



Your Drip File

nurture and support

EcoMastery Success Program
~ Flourish Module 3.2

Our Core Values



Communication
Attitude
Proactive
Extra mile
Determined

Fun
Respect
Others
Growth
Honour



Our Rules of Play

- 1. People Will Do What You Do**
- 2. Your Past Does Not Equal Your Future**
- 3. Be Honest with Yourself**
- 4. If You Need Help, then Ask**
- 5. Challenges Go Up, Praise Goes Down**
- 6. If You Throw Dirt, You Lose Ground**
- 7. Always Praise in Public and Critique in Private**
- 8. Punctuality for All Meetings and Events**



*Your Checklist for this **Module***

- ✓ You have read your Module 3.1 **Foundation for Success** from your EcoMastery Success Program
- ✓ This Module unpacks the power of having a great **Drip File**. This includes;
 - ✓ How your Drip File can help **build belief**
 - ✓ How to **manage** your Drip File
 - ✓ How to use your Drip File to **support your organisation**
 - ✓ Tips to create and use **newsletters**
 - ✓ What to put in your **Drip File library**
 - ✓ How to use your Drip File to support your **Prospects, Customers and Advocates**



Your Drip File

Your Drip File is a communication system for all your Advocates, Customers and potential Prospects for your EcoForce organisation to keep them connected and engaged

- ✓ This is in addition to the EcoForce Global Newsletter
- ✓ Contains relevant information; articles, videos, material that you can either lend or share with others
- ✓ Your Drip File is the glue that keeps everyone in your Team and organisation connected



Your Drip File builds belief

Belief takes time

- ✓ A belief about anything is **built in layers** over time
- ✓ Your Drip File can help turn a suspect into a prospect, into an **Advocate**
- ✓ It can take **5 to 7 points of contact** prior for someone to decide whether to become an Advocate or Customer
- ✓ Your Drip File '**waters the seed**' for belief to grow
- ✓ Your Drip File helps to **cement belief** on what we do
- ✓ Your Drip File keeps what we do **relevant** to everyone



Managing Your Drip File



Your Drip File Management System is your Support Process for connecting with others

- ✓ **Record what you have sent or lent to anyone**
- ✓ **Set up a reminder for anything lent that you need back**
- ✓ **Follow up with items sent to prospects**
- ✓ **Find a simple procedure that works for you**
- ✓ **A system is only as good as the user**



Using Your Drip File to support your organisation

Identify where all your Advocates are at

- ✓ Access your Advocate details in the Advocate portal
- ✓ Support your active Advocates with their goals
- ✓ Support your inactive Advocates by learning what is missing for them to take the next step
- ✓ You want your Team to know you are there for them
- ✓ Communicate events and encourage your Team to attend
- ✓ Promote community within your organisation



Newsletters

The EcoForce Newsletter is a great support and resource for your Drip File

Creating you own newsletter

- ✓ This is optional for each Advocate
- ✓ Keep it short and relevant
- ✓ Only send to those you personally registered
- ✓ Your Advocates may decide to forward to their Team



Tips to creating a great newsletter



Your newsletter may compose of 4 sections

1. A brief message from **you**

✓ *Keep it inspiring, positive, and relevant*

2. **Project update**

✓ *Goals achieved, interesting facts, Farmers feedback*

3. **Advocate Rewards Program**

✓ *Something relevant to creating an income - such as current promotions, opportunities, Home Business tips, etc. Advocate Spotlight, recognition, testimonials*

4. **Something motivational**

✓ *Something your Team looks forward to*



What to put into your Drip File

Divide your Drip File into categories

- ✓ Anything related to the environment
- ✓ Trees - their many attributes including capturing carbon
- ✓ Regenerative Agriculture
- ✓ EcoForce Projects and achievements
- ✓ Home-Business information

Things to keep in mind as you add to your Drip File

- ✓ Keep things that capture your attention
- ✓ Keep it organised
- ✓ Keep it simple and duplicatable



The 80/20 Rule

80% of your income will come from 20% of those within your organisation

- ✓ 80% of the growth of your organisation will come from the 20%
- ✓ Spend 80% of your time with the 20%
- ✓ Manage those who may be taking up a lot of your time, yet do little or nothing
- ✓ Use your Drip File to keep everyone connected and inspired



Supporting Your Prospects with your Drip File



Often the reason someone says “no” reflects either their level of belief in the Opportunity, or themselves

- ✓ Ask for **permission** for you to send them information that may interest them from time to time
- ✓ Place them on your **Drip File** and follow up often
- ✓ Send them something relevant - **monthly**
- ✓ As their belief is built, they may register with you later **when the timing is right** for them



Supporting Your Customers with your Drip File



Customers contribute significantly to your EcoForce income, so ensure you value them

- ✓ Go the extra-mile to make them feel appreciated
- ✓ Place them on your Drip File and follow up often
- ✓ Send them something relevant - monthly
- ✓ Customers are a great source for referrals
- ✓ As their belief is built, they may register with you later as an Advocate when the timing is right for them
- ✓ If they purchased their trees on a payment plan, when their trees are paid off, this is the perfect time to chat to them about becoming an Advocate



Supporting Your Advocates with your Drip File



Your active Advocates will contribute to 80% of your EcoForce income, so ensure you value them

- ✓ Go the extra-mile to make them feel appreciated
- ✓ Place them on your Drip File and follow up often
- ✓ Encourage them to attend all events
- ✓ Send them something relevant - monthly
- ✓ Keep a copy of their Game Plan to support their success
- ✓ Help them to become independent of you as quickly as possible, which empowers them to do the same
- ✓ Help develop them into great leaders
- ✓ Great leaders lead great organisations



Your *Review*

- ◆ Your Drip File is the glue that keeps everyone **connected**
- ◆ Your Drip File is a powerful tool to help others **build belief**
- ◆ Manage your Drip File with **effective processes**
- ◆ Use your Drip File to **support your Advocates where they are at and build community**
- ◆ Newsletters are another way to **connect and build community**



Your *Review*

- ◆ Create a library of great material for your **Drip File**
- ◆ Respect the **80/20 Rule**
- ◆ Use your Drip File to provide relevant and effective support to your **Prospects, Customers and Advocates**
- ◆ It is all about creating and maintaining **quality relationships**

Register | Buy | Share
... repeat



If this was the last tree on Earth
there would be no tomorrow

One person can change the world
Imagine what a **tribe of us** could do

Share EcoForce

and help save our planet

... one tree at a time!

It's time to #BuyaTree

