Part 1: Contacting & Inviting

Building Your List
People will fit into one of three lists:

The A List:
These are family and friends that you know really well. They probably know where you live and you know where they live. This list is easy because you probably know their phone number by heart and you talk to them regularly.

The B List:
These are extended family members, coworkers, high school or college classmates, teammates, or you may know them from some other civic or community group. This list could also be from your grad school directory, alumni association or other personal directory. Another great place to begin this list may be in your cell phone, home phone, or email addresses.

The C List:
These are people you know through others (i.e.: your child’s best friend’s parents). These are also new people you meet as you live your life (i.e.: the realtor who is selling your house or your new dentist). Many of your C-list will become your B-list or A-list over time. Others may not become your A or B-list, but you can still see if they are open minded about business or making money, or becoming retail customers.

Tips
• Make the biggest list you can and avoid prejudging anyone.
• The names you put on your list can grow to represent a large network of business associates and retail customers, which can translate into more income for your independent business.
• Make your list by location: local (within 2 hours) and distance (by city and state)

Look over your list and begin to prioritize. You are not looking to make anyone’s decision for them, but you do want to be a good steward of your time. Put a check mark next to those you feel are the most ambitious, have displayed a good understanding of success habits, are mature (in attitude, not necessarily in age), and who are open minded. This should be the top 10-20% of your list. Many times the top 10-20% of the list will yield as much success as the other 80-90%. Often people don’t call the top 10-20% because these people are already successful. This is exactly why you should call them first! They know how to succeed!

Checking Interest
You may check interest in person or over the phone. Keep in mind this step is only to check interest and not to explain everything. Once you establish interest, then set up a time and place you can meet. You want the location to be a place without numerous distractions. Whether in your home, their home, a neutral location, or the hotel seminar, whenever the full presentation is shown it is best to have the husband and wife together. You may only have one opportunity to do this right. In some cases it may not be possible to sit down with both, so you may set up a time to do a brief overview with the husband. Then, you can invite them to a hotel seminar or your home for a home presentation.

The purpose of checking interest is to ensure you don’t waste time with people who are not interested. It is also to get the full presentation in front of those that are interested. This is a filtering process much like interviewing for any major company or qualifying for a home loan. Let the filter work. Don’t force impurities through the filter. You’re not looking to convince someone.
You are looking for the people you don’t have to convince they can do better. They know they can. They are just looking for the right opportunity.

Part 2: Showing The Plan

One of the most important aspects of building your business is Showing the Plan. The more you share the business with new prospects, the more proficient you will become at showing the plan, and your registering rate will increase. This is one area of the business that you will want to master. Consistency in showing the plan is the key to expanding your business and your income, as you sponsor new IBOs and also attract retail customers from those prospects who may not be interested in starting a business at this time. There are several ways to show the plan.

**One-on-One:** Show all five steps of the plan on paper, or with the IBO Webspace on your mobile device or your web browser. The notepad allows for maximum flexibility to tailor the plan to the person. IBO Webspace allows new IBOs to show the plan earlier on in their business because they don’t have to memorize the plan.

**Home Meeting / Board Plan:** Show all five steps of the plan on a white board with a small group. You can also use IBO Webspace on a computer screen. All of these options will allow you to be more productive by showing multiple people the plan. The excitement of group dynamics can also increase your results.

**Open Meeting:** These are held in a formal hotel setting in business dress. Credibility, relatability, and excitement are maximized here. Many IBOs use this as a second look meeting.

**Web Conference:** There is no substitute for personal interaction, but this is a great alternative if time and distance are prohibitive. This is also a great way to pre-qualify someone before making a long distance trip. IBO Webspace can be used while on the phone with a prospect at a distance.

**Online:** Using your personal IBO Webspace site, you can show a prospect an overview video of the business opportunity, and even a full plan presentation. Take just a few minutes to small talk about the weather, sports, family or other common interests. Asking questions is the key to getting them to relax and be comfortable. You may ask questions about their job to see whether they like it or not. You are gathering information about them to help you determine how our business may benefit them the most. Find their need then meet their need. You have the best business opportunity in the world, but if you emphasize a benefit that doesn’t get them excited you missed the need. The need will typically be money, peace of mind, ownership, efficiency, or significance.

Ask them if they have ever thought about owning a business. Ask them why they would rather own a business than work at a job. If they haven’t ever thought about it, ask if they are aware of the benefits of business ownership. Ask what has prevented them from starting a business up until this point in their life. This will let you know their concerns. The major concerns are money, risk or fear, lack of knowledge, and time. Now you know what they want and you know what has been keeping them from getting it. You are ready to show the plan and they should be ready to receive it.
Guidelines for showing the plan

- Relax and be natural. Let it flow.
- Focus more on the connecting with the other person than on doing the perfect presentation.
- Be conversational if you are showing the plan to a friend, but you control the conversation.
- Express – not impress.
- Be flexible in your structure.
- The one-on-one can be more flexible. Encourage dialogue and entertain questions.
- Adapt to each individual.
- Don’t ask questions that aren’t going to get positive answers.
- Never ask, “What do you think?” Ask, “Which part do you like the best?” or “It’s exciting, isn’t it?” or “What did you see in the presentation for you?”
- Never argue with anyone. Questions are good. They show interest.
- Excitement is what moves people to get into the business, not logic.
- Let them see your belief.
- Maintain the posture that you want them to understand the benefits of the business opportunity, but that you’ll be building the business regardless of whether they get started or not.
- Husband and wife should see it together and show it together. Your odds go up when you meet as couples to show the plan.
- If you serve refreshments after a Home Plan use your own products. Keep it simple, offering coffee, tea, or XS Energy Drinks, protein and meal replacement bars.
- No alcohol. Don’t smoke, it may offend someone.
- Always leave a Literature Pack after showing the plan. You may leave sample products as well. Be prepared to mail the same information after a web conference.

Basic concepts to keep in mind when showing the plan:

- Keep it simple and duplicatable.
- Keep it brief. The more you talk, the more you "sell.”
- Be excited, be happy, and have fun with them.
- Lead them to the next step.

Dream Building
Dream building in a one-on-one presentation is simply talking about some of the things you found out in the set-at-ease portion. That’s why it is imperative that you determined their wish, want, need, or desire. Share your own dreams as well as the reasons you wanted to start your own business. Refer back to chapter two (‘Why We Do What We Do’) for a list of the most common dreams.

Personal Business Ownership
This part of the plan is important because this is when you will show your prospects how income develops and how the business duplicates itself. You may use a franchising model to explain ongoing income at this point. If efficiency and having more time is a hot button or time is one of their concerns then be sure to explain the time compounding benefit of business ownership. Do not confuse your prospects with too many details. Just present a simple overview of the Business Ownership Plan.
6-4-2 Business Model
An explanation of the 6-4-2 Business Expansion Model is an important part of showing the plan. This is where you show prospects the specifics of how money is made from redirecting yours and your customers’ buying power and showing others how to do the same. Do not lose people by going into too much detail on the numbers. This is the perfect time to emphasize the simplicity of our business. This is also a good time to connect the dollar amount you are showing them to one of their needs.

E-Commerce Illustration Using the “Mall Concept”
Imagine shopping at a large, beautiful mall. As you’re leaving this mall, a man stops you and thanks you for shopping there. He also mentions that, depending on the vendor you bought your merchandise from, the mall will give you a 10-30% discount off everything you just purchased. You ask, “Why?” He says, “We would like for you to continue shopping here. We appreciate your business.” A few weeks later, you’re shopping at the mall again, and as you leave, the same guy greets you. He thanks you again and gives you a discount for all your purchases. He also says, “We’ve been keeping track of everything you’ve purchased so far this month, and as a way of saying thank you, here’s a check based upon your total purchases for the month.”

Again you ask, “Why?” and he says, “It’s our hope that you will continue to shop here and not go to another mall.” So, you go home and tell all your friends, because you’re so excited about what’s happening. When you go shopping again a month later, the same guy meets you at the door. On your way out, he gives you the same discounts and the same check based on your monthly purchases. And this time he says, “Look, you’ve led a lot of people to this mall, some who have purchased products at retail and some who have enjoyed the same discounts that you have. So, in addition to the discounts, and in addition to the check you receive on the volume you generate, we would also like to show our appreciation by sharing with you, in the form of a bonus, a portion of the profits generated by all of the people you sent to us.” You ask, “Why?” and he says, “You’re a great advertisement for us and for our vendors, and we hope you continue to shop here, as opposed to another mall.”

Ask yourself this simple question: “Would you shop at that mall?” Of course you would! This is what our business offers you, except that this is an online destination, as opposed to a brick and mortar mall.

Five Point Wrap-Up
Explain these five basic things one does to get his/her business started:
1. Read and listen to contents of the Literature Pack
2. Build a list of names
3. Set up two or three meetings to get your questions answered and show this to others
4. Products: Get a tour of the website. See the benefits of your DITTO store
5. Use the BWW training & support system of audios, videos, technology tools, books, and meetings to help you expand your business

In addition, give the prospect guidance on finding more information by suggesting websites for them.
Part 3: Phone Call / Phone Team

Elements of the phone call are fairly standard; however, the wording can vary tremendously. This is a great time to talk to your business coach/mentor about the approach he or she recommends. The approach may vary due to personality, profession, geographic location, or age just to name a few. In your approach you may prefer to focus on a business opportunity or Internet opportunity. Let’s combine what you know about your friend and what your coach knows about business. Ask your business coach if he runs a weekly scheduling and game planning session – also known as phone team or team calling – that you can attend. This is where several business owners get together to game plan and set up their schedule for the week. These are normally held on Sunday nights between 7pm and 9:30pm.

Checking Interest by Phone/Elements of a Phone Call
1. Establish a connection
2. Check timing
3. Explain purpose of the call
4. Check interest (approach)
5. Take away
6. Book appointment

1. Working with the A-List: Your Friends & Family
1. Establish a Connection: Hey Bob, this is (your name). How’s it going? (SMALL TALK…….) (1-2 minutes at the most)

2. Check timing: You got a quick second?

3. Explain purpose of the phone call: The reason I’m calling is I’m starting an online business and I’d like to get your opinion on it.

4. Check interest: What do ya think? (Bob’s response: “Well, what is it?” or “What are ya talking about?”)

5. Take away: Well, since I’m just getting started myself, I don’t know enough to give you any details, but from what I’ve seen so far, it looks really good. (At this point, you can either book the appointment yourself or introduce your prospect on the phone to your business coach if they are there with you and they can book the appointment.)

6. Book appointment: (Bob’s response: YES). Ok, I’ve got (Monday) at (6pm) or (Wednesday) at (8pm) open, which one is better for you? Great, I’ll swing by your place. Go ahead and call me if something comes up; otherwise, I’ll see you (Wednesday) at (8pm).

(Bob’s response: NO) Hey Bob, I appreciate your honesty and it’s no big deal. Hey listen, this is a total shot in the dark, but would you be interested in saving some extra time and money?

OR

(Bob’s response: NO) Hey Bob, do you keep your options open to diversify your income without disturbing what you do full time?

(Bob’s response: YES) Great! Through my new business, I have products and services
from a lot of brand name companies, plus some products that are exclusive to my business. We can take a look at the website, and get you registered as a customer. It will take about 15 minutes to go over the information. What do ya think?

(Bob’s response: YES) Ok, I’ve got (Monday) at (6pm) or (Wednesday) at (8pm) open, which one is better for you? Great, I’ll swing by your place. Go ahead and call me if something comes up; otherwise, I’ll see you (Wednesday) at (8pm).

2. Working with the B-List: Your Acquaintances
   1. *Establish a Connection*: Hey Bob, this is (your name). How’s it going? Good.

   2. *Check timing*: I didn’t catch you at a bad time did I? Good.

   3. *Explain purpose of the phone call*: The reason I’m calling is that I recently started a business, and we’re doing some exciting things online. We’re affiliated with a number of national brands, plus we have some world class products and services that are exclusive to our business.

   4. *Check interest*: Are you open to hearing about the business, and potentially diversifying your income?

   5. *Take away*: (Bob’s response: “Yeah, sure, but what’s it all about?”). Well, the best way to answer that would be to have you get a first-hand look at our business plan. On a scale of 1 to 10, Bob, how high would you rate yourself in the leadership and ambition department?

      (IF YES) Great, what I’d be willing to do is set up a time to get together and give you some more information on what our business is about. If we think there’s a fit between us, great. If not, that’s ok, too. (IF NO) Really! So, you don’t want to make any more money?

      (IF NO TIME) Bob, I think you’d agree that just about everybody is busy these days. In fact, that’s why I called. I’m very busy myself, and a lot of the people who are having success are busy professionals just like you. I thought you’d at least want to see the potential of this before you dismissed it. Would you be interested in a 10 – 15 minute business overview?

      (REFERRALS) O.K. Bob, it sounds like now is not the right time for you but do you know anyone else that is ambitious that might be looking? (get referrals)

      (CUSTOMER OPTION) Bob, one last thing. Besides the option to start a business, we also have thousands of name brand products, many of which you’re probably already buying on a regular basis. This is great for busy individuals just like you. Bob, would you or your wife be interested in checking out some of our products?

   6. *Book appointment*: I’ve got (Monday) at (6pm) or (Wednesday) at (8pm) open, which is better for you? Great Bob, what’s your address? (Read their address back to them to make sure you got it down correctly.) (Or, you can give another option: Great Bob, let’s meet at the coffee shop (neutral location) (Wednesday) at (8pm.) Here’s my number, call me if something comes up, otherwise I’ll see you (Wednesday) at (8pm).
3. Working with the C-List: Someone you just recently met
   1. Establish a Connection: Hey Bob, this is (your name). We met the other day at the (gym). How’s it going? (Bob’s response)
   2. Check timing: I didn’t catch you at a bad time did I? (or “Did I catch you at a good time?”) (Bob’s response)
   3. Explain purpose of the phone call: Good. Bob, the reason I’m calling is that I recently started a business, and we’re doing some great things online.
   4. Check interest: Bob, would you be interested in an opportunity to make some good income on the side? (Bob’s response: ‘YES’) Great, here’s what we need to do next.
   5. Take away: I’d be willing to sit down with you for 10-15 minutes and sketch out some information. How’s that sound? (Bob’s response: ‘YES’)
   6. Book appointment: I’ve got (Monday) at (6pm) or (Wednesday) at (8pm) open, which one is better for you? (Bob’s response) Great Bob, I’ll just stop by; what’s your address? (Once they give their address, read it back to them.) (Or, you can give another option: “Great Bob, let’s meet at the coffee shop (neutral location) Wednesday at 8pm.”) Ok, great, do you have a paper and pen handy? Go ahead and take down my phone number and also put our appointment in your planner as well. Please call me in the case of an emergency if you’re unable to make the appointment; otherwise I look forward to seeing you (Wednesday) at (8pm).

4. Working with the D-List: Calling with a new IBO
   1. Establish a Connection: Hey, Bob, this is (your name). We haven’t met yet, but we’ve got a mutual friend named (new team member’s name).
   2. Check timing: Do you have a second?
   3. Explain purpose of the phone call: Great. The reason I’m calling is that (new team member’s name) spoke very highly of you and recommended I give you a call.
   4. Check interest: I couldn’t promise you anything, but are you open to looking at other ways to diversify your income?
   5. Take away: (Bob’s response: “Yeah, sure, but what’s it all about?”). Well, about 95% of the information I have is visual, so, me trying to explain it to you would be like me trying to give you a haircut over the phone. I’m sure that makes sense to you, right? The main thing I need to know is just whether you are interested in getting some information or not. (Bob’s response: Yes)
   6. Book appointment: Great, I’ve got (Monday) at (6pm) or (Wednesday) at (8pm) open, which one is better for you? (Bob’s response) Great Bob, I’ll just stop by; what’s your address? (Once they give their address, read it back to them.) (Or, you can give another option: “Great Bob, let’s meet at the coffee shop (neutral location) (Wednesday) at (8pm.”) Ok, great, do you have a paper and pen handy? Go ahead and take down my phone number and also put our appointment in your planner as well. Please call me in the case of an emergency if you’re unable to make the appointment; otherwise I look forward to seeing you (Wednesday) at (8pm).
Part 4: The Meeting After the Meeting

In a Home Plan the “Meeting after the Meeting” is an important segment of time right after the plan has been shown, where questions are answered, refreshments are served (XS, Protein Bars and other products from your own business), and friendships are made. It’s the time where the new people can meet and shake hands with the speaker, if they haven’t yet had the chance. At this time, the speaker and host will focus on the people with the most interest, and set up on-going meetings with them. Before the new people go home, give each prospect a Literature Pack.

Be sure not to keep your prospects up all night. The quicker you can show the plan, the more likely they will see themselves as having the time to build this business. Try to leave before they seem to want you to leave. Book the follow up meeting after showing the plan. Ask if they have a few people that would feel the same way as they do about the opportunity.

The goal is for the follow up meeting to be a plan at their house. If they are not ready for that, book the follow up meeting as a chance to answer their questions and show them the web site. Always have your calendar with you. Try to schedule the follow up meeting within 48 hours but no more than a week. You want to answer their questions while everything is fresh in their mind. If you don’t book a follow up meeting, you fumbled! You also want to book them into the next hotel seminar or business event where they can meet the bigger team.
Part 5: Follow Up & Follow Through

The most important thing you can do for a new person is get them some success. Try to show the plan for them as soon as possible.

**Fast Start:**
Bob and Mary have several friends at their house for you to show the plan. After showing the plan determine who is interested and loan them the Literature Pack. Make sure you book a meeting with them either at their house or back at Bob and Mary’s to see the plan again and get their questions answered. Also, book them into the next hotel seminar or business event where they can meet the bigger team.

You just did the most important thing you can do for a new couple – show them that the business works and that they can do it. Showing is always more convincing than telling. After their guests leave sit down with Bob and Mary and see if they have any questions. Because you have already gotten them success their questions will tend to be about what they need to do next. They will probably say “don’t we need to register before our friends can get started?” Absolutely. “When do we do that?” We can do that right after we game plan if you like. (If you haven’t gotten them success you will have a lot of questions on how the business works).

**Medium Start:**
Bob and Mary have a lot of questions or concerns. Ask if they have reviewed the literature and listened to the CDs. Many of their questions can probably be answered by a 3-5 minute review of the plan and how the money is made. Answer any other questions or concerns and then determine their goals and map out a game plan. If time permits, and they are willing, go ahead and make a few calls with them to check the interest of their friends. Remember, any opportunity to show them success is better than just telling them. As always, at a minimum, book a meeting from a meeting and promote the next business system event.

**Slow Start:**
Bob and Mary are not ready to start, but they are still interested. Book them into the next business system event. You may offer to let them ride with you on some of your other appointments so that they can see how simple the business is and gain confidence in your ability to help them.

If a guest does not want to look into the IBO option further ask them about the Customer option.

Realize that some guests are ready to show this to other people and register their business immediately. Some are ready to show it to others, but are not ready to register. They want to see the business work first. Still others want to register their business, try the ordering process, and become satisfied IBO customers before they are willing to refer their friends. The main goal is to work with people who are moving forward. One of the biggest keys is that people feel you are out for their best interest.

**Game Plan:**
Everything must revolve around the new IBO’s goals. They will be willing to work for what they want. Who succeeds in this business? Anybody who wants something badly enough to do the work for it. Once you’ve determined what someone wants ask them “would you like to know what you need to do to accomplish that?” Use the Mentorship Brochure to review the 9 activities. Ask them “is there anything here you couldn’t do or wouldn’t be willing to do?” Map out Eagle for them and review the Four Basics. Emphasize how important the list is to getting started fast.