

LIGHTBULB MOMENTS from the Denver Boot Camp 9/3//26

Your goal is to start 2-way conversations!

The better you listen, the better your business.

Give Value

How can I serve this person today?

- When someone says you look great: *I have a secret.*
- When someone says it costs too much: *I know how expensive it is to get sick.*
- When you're talking with a prospect, stop saying Business. Instead: *There's an opportunity behind this.*

★ Onboarding New Brand Partners

First the marketing. Then the mentoring.

- This is a relationship business first and foremost.
- For example: *Before we get into the Personal Planning questions, let's get to know one another a bit.*

RIGHT AWAY: Set up a group text (5 people)

- Your new Brand Partner, your Sponsor and 2 of your upline
- Welcome your new BP. Good to mention everyone's time zones.
- Purpose: *Here you can ask questions or request a 3-way call. We will answer in this text string. Remember, you're in business by yourself, but not by yourself.*

First their Why. Then their Goals

And after you understand their Why ask: *Are you willing to commit to the next 2 years?*

Spend time understanding someone else's Why. If you're doing it just for yourself, you'll quit.

Matched Commitment: *Run with the runners, walk with the walkers, but don't sleep with the sleepers.*

September - December

These are the most important months of the year in this business.