

Business Builder Roadmap

- *1st Step – the new builder should post on social media about starting a new journey (use script)
 - If they've already done this before, have them do an "update" post or share a transformation (use script)
 - Goal is to add leads from post into Create a New Normal & set up 3-way call (remind them not to talk about price)
- *They must change their social media settings first (Free Product tab)

1st Meeting

Schedule your 1st Meeting the day after they posted on social media

Discuss:

- *Go through website together and GROW steps
 - They need to complete GROW Step 1
 - Create a list of 10 & message
- *Attend all team trainings & opportunity calls
- *Become an associate if not already
- *Talk about maintaining 100bv each month
- *Discuss social media (their magazine-include stories)
- *Check the team biz page (weCANN) regularly
- *Answer any questions they have

New Builder Homework:

- *Start going through Step 1 of GROW page website
 - Write down your questions)
 - What is your why (Step 1)
 - Create list of 10 people & send message (Step 1 health/business – use scripts)
 - Start building your magazine (Step 1)
 - Post with 10-4-1 method
 - Social media settings
 - Clean up your social media
- *Biz Builder questions
- *Become an associate if not already
- *Join IsaBody if you have not already

Mentor Tasks:

- *Send them New Biz Builder questions (get to know them)

2nd Meeting

Schedule 2nd meeting maximum 2 days after 1st meeting (check-in every day)

Discuss:

- *Go over homework:
 - Your why
 - Download apps (on website – GROW)
 - 10 people to share with (any responses)
 - Review their magazine together
 - Biz Builder questions
- *Text replacements
- *Saved notes on phone (posts & photos)
- *Add friends daily (how many do you currently have)
- *PENNY – download. Give brief description
- *Schedule 3 way calls (use script to schedule)
- *Create your 30 second story

New Builder Homework:

- *Daily tasks (connect, invite, & follow up)
- *Focus on staying consistent on social media
 - HIFIVE & target audience
- *Watch PENNY video and start using it to connect
- *Send mentor your committed Isa schedule
- *Add 5 friends daily (or give goal for week)
- *Create your 30 second story

Mentor Tasks:

- *Put in team messenger chat & Marco Polo
- *Create their Isa schedule based on their commitment (TimeBlock)

3rd Meeting

Schedule 3rd meeting maximum 3 days after 2nd meeting (check-in every day)

Discuss:

- *Status of leads (if any)
- *Go over homework:
 - Staying consistent on social media?
 - Trainings watched? Any questions?
 - Your Isa schedule (TimeBlocking)
 - Your 30 second story
- *Lead generation
 - Sponsored ads (watch training & try)
 - FB groups (join and be active)
 - PENNY
- *International sponsorship (encourage to purchase)
- *Schedule one on one 30 minute meetings (next 6 weeks)

New Builder Homework:

- *Join FB group (start with 1)
- *Try sponsored ads (2/day)

4th Meeting

Schedule 4th meeting on regularly scheduled day (for next 6 weeks). Check in every day

Discuss:

- *Go over homework:
 - How many FB friends now?
 - Sponsored Ads
 - FB interest group
- *Start posting in Create a New Normal (once a day)
 - Share why this is important
 - Only the people who added the lead to the page can enroll them
- *Isa Pulse
- *Business Power checklist – make your own (on website)
- *Go over Back Office
 - Cycles/BV
 - Fast track to Exec flyer
 - Rank Advancement Bonuses flyer
 - 4 CORE events annually (must attend)
- *Your Biz A-Z (watch if you haven't)

New Builder Homework:

- *Post in Create a New Normal
- *Watch Your Biz A-Z training
- *Watch BackOffice
- *Follow (not friend request) leaders you relate to (Trudy Maples, Laura Stevens, Emily Vavra, etc.)