

# *Your Drip File*

n u r t u r e   a n d   s u p p o r t



# Staying Connected



watering the seed

*“Luck is when preparedness meets opportunity.”*

## ◆ 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.** To support those in your Drip File, over time you want to create your own collection/library of supporting information and resources such as news articles, books, magazines, etc. Resources may include electronic and printed format, ideally those that captured your attention that you personally found interesting. We suggest you sort/file these into categories, ready to send or lend to others, including those who are still considering the EcoForce Global Opportunity and are yet to register with you as an Advocate or purchase a tree. Your Drip File also exists to communicate relevant resources to your Advocates, Customers within your Team to add value and build belief to what they already know and trust about EcoForce Global.

**The good news is, EcoForce Global already has an extensive library of resources that you can access to support you with your Drip File.**

**The purpose of your Drip File is to help all your Advocates, Customers and Prospects stay connected.** As the name suggests, you simply ‘drip feed’ relevant information periodically to those in your Drip File. This in turn keeps the mission of EcoForce Global in their thoughts, builds upon their belief, keeps them up to date with the progress of EcoForce Projects, yet most of all – keeps them connected. Just as a tree grows better by being drip fed water than drowning it in a flood, your organisation will also grow better by drip feeding people material periodically, rather than drowning them in truckloads of information.

## ◆ Your Drip File builds BELIEF

**It is easy for an enthusiastic Advocate to forget that belief can take time.** This does not mean the Prospect does not trust you or believe in the mission of EcoForce Global, rather they are simply gathering evidence and relevance of the EcoForce Opportunity, and where this may fit into their world. Any information contributes to their decision whether they get involved, and what level of involvement they will commit to. This can take time for some people. As mentioned in a previous Module, some people need 5 to 7 points of contact prior to being at a point where they will get involved at some level. This is where your Drip File is so important to support this process. It is the ‘watering’ process for any ‘seeds’ you have planted to help your Prospect, including your Advocates, to reach a level of belief where they will run with this. A successful Advocate keeps watering with their Drip File – this is one of your greatest tools for the growth of your organisation that you have in your toolbox.

*“If you want to attract the best and the brightest,  
then you have to build an organisation you feel good about.”*

*- William C Ford Jr*

## ◆ Managing Your Drip File

**Your Drip File Management System is your SUPPORT PROCESS for connecting with others.** What you need is simply an effective **tracking procedure** that tracks all resources you send out, what has been sent and to whom, and when this was sent. This also ensures you avoid sending the same material multiple times to the same person, while others miss out altogether.

Your Drip File Management System needs to **include reminders** for resources you have sent out that requires following up. By tracking anything you have *lent* out, such as books, DVD's, CD's, etc., this ensures you follow up and get it back. If you do not record what and who you have lent resources to, history has shown you will rarely get these items back.

You want to adopt a process that **works best for you** – one you will use and are comfortable operating. There are many methods that support an effective management of resources for your Drip File; from a simple diary, basic spreadsheet, to a variety of apps. You want to keep it simple, easy to use, and duplicatable.

**A system is only as good as the user – YOU.** If your tracking procedure is not working, chances are it is either the wrong system for you, or you are simply not using it effectively. Either get a different system that you will use or embrace the necessary daily habits to ensure your system is updated regularly to support you with your Drip File processes.

## ◆ Using Your Drip File to support Your Organisation

**Identify where all your Advocates are at.** By accessing the details of your Advocates in the **Advocate Login Portal** on your EcoForce Global website, this will give you an idea of where everyone is tracking in your Team. **You want to take note of the Advocates who are active and those who are not.**

► **Supporting active Advocates.** Your support for your active Advocates often is the encouragement they need to keep going. Often sending them encouraging stories, quotes, relevant motivational clips, and videos from your Drip File, can often be the fuel for them to maintain momentum. There is the risk of thinking that your most active or successful Advocates may not need much contact from you. However, this is rarely the case. Your active Advocates need encouragement and assurance that they are on the right track and need to be kept in the loop with your communication, especially if they are not in your local area where you may see them regularly at events for a catch up. By providing a random phone call to encourage them, learn what is working for them, or identify any area where they may need clarity, is something you should get into the habit of doing. If you wait until they become inactive before you communicate with them, this may be too late. Often it will take longer to help them get back on track if they have lost their mojo.

► **Supporting inactive Advocates.** For those Advocates in your Team who are inactive, by having a conversation early with them to learn what is missing for them should be your next step. A personal phone call from you is the best way to touch base with an inactive Advocate. You want to make it your habit to be in contact with inactive Advocates as soon as possible to find out why, and to learn how you can assist them with any roadblocks they may be



experiencing to hopefully turn these into speed humps. Surprisingly for some inactive Advocates, a personal phone call is the often all the motivation they need to get back in the game. Your call says you care. Your Drip File also provides support for inactive Advocates. By sharing stories of others personal breakthroughs, stories from Farmers who have benefited from the Tree Planting Program or unpacking an area the inactive Advocate may need help in, all demonstrate that you care, and that you are committed to their personal success.

*'People don't care how much you know, until they know how much you care.'*

◆ **You want YOUR TEAM to know YOU are there for THEM**

**Your Drip File also keeps your Team updated with relevant information and events over and above what EcoForce Global provide.** It is your personal interaction that infuses the personal touch that maintains connection, builds relationships and is your point of difference for any industry. This also reflects the heart of the EcoForce Global community. This reminds them of their reason for joining, keeps them focused, and they will often appreciate you and your effort for being there for them. **It is YOUR way of personalising YOUR organisation.**

**Events and Promotions.** When it comes to events and special promotions, it is one thing to hear about such from EcoForce Global Corporate, however when they are encouraged to attend and are personally invited by you as their Leader, this always results in greater attendance to events, which builds people and builds your organisation. Events build belief, support momentum, and promote unity ... everyone wins, including the planet.

*Your support through clear and regular communication through a well-managed Drip File demonstrates leadership.*

**Community is a huge contribution to your personal success, and the success of your Team.** Building a community of united proactive Advocates within your organisation is something you want to promote, encourage, and protect. You and your Team should not be building alone, rather creating results together. You want your Advocates to feel special, that they are part of something great, and that they are not forgotten. Use Your Drip File to support your community that makes up your organisation and to develop quality relationships. Advise new Advocates that you will be sending them relevant material from time to time for *their benefit*. Simply advise them this is to keep them in the loop, updated and connected, to prepare them for your communication, then they will then be expecting it. Do not smother or bombard new Advocates with a lot of information as this often can come across overwhelming - no matter how passionate they may be. As the process suggests, drip feed them just enough information to pique their interest and have them wanting more.

*Often the little things in life, when we look back, we realise they were in fact BIG things!*

**Let Your Team know that they are valued.** Never underestimate the power of simply being authentic with your communication with Your Team. It may seem like a drop in the ocean, yet the ripple effect will have more impact than you may ever realise. *Connection brings extraordinary results!* Your Advocates may be in creating a career income for themselves, yet may they never feel they are building alone. Ensure your actions support and reflect this. *Passionate people are memorable.*

## ◆ Newsletters

**The EcoForce Global Newsletter is a great support and resource to your Drip File.** All Advocates, Customers and EcoPartners automatically are subscribed to the Planet Changers Newsletter when they register. However, anyone can sign up for free to the Newsletter by doing so on the EcoForce website page. Your Drip File process is largely done for you; however, it is the extra that you provide that takes your Drip File process from good to great.

### **Should I provide my own newsletter to my Advocates?**

You may decide to create your own newsletter in addition to the EcoForce Global Newsletter. However, not everyone will want to commit to create a regular newsletter, as these can take more time to produce than most people appreciate. This is not compulsory for Advocates yet can be a value add to your organisation if done well.

**Regular newsletters from you are a great tool for communication with Your Organisation.** Rather than reaching out to every Advocate individually, by having one newsletter for all your Advocates that is relevant to your organisation within EcoForce Global, and compliments the EcoForce Global Newsletter, this leverages your time in addition to demonstrating leadership to your own organisation. However, in a world where people often receive a lot of communication from many varied sources, if you are going to spend time creating a newsletter, then you want to ensure it will be read and well received by your Advocates, so ideally you want to include something of interest for everyone.

Your Newsletter should not be long, nor repeat what is in the EcoForce Newsletter, however you may use your newsletter to emphasise upcoming events or relevant projects that your organisation is part of. Make them interesting with short stories and pictures, possibly include a spotlight on Advocates within your organisation and recognition of their achievements. Keep it brief, to the point, relevant and interesting - too much information and you overwhelm them. Remember this is a 'Drip File', which means you 'drip feed' the information like watering a plant. You want them to grow in knowledge and belief of all EcoForce exists for and encourage them to tap into all that is on offer to support them.

*The attitude of diligence is to practice and prepare for an opportunity that has not yet presented itself.*

**You will need to consider who you send your newsletter to.** There is no challenge to sending your newsletter to Advocates that you personally have registered. Some of your Advocates may request you to send your newsletter to their teams as well, especially in the early days when they are getting started. Although there is nothing wrong with this, it is best practice for them to get into the habit of sending information to their own teams, even if they are not creating a newsletter themselves. If you go down this path, always get permission from all involved to remove any misunderstanding, especially the deeper levels within your organisation who may not even know you exist. Should other Advocates under you decide to create newsletters of their own for their Teams under them, you do not want a situation where Advocates are receiving multiple newsletters from multiple Advocates. It will get messy, and chances are none of the newsletters will be read.

**In the spirit of being simple and duplicatable, if creating a newsletter, we suggest to only send your newsletters to those Advocates you personally have registered.** Those Advocates can then be responsible for forwarding such to their personally registered Advocates or creating their own. This keeps this duplicatable, simple, and removes any potential conflict.

Even better, you could send your Advocates an **editable electronic copy** of your newsletter for them to duplicate and personalise prior to forwarding to their teams. This empowers them to be responsible and take responsibility for their own teams. If every Advocate followed this process, then happy days. Think Big Picture; when your organisation is thousands strong, create great duplicatable processes from Day 1.

*You are responsible to - not responsible for.*

### ◆ A Simple Guide to a Great Newsletter

Your newsletter, as a guide may compose of 4 sections;

#### i. **Brief Message from you**

- Make it personal, often best at the beginning – may include latest events and points of interest, even on a global stage
- Maybe a lesson you have learnt personally from a book or seminar
- Make it inspiring! Keep it brief

#### ii. **Project Update**

- Updates on current projects
- How many more trees need to be sold to complete the project
- Any noted changes/improvements to the land since the planting commenced
- Any other relevant information on the project/s that your Advocates are part of

#### iii. **Advocate Rewards Program**

- Interesting facts on having a home-business, tips, handy hints
- Leader spotlight in your Team
- Recognition of a leader who has achieved a new level (and their photo)
- Testimonial or brief story from a leader. Avoid them only talking of their success and their lifestyle, rather encourage them to write in a way that will inspire others, and encourage them on their journey.

#### iv. **Something Motivational**

- Could be a story, poem, quote
- Success story with a valuable lesson
- Upcoming events; registration details, venue, investment, what's in it for them, etc.

### ◆ Posting items to your Advocates

Although electronic communication is the most cost-effective method of touching base with your Team, it is a challenge to get all your Advocates to read every email you send to them. Something to note, people are more likely to read something posted to them rather than emailed. Studies also reveal that handwritten envelopes are the letters people often read first. Therefore, should you really want to make an impact for something special, you may decide to connect with your Advocates via post to change things up every so often. This may include recognising an Advocate who has achieved a new level yet is not local so you are unable to award them personally, or you may simply wish to send a personal note to

encourage Advocates to attend a particular event that you know they will get much from it. A random note of kindness in recognition of an Advocate's contribution are one of the many things you can do that really add value to your Team's experience as they journey with you. So, consider sending something special in the post when you really want something to land powerfully – it will make a greater impact.

*Complacency misses opportunity*

◆ **What to put in Your Drip File**

✓ **You want your Drip File to be basically divided into various categories.** We suggest you create categories that work best for you. Following are a few examples of categories you may include in your Drip File:

- Anything related to the environment
- Trees – their many amazing attributes and their ability to capture carbon
- Regenerative Agriculture - testimonials
- EcoForce Projects and achievements
- Home-Business information
- Advocate testimonials

✓ Within each category, especially once you start to accrue a significant number of resources for one category, we suggest you categorise information that you have sourced for ease of access.

✓ Gather information from newspapers, magazines, articles, and the internet. Anything from the internet, save the links. We suggest you also save the story as a PDF should a link be taken down. Keep originals safe and in great condition for copying, also reference their sources. For example, 'Sydney Morning Herald, and date of issue', or website references for verification.

✓ Keep articles that relate to the mission of EcoForce Global. Anything that captures your attention from the EcoForce Global Newsletter or emails from EcoForce, we suggest you save a copy in your personal Drip File for ease of access should you wish to share with others.

✓ Ensure all your communication is positive and encouraging. Avoid at all costs anything that de-edifies another, is dictating or disciplinarian. You want your Advocates to feel lifted and encouraged with all your communication.

✓ Keep it simple and duplicatable.

✓ Keep it organised, systematic and in great condition - and keep adding to it! You will be amazed where you will find information. Keep seeking.

✓ As a rule, when selecting articles for your Drip File, when you find things that interest you that are relevant to the vision of EcoForce Global, chances are they will also interest those in your Team. Ideally you want to have a little something on everything. Keep it factual, honest, and where possible, current. Avoid unsubstantiated, political, or paranormal information, as this pushes boundaries. This is also unprofessional, often irrelevant and can



be divisive. It is also distracting, damaging and erodes trust - it may even make your team concerned about you. Simply present facts and information that support EcoForce activities and ethos. Erring on the side of conservative is wise thing to do.

**Your Drip File is all about keeping your Advocates and Customers, connected, motivated, educated and engaged, which creates unity, support momentum, builds a team culture and minimises attrition.**

*The best vitamin for a Successful EcoForce Advocate is B1*

**The 80/20 Rule.** Depending on how you recruit and build your organisation, as a rule, 80% of your income will come from 20% within your organisation. It is important to note that 80% of the growth of your organisation will come from the 20%. **Therefore, spend 80% of your time supporting the 20%.** Manage those who may use up your time yet do little or nothing. Your EcoMastery Success Program empowers your Advocates to structure and build a successful EcoForce organisation, together with practical ways to support your Advocates and Customers to stay connected. Your Drip File is yet another Powerful Tool to achieve this.

*Be part of the few – be part of the 1%*

#### ◆ Supporting YOUR Prospects with Your Drip File

Your Drip File is the perfect tool to support your Prospects who are still deciding whether to get involved as a Customer to buy trees, or as an Advocate to partner with you to share the good news of the EcoForce Opportunity and join the movement to help heal the planet.

**There are many reasons why a Prospect is yet to get involved on some level.** You may have shared the EcoForce Opportunity with them, they may even have attended an event to see all that is on offer and the mission of EcoForce Global, yet for whatever reason are hesitant to progress any further. We always respect a person's decision to not participate, however as mentioned in a previous Module, a "no" now, is often a 'not yet'. There are many examples of people who initially turned down the Opportunity that over time joined and became a successful Advocate, however the process to bridge that gap is largely supported by your Drip File process.

Often the reason why someone is yet to get involved often reflects their level of belief – this could be belief in the Opportunity or may even include belief in themselves. Unless you know your Prospect well or they have shared with you their reasons for not getting involved (excuses), then there may be some things they need to process personally for them to come on board. It may simply be timing depending what is going on in their world.

When this is the case, always ask your Prospects for permission to send them information from time to time that may be of interest to them. Should they agree to this, then you simply fulfil on your promise and drip feed them information with the aim to build their belief. Remain in contact with them and build the relationship - often who you are being is their reason to join you eventually. If you do this, when the time is right, then the time is right. All your Prospects have the potential to become a successful EcoForce Global Advocate – your Drip File can help them to uncover their potential. Once they decide, it is game on.



## ◆ Supporting YOUR Customers

**Customers contribute significantly to your EcoForce income, so you need to value them.** Any organisation that goes extra mile to make their customers feel valued, encourages loyalty, and attracts more customers. Here presents YOUR opportunity to shine in Your Customer Service Skills, so look for ways to WOW Your Customers. In fact, all Your Team need to be nurtured and made to feel valued to keep them connected so they will continue to invest in the many benefits EcoForce Global has to offer and continue to buy trees. For Customers and Advocates alike, they will be constantly looking for validation of their decision, therefore it is very important to keep in regular contact with all your Team. You also want to train your Advocates to see the value of their Customers and their Advocates and do the same. It is important this process is duplicated in your organisation.

*If we make Our Customers important, they will inevitably return the favour.*

There is often a higher attrition rate (drop off) with Customers, than with Advocates as they have less to lose if they decide not to continue with EcoForce. An Advocate earning an income from the EcoForce Advocate Rewards Program will often think twice about leaving EcoForce Global. We therefore need to support both on their journeys, reminding them of their decision to join EcoForce Global (whatever that is for the individual), so they can continue to benefit from all EcoForce has to offer them. Our planet needs their purchase of trees - whatever their Tree Club, as every tree really does make a difference. Ultimately, we are doing this for the planet and for future generations, so let this marinate your motives. The investment of your time into your Customers and Advocates to keep them connected, is also an investment into the future of the planet and the stability of your organisation. This is an ongoing process.

*Business Ownership is a hallmark of wealth.*

## ◆ Your Customer Drip File Management

**Ultimately, you want to encourage all your Customers to become Advocates.** Customers often get involved simply to purchase a tree or a number of trees as their contribution and may feel that this is enough. By drip feeding Customers information about EcoForce, the Projects, the outcomes, and the vision to plant billions of trees, this often **contributes to their belief** and preparedness for them to share this Opportunity with others. When a Customer sees that they can contribute more to the solution simply by sharing this Opportunity with others and also be rewarded for their efforts, then registering as an Advocate is the next logical step. You support this process a number of ways;

- ☑ From Your Drip File send Customers information about EcoForce Global Projects so they can see what their contribution is achieving, as well as how many more trees are needed to complete the next Project.
- ☑ Include information on the devastating impact of climate change and the solution trees provide by capturing carbon and restoring balance. There is an urgency to plant many trees, so let that infuse your communication.

✔ Send them information about the EcoForce Advocate Rewards Program where they can create additional income simply by sharing the EcoForce Opportunity with others to contribute to our Tree Planting Program. The income they can create may in turn position them to buy more trees or provide the funds they need for other personal needs, simply by becoming an Advocate with EcoForce Global.

✔ Invite your Customers to events as this also helps to build belief. Encourage them to bring their friends to events – this also opens the door for them to become an Advocate should their friend buy a tree, or at the very least find you more Customers. Some of your Customers are happy to invite someone to an EcoForce event where they know they will enjoy themselves and get something out of it. This is yet another way to grow your Organisation.

✔ Include some ‘soft sell’ information on the benefits of a home-business. This can be achieved by spotlighting members in Your Team who have achieved success, or what they have benefited from since being part of the EcoForce Global Community, their personal growth, confidence, etc. All these things remind them that there is something more to EcoForce Global than just planting trees. This builds belief to upgrade to a Advocate should things change for them.

By educating Customers, you are building their belief about EcoForce Global and the Opportunity. They are also building personal belief about whether they could do this as an Advocate or not. Never pre-judge anyone. Simply show them the way for them to make their own decisions and conclusions. Their timing is their timing - not always yours.

*When building a team, always look for people who love to win.  
If you can't find any of those, search for people who hate to lose.*

► **A Word of Advice.** Any Customer that decides to upgrade to an Advocate, especially if they have been a Customer for some time, may find it a challenge at first to transition from a Customer to an Advocate, as they are now a promotor. Investing time to work through the EcoMastery Program is a great way to educate them on this. It is not uncommon for Customers who become Advocates to only register Customers initially as that is how *they* got involved. Giving them direction will be time well invested for their understanding of this Opportunity, to implement strategies for the growth of their organisation, and to achieve financial recognition with the Advocate Rewards Program.

#### ◆ **Supporting YOUR Advocates**

*A great leader makes a way, shows the way, lives the way - then gets out of the way.*

An Advocate will need different support than that of a Customer. Be very present to the fact that Your Advocates will need your support, especially in the early days. An Advocate often has caught the vision of what is possible; they often align with the EcoForce Mission to plant trees to help heal the planet, and depending on their level of belief, this will often reflect their level of action. They generally are also keen to create additional income from the Advocate Rewards Program and are keen to get cracking. However, for many they are still building their belief before really jumping in and powering forward. This may include fine tuning in the steps required, the processes, the details that will help them get started and

keep going. Having regular catchups with your Advocates, especially in the early days, identifies what they still need to know and is vital to get momentum happening for them. Too long, and their energy and focus may drop. Encourage all your Advocates to tap into the regular training calls where they can have all their questions answered.

Once an Advocate starts to build their organisation, part of their weekly Advocate activity is to keep in regular contact with their team, both their Customers and Advocates, and supporting them in any way they can. So, they will need to know what they need to know to continue the chain of support.

A great idea is to help them set up their Drip File, as they set up their office. You can do this by simply duplicating what material and systems you have in place for your Drip File that work for you. This gets them started. They will add to their own Drip File over time and develop their own systems for managing such.

**Structure Your time and activities to focus 80% of your energy and support to your active Advocates, and 20% to your Customers.** The focus of an Advocate is different to that of a Customer, so your communication should reflect and respect this. The success of the EcoForce Opportunity relies on your Advocates duplicating what you do, many levels deep. They deserve your attention, and investment. In the early days, an Advocate is often faced with many challenges, especially if they have never been in business before. They too are building their belief, not just in EcoForce Global, yet often in themselves. Your support in these early days is paramount for their success, and therefore your own.

Quintessentially, you are empowering, supporting, equipping, and mentoring an Advocate to become a leader and entrepreneur. You are not making a 'clone' of you, rather raising their awareness to the key points of this Opportunity that if respected and followed will bring the success they desire. It is a journey of personal growth and awareness that results in them becoming all they were created to be. This is a process that will continue to take place on deeper levels as they grow, their organisation grows, and this applies to you as well as you grow.

One significant reason for an Advocate to join EcoForce Global, includes creating an income. They need to build a successful organisation within the Advocate Rewards Program for this to happen. The EcoMastery Success Program provides them the tools to achieve this, however nothing can replace your personal involvement and support on their journey.

Often another reason for them getting involved with EcoForce Global was you and who you are. **Never underestimate your personal value.** The most powerful element in your organisation is YOU. Even though it is all about the health of our planet.

*'Success is something you attract by the person you become  
- it is not something you pursue.'*

**The goal is to make yourself redundant to free up your time to find and assist new Advocates and Customers.** You want to empower and support your Advocates to reach a place where they are managing their own organisation and their team, independent of you. As you free up your time to assist other Advocates, so should they. It is all about discipleship.

Your place in their organisation simply changes over time. However, you can never be replaced. It is a bit like parenting; they need you more in the early days, yet you are equipping them to stand on their own. Your place in their organisation transitions as they develop into leaders. Maintaining unity, connection and community deepens a sense of family in your empire. This is an extremely powerful place to operate from, and takes time, energy and commitment. Vision a team of high performing effective leaders who are individuals united in a common cause to impact our planet and others in a profound positive way and build such.

#### ◆ Great Leaders lead Great Organisations

Leaders in general do not really like being told what to do, rather respond to being shown *how* to do things, and encouraged along the journey.

The value of Mentoring is YOUR Key to Success. Your EcoMastery Success Program has put all the work in place for anyone to become great with this Opportunity - the only missing piece of the puzzle is you. Your role is to direct and mentor your Team. Take the necessary steps by learning HOW to become a great mentor for your Team and for your Success. Encourage this from your Leaders.

The most fundamental cause and reason for success or failure in this Opportunity is ... YOU. The actions you take daily or do not take, and who you are being. Ultimately it all comes down to that.

*“Don’t let your learning lead to knowledge; let your learning lead to action!”  
- Jim Rohn*

#### ◆ Advocate Drip File Management

Your active Advocates are the ones who are the ‘nuts and bolts’ of Your Organisation who will duplicate and leverage what you do which creates turnover and builds your organisation as they build theirs. They make up 20% of your organisation, however they are the ones who create 80% of activity and turnover. They are in essence, the very backbone of the success of your organisation, and their success is what creates the recurring income for you.

**Active Advocates are the ones who intentionally share the EcoForce Opportunity with others.** They get paid to do so from the EcoForce Advocate Rewards Program, so they have every reason to promote all the benefits of this Opportunity. For Customers there is no financial benefit to promote EcoForce Global unless they upgrade to an Advocate.

- ✓ Send Advocates motivational quotes and stories to encourage them to realise their own potential
- ✓ Include them in all events - recognise their efforts and encourage them to actively participate and bring their guests and team to relevant events



- ✓ Advise your Advocates of webinars and recordings of Speakers that will encourage them on their journey that builds their team and their organisation. EcoForce also provide many great webinars to tap into
- ✓ Advise of Advocate Leadership Events for them to grow and develop, and build relationships with other Advocate Leaders
- ✓ Advise of EcoForce Global Team Training Events. These build unity and connection amongst your Advocates and are great for new Advocates.
- ✓ Wise words from wise people - include suggested books to read (or audio books to listen to if available on audio)
- ✓ Explain the many benefits of EcoForce Global, including additional opportunities with the EcoPartner Program and Fundraising Program
- ✓ Include tips on getting the most out of the Advocate Rewards Program
- ✓ Include recognition of their achievements, and that of other Advocates, to inspire and encourage them
- ✓ Find out what is *Their Reason* for doing this and remind them of such in trying times or when encouragement is needed, can prove pivotal. If an Advocate has a goal to go to Tahiti, simply by sending them a Tahiti travel brochure with a post-it note; *"I can see you here!"* can be just the perk they need to press forward, and this also shows that you care and listened to them.

Some Advocates will commence their journey as Customers. Often after they have seen the benefits of the EcoForce Global Opportunity for themselves and when the time is right or their situation changes, Customers may decide to explore the option of creating an income with EcoForce Global as an Advocate.



## Wrap Up

Both your Customers and Advocates will benefit from any material you have collected in your Drip File. You simply decide what material is best to send to different members of your team, depending on what their interests and needs are. Always ensure the information is relevant to them.

This may be monthly for your Customers, and weekly for your Advocates. It will come down to how keen and hungry the person is for information. However, as the term 'Drip File' suggests, you do not want to dump the truckload, so drip feeding them digestible pieces of information over time is your best way of making your Drip File work for you.

- ✓ Always aim to keep healthy supportive relationships with your Team. You are responsible to them, not responsible for them.

✓ Your time is the most valuable gift you can give anyone. You will need to manage this through scheduling, or you risk being all be used up. This is all about what you can create – together.

✓ Keep in regular contact and communication with your Team. This is a **Relationship Opportunity**. The better you are at forming relationships and through powerful communication, the stronger your organisation will be, and unity will be created.

*It doesn't matter what you tell people WHO you are,  
it's your behaviour that lets people know WHAT Your Values are.*



#### ◆ KEY SUCCESS POINTS

### *your personal review*

1. **In Your Own Words**, explain the purpose, and benefits, of a Drip File for a successful EcoForce Global Advocate.
2. **What** is meant by the phrase 'drip feed information'?
3. **What** are the 4 Key Points of a great Newsletter?
4. Should an Advocate want a newsletter for their team yet may not be confident creating their own, **what** is a great way you can assist them with this process?
5. How can my Drip File help a Prospect decide and come on board as either a Customer or an Advocate with EcoForce Global?
6. **Why** should I invest time and energy into connecting and educating with those who are Customers in my organisation?
7. a) **What** is the 80/20 Rule, and  
b) **How** does this apply to your organisation?

8. What are the **benefits** of learning how to be a great mentor?

9. What are **3 ways** I can assist a new Advocate get their Drip File established?

10. What are the **differences** between how I communicate to Customers and Advocates through my Drip File communication?