

BOOKING AN APPOINTMENT TO SHOW THE BUSINESS PLAN

- Sincerely **care** about the pain in people's lives that the business can resolve. [Listen and respond]
- **Believe** in what you have to offer. [Go to events to keep your heart in the game]
- Be warm and enthusiastic but focused and serious. [Think Oprah or Dr. Oz]
- Have **fun** and go with the flow.
- Keep it **simple** – **LISTEN** for pain, **SUGGEST** a solution to the pain, **BOOK** appointment to talk about it.

TYPES OF APPOINTMENTS

- 15 minute phone appointment to [share the vision](#) before showing the plan.
- 15 minute face to face appointment to [present the portal](#)
- 30 minute appointment to [show the Biz plan](#). [Other options: Nutrametrix plan, Motives plan]
- **OPTION:** [Send links](#) to information for the person who is resistant to meeting you with you

LEARN THIS FIRST

QUICK CALL TO INVITE PEOPLE "WHOM YOU RESPECT" TO SEE THE PLAN

MUST LISTEN: [CLICK HERE TO HEAR CHEYN CRANGLE TRAINING ON THIS THIS METHOD](#)

Each part is important – so listen to the training.

SET TONE: Hello Josh...*Can you help me out?... I only have a second ...The reason I am calling I started my own business. I don't know if you know that.*

EDIFY: *I thought of you right away. I know you are connected and I value your opinion [or something to **honestly edify** them].I was hoping we could get together next week Tues or Wed at Star Bucks - both day work for me - **for about an hour to evaluate what I am doing**. OR I am having some people over to my house next Wednesday to take a look at what I am doing.*

LOWER PRESSURE : ***You may or may not be interested**. Either is completely fine with me. But if I can get an hour, it would mean alot . It would help me out for you to see what I am doing.*

IF THEY ASK WHAT IS IT? KEEP IT SIMPLE: *I own a customizable franchise....I own an affiliate marketing shopping site....I own a weight management biz etc. **It is really hard to explain on the phone**.*

SET THE POSTURE: *I've got you on my calendar Star Bucks at 10 -11 am. **I respect your time. I know you respect my time**. Do you **see anything in your calendar right not that would prevent you from coming?**...Great. I will call you the day before to remind you. I look forward to seeing you then.*

CALL THE DAY BEFORE: *Hey Josh. It's Bonnie. Just reminding you about getting together next Tuesday. I've got some good materials to give you. Again, we only need an hour. Look forward to seeing you there.*

OTHER APPROACHES

HAVE THESE 2 ANSWERS INTERNALIZED

Why you are doing the business [aka 2 minute commercial]?

Bonnie's answer: – I know how you feel - I felt the same way..... I love the Blue Ridge Mtns. They are a great place to live, but a tough place to make a living. I was blessed to have a great career as a Corporate executive. The problem – it ate up all my time... So I resigned and began working as a free-lance ghost writer. I had money when I had jobs, but it was always feast or famine. In other words I had time freedom but no money. I wanted both... Then I found... a way to have both...

[Use your story or use someone else's ... My partner Bonnie knows how you feel, she felt the same way, then she found...]

What is it? [Options]

Customizable franchise response: I know you are familiar with franchising. Well, this is like a customizable franchise. You can customize it based on your interest and goals. It is inexpensive to get started and trained [unlike other franchises]. I am currently going through my training to be [a Wellness Coach, a website consultant...]

Affiliate marketing response: Are you familiar with affiliate marketing? I own a shopping site connected to all the major retailers and some specialty businesses [900 in all]. I show people how to turn their personal purchases into cash through affiliate marketing. In other words, I make money helping others save money.

OTHER:

To Health Professional.... it is a system that allows you to set up a profitable wellness division through your practice with science—based nutraceuticals and a weight management system.

To Salon owner... it is a system that allows you to add another income stream through a customizable skin care and cosmetic line to round out your beauty offering.

To a life coach.... it is a system that allows you to add a wellness coaching division to your life-coaching practice.

INTERNALIZE THESE 3 TRANSITIONAL RESPONSES:

- I know how you feel, I felt the same way, and then I found.
- Do you keep your options open?
- If there were a way for you to [fill in the blank] would you be interested in more information?

BRINGING UP BUSINESS IN CONVERSATION

HOW IT HAPPENS... *You are talking with a friend and asking them **questions about their life**. [How the family doing? How's the job going? What are you doing for fun? How's the economy affecting you?] They bring up **PAIN** in their life that the business might be able to resolve...*

WHEN YOU HEAR THE PAIN ASK... Do you keep your **options open**? [Wait for response.]... **If there were a way** for you to build a second income , without giving up what you are currently doing would you be interested in getting more information?

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BOOK THE APPOINTMENT [options]

RIGHT NOW: If you have 15 minutes [to share vision or show portal] or 30 minutes [to show plan] I can show you more details on what I am doing.

CALL OR MEET LATER: I am in a hurry [or I know you are in a hurry] but I can call you [meet with you] tomorrow. Does 7 pm work at Starbucks work?

GO TO MEETING TOGETHER: I am meeting with some partner's tomorrow night to go over the details of the business and some strategy. You are welcome to join us. I can pick you up and we can ride together.

EMAIL SOME INFO FOR REVIEW: I can send you some information to review. If it looks like something of interest, we will set up a time to talk further.

CALLING SOMEONE YOU KNOW WHO HAS PAIN IN THEIR LIFE

Hello Michael. I remember you sharing the other day about....

- wanting your wife to have more time with kids.
- losing your retirement fund in the economic downturn
- wishing you have more time freedom to play tennis, paint, fish...
- you would like to increase your income through your practice [health]

Do you keep your options open? [Wait for response]... **If I could show you a way for you to build a second income, without giving up what you are currently doing would you be interested in getting more information?**

SHARE YOUR 2 MINUTE COMMERCIAL

I know how you **feel**.

I **felt** the same way [2 minute commercial]

Then I **found**a great business that I can earn full-time money working part-time from home it is a

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Well, I'd like to **invite you to a meeting with my partner** [Liz Weber, Bonnie Church]. They have been incredible successful in my business and are taking me under their wing. We are meeting this week to go over the nuts and bolts and some business strategy. [details – location, day and time] I can pick you up and we can ride together.

Or

I'd like to share some details when you have about 15 minutes. If it sounds like something you want more information about I will send you some links to investigate. **We can talk on the phone or meet for coffee.** How about tomorrow at 7 pm or would another time work better for you?

CALLING A REFERRAL FROM SOMEONE ELSE

Hello Michael. This is Bonnie Church. We have a **mutual friend** [Michael Weber] We haven't met but [name] told me to give you a call. **Do you have a minute?** Michael **described you as someone who is smart**, open-minded and seeking some option to increase your income.

INTRODUCE YOURSELF: I live here in the Charlotte area and have worked as a teacher for 15 years. Well you know how teachers get paid. I needed a side-business that I can work part-time and supplement my income. Well, I found one that makes sense. I asked Michael if he knew someone who might be open to getting more information about partnering together.

WHAT IS IT?

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Does this sound like something you want more information about? If no thank them, ask for referrals, offer to set them up as preferred customer so they can get paid on their purchases.

HERE IS A SIMPLE 'GO FOR IT' APPROACH

Do you want to make some **extra money?**

*Great. I am working with some folks who know how to make money. I'll tell you what. **Let me send you some information to review.** Do you have 25 minutes to watch it today? Great. **I will call you tomorrow to answer questions.** If it looks good, we will get together and strategize how to make it happen.*

AGAIN - DON'T OVERCOMPLICATE IT...

LISTEN for pain – Empathize [I know how you feel, I felt the same way]

SUGGEST a Solution [Then I found]

BOOK appointment - Let's get together and talk about it.

[HERE ARE SOME OTHER OPTIONS \[but learn this method first\]](#)