

TNTNATION

LANGUAGE SYSTEM™

The Official Communication
Playbook of TNTNation Agency

Head Coach

Chelly Toler

Publication Edition v1.0



CHANGING LIVES.

BUILDING FUTURES.

TOGETHER.

WELCOME FROM HEAD COACH

Welcome to the TNTNation Language System™.

This guide was created to help you communicate with confidence, build relationships, create curiosity, and serve people with excellence.

Inside these pages you'll discover the conversations, principles, and communication strategies that help our agency impact families, business owners, and future leaders.

Remember:

This guide was never designed to help you sound scripted.

It was designed to help you become:

- ✓ **More Confident**
- ✓ **More Intentional**
- ✓ **More Effective**
- ✓ **More Impactful**

Most importantly...

More authentic.

Because people follow people they trust.



TNTNATION PRINCIPLE

**We don't memorize scripts.
We master conversations.**

— Head Coach Chelly Toler



COACH'S TIP

Be real and people will follow.



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OUR FOUNDATION



VISION

To develop successful
part-time and full-time leaders
while helping families and
businesses become
more Money Fit.



MISSION

**Changing Lives.
Building Futures.
*Together.***

BUSINESS PLAN



RECRUIT



TRAIN



LICENSE



PROMOTE



Schools
recruit.



Churches
recruit.



Sports teams
recruit.



Businesses
recruit.

Growth requires people.



TNTNATION PRINCIPLE

**Recruit Character.
Train Skill.**



COACH'S TIP

*Be real and
people will follow.*

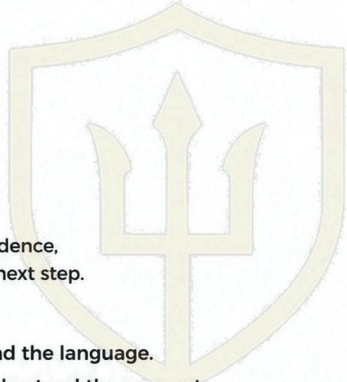


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HOW TO USE THIS GUIDE



This guide is designed to help you communicate with confidence, build relationships, create curiosity, and lead people to the next step.



STEP 1 LEARN IT

- » Read the language.
- » Understand the concepts.
- » Learn the principles.



STEP 2 PRACTICE IT

- » Role-play consistently.
- » Become comfortable with the flow.
- » Build confidence through repetition.



STEP 3 USE IT

- » Apply it in real conversations.
- » Stay authentic.
- » Serve people.
- » Lead them to the next step.



TNTNATION PRINCIPLE

**The goal is not memorization.
The goal is mastery.**



COACH'S TIP

Be real and people will follow.



COMMON MISTAKES TO AVOID™

Avoid these common mistakes to communicate with confidence,
build trust, and lead people to the next step.

01



TALKING TOO MUCH.

» **THE FIX:** Listen more than you talk.
People value being heard.

02



NOT ASKING ENOUGH QUESTIONS.

» **THE FIX:** Ask more questions
and listen for understanding.

03



FOCUSING ON FEATURES, NOT IMPACT.

» **THE FIX:** Connect what you share
to what matters most to them.

04



USING COMPLEX OR CONFUSING LANGUAGE.

» **THE FIX:** Keep it simple, clear,
and easy to understand.

05



MAKING IT ABOUT YOU.

» **THE FIX:** Make it about them
and their goals.

06



LOSING FOCUS ON THE GOAL.

» **THE FIX:** Stay focused on the outcome
and next step.

07



FAILING TO FOLLOW UP.

» **THE FIX:** Follow up, add value,
and stay connected.



TNTNATION PRINCIPLE

**Awareness prevents mistakes.
Excellence builds trust.**



COACH'S TIP: LOOK, LISTEN, ADAPT

*Great communicators listen first, then adjust their words.
Exceptional leaders learn, adapt, and grow.*

ADAPTING YOUR LANGUAGE TO EVERY PERSON™

Great communicators adapt to who they're talking to.
Use this guide to connect on a deeper level.

COMMUNICATION STYLE	FOCUS ON	SAY THIS
 A - ACTION Results-focused and direct	• Be brief • Keep it exciting • Focus on Rewards/Lifestyle	<i>"Here's the big idea!"</i> <i>"This can be amazing."</i> <i>"What excites you most?"</i>
 R - RELATIONAL People-focused and supportive	• Show you care • Build trust and rapport • Involve them	<i>"How does this impact you?"</i> <i>"What's most important to you?"</i> <i>"I'm here to support you."</i>
 T - TECHNICAL Detail-oriented and cautious	• Provide facts and data • Be clear and logical • Give them time	<i>"Here are the facts."</i> <i>"Let's look at the details."</i> <i>"What do you think?"</i>
 S - SYSTEMS Enthusiastic and creative	• Be specific • Respect their time • Share the Security & Solid Plan	<i>"Here's the bottom line."</i> <i>"This is how we get results."</i> <i>"What's your decision?"</i>



COACH'S TIP: LOOK, LISTEN, ADAPT

Pay attention to their words, tone, and body language.
Then match their style to build connection.



TNTNATION PRINCIPLE

Connection comes from understanding.
Adaptation creates influence.

APPOINTMENT SETTING FRAMEWORK™



THE GOAL

The purpose of the appointment is not to explain everything.
The purpose of the appointment is to:

- ◆ Build rapport
- ◆ Identify needs
- ◆ Provide value
- ◆ Determine fit
- ◆ Lead people to the next step



APPOINTMENT OPTIONS



Virtual
Appointment



Office
Appointment



Phone
Appointment



SCHEDULING QUESTION



What works better for you?

- ◆ Weekdays or weekends?
- ◆ Mornings or evenings?



TNTNATION PRINCIPLE

**Confused people don't move.
Clear people do.**



COACH'S TIP: LOOK, LISTEN, ADAPT

*Pay attention to their words, tone, and body language.
Then match their style to build connection.*



BUSINESS VIDEO TEXT MESSAGE



- ✓ Watch the video
- ✓ Take the 1-min survey
- ✓ Get Money Fit
- ✓ Level up your impact!



SHORT VIDEO

Quick tips + value
you can use today

**All in under
2 minutes!**



1-MIN SURVEY

Help us get to
know you and see
how we can help.

**It only takes
60 seconds!**



**YOUR TIME. YOUR GOALS.
LET'S GET MONEY FIT TOGETHER.**



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LANGUAGE GUIDE



1 MEETING OPPORTUNITY SCRIPT

Hey, _____!

We're expanding our family's financial agency and would love to connect! Discover personalized tools, wealth-building strategies, and a community-approach with us.

✨ **Opportunities with TNTNation** ✨

1. ****Collaborate****: Engage us for seminars, workshops, or speaking events.
2. ****Become a Client****: Build your Money IQ and achieve your financial goals.
3. ****Join Our Team****: Explore new skills and additional income opportunities.

Let's chat over coffee or Zoom, your choice!

👉 Name
Number
TNTNation Agency

Let's build a strong & secure financial future! 🌐

3 APPRENTICESHIP | INTERNSHIP SCRIPT

Hey [Name],

How are you? I'm currently taking advanced courses on money and business, while working towards my state professional licenses. Will you help me complete my training hours by meeting with me & my mentor? What day this week works for a quick virtual meeting?

TEXT BLAST VARIATIONS

1 Exciting news! 🎉 I'm working on my Licensed Financial Rep training & will be calling in the next day or so to share some great Financial Wellness tips/resources + complete my hours!

2 Hey fam! 🙌 I'm officially in training to become a Licensed Financial Rep. Be on the lookout — I'll be reaching out soon to share helpful info & wrap up my training! 💪📞

3 Just started my journey to become a Licensed Financial Rep! 🚀 I'll be calling soon to share powerful tools that can help you & your family!



REALTORS TEXT & PHONE SCRIPT



OPTION 1 Professional & Polished



Hi [Name]! 🇺🇸 TNTNation is teaming up with top realtors to add value for clients through **Money Fit Sessions** + mortgage & financial solutions. Let's connect this week! 🚀



Hey [Name]! 🇺🇸 Imagine giving your clients both a dream home + financial confidence! TNTNation can help with **Money Fit**, investments, & mortgage solutions. We are #partnershipgoals
What day are you available this week to connect?



GOAL: Build strong partnerships.
Add value. Create referrals.



STRONG PARTNERSHIPS
STRONGER CLIENT OUTCOMES



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| LANGUAGE GUIDE

REALTORS TEXT & PHONE SCRIPT



OPTION 2 Friendly & Engaging



Hey [Name]! 🇺🇸 Love what you're doing for your clients! TNTNation helps with **Money Fit Sessions** and mortgage & financial solutions. Open to a quick chat about how we can add more value together?



Hi [Name]! 🇺🇸 I'm with TNTNation. We help realtors wow clients with **Money Fit**, investments & mortgage solutions.
Coffee or Zoom this week?



REMEMBER: Short. Friendly. Value-focused.
Always end with a next step.



CONNECT TODAY.
CREATE MORE TOMORROWS.



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TNTNATION QUICK MESSAGES

Four-message layout for sharp print readability and safe margins.

01 WORK FROM HOME MESSAGE



- ✓ Work from anywhere
- ✓ All online & full training
- ✓ Paid training
- ✓ No experience needed
- ✓ Create your own schedule
- ✓ Daily direct deposit

My office is looking for people to work from home anywhere in the U.S.! Message me to learn more!

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02 BIRTHDAY MESSAGE



Happy Birthday! Enjoy your day!
Check out your free Money Guide Video.

Link expires in 3 days. (Copy & paste link here)

TNTNATION | LANGUAGE GUIDE

03 CELEBRATION MESSAGE

ENGAGEMENT, BABY, ANNIVERSARY, GRADUATION



Congrats! Enjoy and check out your free Money Guide Video.

In honor of your special day, I'd like to gift you with a free Money Guide Video through my agency!

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04 CAREER OPPORTUNITY



Start a career in the financial services industry and help families build wealth. Message me to learn more!

If you have a computer, phone and Wi-Fi and want to help families & our community - you can start training with my team.

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TNTNATION QUICK MESSAGES

Four-message layout for sharp print readability and safe margins.

05 BUSINESS PARTNERSHIP CONNECT



I'm excited to expand the services I provide through my business platform! What day are you available this week/weekend to jump on Zoom for 20-30 mins?

Let's connect and create more value for clients - together!

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06 TEXT BLAST VARIATIONS



- ✓ Exciting news!
- ✓ I'm in training!
- ✓ Just started my journey!
- ✓ I'll be calling soon!

Stay tuned - great info coming your way! Reply or message me with any questions.

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07 BUSINESS SERVICES SHOWCASE



- ✓ Money Fit Sessions
- ✓ Mortgage & Refinance
- ✓ Wealth & Investments
- ✓ Protection & Planning

Helping families and business owners save, make, and grow their money.

TNTNATION | LANGUAGE GUIDE

08 BUSINESS VIDEO TEXT MESSAGE



- ✓ Watch the video
- ✓ Take the 1-min survey
- ✓ Get Money Fit
- ✓ Level up your impact!

Your time. Your goals. Let's get Money Fit together.

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CHARACTER REFERENCE SCRIPT™

SCRIPT

Hi _____,

I hope you're doing well.

I'm currently expanding my business and one of my goals is to connect with good and solid people.

Your name came to mind because I've always respected the way you carry yourself and interact with others.

I don't know if what we're doing would be a fit for you, but I'd value your opinion and would love to share a little about what we're building.

Would you be open to a brief conversation?



TNTNATION PRINCIPLE

Character attracts opportunity.



COACH'S TIP

People are more receptive when they feel respected, not recruited.



WARM MARKET SCRIPT™

SCRIPT

Hey _____!

I hope all is well.

I'm currently expanding my business and completing some leadership development and training.

One of my goals is to connect with good and solid people and get their feedback on what we're building.

I immediately thought of you.

I'd love to share what I'm working on and see if any of our resources or opportunities may be beneficial to you or someone you know.

Would mornings or evenings work better for a quick conversation?



*Connect.
Share.
Create Value.*



TNTNATION PRINCIPLE

**Never prejudge people.
Give people the opportunity to say yes.**



COACH'S TIP

*People often surprise you.
Never decide for them.*



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APPOINTMENT CONFIRMATION SCRIPT™

SCRIPT

Hi _____,

Just confirming our appointment for _____.

I'm looking forward to connecting and learning more about you.

Please have a pen and paper available for notes and be in a quiet environment free from distractions.

If anything changes, please let me know in advance.

I look forward to speaking with you soon.



TNTNATION PRINCIPLE

Professionalism creates credibility.



COACH'S TIP

Confirmation reduces cancellations.



NO-SHOW SCRIPT™

SCRIPT

Hi _____,

I wasn't able to reach you for our scheduled appointment.

I understand that life happens.

If you'd still like to connect, I'd be happy to find another time that works for you.

Please let me know what day and time works best.



TNTNATION PRINCIPLE

Respect people's time and expect them to respect yours.



COACH'S TIP

*Follow up professionally.
Never emotionally.*



RESCHEDULE SCRIPT™

SCRIPT

Hi _____,

I completely understand that things come up.

Let's find another time that works better for your schedule.

Would _____ or _____
work better for you?

I look forward to connecting soon.



TNTNATION PRINCIPLE

Flexibility builds relationships.



COACH'S TIP

*Reschedule immediately
whenever possible.*



THE TNTNATION LINKING SYSTEM™

PURPOSE



One conversation can lead to another.



One relationship can lead to a network.



One introduction can change a life.

The purpose of the Linking System™ is to help people connect those they care about with resources that may benefit them.

Remember:

**People don't refer products.
People refer people.**



TNTNATION PRINCIPLE

**The strongest businesses are built
through relationships and introductions.**



COACH'S TIP

*Never ask for referrals.
Ask who they care about.*



THE LINKING SCRIPT™

SCRIPT



Mr./Mrs. _____,

Who are 2–3 people you care about that would appreciate a complimentary Money Fit Session?

Perhaps:

- ◆ Someone looking to improve their finances
- ◆ A family member preparing for retirement
- ◆ A business owner
- ◆ Someone looking for an additional stream of income
- ◆ Someone who simply needs better financial direction

If you believe the information was valuable, who else do you believe would benefit from the same experience?



TNTNATION PRINCIPLE

The greatest compliment is an introduction.



COACH'S TIP

*People introduce people they trust.
Become someone worth introducing.*



BENEFICIARY ROLLOVER SCRIPT

GETTING THE BENEFICIARY INFORMATION



Rep: "Listen, one of the biggest challenges in insurance is that often death claims aren't paid. Because the beneficiaries aren't aware and don't have necessary info, so they can't file a claim.



Rep: To ensure your claim is paid out, we make sure we get the beneficiary certificate out to _____ (**Beneficiary**) and _____ (**Contingent**).



Rep: "Who would you like to list as your primary and contingent beneficiaries.. That are over 18yrs old?" (**WAIT FOR ANSWER**)



Rep: "Ok, awesome! What's their phone number and email?"
(**WRITE DOWN BENEFICIARY INFORMATION**)



Rep: "We need 3 Adult Emergency Contacts as well."



Rep: "If for any reason your primary and contingent were unable to be reached who else would you reach out to in an emergency situation."



Rep: "Ok. I just sent you a text message. Please send it out now to all five people you just listed. *"To let them know i'll be calling them."* *See text message below*



NEXT: SET APPOINTMENT

1



2



3



4

MEET ON ZOOM

COMPLETE P.I.N
THROUGH PRIMERICA
APP SYSTEM

COMPLETE THEIR
BENEFICIARY
CERTIFICATE

EMAIL
CERTIFICATE



COACH'S TIP

Lead With Purpose.

You're not selling insurance. You're helping families avoid confusion, delays, and unpaid claims.



TEXT MESSAGE

Hey, I know you're probably busy, but I just updated my life insurance policy and made you point of contact in case something was to happen to me to assure my wishes are honored. My agent _____ (**Agent Name**) will be calling you in the next day or so to go over my plan and share the info with you! Look out for their call from _____ (**Agent Phone Number**) in case it shows up Scam Likely. I need you to get my updates. Make sure you meet! Thanks.



TNTNATION PRINCIPLE

**Confused people don't move.
Clear people do.**



COACH'S TIP: LOOK, LISTEN, ADAPT

*Pay attention to their words, tone, and body language.
Then match their style to build connection.*



REFERENCE & REFERRAL FOLLOW-UP SCRIPT™

SCRIPT

Hi _____,

My name is _____ with TNTNation Agency.

Your name was shared with me by _____.

They felt highly enough about you to suggest that we connect.

Our agency helps people become more Money Fit and build their Money IQ through resources and solutions designed to help them save, make, and grow their money.

I'd love the opportunity to introduce myself and learn more about you.

Would weekdays or weekends work better for a brief conversation?



TNTNATION PRINCIPLE

Referrals create credibility before the first conversation.



COACH'S TIP

Always lead with the relationship before the information.



BUSINESS OUTREACH SCRIPT™

SCRIPT

Greetings! (Hi, Hey, Hello, Amazing Day!)

Is this _____?

My name is _____ and I'm with TNTNation Agency.

I'm reaching out because our agency enjoys connecting with local business owners and professionals to share resources designed to help you and your clients/customers become more Money Fit.

We focus on helping people save, make, and grow their money while providing solutions for protection, retirement, and increasing their Money IQ.

I'd love to schedule a brief virtual conversation to learn more about you and your business and see which resources would be valuable to you.

What works better for you, weekdays or weekends?



TNTNATION PRINCIPLE

**Protect what you've built and
grow what you're building.**



COACH'S TIP

*Business owners appreciate value
before presentations.*



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BUSINESS PARTNERSHIP CONNECT SCRIPT™

SCRIPT

Hi _____,

I'm excited to share that TNTNation Agency is expanding its outreach and partnerships throughout the community.

We enjoy collaborating with business owners, community leaders, and professionals who are passionate about helping people improve their financial well-being.



I would love to learn more about what you do and explore ways we may be able to support one another while creating value for the people we serve.

Would you be open to a brief conversation?



TNTNATION PRINCIPLE

**Collaboration creates opportunities.
Relationships create growth.**



COACH'S TIP

*The goal is not to pitch.
The goal is to build a relationship.*



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“I DON'T HAVE ENOUGH TIME”

RESPONSE

I completely understand that feeling.

Let me ask you a question:

Is what you're currently giving your time to going to help you maximize your income and create the lifestyle you want?

Or is it keeping you limited in your income and freedom?

Many of our associates started part-time while maintaining their jobs, careers, businesses, and responsibilities.

The goal isn't to find more time.

The goal is to become more intentional with the time we already have.



TNTNATION PRINCIPLE

**Time is not the issue.
Priorities are.**



COACH'S TIP

People make time for things they believe will improve their future.



“WHY DOES IT COST MONEY TO GET STARTED?”

RESPONSE

Most professional licenses, certifications, and career paths require some level of investment.

Whether it's Real Estate, Mortgage, Insurance, HVAC, Barbering, Teaching, or other professional industries, there are costs associated with training, education, testing, and licensing.

Here, you're gaining access to professional development, mentorship, industry education, and opportunities within one of the largest wealth-building industries in the world.

We encourage people to view it as an investment in themselves and their future earning potential.



TNTNATION PRINCIPLE

**Invest in yourself before
expecting others to invest in you.**



COACH'S TIP

*People spend money on what they
believe will improve their future.*



“I NEED TO TALK TO MY SPOUSE”

RESPONSE

Great, and we actually teach the importance of having your spouse or partner involved so everyone is on the same page.

You wouldn't want to reach your financial goals and not make sure the person you care about is straight too!

Let's go ahead and get your plan in place now, and then let's schedule a time to meet with them and give them the opportunity to benefit from the information as well.



TNTNATION PRINCIPLE

Major decisions deserve
shared conversations.



COACH'S TIP

Alignment creates momentum.



“I NEED TO THINK ABOUT IT” / “I NEED TO PRAY ABOUT IT”

RESPONSE

Absolutely, I completely understand not making quick decisions.

To better understand, what are we praying on or thinking about?

- Needing additional income?
- Having a better financial plan?
- Accomplishing your financial goals?

Which part are you uncertain about?

Is your concern the investment of time or cost?

Help me understand the concern so I can better assist you in what we're praying about.



TNTNATION PRINCIPLE

Clarity creates confidence.



COACH'S TIP

The real objection is often hidden behind a general objection.



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“HOW DO YOU GET PAID?”

RESPONSE

Great question.

We get paid just like most businesses—
by helping people with solutions.

Every time we help a family, individual,
or business with one of our resources,
we receive compensation.

Our company issues checks six days a week,
every day except Sunday.

So every day you decide to help a family
or business, you have the opportunity to
make money.

Simply put:
We only get paid when we help people.



TNTNATION PRINCIPLE
◆
Service creates compensation.



COACH'S TIP
*Focus on helping people first.
The income follows.*



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“WHY DO I HAVE TO RECRUIT?”

RESPONSE

You don't.

If your goal is simply to become self-employed, you can focus solely on serving clients.

However, if your goal is to build an agency or brokerage, you'll eventually need a team.

Recruiting a team of independent contractors (1099) makes more business sense than hiring traditional employees.

We recruit character and train skill.



TNTNATION PRINCIPLE

Growth requires people.



COACH'S TIP

Every successful organization grows through people.



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BUSINESS MODEL EXPLANATION™

RESPONSE

The easiest way to explain our business model is that we're a combination of several proven business structures.



DISTRIBUTION MODEL

Like Amazon or Walmart, we provide access to products and services through a distribution platform.



PROFESSIONAL SERVICES MODEL

Like Real Estate, individuals can build a personal practice or develop an agency.



FRANCHISE-STYLE MODEL

Like Chick-fil-A or McDonald's, we have a parent company that provides systems, training, branding, support, and resources.

The difference is that instead of selling food or retail products, we help families and businesses become more **Money Fit**.



TNTNATION PRINCIPLE

Keep explanations simple and relatable.



COACH'S TIP

People understand concepts faster when they can compare them to familiar business models.



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“IS THIS A PYRAMID OR MLM?”

RESPONSE

I'm glad you asked.

Many people have heard those terms
but may not fully understand them.

Our compensation is based on helping
clients with products, services, and
solutions—not simply recruiting people.

If nobody helps a client, nobody gets paid.
If nobody provides value, nobody gets paid.

We earn income by serving families,
individuals, and businesses.

Recruiting can help expand a business,
but helping people is what creates
compensation.



TNTNATION PRINCIPLE

**Businesses grow through
products, services, and people.**



COACH'S TIP

Stay calm.
Stay confident.
Stay educational.



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THE POWER OF 1™

The TNTNation Philosophy

ONE

One conversation can change a life.

One appointment can change a family's future.

One referral can open a new door.

One recruit can build an organization.

One day can change your direction.

Small actions repeated consistently create extraordinary results.

Never underestimate the impact of one conversation.

Never underestimate the impact of one decision.

Never underestimate the impact of one person.

Because one can become many.

THE POWER OF 1

- Help **1** Family.
- Connect with **1** New Person.
- Schedule **1** Appointment.
- Get **1** Referral.
- Develop **1** Leader.
- Improve **1%** Every Day.

Don't chase people.
Build relationships.

Don't pressure people.
Educate people.

Don't focus on transactions.
Focus on transformation.

And most importantly...

Be real.

Because people follow people they trust.

TNTNATION PRINCIPLES™

- Don't Sell The Business. Start The Conversation.
- Create Curiosity.
- Build Relationships.
- Connect With Good & Solid People.
- Recruit Character. Train Skill.
- Be Real And People Will Follow.
- Save Money. Make Money. Grow Money.
- Increase Your Money IQ.
- We Only Get Paid When We Help People.
- Changing Lives. Building Futures. Together.



TNTNATION PRINCIPLE

Small disciplines repeated daily create massive results over time.





◆ FOCUS DAILY. TAKE ACTION. GET RESULTS. ◆

DAILY ACTIVITIES

DATE: _____

	 # OF CALLS MADE	 # OF TEXT MESSAGES SENT	 # OF SOCIAL MESSAGES	 # OF PROSPECTS
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

	 # OF APPTS SENT	 # OF EVENTS ATTENDED	 BUSINESS CLOSED
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

EXAMPLE: HOW TO REPORT BUSINESS NUMBERS

REPORT YOUR NUMBERS LIKE THIS:

- ✓ **MAX GOAL** = What you're shooting for
- ✓ **MIN GOAL** = What you will accept
- ✓ **ACTUAL** = What you actually did

	MAX GOAL	MIN GOAL	ACTUAL
 RECRUITS			
 LIFE PREMIUM			
 NEW LICENSES			
 OTHER PRODUCTS			



CHANGING LIVES. | BUILDING FUTURES. | TOGETHER.

DO THE WORK. USE THE LANGUAGE. CHANGE THE WORLD.

FINAL CHARGE™

CONGRATULATIONS

You are now equipped with the language, principles, and communication systems that power TNTNation Agency.

Remember...

This guide was never designed for you to sound scripted.

It was designed to help you become:

- More Confident
- More Intentional
- More Effective
- More Impactful

Lead with service.

Lead with integrity.

Lead with purpose.

When you focus on helping people, everything else takes care of itself.

Don't chase people. Build relationships.

Don't pressure people. Educate people.

Don't focus on transactions. Focus on transformation.

And most importantly... **Be real.**

Because people follow people they trust.

“

*We don't
memorize scripts.*

*We master
conversations.*

*We don't
pressure people.*

*We serve
people.*

*We don't
chase transactions.*

*We build
relationships.*

*Welcome to the
TNTNation Way.”*

”

— Head Coach *Chelly Toler*

TNTNATION PRINCIPLES™

- Don't Sell The Business. Start The Conversation.
- Create Curiosity.
- Build Relationships.
- Connect With Good & Solid People.
- Recruit Character. Train Skill.
- Be Real And People Will Follow.
- Save Money. Make Money. Grow Money.
- Increase Your Money IQ.
- We Only Get Paid When We Help People.
- Changing Lives. Building Futures. Together.



TNTNATION PRINCIPLE

Small disciplines repeated daily
create massive results over time.



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TNTNATION TEAM CHANT™

LEAD:
WHO ARE WE?!

TEAM:
TEEEEEENNNTTTT!!!

LEAD:
SO LET'S GO EXPLODE!!!

TEAM:
TICK...
TICK...
TICK...
BOOM! 



Head Coach Chelly Toler

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