

# 7k LAUNCH PLAN

## STEP 1 - EARN THE SHARE20 CHALLENGE COIN

It all begins here! Launching your business begins with making a list and sharing 7k. To help with this, we've created the **Share20** Challenge coin. To earn it, all you need to do is **create share links in your back office** to the 7k presentation video and have 20 of your contacts to watch it **within your first 30 days**. GO!



### LIST YOUR TOP 20 NAMES BELOW

PIQUE their interest with a call or text, then create a **share link** with the 7k presentation. **Lastly, LAUNCH all who are interested with this document!**

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## STEP 2 - EARN \$1,000 & GO COPPER

GOAL DATE

- ◇ Sponsor **1 left & 1 right**
- ◇ Sponsor **2nd left & right**
- ◇ Earn **\$250**
- ◇ Earn your first **\$500-7k**
- ◇ Earn **\$1,000** in 28 days

Congrats,  
**you hit copper!**



## STEP 3 - EARN A 100-oz SILVER BAR

GOAL DATE

- ◇ Sponsor **3rd left & 3rd right**
- ◇ Earn **\$2,000** in 28 days - 7k
- ◇ Sponsor **4th & 5th** each side
- ◇ Earn **\$5,000** in 28 days  
(ex. help 2 "go copper" on each side)

If completed in **90 days**,  
you've earned **100-oz silver bar!\***



## PIQUE

Piquing someone simply means to create curiosity and to generate interest. Depending on whether your contact is **hot**, **warm**, or a **new contact** you will choose your approach. Generally, you **do not want to share the presentation until you know your prospect has been piqued!**

Here is an example script you may use when contacting your list. Be sure to make adjustments as needed. All messages should sound natural and sincere, not automated.

Hey \_\_\_\_\_, how's everything going? (engage in normal conversation) then ... Quick question, what are your thoughts on Gold/Silver? (engage) quickly move to: I have a short video I'll send over if you're open. (If yes, then) Check it out and I'll circle back around. (optional) By the way, I'm going to invite you into a FB group called THE VAULT Pretty cool stuff!

## KEY STEPS

- ◇ Build your list (hot, warm, new)
- ◇ Contact your list (call, text, message)
- ◇ Use a **Pique video**, group call, or script to create curiosity and generate interest
- ◇ **Add** them into THE  VAULT facebook group, **tag** them in the welcome post, then **message** them next steps (optional)

## SHARE

Sharing 7K can be done in several ways. Use the **share-link** system to create links for each of your prospects with the 9-min video or invite them to a **"Live/Zoom"** presentation—it's your choice. Bottom line, try not to answer detailed questions or oversell **before someone views a presentation.**

As a follow through for after the presentation, you'll want to share your **referral link** and use group calling to share stories and/or answer questions. **Sharing** properly is key to a high sign-up ratio!

## KEY STEPS

- ◇ Create a **share link** or invitation to your presentation
- ◇ Once prospect has viewed presentation, be sure to share your **referral link**
- ◇ Follow through by sharing videos or group calls & messages. Continue to build belief and answer questions until they sign up.



## LAUNCH

There are two potential paths for all new members.

**Path 1** is the **Getting Started** path.

This is where the company (and you) help your prospect go through the **Getting Started** checklist to begin using their membership.

**Path 2** is the **7k Launch plan**. This is the 90-day growth plan for those wanting to build a business.

**Launching** is key to massive growth!

## KEY STEPS

- ◇ Go through the **Getting Started** path in back office
- ◇ Build your list of **Top 20 contacts**
- ◇ Earn your **SHARE20** Challenge Coin in first 30 days
- ◇ Earn first \$1,000 and **go Copper** in a **28-day period**
- ◇ **Go Silver** within your first **90 days** and earn a **100-oz silver bar**