

Getting Started Part 2: Preparing to Launch Your Business Successfully

(coach's version)

Now that you've started your business successfully, it's time to launch your business. The "Strategy Session" appointment that you've set (#5 in Part 1) will help you do just that. There will be a number of things you'll want to accomplish during that session, which we'll cover in step 15. However, to ensure a productive strategy session, **read and complete Steps 7 through 14 prior to your appointment. Be sure to bring this sheet along with your lists (steps 7 and 8) with you for the most productive appointment possible.** Of course, if your sponsor or upline mentor is long distance, all of this can be accomplished by telephone. Keep note of any questions that you have and either call your sponsor/mentor prior to your appointment, or clarify and complete them during the session.

Usage tip: Give this to New Distributors right after them signing up and placing their initial order, but not before. You do not want to overwhelm them.

7. Write down your goals.

You may be tempted to think this isn't necessary and thus skip this step. **DO NOT MAKE THIS MISTAKE!** The reason why you joined is also the same reason why you'll stay committed. One of the most successful people in this industry once said, "to be a success in anything, you have to do what you said you were going to do, long after the mood you said it in has passed." He's right. By writing down your goals and reviewing them often, you'll be able to stay motivated to do just that, even when faced with the decision to procrastinate. If your goals are not in writing then they tend to be, out- of-sight, out-of-mind, and this is when procrastination sets in. Remember, **procrastination is the thief of opportunity.** Avoid this downfall by getting passionate about your goals. Write them down now. Also, we can better guide you on what steps to take, if we know where you want to go.

Why do I want to be a success in Waiora?:

How much do I want to earn in:

6 Months? _____

12 months? _____

3 years? _____

5 years? _____

Why? What do I want to do with the money?

8. Make a list of at least 20 people you would want to have in your business.

Ask your sponsor or mentors if you need ideas. However, you should not have any problem thinking of people that want to be a part of the next great growth story.

Here are a couple of tips:

- Think of people you like and respect. The beauty of this business is you only have to work with people you like and want to work with.
- Think of people that are energetic, pay attention to details, are success-minded, are busy (busy people are usually the ones who get things done!).
- **DO NOT** make-up their mind for them. Even if you think someone wouldn't be interested, let them tell you. Often those that you think would never do this turn out to be your best people!
- Remember, in today's economic times, there should be no shortage of people that want to make up for what has happened to their 401K's or retirement accounts, stock portfolios, saving, or income! YIU can help them but only if you put Waiora in front of them.

9. Make a list of at least 20 people that you believe would have a need or interest in our products.

You should not have any trouble finding people who want to feel better, live longer, and retain their good health. Many times your satisfied product users turn out to be great advocates for you and your products. These product users may send you referrals, or even decide to do the business themselves.

10. Be sure you have the 3-way calling feature on your phone.

You may already have this on your home or cell phone as part of a package. If not, call your provider and have it added. The cost is nominal, but the benefit is enormous. You can connect your potential partners or customers to a more experienced member of your support team. As you do, they get their questions answered, their belief will grow, your business will progress, and your knowledge and confidence will grow. This is one of the KEY building and productivity tools that will help your business take off and help you grow and learn. 3-way phone calls are also a great way to show your potential partners the support that they would have if they do join us.

11. Make a commitment to succeed!

Can you think of anyone that was successful at something that they weren't committed to being a success at? Of course not. That's why you must make a commitment to be a success at Waiora; so you can be. We've talked about the importance of getting off to a correct start. The only other things you need are to learn the correct activities, and then do the correct activities, the correct way, for long enough. You may see success relatively early in your tenure. For many of us, it took some time; time to find our "groove." We don't know how quickly it will take you. But hang in there long enough and it will happen. That's why making a commitment to succeed means making at least a 1 year commitment to do the right things. Why should you? See # 7 (your reasons "why"). Make at least a 1 year commitment to succeed. You'll be glad you did!

12. Make a commitment to be "coachable!"

One thing you'll learn if you haven't already is, if you want to be a success at something, just mirror and model those that are already successful at what you are doing. It seems so simple, but you'll likely not want to listen at times and do things your own way for any number of reasons. Do yourself a favor. FIGHT THAT URGE. Follow what you'll be taught by those whose success you want to emulate. That is the BEST short cut you could ever take. Don't get creative until you're making \$10,000 a month with Waiora.

13. Develop and “Own” your “elevator speech.”

Imagine you're in an elevator and you have about 15 seconds with someone. They ask you “what do you do?” What you reply with is your “elevator speech.” How you deliver it can either cause them to be interested or not. Your “elevator speech” should be a short, concise, intriguing 30 second “commercial.” Here is the one we use and it works like a charm! Feel free to use it for yourself.

“I work with a group of medical and business professionals to expand global distribution for what’s been called the most important health discovery in the last 50 years.”

Really? Tell me more.

“Well, Let me ask you this. If a natural substance was discovered that when you take it, it virtually eliminated the risk of you getting many diseases like Diabetes, Heart Disease, The common cold, and even Cancer, do you think the whole world would want to know about it?”

YES of course!

“Me too. That’s why I’m so excited about what we have and what it can do for mankind. Here’s a CD that will give you a thumbnail sketch of the whole thing. I’ve got several people waiting on this, but I’ll let you take it if you’ll promise me you’ll take about 14 minutes and review it tonight.”

What we get next mostly is “Tell me more.” We then tell them we’re on the run now but will be happy to call them back. Then get their card. That’s all there is to it. Now you’ve added one more interested person to your list!

If that approach is not for you, work with your mentor or upline Emerald, and we will help you craft one for you. THIS IS A CRITICAL STEP! This will be a major determining factor for how receptive people are to looking at Waiora. Give it the attention it deserves.

14. Order your business cards.

Part of being a success in any business is marketing yourself. You want to let people know what you do and what you offer. You also want to present yourself in a fashion that's professional and in a way that looks like you mean business; that's why having a professional business card is important. You can order the basic Waiora cards by logging into the Back Office section of your Waiora website and clicking on "Third Party Tools." Another option are "sizzle cards." These can be seen and ordered at: www.WaioraCards.com These cards not only give your appropriate contact information but they present a professional image and are a catchy way to entice people to ask you about what you do.

15. Follow through with the appointment with your coach and mentor.

This is where we really get to work. Here are the things you'll want to accomplish in this session:

- i. Get any of your initial questions answered.
- ii. Discuss your goals; short and long term.
- iii. Discuss your list and how you are going to inform them about the Waiora products and opportunity.
- iv. Discuss the importance of adding to your list daily.
- v. Learn and understand the recruiting process.
- vi. Develop your game plan for you first 30 days, including possibly:
 - scheduling a Private Business overview for your key people,
 - how many people per day you're going to introduce to the Waiora products and opportunity (at least 2 a day), and
 - what is the best way to introduce interested people to your upline mentor by phone or in person.
- vii. Understand the basics of the compensation plan, especially the importance of the Pacesetter and Premier bonuses and the Fast Start income. This is what you need to know to make \$1000 or more in your first month!
- viii. Discuss the importance of your "elevator speech." Practice it. You will use variations of this for your initial phone calls.
- ix. Do a 3-way call to introduce you to other members of your Upline support team.
- x. Any other topics of interest.

Important note: Each of the above items are critical components to building a healthy, successful, and growing Waiora business. If you want to grow fast and be a career success at Waiora, you want to be clear on each item.