

What will draw people to follow you? Your **PASSION** and **CLEARLY COMMUNICATED VISION**.
Vision (definition): "A picture of a preferred future." What is the picture of the future you are describing to others?
We cannot guarantee the results you will get, but the 4-Step Success System gives you the best possible results.

1) 1-on-1 Conversation: You contact your prospect to invite them to Step 2.

- a) With passion, tell them your **SHORT 2 minute story**: product and business. Tell them what you see ahead (your **vision**) **as a result of building a business**.
- b) Ask, "What do you think? Are you interested in learning more? (Let them answer.)"

IF THEY SHOW SOME INTEREST IN THE BUSINESS: Move them from Step 1 to Step 2:
"Here's what we do next: I want you to meet my friend, _____, and he/she share with you how this business works...you've got hear what's happened with them and more importantly, what is possible for you. What would work best for you... to talk over the phone, meet up in person, or I'm having a few others meet up at my house to learn more about it and you can join us." (Let them answer.)

In the meantime, ask them to watch one of the web videos & get them a sample, if possible.
www.workwithchampions.com

2) 3rd Party Credibility: When your prospect is invited to hear more about the business from another successful distributor who **CASTS A VISION OF THE FUTURE**.

- a) 2-on-1 appointment: You 😊 + Prospect 😊 + Distributor 😊 > Meet in Person
- b) 3-way call: You 😊 + Prospect 😊 + Distributor 😊 > Meet via Phone
- c) In-home mixer: You 😊 + Prospects 😊😊😊 + Distributor 😊 > Meet in Home
- d) Webinar: You 😊 + Prospects 😊😊😊 + Distributor 😊 > Join Online Presentation

3) Large Group Meeting: Several distributors and guests gather at a local hotel to learn more.

Occurs about every 30-45 days (trainings; intro to business.)
You are inviting those people from Step 2 to join you.

4) Success School: 10,000 + people getting trained by top distributors & scientists.

You and your new team get **thoroughly trained (prod/biz.)**
Visit advocaretraining.com for information on the latest Success School: (Fri 7pm – Sun 1pm)

Note: When it comes to "3rd party credibility," don't get hung-up on WHO the "perfect" person would be to introduce to your prospect. What is important is that your prospect sees other people getting results (on product and business) AND they hear another person deliver VISION of what "could be." They must hear a strong VISION from YOU, as well.

People are **Moved** by a message that communicates **EMOTION** (a story.)

EMOTIONAL MESSAGE
(tells a story)

- My friends paid off 20K in debt their first year and now make a steady \$5,000 per month.
- We are going to pay off our debt this year and also make enough to take a family vacation to Maui.
- After 5 years, we have the potential of earning a 2-week pay check, even if we decide to retire from the business. One of the ways the company pays is residual income, which means you and I can earn money for a lifetime if we build it right.
- I'm looking for people who want more out of life.
- Check out this story in our company magazine. This is a girl who lives in our area that makes \$7K per month after 3 years. Now she's a stay-at-home mom earning that income.
- Would you like to earn an extra 10K this year?
- I'm going to take a team to Success School so we can make this happen.

90%
of the time

FACTUAL MESSAGE
(tells facts)

- AdvoCare was founded in 1993.
- Our products help people gain energy and lose weight.
- It costs \$79 to join the company.
- The company pays 5 ways.
- Our Success School is coming up in February.
- We have nine doctors who formulate our products.
- We have over a 100 non-paid endorsers.

10%
of the time

NEUTRAL MESSAGE
(tells nothing)

- AdvoCare is awesome.
- AdvoCare has great products.
- You should check it out sometime.
- I'm trying this out. We'll see what happens.
- I might go to Success School.
- I'm having a mixer, but if you can't come, don't worry about it. You can come to another one.
- Here, read this magazine. There are some great weight loss stories in there.
- Besides the products, AdvoCare is also a business. Let me know if you are interested in that part of it.

NEVER
Be fluffy
Or wishy-washy

#1 Sign that your communication is mainly FACTUAL and/or NEUTRAL:
People aren't following you.