

Business Introduction

Teacher's Guide

BEFORE THE CALL

1. Make sure they have watched and reviewed the Getting Started Training Video in the Welcome Email.
2. Encourage them to print out the Getting Started Training document and to have it in front of them during the Business Introduction Call.
3. Ideally, do this call via Zoom or face-to-face.
4. You should also have the Getting Started Training printed out and in front of you as well.

DURING THE CALL

1. Take time to build rapport and review their goals. Record and take notes on their answers. (12 minutes)
 - a. Why are they building their Isagenix Business?
 - b. How much income per month would allow them to achieve that goal?
 - c. How much time do they have to dedicate to their Isagenix business per week?
2. Briefly discuss how you wish to be communicated with. What are your hours of operation? What is the best way for someone to reach out to you? Is there a day that you are absolutely unavailable? (2 minutes)
3. A brief review of YOU + 2, THEM + 2. (3 minutes)
4. Reinforce Eric Worre's Expectations. (5 minutes)
 - a. If you talk to 100 people in 30 days, 70 will look.
 - b. Of those 70, 20 will enroll.
 - c. Of those 20, 12 will do something.
 - d. In 90 days, 8 will look like leaders.
 - e. In 1 year, 4 will generate over 90% of your income. One of which will account for over half of your income.
 - f. In 5 years, 2 will account for over 90% of your income.
 - g. There are 2 lessons.
 - i. You just don't know who those 2 leaders are going to be. So do not prejudge anyone. Those who you think will, won't. And sometimes, those who you think won't, will.
 - ii. Safety in numbers, law of averages. Most people never talk to enough people to be successful. Some people will hear one "No," and give up on their business before it even starts.

- iii. Are you committed to not prejudge any of your friends? Are you willing to go through the numbers to be successful in this business and not quit on your dreams when someone says no to you?

5. Facebook (20 minutes)

- a. Help them to record or write their first Facebook post using the template in their Getting Started Training.
- b. What date and time, in the next day or so will they make their first post?
- c. Review what to do with interested people on Facebook.
- d. Encourage and promote them to do the entire 14 - Day Facebook Campaign.

6. Role Play the Connecting Scripts. (10 min)

ACTION STEPS (5 minutes)

1. Schedule their Power Hour within the next 48 hours.
2. Reiterate the importance of their first post and the 14 day campaign.
3. Invite them into your Master Mind Call.
4. Create their 100-person list.
5. Practice the connecting scripts.
6. Promote the next upcoming event.
7. Tell them to purchase Go Pro by Eric Worre.