



# “8 Recruits in 8 Weeks”

## *Recruiting Success System Study Guide*

Welcome everyone to “8 Recruits in 8 weeks” webinar: how to do what you love to do, making a difference in the lives of others and challenging yourself to move far beyond what you’ve done in the past.

During our webinar you'll receive my entire blueprint on how to have your highest number of personal new starts within an eight week timeframe than any other time in the history of being in business.

### **WHAT'S DIFFERENT ABOUT THIS TRAINING than any other training that you've been to in the past?**

YOU ARE ALL OVERWHELMED WITH ALL THE INFORMATION COMING AT YOU from your company, uplines and all this training offered online and much of it is fluff. It's not substantial.

### **HOUSE GUIDELINES:**

- NO *“Do nothing, get paid”* results! What you'll learn today is a system that my members have practiced over and over again and mastered that has taken their recruiting results from practically recruiting no one to consistently recruiting

new starts every month. It's just like a teenager learning basketball, or how to play an instrument or mastering some craft. ***You must practice what you learn!***

- NO "*I'll just try this one thing*" and think you'll get great results. What you'll learn today is a puzzle and GUARANTEED, but if you dispose of some of the pieces, your puzzle will never come together. What you'll learn during our webinar, will build a foundation that will create momentum if you take action on the material. Our objective is to learn proven practices and systems that generate consistent, substantial results that creates momentum.
- NO "*Recruit them and leave them*" and think they'll stick! Over the last 3 years many direct sales companies have exploded their recruiting but to their surprise the longevity has been short lived. WHY? Social media and quick fix mindset. You must see yourself like a successful high school coach. Just like coaches have practice after school and unique environments to develop their team members, you must coach your team members. I'll share a few tips on coaching during our time together. This is a big subject, and I'll cover as much as I can at the end of the webinar and lead you to an entire program on how to coach your team. It's so important that you understand this because it's the missing component in our industry. Recruiting without support is just a waste of your time and a waste of their time.

## **Recruiting Mastery Blueprint Overview**

### **"The FIVE I PROGRAM"**

**Interest:** How to create interest at your events, parties, social media, through your circle of influence and in the market place.

**Invitation:** How to successfully invite someone to hear about your business opportunity; whether you invite them to an opportunity event, opportunity call, listen to a recording, share your opportunity over the phone or meet them in person.

**Interview:** How to connect live or one on one via a phone call or skype to share your business opportunity.

**Initial Training:** How to successfully launch, train and coach your new partner. And last...

**Introduction Party:** Whether you call it a launch party or an introduction party, or virtual party it's paramount that it's extraordinary for your new partner.

During our time together I'll share 5 steps to meet your desired ideal recruiting outcome during your 8 week campaign!

**Step 1: Make a decision:**

Make a decision. What do you want? Do you want to recruit 3, 5 or 10 new reps? What do you really want to accomplish? And when will your 8 week campaign begin?

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**Step 2: Feel the fear and do it anyway:**

Let's get honest. Some of you are fearful of even bringing up the business to others. You want to, but you avoid it and when you do, you get tongue tied and feel weird and uncomfortable... and others of you have been bringing it up but your results are so poor, that you think something is wrong with you or that you're just not good at it and some of you are frequently having conversations with others, but that's where it ends. You're creating interest, but you aren't taking them from interest to joining and launching.

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**Third Step: Choose your business partners**

If I was coaching you personally and you told me you wanted to take a promotion, earn a trip or recruit your first five people, my first request of you would be to create your TIP list.

What is a TIP List? (Who is Talented, Interested or has Potential list) It's this ongoing list of everyone that you want to share your business opportunity with. In my case

studies, the top recruiters always add and never delete anyone unless they say, *"I'm just not at all interested!"* They're committed to cultivating relationship and this keeps the focused on connecting, serving and sharing.

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**Fourth Step: Position yourself in ideal environments to promote your business**

Do you look for tradeshow or opportunities to set up a booth in your local community and have a plan that actually gets people to come into your booth and purchase, book, or inquire about your business opportunity?

For example let's say you earn 30% commission. Consider creating attractive certificates, giving your percentage off any item in your line and watch the leads pour in. You could create a certificate that would read, "VIP Certificate," or "My Gift to You" Certificate or "Pay it Forward" Certificate.

*"Thank you for dropping by my booth. Choose any item in our line at 30% off. It's simple, call or text and I'll take care of you!"* And then add your phone number at the bottom of the certificate. It's a break even offer that brings people do you! You're giving them back the percentage you make on the item.

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Do you reach out to businesses and ask if you can set up your display and give away product drawings and bring in snacks and beverages for their employees?

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Do you give others samples of your products if your product line is wellness, skincare, spa, image or a consumable product? Also do you give them a certificate? For example in this case a “Pay It Forward” Certificate! Any item in your line at your percentage off. Obviously this is a NO BRAINER!

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Do you host monthly or quarterly events for your local customers, friends, previous hostesses and acquaintances? It could be a happy hour event in a restaurant or an awesome theme event in your home. Are you consistent about this?

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Do you reach out to your top 10 potential hostesses, previous hostesses, potential new reps or top customers and let them know that you have a New Year gift, Valentines Gift, Birthday Gift, Fourth of July Gift, Customer Appreciation Gift, Birthday Gift or Holiday gift for them AND AND AND that you would love to give it to them in person and meet them for a Starbucks beverage or Happy Hour? Meaning the top 10 on your lists that you really want to touch and create an opportunity for you and them.

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**Fifth Step: Leverage Events, Resources & Mentors to Explode Your Recruiting:**

Let's talk leverage! The key to successfully recruiting is having ideal events, resources and key supporters that bring credibility to your opportunity and simplify the process.

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## Follow up email sample:

I acknowledge you for taking the time to join us to learn more about the [your company] opportunity and our business model to support you in creating a lucrative income stream. Whether you're interested in receiving the products at wholesale, tax savings, creating an additional income stream or building your rendition of an ideal career, I am here to answer your questions and support you in making a decision that's ideal for you. I have attached a link leading you to a short video that will give you a snapshot of the mission of our company and the huge impact we are making in guiding others on how to create their own strong economy and a life they love.

*Add link leading them to an inspirational video about your company's mission*

If you're like most of my guests, you might want greater clarification of what you heard about the product, income stream compensation plan and our extraordinary mentoring team who will coach and support your journey in [your company] if you choose to endeavor the path with us. I have attached a link leading you to a short summary of our products and compensation.

*Add a link leading them a web page or video about your products and compensation plan*

Lastly, our country is changing. The industrial age is over. Our teenagers will not have the same opportunities previous generations experienced in corporate America. *Why?* Technology and overseas competition. I have a personal mission to empower our youth to become resourceful, resilient entrepreneurs and to create their own strong economy. That is one of the reasons I moved forward with (your company). I want to invite you to watch a trailer video (about 2 minutes) on the "Rise of the Entrepreneur." It will give you a snapshot of what the future holds for us and our world at large. [Send them to: <http://bit.ly/TheRiseOf>].