute

## **Wellness Essentials**

Congratulations on your decision to become a wellness counselor. Upon completion of this course, you will be embarking on a new and wonderful chapter in your life.

This training is designed to help you become a leader and successfully build your network marketing business. Our "plug-in, log-on" training system allows you to start right now without waiting for someone else to show you what to do next. It's all here. You can begin building your own team immediately--within the next 48 hours. Success in network marketing does not come from finding leaders. It comes from becoming one. These tools will help you become a leader.

The Wellness Institute combines four of the hottest trends in America today: a home-based business, health and nutrition, the World Wide Web, and owning a share of Wall Street. People want it all and the Wellness Institute has it all. Our e-commerce site, is committed to keeping you informed and educated by bringing to you and to your customers the best Complementary Alternative Medicine (CAM) database available on the Internet, and making sure it stays the best. It is your heart line to the company and to your teammates.

This Wellness Essentials manual is your coach. Spend quality time with your coach. Learn the product mix, the compensation plan, the company philosophy, how to use the website. Practice what you'll say to people. Imagine your success. And always remember, the key to success lies within us -- it is not in a tool or script. Those that succeed have a deep belief that they will succeed, and they overcome obstacles because they see themselves as winners. This program guides you through a process, which will richly reward you in every way for your efforts. You will be creating "success habits" that will result in you seeing yourself as a winner and achieving whatever your goals and dreams are.

As you explore the Wellness Institute, its products, its people and its promise, you will find yourself very excited about sharing this information with others. If you want to get your business off to a flying start, begin using this training manual. First make a list of people you know on a casual basis. Pick the ones that make your knees shake. The ones you would want on the Board of Directors of your new multi-million dollar company. Get started today. Follow the program and success will be yours.

Again, welcome to your future. We are very excited about your choice of the Wellness Institute as your vehicle for prosperity.

# Seven Steps to Success

## STEP ONE: THREE "P'S"

- **Prospecting To Initiate Contact**
- **Personal Contact that creates desire to view presentation**
- **Presentations that convert prospects to distributors**

### First 48 hours

- **Make your People List. Do it now--before reading any further. Turn the page and begin writing. Keep going until you reach 50.**
- **Study the video** (We only retain 15 percent of what we see and hear. Watch the video seven times--you will retain 105%)
- **Handpick your first ten people.** Highlight them on your list and call them now--be in action. Share your enthusiasm and excitement NOW.
- **You'll hear some "No's". Say "Next." Stay with it.** Call them back another time. Watch out for "dream stealers." Remember that you are building new habits of success. The successful keep going when others stop.
- **Apply the ratios**--Call **40**, see/meet **20**, close **10**, enroll **5** in training.
- **Begin building success habits:** Choose three activities--any one of which you know would help generate the business you are building. Some examples are
  - See or call people every day at the set time you have specified
  - Make **10** new contacts everyday
  - Set two face-to-face appointments everyday
  - Take two people through the conference call system everyday
  - Ask for referrals from every contact
  - Attend or host an opportunity meeting every week
- **Track your progress.** Keep score. How will you know if you're winning unless you keep score?

# Find Out What A Person Wants And Help Them Get It

## Top 25 Prospects

Name	Phone Number	Contacted
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

## Next 25 Prospects

Name	Phone Number	Contacted
26		
27		
28		
29		
30		
31		
32		
33		
34		
35		
36		
37		
38		
39		
40		
41		
42		
43		
44		
45		
46		
47		
48		
49		
50		

**Keep going until you have 50. Use the MEMORY JOGGERS** *(next page)*  
**You're laying the foundation for success.**  
*(When complete, return to Page-3 and continue)*

## Memory Joggers --

- Who do you have in your address book, on your email list, in your Rolodex?
- Who brings you your mail, does your nails, cleans your teeth, carpets, clothes?
- Who's your physician, counselor, priest, minister, rabbi?
- Go through your checkbook--where do you spend your money?
- Who sold you your house, your furniture, your appliances, your computer?
- Who waits on you at your favorite restaurant, coffee shop, grocery store?
- Who is related to you?
- Who does business with you, goes to church with you, teaches your children, went to school with you, is in a club or on a team with you?
- Who do you know in the healthcare field?
- Who keeps up with the latest trends?
- Who do you admire?
- Whose wedding or baby shower did you attend in last two years?

# CONTACT LOG-IN SHEET

Log Page #

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

name		date	trial call results
Hm phone		Bus phone	
time zone	source	best time	

# CONTACT MANAGER

Date	Source	Log Page	Contact No.
Name		Best time to call	Time Zone
Address		Home Phone	
City		Bus Phone	
State		Fax Phone	
Zip		e-mail	
Family			
Dreams and Goals			
Dissatisfactions			
Income level desired		By when	

## EXPOSURES TO OPPORTUNITY

Date	Phone/Meeting/Mail	Results

**NOTES**



## STEP TWO: PLAN YOUR WORK AND WORK YOUR PLAN

**First 21 days:** Set your goals to achieve the 1/3/9 chart and earn desired monthly commissions.

Level	People	Avg. Vol.	Total Vol.	Percentage	Commission
<b>Monthly Total</b>					
<b>Annual Total</b>					

- Hand pick your top 3, 5, 10 leaders and team builders.
- Focus on 3/9/27 chart to earn desired monthly commission.

Level	People	Avg. Vol.	Total Vol.	Percentage	Commission
<b>Monthly Total</b>					
<b>Annual Total</b>					

- Help everyone on your team focus on building 1/3/9 and earning \$372.

**First 90 Days:** Have your leaders hand pick their top 3, 5, 10 people and help them each reach 3/9/27 goal of desired monthly income.

- Focus on expanding to 5/25/125 and watch your monthly earnings jump to your desired goal.

Level	People	Avg. Vol.	Total Vol.	Percentage	Commission
<b>Monthly Total</b>					
<b>Annual Total</b>					

- Train your team to do the same.

---

**PRODUCE                      MANAGE                      LEAD**

---

# KEY TO SUCCESS: WRITE OUT YOUR GOALS

Goals are an important element of your success in any business. Written goals bring your dreams to life. With specific, measurable goals that have a clear time frame, you know where you want to go, how much you have accomplished already and how far you still have to go. Just as importantly, your goal achievement will become a wonderful, rewarding journey designed by you.

This isn't just a nice idea. A major 1964 study of Harvard College graduates revealed that only five percent took time to write out their goals. Twenty years later, 95 percent of this five- percent had achieved their goals. Of the remaining 95 percent that did not have written goals, only five percent had achieved their expected goals. A similar study was done at Yale University where only three percent had written goals. Twenty years later, it was found that this small group had accomplished more than the other 97 percent of students combined.

By breaking your goals down into bite-sized bits, you can experience success every day. Success breeds more success. When you combine these exercises with the activities of the Wellness Essentials Program, your dreams will come true?

What do you want your new business to provide?	_____
	_____
Why is that important to you?	_____
	_____
How many hours a week are you willing to commit to your new business?	_____
	_____
How much would you like to earn per month? By when?	_____
	_____
What do you want to achieve this year physically, emotionally, socially, spiritually?	_____
	_____
What do you need to change in your life to achieve your goals?	_____
	_____
What will you commit to doing now, today, this week, this month?	_____
	_____

**Write out your goals. PERSIST, PERSIST, PERSIST!** Twice daily read your written goals to yourself. . Use a 2X3 reminder card in your wallet and refer to it frequently. Visualize their accomplishment. Feel the emotions of achieving them. They will come about. **KEEP GOING, KEEP GOING, and KEEP GOING!** Decide you will be one of the five percent. Align yourself with others who support your goals and your philosophy.

# Weekly Planner

## Plan your day, plan your week, plan your month, plan your success.

What are the time commitments you are willing to make for growing your business? Block them in. It takes 21 days to establish new habits. The most successful people make it a habit to do those things that grow their business. Schedule blocks for: making calls; setting appointments; talking to your up line; talking to your down line; studying the products, interacting with the website, practicing your presentation.

**Use the 7x7x7 model . . .**

**7 hours phoning ... 7 hours one-on-one ... 7 hours training  
You're the boss--make a good impression!**

	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
7:30						
8:00						
8:30						
9:00						
9:30						
10:00						
10:30						
11:00						
11:30						
12:00						
12:30						
1:00						
1:30						
2:00						
2:30						
3:00						
3:30						
4:00						
4:30						
5:00						
5:30						
6:00						
6:30						
7:00						
7:30						
8:00						
8:30						
9:00						

# My Business Building Goal

Commissions I will earn over the next 12 months

\$ \_\_\_\_\_

Commission I will earn each month

\$ \_\_\_\_\_

Reduce this figure to an even smaller amount. Each week will be divided into two units.

Unit 1: Monday through Wednesday

Unit 2: Thursday through Sunday

There are eight units in each month. Divide the monthly commissions by eight.

Commission I will earn each unit

\$ \_\_\_\_\_

## Income Is Governed By Natural Law.

It is absolutely essential that my conscious attention be focused on the cause of earning the commission I desire. Train my **S**ubconscious to **A**ffirm, **V**isualize and **E**xpect what I **D**esire. (**S.A.V.E.D.**)

## Build New Habits

I will choose three activities, any one of which I know would guarantee me the commission necessary to reach my per unit objective. These would be activities I may periodically do, but are definitely not habits.

1. At \_\_\_\_\_ each day, I will either be on the phone making new contact calls or in front of a prospect making a presentation
2. I will make \_\_\_\_\_ new contacts every unit. I will keep going until I have made \_\_\_\_\_ new contacts for the day.
3. I will set \_\_\_\_\_ face-to-face appointments every unit.
4. I will take \_\_\_\_\_ people through the system every unit.
5. I will set up \_\_\_\_\_ 3-ways with my team members every unit.
6. I will ask for \_\_\_\_\_ referrals from every contact
7. I will attend or host a meeting every week

***"The law of cause and effect is the law of laws."  
George Bernard Shaw***

# The Difference Between Being Average and Outstanding

Clear thinking, good habits and dedicated service makes the difference. I choose three of the activities above and I make an irrevocable commitment to do each of these activities until they are deeply rooted habits. (It takes at least 21 days to break an old habit and form a new one.)

1.

2.

3.

*"Words are words, explanations are explanations, promises are promises. But performance is reality. Performance alone is the best measure of your confidence, competence and courage. Only performance gives you the freedom to grow as yourself."*

*"Are you in earnest? Seize this very minute; what you can do or dream you can do, begin it! Boldness has genius, power and magic in it; only engage and then the mind grows heated; begin and then the work will be completed." Goethe*

I have made an irrevocable decision to earn \_\_\_\_\_. This is my commitment to myself and my team that, beginning immediately, I will do whatever is required to turn the activities outlined above into habits.

**These activities will help me earn \$ \_\_\_\_\_ over the next twelve months.**

**Go public--let others know your promise to yourself.  
Find a support person to witness  
your commitment and your signature.**

## **To My Support Person**

- I am fully aware that commissions are an effect, and my selling habits are the cause of my commission. If at any time you notice my performance slipping, please show me this signed document to remind me that my commitment to myself is at stake. I want to thank you in advance for support and assistance in helping me reach this goal.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **HELPFUL REMINDERS TO GET YOU ON TRACK**

### **Ask yourself: What is the best use of my time right now?**

1. Getting leads--a constant flow is needed
2. Exposing people to business opportunity/products
  - Call and complete an interview--in person or by phone.
  - Bring a guest to a business opportunity presentation.
  - Show the video.
  - Three-way people to a team mate or a conference call
  - Demonstrate the website
  - Deliver a sample of the product
3. Closing.
4. Getting referrals.
5. Supporting my team to do any of the above.

# GOALS/ACTION PLAN WORKSHEET

<b>Part I</b>	<b>My Mission</b>
<hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black;"/>	

<b>Part II: Goals</b>	_____ Month	_____ Month	_____ Month
<b>Commission</b>	\$ _____	\$ _____	\$ _____
<b>New Calls</b>	_____	_____	_____
<b>Presentations</b>	_____	_____	_____
<b>3-Ways</b>	_____	_____	_____
<b>Two-on-ones:</b>	_____	_____	_____
<b>Closes</b>	_____	_____	_____
<b>Trainees:</b>	_____	_____	_____

<b>Part III: Action Plan Steps</b>	<b>PART V</b> 25 Top Prospects
1.	1
	2
	3
	4
2.	5
	6
	7
	8
3.	9
	10
	11
	12
4.	13
	14
	15
	16
5.	17
	18
	19
	20
<b>PART IV:</b>	21
My reward for accomplishing my goals for the week of _____ will be:	22
	23
	24
	25

## MY MISSION

Within \_\_\_\_\_ months, as one of the top \_\_\_\_\_ in the \_\_\_\_\_ region, I will be earning an annual income of \$\_\_\_\_\_. This income will be derived from my \_\_\_\_\_ business. I am committed to providing a "million dollar" service to \_\_\_\_\_ by becoming passionately committed to the benefits of the products and services I have to offer.

## MY COMMISSION

Over the next 12 months, I am committed to do whatever is required to provide honest, integrity-based, excellent service worth . . .

\$ _____  _____ <b>My Signature</b>
--

My name will only mean something to others when it means something to me. My signature represents my irrevocable decision to live up to the commitments I have made.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

***"Find out what a person wants, then show them how to get it."  
"Selling is something you do for a person, not to a person."  
Bob Proctor, Success Seminars***



## Find Out What A Person Wants, Then Show Them How To Get It

Notes for reference	To Do List
	1.
	2.
	3.
	4.
	5.
	6.
	7.
<b>Prospects to Follow Up</b>	8.
	9.
	10.
	11.
	12.
	13.
	14.
<b>Ideas I Can Use to Improve my Performance</b>	

## **STEP THREE. PRODUCT MIX:**

- Know the products by heart
- Understand the systemic healing program
- Access and use the Wellness Institute:
  - Website
  - Technical bulletins
  - Focus on health care practitioners
  - E-Commerce
- Embody the mission to heal the world (T. Faridi videos)

## **STEP FOUR. PERSON TEAM BUILDING --**

**Find people on your team who are good at ...**

1. Prospecting for People
2. Phones
3. Presentation--two-on-one meetings or 3-way calls
4. Product Mix--knows all components completely
5. Personal time management -- to produce, manage and lead
6. Profit Measuring/Tracking -- keeping score for yourself and the team
7. People Magnetism--service and training

## **STEP FIVE: PROFIT MEASURING/TRACKING**

**Keep score. Use the contact management system and tracking systems to find out where your strengths are. Where do you best fit in your team structure?**

- What is your ratio of leads generated to calls completed?
- What is your ratio of calls completed to presentations made?
- How many presentations are you closing and converting to product use?
- What is your score on products sold versus time spent?
- What is your ratio of products sold to number of enrollments in the Wellness Essentials training?
- How many referrals do you get from each interaction?

**Remember the standard ratios--  
Call 40, see/meet 20, close 10, enroll 5 in training.  
How are you doing? Are you improving?**

# Keep track of your statistics

Week	People	Calls	Present	Closes	Training	Time Value	Referral
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							

## **STEP SIX: PEOPLE REFERRAL -- BECOME A PEOPLE MAGNET**

In addition to the memory joggers, you will want to generate an ongoing referral base for your business. Make it a habit to ask for referrals. Also realize that as you become more confident, radiating health and enthusiasm--people will be drawn to you. People will be asking you to help them become successful.

- Share your experience. Create your own testimonials.
- Give excellent service. Always deliver more than you promised.
- Participate in and lead training classes.
- Use the three-foot rule -- take time to be interested in people you meet even if it's standing in the grocery check out line.
- Let your light shine. Radiate enthusiasm for life and the opportunities you've created for yourself with the Wellness Institute.

# Profile of a Successful Wellness Counselor

## What do Wellness Counselors have in common?

Wellness Counselors have many things in common. They have a burning desire to be on their own--to be free! To not have to answer to a boss. Some work part time, others full time. Some travel, others stay at home. They like this business because they can fashion it to suit their lifestyle. They like the “portability” because all they need is a phone and a connection to the Internet.

## Wellness Counselors asked themselves the following questions and made the decision to act:

- Does my job or business offer me financial independence?
- Do I like what I do? Am I having fun?
- Do I have the money and time to do the things I really like and want to do?
- Is my future secure? Will I be able to support myself in my senior years?
- Where will I be 5, 10, or 15 years from today?
- Do I have the courage and commitment to do better?

## Wellness Counselors also know that certain facts are unshakable:

**FACT** When you work for someone else, the lion’s share of the money goes to them, not to you.

**FACT** 82 percent of all retired North Americans live on less than \$12,000 per year, many of which are at the poverty level. Many have to depend on their children to survive.

**FACT** 7 out of 10 truly financially secure North Americans are in business for themselves

**FACT** 90 percent of the wealth in the world belongs to 20 percent of the people, and that 20 percent does NOT work for a weekly paycheck!

**FACT** At age 65: (source: Social Security Administration)

- 85% don’t even have a paltry \$250.00
- 45% of people are dependent upon relatives
- 30% are dependent on charity
- 2% are self sustaining
- 23% are still working

## **Wellness Counselors want:**

- Uniqueness--a home-based business health and wellness business that includes e-commerce.
- A product in high demand that appeals to health clubs, churches, chiropractors and other health professionals.
- Ownership in the company. Promoting good will for their own company.
- A business with no hard selling (no knocking on doors or cold calls).
- A business without receivables and bad debt.
- Ease of entry--requires no previous experience
- Low overhead and high profit margins.
- A business with no need to stock inventory and hire employees.
- A turnkey business with unparalleled support and training provided.
- A business which costs very little and has the potential for very large profits.
- A business which is fun, challenging, exciting, and profitable.

In short, a business that is easy to operate--with plenty of room for high profit. One with shared ownership, low operating expenses, an extremely high rate of customer satisfaction and very affordable.

**Wellness Counselors carve out their futures and take control of their lives. Once you become a Wellness Counselor, you'll embark on a whole new way of life.**

**When you share your enthusiasm and your success, you will become a people magnet and attract to yourself those who also fit the profile of a Wellness Counselor.**

## **STEP SEVEN: PROFIT MEASUREMENT TOOLS ENJOY THE FRUITS OF YOUR LABOR**

The reason so many are turning to home-based businesses is they want the best life has to offer. It's important to build playtime into your plan. Build in that time for your family that you've been longing for. Call the travel agent and begin gathering posters for the trip you've been dreaming about. What are your dreams? List them here and watch them come true. Turn to this page when you forget why you're in this business. Hold onto these dreams and they will come true.

1.

2.

3.

4.

5.



## New Associate Check List

Name:			
Phone(s)(h)		(w)	
Fax		Email	
Address			
City		State	Zip

### Activity (Check off as you complete each item)

#### Paperwork

	Distributor app.		shared ownership		autoship
	Copies made of all checks and application				
	Folder created and put into file				

#### Products ordered and copies of order form on file

	Health Pack		Cyber Pack		Master Pack
	Wellness Essentials Training Kit				

#### Materials sent to 10 top recruited leaders

	Video
	Important names/numbers
	Scripts
	Wellness Essentials Book

#### Initial business planning session completed

	List of 50 completed
	Distributor pin number obtained
	Voice mail or answering service set up
	Call-waiting obtained
	Busy call forwarding obtained
	Fax machine or fax availability obtained

#### Training completed

	Intro to company leaders
	Intro to compensation plan
	Product overview
	Contacting & Qualifying with core group members
	Weekend training program attended
	Visit to Home Office or attendance at convention

#### Time-Line

	<b>48 hour ICU completed</b>
	<b>21 day habit builder completed</b>
	<b>90 day success plan completed</b>

# CONTACTING AND QUALIFYING YOUR PROSPECTS

## A consultative approach

The consultative approach has **seven key elements** in it.

1. Begin with **rapport** building, connect with them.
2. Ask **permission** and get agreement to proceed.
3. **Dissatisfaction** -- find out where it hurts.
4. What would make it better (**dreams, goals, and motivation**)?
5. **Desire** level. How committed are they to making a change?
6. **Budget**--will they spend the money to get involved?
7. **Decision**--are they making the decision alone or with someone else?

Before you pick up the phone to call, imagine you are calling with the exact solution to a problem the prospect is having. See them as open and willing to take a serious look at your business. You are offering them the best nutritional products and health-education website available on the planet! Be clear on that and you will attract the right people to your business.

You don't want anything from them; you want something for them. You want to move them closer to where they want to go in life. You want them to remember this call, to be in touch with their goals and dreams, and be glad they talked with you whether or not they come into the business or buy the product. If you speak from that space, people will feel served.

As you interview them, remember to listen after each question until they fully answer that question. If you feel they are not giving a complete answer, ask them gently to elaborate, be more specific, give examples, etc. The more they talk and you do not, the better are the chances of attracting the right people you want to work with. If you give them bits of information, always conclude with a question back to them. Answer questions and acknowledge statements.

# **A SAMPLE SCRIPT (make it your own--pick the parts that fit, add and delete--try it on and keep working it until it's yours.)**

## **Step One: RAPPORT BUILDING**

*Take time to say "hello" and be present for a moment. Keep your attention on them and listen between the lines. If it's not a good time to talk, excuse yourself and call back another time.*

"Hi, \_\_\_\_\_, it's \_\_\_\_\_ calling. How are you? ----- Great.

Are you free to speak at the moment? ----- Wonderful. (Small talk to build rapport).

\_\_\_\_\_, this is actually a business call. I've recently started my own business and I'm excited to tell you about it. Would you be okay with that? ----- Good.

**If no:** *If it was not a good time, then make an appointment to call back.*

**If yes:** -- *continue:*

\_\_\_\_\_ "Have you ever thought about having your own home-based business?" (Based on their response you will use one of two approaches.)

**If yes:**

Great! What kinds of businesses have you been looking at? (Jump to AGREEMENT/PERMISSION part of interview script.)

**If no.**

"You're very fortunate to be so happy with what you're doing (or some other suitable comment). ... Let me ask you, would you be willing to give me your comments on a new home-based business I am in? It incorporates the Internet, e-commerce, health and nutrition. Maybe you could be instrumental in helping me in some way. You may know people who are looking for a career change, have some health concerns or want a second income source."

*(Generally, direct them to the website or to a conference call. Send them a memory jogger and follow up in two weeks or so for referrals.*

**If contact is a very busy, successful person in your eyes and you are doubtful they would be interested personally, then approach would be as follows:**

"\_\_\_\_\_, I know you are a very busy, successful person and you may not have the time or inclination to look at anything else. I have always admired your business acumen (or some other sincere compliment) and would really appreciate having your opinion on our business. Perhaps you could assist me in some way with my move forward.

*(Everybody loves to give his or her opinion or be of service. Again, direct them to the website or to a conference call. Follow up in two weeks or so.*

## **Step Two: AGREEMENT/PERMISSION**

Since you said you have some interest in a home-based business, I'd like to learn more about what you're looking for to see how it fits with what we have to offer. In order to do that, I need to ask you some questions. After that, you'll get an opportunity to get all of your questions answered. Are you okay with that?

*(If no, thank them for their time and move to the next prospect. If yes, then go to basic interview questions to determine desire, readiness, and financial qualifications.)*

## **Step Three: DISSATISFACTIONS (Where does it hurt?)**

I'd like to know a little bit more about you. Are you okay with a few questions?

***Suggested questions: (take lots of notes as they talk)***

1. First, let me check the spelling of your name. Do you have a fax number? Do you mind giving me your mailing address? Thanks.
2. Can you tell me a little about yourself and what it is that you currently do?
  - How is that going for you?
  - What do you like about it?
  - What would you like to change?
  - How is that affecting you?
  - Do you have a sense of satisfaction, accomplishment? Security? Happiness? Purpose?
3. What specifically are you looking for in a business venture (more money, more time, more flexibility, something you enjoy doing more)?
5. Have you ever owned your own business or been involved in a side venture before? How long have you been looking? What criteria are you using to decide?
6. How many hours a week are you willing to devote to a new business?
7. What are your goals for the next five years? People often talk about financial freedom. How much money would give you an experience of financial freedom? What amount of income are you looking to generate on a monthly basis? (If high, ask "Have you ever been at that point financially before?")

## **Step Four: NEEDS, WANTS, DREAMS ... and DESIRE (What would make it better and how badly do they want it? GOALS, MOTIVATION**

Great. I have just one more question, which I ask everyone just to get a feel for their own particular wants and needs and dreams. If I could show you how you could achieve an extra couple of thousand dollars a month what would you use the money for... other than pay bills? If you knew you couldn't fail, what is a dream of yours that you would like to have fulfilled?

Do you remember a time when you were really committed to achieving something and nothing was going to stop you? (Ask for an example.) On a scale of 1 to 10, where do you see your commitment level now as far as realizing those goals you told me about?

We look for the best of the best to invite into this business with us. We look for people with high desire, high determination, and a real commitment to make things happen for themselves.

Are you interested in hearing more about this business plan, our products, and how they can help you achieve those dreams you were telling me about?

### **Step Five: BUDGET**

Great. Now, \_\_\_\_\_, I've never met you and I'm very honest and up front about this business. We are discussing a unique and timely home-based business opportunity with you that incorporates the Internet, e-commerce, health and nutrition. This is not a job or door-to-door sales. Have you given any thought as to what kind of budget you will need to start your own business or are you just feeling your way?

For a moment, \_\_\_\_\_, I'd like you to pretend that you've already gone through the material, taken a really close look at this opportunity, and you've come away feeling that this is absolutely perfect for you. You are confident and convinced that you could achieve those goals we were just speaking about. *(Repeat them to prospect.)*

Would you be able to make a start up commitment of \$595? Our plan shows you how to recoup that in 30 days and how to have three people do the same and generate additional income for yourself.

### **Step Six: DECISION**

Assuming you see a vision and an opportunity for yourself here, how soon could you get started? . Will you be deciding this on your own, or do you need to involve someone else? *(If they have to bring someone else in, schedule the process around both of them.)*

Great, \_\_\_\_\_. The next step will be

*Take the appropriate next step in the information process. Let the system answer their questions. Set up an appointment to take them through the process of getting on the website, seeing the video, listening to a conference call or going to an opportunity meeting.*

\_\_\_\_\_ I'm putting this in my planner as a firm appointment. Will you do the same in your calendar? If something does come up that you won't be able to make it, I must have at least \_\_\_\_\_ hour's notice. I can call you back and reschedule. Is this the number where I can reach you \_\_\_\_\_? Good. OK? Great, I look forward to speaking (meeting) with you at \_\_\_\_\_ on \_\_\_\_\_.

## AFTER THE APPOINTMENT

*After you have taken them through an information meeting or call, be a good listener. Never suggest that their information is incorrect. This is a chance to allow them to clear their minds so that they are ready to move forward. Comment with expressions like, "uh huh, good, fine, OK, I got that, all right, or I understand." Remove your own judgement from your responses. If the question is unclear, you can ask, "Can you elaborate on that?" If you attempt to respond with corrections, you will tend to put your guest on the defensive, thereby creating discomfort and reduced readiness to continue.)*

*Ask them where their interest level is on a scale of 1 - 10 with 10 being high.*

**10 = Congratulations.** You're ready to get the Master Pack in your hands and get started on your way to financial independence. Let me introduce you to a team member. Hold on. *(If a team member is not available, leave a message with the phone number of the new person so a call can be returned to them ASAP. Arrange for 3-ways to get a couple of perspectives and take them to the live conference calls to keep their excitement up and confirm the validity of their decision. Arrange to take them on a team call ASAP.)*

**6 or above = Great.** Let me introduce you to a team member. Hold on. *(Same as above).*

**5 or below = That's all right.** Why do you place yourself there? Maybe this opportunity is not for you. What questions do you need answered to bring you up to a 6 or 7? Are you serious enough about finding a business to get your questions answered? Great! I thought so. Let's see if other members of our team can help with your questions. *(Get a couple of perspectives and take them to a live conference call if they rise to 6 or above.)*

*NOTE: If people fall out of this process at any point along the way, remember, "There's nothing wrong with them, the timing isn't right. Get back to them in a week, a month, three months, and check in. Things change and so do people's openness to this business. Keep a good follow-up system going so you can check back on a regular basis.*