

SOWING AND REAPING MODULES

❖ Contact and Invite

- Choosing Your Team

Building Your Empire - Recruiting Greatness

"The only difference between successful people and unsuccessful people is extraordinary determination."

Congratulations! You are now ready to commence recruiting for your business and get the ball rolling!

This is where the rubber hits the road - where the magic happens, and where the real joy of this business begins. This Module is all about finding people who believe what you believe and who see EcoForce Global as the vehicle that is relevant to their personal lives for whatever reason.

As we walk through this Module together, I want you to keep in mind; this is all about you being your unique self yet becoming a Network Marketing Professional. All your actions from here will speak to others about what kind of person you are and how you do business. If you have put everything in place as guided up until this point, this will give you posture to move forward powerfully, confidently and purposefully.

It is also important to note, that in this industry, things can happen quickly. One week is a long time in Network Marketing, so it is important you keep on top of your game, be accountable, and ensure you use your time wisely. You are responsible for creating and sustaining momentum, empowering and preparing Your Team, and therefore yourself, for success.

"If one advances confidently in the direction of his dreams, and endeavours to live the life which he has imagined, he will meet with success in unexpected common hours."

- Henry David Thoreau

In all your communication with everyone, always be real and authentic. Do not try and be someone else, as that place is already taken. A huge part of being real is being the person you would like to have in your business! Keep your word and press forward.

Sharpening the Saw - Prepare Yourself for Success

"Today I will do what others won't, so tomorrow I will accomplish what others don't."

Stephen Covey in his book; *'The 7 Habits of highly Effective People'* shares about the wisdom and value of the 7th habit; *'Sharpening the Saw'*. Think about this - if you only had 6 hours to chop down a tree, then spending the first 4 hours sharpening the axe would be a wise investment of your energy to achieve the desired outcome in the time available. Imagine

going straight into a chopping action with a blunt axe? A lot of energy and time could be wasted with little result. In fact, the desired result may never be achieved, and the person may even give up.

Every tradesperson, and professional, knows the value of sharp, prepared tools to do their job properly and efficiently, and they invest significantly in such. The same applies to your Network Marketing Business. **Your greatest tool in this industry is your communication.** Communication, both internal and external, is an art that few take the time to perfect. There is wisdom in 'sharpening the saw'. There is wisdom in investing in YOU as you prepare for the best outcome prior to 'hitting the road' as you attract and invite people into your business.

"In life, you do not get what you deserve, you get what you negotiate."

Many people when they catch the lure of Network Marketing, as soon as they register, want to tell everyone. There is nothing wrong with this passion; however, without proper preparation in how they share, they soon find not everyone shares their enthusiasm, and this can be very disheartening. This is where most give up. If there is ever a time for coaching a recruit, it is prior to them talking to anyone. We need to 'bullet proof' them and assist them to craft their message. Contacting and inviting for the first time in this industry is often a delicate process and therefore needs to be coached to build confidence, sensitivity to people, and prepare them for success.

"Many of the best decisions in life start with a "Yes"!"

Contacting and inviting people to join you is a bit like asking someone on a date. You really want them to say 'yes'. You hope they do not say 'no', and no one likes anyone to say 'no' to them at the best of times for anything. Some people give up on the first or second 'no' in this business, and yet the reality is, there is no business out there that EVERYONE says 'yes' to. No matter how awesome and attractive the offer may be!

Marketing companies are acutely aware of this fact. A company wanting to promote a product or service will literally pay thousands of dollars to create an advertisement that they hope is crafted in a way that will bring in many customers. Even an advertisement that is screened many times through a football match in front of thousands of spectators (and therefore potential customers), only a very small, almost miniscule number, will invest in what is being offered. **It is all about the numbers and exposure.** They know that even 1% of a million is a great result. It is important to realise this when sharing this business, not everyone will say "yes", and that is okay. In fact, the "no's" prepare you to attract those who will say "YES!"

"Contrary to popular belief, what you don't know WILL hurt you."

The question is; *are YOU prepared to get the "no's" in order to find the "yes's"?* Think about this, the greatest networkers with the largest businesses in Network Marketing have had the most "no's" ... so I guess you could say; *the person with the most "no's" wins!* Interesting thought.

So, how do I get the best chance of a "YES!" from those I talk to?

Great question! If you are counting on a “yes” from everyone you talk to, then you will soon be disappointed. It would be like getting on an aeroplane only if the airline could guarantee there would be no turbulence. No airline can promise that unless they never got off the ground - some things are beyond our control, and that is okay.

It is all about our mindset towards something that is unavoidable, yet to press on regardless. However, just like with knowledge we can learn that turbulence is part of flying and that planes are designed to fly in turbulence, therefore with this knowledge we can learn to enjoy the flight rather than fear it. We too must learn that a “no” is all part of the process in the Network Marketing Profession. We too can learn, with knowledge, to power on through the “no’s” to get to the destination of the “yes’s” and enjoy the journey this vehicle has to offer, rather than fear the “no’s”. Let us ensure our team, and you, don’t abort the journey mid-stream and miss out on the rewards that the destination promises!

This Module is all about assisting you to craft your communication so that you maximise your chances of getting a “yes” (your conversion rate), and minimise your chances of getting a “no”.

In doing this, we need to get the right mindset about a “no” to bullet proof ourselves, and our teams, so we are not attached when someone does say “no” to this opportunity. If you can do this, you will master this important part of your business, and in so doing, assist others in your Team to do the same. You will enjoy the journey far more too!

If there is going to be an area of ‘fear’ in this business, it is with this Step. So let us explore simple practical solutions to conquer this fear!

Remember ‘fear’ is simply False Evidence Appearing Real, and fear is overcome by knowledge. So, let us give you the knowledge to squash this fear and press on! You can do this. Here are some tools to show you how:

I also want you to get this important point; it is one thing to get people into your business, it is another thing to keep them. (We will unpack this skill in greater depth in later Modules as well). As we look at ways of getting a “yes” in this Module, let us also keep in mind how we are going to keep them on board. Make sure you really digest what is being shared here – you will be glad you did and your results will reflect this.

“The abundant life does not come to those who have had a lot of obstacles removed from their path by others. It develops from within and is rooted in strong mental and moral fibre.”

Why am I so attached to people saying “No”?

Let us unpack this on a deep emotional level. The two strongest emotions a person can experience are *love* and *rejection*. It is why sales roles often have one of the highest turnover rates of staff for any profession. They experience more rejection than anyone! Someone failed to teach them what you are being taught right now in this Module - how to respond to ‘rejection’ while we focus and find those who want to do business with us.

It is encouraging to know, that there are many ways to manage this so you or your team do not 'feel' rejection. Rather we need to view a "no" as simply part of the process for finding a "yes".

FACT: Most people who say "no", are actually saying "no" to the opportunity, not necessarily "no" to you. So, do not fall for the trap of taking it personally. They may not see it as relevant to their world just now, and that is okay.

FACT: Many people who say "no" to you now, often will say "yes" to you later. Research has shown that most people require 5 to 7 points of contact BEFORE even considering saying "yes" to anything! (This is why the fortune *is* in the 'Follow Up' and we have a 'Drip File'.) Have you ever worked in sales and had a customer come in and know exactly what they want and buy from you without much effort from you to secure the sale? Chances are, someone else did all the groundwork. Their 'soil was ready' they were prepared to buy even before you met them, you just happened to be there – right place, right time. You want to make sure those that you do the groundwork with, know your name and contact details so that contact you when they are ready - this is not always when you are ready.

This is called the Law of Sowing and Reaping. Every farmer knows you do not reap in the same season you sow - they also know that you must sow, or you will not reap. You are always in the business of sowing; however, it is not always clear when it comes time to reap. A farmer also knows he ALWAYS reaps more than he sows, so be a hearty cheerful sower and nurture your seed! A farmer also knows that not all seed bears fruit. Some falls on rocky ground, some is consumed by weeds, some is stolen by birds, however, some falls on prepared fertile ground - that is where the harvest lies.

The Moral of the Story.

Some of your people will be like rocks; they are the ones who find everything 'too hard' and rarely bear fruit. Some will sprout initially, yet life (weeds) gets in the way and robs the dreams they once had. Others get involved, only to change their mind and follow the next thing that comes along - they get picked up by the 'birds'. Yet those that fall on fertile ground, these are the ones that will bear you fruit. Some 40-fold, 60-fold, some 100-fold ... we simply don't know. The moral of the story is - **keep sowing**. You will soon see who falls into which category. If someone leaves your business, simply say; *"It was the birds!"* There is not much you can do about that. **Nurture those who keep their word and stand by you.**

"Wherever there is a human being, there is an opportunity for kindness."

FACT: On average, out of ten people, you will get nine "no's" to one "yes". If we look at it from another point of view, for every "no" we get, then on the Law of Average we should be excited because we gotta go through the "no's" to get the "yes's"! By the 7th, 8th or 9th "no", you should be euphoric, because a "YES" is on its way! Imagine giving up on the 9th "no" when the very first "yes" was waiting with the next person? That would be crazy - however it is also common. Let that not be you.

"Overnight success is often the result of years of preparation."

I love reading the personal journeys of remarkable people, whatever their profession. I am not so caught up by their success that has the spotlight on them now, rather what were the challenges they encountered on their journey to success. What were their mindsets to be victorious where others have given up? What were the obstacles they had to overcome (many personal), how they did it, and also, what can I learn from their challenges? Such stories are so inspiring! I encourage you to do the same to develop a victorious mindset. Often success is underpinned by being victorious in areas others have accepted defeat.

"When I thought I could not go on, I forced myself to keep going. My success is based on persistence, not luck." - Estee Lauder

Turn a Setback into a Comeback.

Some time ago, I read such an article of a young entrepreneur in Melbourne who had an idea for a business that he believed would work. It hadn't been done before the way he had in mind, however, his belief and determination was so strong, he quit his job and followed his dream. The story unfolded as captured by the journalist, that he began his new career by door knocking on businesses to find someone prepared to invest in his product. He recalls that he didn't get his first customer until he had spoken to 74 people! His first "yes" was the 75th person he spoke to!

The reporter who was obviously impressed with his tenacity, yet taken back, asked him; *"Most people would have given up after the 10th 'no' or even the 20th person, saying 'no' to your offer. I bet you wish you had met the 75th person in your first 10!"*

To which the entrepreneur, insightfully responded; *"Actually, in hindsight, I'm really glad I didn't meet that customer in the first 10. You see, every time someone said 'no', I didn't take it personally - I was not attached to their response as I had total belief in what I was offering, so a 'no' did not phase me. What I did do, was review what I had said to the last potential client and think what I needed to change in My Presentation for the next to learn what was missing. I met regularly with a business coach who was a friend that kept me on track and tweaked and changed my communication so that people 'got' me. I learnt that when they got me, they got what I was offering. It did not matter if they said yes or no, what mattered was that I gave them the full picture to decide."*

"I always knew I would find someone soon, because I believed in what I was doing."

"If I had met that 75th customer early on, if I am really honest with you, they may not have invested what they did, or at all. I know I became a different person than when I first started. My first 74, I viewed them all as simply preparation for my game, like a basketballer shoots hoops to prepare for his. It may sound crazy, but I needed the 74 'misses' to prepare me for the 75th person. That customer invested over \$16,000 with me, and I was able to go from there. I would be lying to you if I said it was easy. Yes, there were times I did wonder if I was being totally crazy, however, it was at those times I revisited my dreams and visioned the day that things would take off. I'm glad that I didn't give up."

This entrepreneur had learnt the value of determination and persistence, which by the way, is one of our Core Values. He now runs a successful personal development company that is worth millions. He was being interviewed in a prestigious business magazine as a result. Dreams do come true; it is only action that makes them so.

“Don’t despise the days of small beginnings.”

Who knows when your first person will say “yes” to you? However, to have a team of thousands, what you will learn and who will you become before that first “yes” will all be worth it! Now remember, you are not in this game to find thousands personally. You are to find the ‘PEARLS’; those rare gems that you will invite into your inner circle that will duplicate what you do. Not every oyster has a pearl, so do not give up on the first oyster! If you do, Your WHY for doing this is not BIG enough. I would suggest reading ‘Your Goals and Dreams’ in your Nourish Modules, complete the exercises and find a BIG enough reason to do this, or you will be simply wasting your time.

The Rewards are there for the Determined and Persistent.

This Module is all about taking intelligent steps to finding your ‘PEARLS’ for your business. I would be surprised if you needed to speak to 74 people to find your first person to invest with you if you are applying all that is in your EcoMastery Program and taking the advice of your Sponsor. So much is in place for you already and people want what you have to offer (whether they see it or not). However, do YOU believe in yourself enough to keep going if it meant going through 74 people to find the first person who says “Yes”?

If you are finding your progress slow from your efforts, then I suggest tapping into some personal coaching. There is nothing to be concerned about if you are open to coaching and be totally honest with your coach and yourself where tweaking is required. Failure is not a destination, it is an event. How you get through that event may very well be the testimony that inspires others in your team. So welcome challenges - they are solutions disguised in work clothes.

“If there is something you are not doing as well as you hoped to, then there is simply something you don’t know yet.”

There is a great story about a Sales Lady in the ‘Belief’ section in your Nourish Modules. Her personal breakthrough resulted in being the number one sales professional for the entire company! She just needed to know HOW. She never thought at the time she could, now she is unstoppable! Your breakthrough might just be a roadblock, that once cleared, paves the way for unprecedented success for you. So, do not give up - we know it can be tough. That is why we are here for you. The mountain always appears highest from the valley, yet the view from the top is worth the climb. It allows you to see other peaks worth conquering that were not visible from the valley. It is all about the journey. It is all about you being the best ‘YOU’ possible, therefore, your best days are yet to happen!

Your Gift

Consider this, if you had a valuable gift and offered it to someone yet they refused to accept it, has this reduced the value of the gift? Of course not. You simply keep the gift, and the gift retains its value – nothing has changed. You continue to offer this gift to others until you find someone who can see the value of that gift and receives it. This is how you share the opportunity that EcoForce Global offers – it is the gift that keeps on giving. Keep sharing!

Don't Quit

*When things go wrong, as they sometimes will,
When the road you're trudging seems all uphill -
When the funds are low and the debts are high,
And you want to smile, but you have to sigh,
When care is pressing you down a bit;
Rest, if you must, but don't you quit!*

*Life is strange with its twists and turns,
As every one of us sometimes learns.
And many a failure turns about -
When we might have won had we stuck it out.
Don't give up though the pace seems slow -
You may succeed with another blow.*

*Often the goal is nearer than -
It seems to a faint and faltering man.
Often the struggler has given up,
When he might have captured the victor's cup;
And he learned too late when the night slipped down,
How close he was to the golden crown.*

*Success is failure turned inside out -
The silver tint of the clouds of doubt.
And you never can tell how close you are;
It may be near when it seems so far.
So stick to the fight when you're hardest hit -
It's when things seem worst that you must not quit!*

- Author Unknown

Refining Your Message - the Gold in Role Playing

As you prepare to talk with others about this opportunity, it is great to role play with your Sponsor or Coach. Some people shy away from role playing; however, I would rather get it 'wrong' with someone who can help me get better, than to crash and burn through countless contacts on my Honour Roll. A suggestion is to ask a close friend if they would not mind being a 'guinea pig' for you. Ensure you tell them up front you are not doing this to get them involved, you are simply seeking their valued feedback. (Do not be too surprised if they do

get involved! There is something powerful about being raw and real.) However, I would strongly suggest you do role playing with your Sponsor or Coach first, simply because they will guide you in what to say and what not to say, and how to say it. There is an art and science to this; this is a profession. Not all your close friends have the ability to offer constructive advice for this profession, so learn from your Sponsor or Upline Support.

Getting the ball rolling

Something to keep in mind; as a general rule, if people are not making an income within 3 months of starting with EcoForce Global, there is a big chance they may give up.

In the early days, getting numbers in Level 1 boosts the income of a new Distributor, which is a good thing and has its benefits. It assists a new Distributor to craft and tweak their message with every person they talk to and gives them posture as they gain confidence and watch their income increasing. The trap is, people see the money coming in from their First Level and forget that the true success in Network Marketing comes from duplication from many levels deep. There is a danger they can stay in this mode, only focusing on finding First Level recruits and becoming a 'master recruiter'. We need to focus on our team's success rather than looking at our own income. A mentor of mine in this industry, John Smart, who has since passed on, told me very early on; *"Forget the money truck; love the people."* Remember we are not in retail, which is one layer deep, network marketing is multi-layered. The true success comes from duplication which in turn brings the multiplication. This is where leverage in your business creates your income. Therefore, look for those who want to build a business and work with them to assist them achieve the success they desire by doing the same. So how do we identify them?

Your Honour Roll

Let us start by thinking of people that you feel would benefit from what EcoForce Global has to offer. Some people call this simply 'writing a list', however, we refer to it as 'Your Honour Roll' – people that you choose to honour by sharing this opportunity with them.

"Choose to be passionate about the business of doing business!"

Your Honour Roll is the central place for gathering the names of potential Distributors to discover if they will get involved with you on a business level or not. It is not just about 'writing a list' as you will discover, however, we will start that way. After you have a good number of names, next you want to filter all names on Your Honour Roll through the PEARLS Process which will transform Your Honour Roll and help create a warm list of contacts to start with. To get things moving, you want to take an intelligent and professional approach to building your business to attract and identify potential Business Builders. The following tools will assist you to screen Your Honour Roll prior to contacting them. This helps to identify those who may be prepared to build a business with you and increasing your chances of a 'yes'.

Action Station

"Intention precedes decision, where action is decision with legs."

☑ **Grab Your Note Pad and take some time to write down as many people as you can think of – this is Your Honour Roll.** Write each name on a separate line under the other. You may commence with people in your contacts on your phone - friends, associates, people you work with and have worked with, even family. This may include your plumber, accountant, your barista - even people you have met casually. Your Christmas Card List. If you were to host a big party; who would you invite? Include those on this list as well. Do not think yet whether they would want to be involved with EcoForce Global or not at this stage, this exercise is about getting names down and then learning a technique, that after a short time, will become automatic for you. I want you to keep going until you have a minimum of 100 names. If you are really serious, your list should contain at least 500 names. However, 100 is a good start. The ideas are endless to think of names to include on Your Honour Roll ... be creative.

"Don't dream it - do it!"

Lessons from the Pearl

Pearls were once the most prized of all gems. They are also the only precious gem we get from a living organism. How you see a pearl displayed or worn, apart from drilling a hole to secure it, is often how it emerged from the oyster. Other gems in contrast, often need to be cut and polished to reveal their magnificence. An oyster begins life as 'spat', and grows to maturity in a hard place, usually anchored to a rock. For an oyster to produce a pearl, it suffers significant discomfort and pain. A foreign particle enters the oyster shell, and without the means to remove it, the oyster painstakingly rolls this intrusion around inside the shell. The oyster slowly coats the foreign particle with multiple layers of nacre until, over time, it reaches a size where it can expel it. The result is a natural pearl.

Of all the oysters that can produce pearls, only a few actually do. Of all the natural pearls found, only a very few were considered gem quality. Before the discovery of cultivating pearls to duplicate this natural phenomenon that has made pearls more accessible today, to find a natural pearl of gem quality was extremely rare and therefore extremely valuable and therefore worth going after. To this day, the best pearls on the market still achieve sales that reach into the millions. Although a single pearl can have great worth, what is interesting to note, a strand of pearls is often worth much more than all the single pearls on their own. It can take years to put a strand of perfectly matched pearls together, so it is totally worth the effort and persistence.

As with Your Team, the 'PEARLS' in Your Business, are those who duplicate what you do, building their own businesses with you. They are your most valuable asset - the rare gems, who although may take time to find, are worth the time and effort to seek them out and invest in. Often these 'pearls' have done the hard yards. They may have been 'spat out' in situations that were unjust, yet rather take offense; they have learnt to rise above such. Often they have come from a 'hard place' where they have learnt that in life not every day is great, yet they look for the great in every day. They anchor to the fact that a person's true value is within and not the 'outer shell'. It is often the trials they have gone through that has given them the strength to persist where others have given up. They often have their own BIG reasons for wanting to succeed, with the depth of character and leadership qualities that

attracts other quality people to them. They are the ones who have the potential to make it big in this business. One pearl on its own is valuable, however a strand of pearls can be priceless. Just like the strand of pearls, it is more valuable to have a Quality Team of Like-Minded Business Builders, than just you. As with finding quality pearls, do not be discouraged with the time it may take to find a team of 12 'pearls' in Your Business; just do not stop looking! Seek and you WILL find! Once you have found them, invest in them to assist them find their 'pearls'. In so doing, you add value to every 'pearl' in Your Business and everyone benefits. Success is out there - start looking for your pearls today!

Identifying the PEARLS in Your Honour Roll

"Selling to people who actually want to hear from you is more effective than interrupting strangers who don't." - Seth Godin

The word PEARLS is an acronym for **Positive Enthusiastic Achievers** who deserve **Recognition**, are **Leaders** and are **Successful**.

☒ **Now, go through Your List of names on your Honour Roll.** Simply place the letter 'P' beside each name that represents a Positive Person. Continue with the letter 'E' beside those who are Enthusiastic, then an 'A' beside any who are Achievers. Continue with the rest of the acronym for the entire list of names. Those who deserve Recognition place an 'R', who demonstrate Leadership place an 'L' and those who have a desire to be Successful and deserve to be, place an 'S'.

In completion, anyone who has the word PEARLS beside their name are generally the most open people to start with. These people are the ones that have the qualities to be great for your business. The next step is to find out if this business is the right fit for them. This is simply the process you follow;

Once you have gone through your initial PEARLS, you may go back to your Honour Roll and take a second look at those with PEARL, PEAR, PEA, EAR etc,. However, as you meet more people, you will begin to look at them through Your 'PEARLS' filter before adding them to your Honour Roll.

You may not necessarily contact everyone on Your Honour Roll, and that is okay. Although anyone can do this, not everyone will. There are some people that will simply be the wrong fit for your business. Just as you would not employ every candidate that applied for a job in a traditional business, the wrong people can potentially cause harm to your business, especially if they do not align with our Core Values. As Business Builders often will be with you for life, choose people that YOU want to be in business with - simple. It is Your Business so choose wisely – they need to impress you, as much as you need to impress them. Be careful not to pre-judge. You cannot always see a 'pearl' from the outside without getting to know what is on the inside.

Your contact with these people is actually a subtle interview process. Do they impress you enough with the qualities and character you hold valuable (Core Values) to represent you and your business with integrity and the ability to work in unity? In essence, you are screening

prospects by getting to know them to find out if they are the right fit for this industry. Then, if they impress you enough, invite them to hear the EcoForce Opportunity and be in business with you. You may discover that you have some people on Your Honour Roll that you would never do business with and that is okay. Be selective - after all, it is Your Business.

“The quality of your associations will determine your level of prosperity.”

If someone only had 10 names on their Honour Roll, psychologically it puts a lot of pressure on them to find pearls amongst those 10. Some may say; *“But I don’t know anyone else!”* I would then question their drive to be in this business. There are over 23 million people in Australia alone, and this is a global business. For most, it will require getting out of their comfort zone, if they are not prepared to do that, then your time is valuable, so love them and leave them. Work only with those who are prepared to work - the rewards are worth it.

The more people you meet, it will become a natural, almost subconscious process, to filter them through your ‘PEARLS Radar’. Seek to add more names to Your Honour Roll constantly which should always be expanding. Go to relevant places, events and seminars where you are likely to meet possible ‘pearls’ and simply make friends. Today, there are many business networking groups, seminars and functions that attract people looking for other people to connect and do business with. You are simply building rapport with enough people to learn if they fit your criteria to offer this opportunity with them by using your ‘PEARLS Filter’. Once you own this business and begin to be on purpose, you will be amazed at the quality people you will meet, and the fun you will have.

Just as every oyster has the potential to produce a pearl, however not all will. Just as anyone can do this business, not all will. For some, it may not be the ‘right time’. *Some will, some won’t, some do, some don’t; so what, so who is next on Your Honour Roll?* You may have to open many ‘oysters’ before you find a pearl - never give up!

“Be courageous. It is one of the only places left uncrowded.”

Always keep in mind - there are people looking for a business every day of the year. People invest in businesses just like people invest in houses. Look for creative ways to locate such people. You may be surprised where you find them - they could even be living next door to you.

OK, I’ve got my list of PEARLS, I’m confident with my message, I know HOW to register someone ... HOW do I make Initial Contact?

Firstly, always remember to KEEP IT SIMPLE. EcoForce Global has made this business very simple for us. People already need what you have to offer whether they realise it or not – the planet needs what you have to offer! It is not like we are promoting spare parts for an ocean liner, so do not complicate the process.

Secondly, DON’T DUMP THE TRUCKLOAD! Too often when people talk to someone about this business, they share too much! We call this, dumping the truck load. You want to craft your communication so that you share just enough to get them interested enough for them to be

asking, if not begging, you for more. You can talk people into, and out of, this business if you are not professional in your communication with them about this remarkable opportunity. You do not have to convince anyone, the information does that for you. You are simply offering a little bit of bait to see if they will bite. Then reel them in gently, respectfully and with deliberate action and concise details.

Thirdly, ENJOY! This really is a fun business! You are proactively helping the planet, you are making money, you are pursuing Your Dreams and turning Your Dreams into Reality. Few people can say that! Walk the talk. Therefore, think as an entrepreneur, dress appropriately, look sharp and be proactive to improve your health (there is nothing to be gained by being wealthy and sick). Let it show in all you do. Have a grateful heart for all that is in your life, be confident with no ego, expect greatness and expect people to register with you. There may never be another opportunity like it!

"Care more than others think wise. Risk more than others think safe. Dream more than others think practical. Expect more than others think possible." - Claude T Bissell

A few simple Practical Steps to Make Contact.

1. ☒ **Invest in adhesive labels with Your Contact Details on them.** This gives any material you give out a professional finish. They are often a small investment and are also tax deductible. Ensure you have the following information on your labels - the number of characters will depend on the space permitted on the labels.

- ✓ Independent Distributor (include these words on all labels)
- ✓ Your Name (and Your Partner where applicable)
- ✓ Your Contact Number
- ✓ Your Email Address

Avoid including your personal address for your privacy and protection, also if you move, your labels remain relevant. PO Box details therefore are ideal, yet not necessary.

2. ☒ **Business Cards. Be creative, professional and simple - not cheesy.** Consider the card they are printed on. Professional cards make a statement, cheap ones do too. Cards have their place, however not having them can work in your favor. If we hand out a card, we then wait (and hope) for that person to contact us. If we do not have a card, we can ask the other person for their card. This provides you with THEIR details for you to follow up with. Just a thought.

3. ☒ **Having Invites to the next EcoForce Global Presentation on hand is a must.** You never know where or when you may meet PEARLS. This is also a conversation starter. Ensure any handwritten details are written in neat handwriting.

4. ☒ ***"I've got some important information I need to share with you. When can we catch up over coffee?"*** Meeting someone for a coffee simply to catch up as you have something you would like to run past them, is easy to do. Be relaxed and flexible to work around the other person's schedule. If they ask you to share what you want to talk about, simply tell them it is something you would rather discuss in person. Be honest. Ensure the whole conversation is not about EcoForce or you! Keep it balanced as you would with a friend. You want them to

think; *"I can do this!"* (Meeting in person is far more effective than other methods. If you are at ease, you also put the other person at ease. Also, keep to the point.)

5. ☒ **Simply email a person with information.** This is best followed up or preceded by a phone conversation. On average, people read only one in five emails. If they have not heard from you in a while, they may miss your email, or it may end up in their junk file so they may not realise you have reached out to them. You also want to ensure your message is crafted well in your email so they 'get you' and what you have to offer. Do your best to convey your authentic self. Emails saturated in marketing razzle dazzle are often dismissed, deleted, or treated as spam before reading, so investing in such may not get the result you are after. Subscribing or reading blogs etc., can often provide a wealth of ideas for how to write simple emails that people will read. Use such for inspiration.

6. ☒ **A simple phone conversation.** Be friendly, honest and authentic. This saves time constructing an email and generally more effective. Follow up in person or by sending them some information, depending how the conversation unfolds.

7. ☒ **It is often easier to invite someone to an event, so promote and use events to your benefit.** The event becomes the third person for you. What this means, the event does most of the work for you by enrolling, educating and raising their awareness, to all that EcoForce do and the opportunity on offer. You simply follow up by asking after the event, which Option fits best for them. Ideally collect them and take them with you to the venue – this also allows you the time to chat about the event and opportunity afterwards. Few people like arriving at events alone. If you are meeting them at the venue, advise that you will wait for them outside so they will feel relaxed and confident when they arrive. Ensure you arrive early so you are waiting for them, rather than the other way around. When inviting, always be up front and honest with them about what they can expect so they do not feel misled. Always contact the person 24 hours prior to remind them of the event. Talk in a way that you have an expectation they will show up and that you are looking forward to them being there.

Following are two possible examples of inviting someone to an event. You decide which one enrolls you the most;

(i) *"Hi Mary, I'm phoning to remind you about the event tomorrow night. I understand if you can't make it, so if you can't make it, that's okay. There will be other events you might like to come to."*

(ii) *"Hi Mary, I'm really excited about the event tomorrow night. I know you will get a lot out of, it. I am simply confirming that I will collect you at 6:15. I will have you home by 9. See you then!"*

Can you see that the second example far more enrolling? Keep in mind that the other person does not know how important this information is ... yet. The way you communicate will reflect YOUR level of belief to them, so let your conviction about what you do marinate the tone, energy and rhythm of your communication. The first example may leave the person wondering if the person who invited them really believes in what the event has to offer. They are also giving them the chance to bail out, and chances are, they will take it and bail!

Craft your communication to reflect your passion. If you were to invite a friend to a BBQ that would be easy for you, so embrace a similar posture. If you are awkward, they will pick up on that. Infuse energy and enthusiasm into your invitation and keep it short and simple to arouse their curiosity. Remember, this opportunity has the potential to change their life, your life and the planet! That is worth getting excited about!

Group Presentations have their place, however, also be present to the power of a one-on-one presentation. They are easily duplicatable, especially if there are no local events to tap into. The EcoForce Global Presentation can be easily shown on most smart phones, so learn how to present this powerfully.

"Connection brings extraordinary results."

There are many ways of introducing the opportunity that EcoForce has to offer. To offer someone the opportunity to make a proactive step to help the planet while being rewarded financially to do so, is something truly unique. Many people are seeking a back-up income or additional income, so they are often more open to learning about an opportunity than most people think. Sharing the 'whole story' through the EcoForce Presentation simply provides the Options on how they can get connected that they can decide which Option works best for them.

Should they not join you now, keep in mind that you have sown a seed for the future. They may engage later when their situation has changed or when what you have to offer is relevant to them, so keep them on your Drip File to 'water that seed' if they are open to such. If you have built enough rapport, this makes it easier to follow up with them with the timing is right for them. You are simply bringing to their awareness solutions for when and if the need arises in their world.

Belief in the vision often precedes belief in the opportunity, so nurture this process.

☒ **Others will be watching you first to observe your progress before engaging, so keep that in mind.** Friends and family often ask; "So, how many you got signed up now?" or "How much are you making from that thing you're in?" Often when you are doing well, they may say; "You were just lucky. I couldn't do what you do." In any case, keep the door open and keep pressing forward. Your success will come with or without them if you keep taking consistent intentional action.

Remember the Law of Sowing and Reaping - there is always a time to sow, however we never know when the time of reaping will occur. Keep sowing.

☒ **Do not give up on those that do not do anything initially.** For some people, it takes time to get in the right head space before they start taking action. It may simply not be the right time for them right now, or they may still be building their belief about what you are offering, or may even be asking themselves; "Can I actually do this?" Ideally you want to learn why they are not proceeding as you may be able to help them overcome their objections. However, structure your communication in such a way that keeps the door open for you to

follow up with them at a later date. (We will cover follow up in more detail in the Sowing and Reaping Module: The Fortune is in the Follow Up.)

Every business generally has a great product or service, however not all businesses are profitable. EcoForce Global however presents a unique profitable business opportunity! When people know you are in business, it is generally expected you will be sharing your business opportunity, so they may be more open to what you have to offer than you may think. Learn to be comfortable with this and let your communication reflect who you are.

◆ The Option Approach

“... Jonny, I know you have been looking for ways to boost your income. I have something that you need to look at, plus I would love to catch up. When would it work for us to meet? Would a weekday or weekend work for you?”

Always offer an option; *“... Would you prefer a weekday or weekend?”* By following this approach, the person is directed to answering the question often without thinking about saying “no” to the invite. Remember, they do not know how important this is yet, so direct the conversation to create a meeting – it is then where they can decide if this fits for them or not.

Your Next Step. If they respond with a weekday, simply respond with another option approach to clarify further; *“Great. Would you prefer early or later in the week?”* When they share their preferred day, use the same option approach to clarify even further; *“Would during the day or evening work for you.”* If they respond; *“during the day”,* then reply; *“Morning or afternoon.”* Simply continue providing choices until you have secured a specific time and date for the meeting. This allows you to control the direction of the conversation, while empowering them as they are making the decisions.

For most however, you will not need to go through that many options to narrow a time. You could even say up front; *“I’ve got Tuesday morning or Thursday afternoon free.”* They can choose either one of those, or even give you a choice for you in return. You simply direct the conversation for them to make an appointment.

People will always make time for things that are important.

Practice asking questions that do not allow for a “yes” or “no” response, rather crafted to lock in an appointment. Again, keep in mind that YOU know the importance of this more than they do at this stage, so learn to direct the conversation. Be respectful, not forceful in your communication.

◆ Handing Out Material

☒ **Handing out relevant Material provides the opportunity to educate and raise awareness about Your Offer.** This may be in the form of printed material, a DVD, CD, etc. Respect a person’s choice to say “no”. Ensure the prospect actually wants the information BEFORE handing it to them – you can often create a want in the person prior to offering the material

through a few clarifying questions or teasing with key points covered in the material that are relevant to them; this is all in the way you craft your communication with them, so have fun with this. ALWAYS make a date and time then to retrieve the information or you may never see the material again. This allows you then to set up a conversation with the goal of presenting them the opportunity by having a chat about what they thought of the information and what is important to them, and the solutions offered through EcoForce Global. Making a date to retrieve the information not only ensures you get the material back, this also will demonstrate to you if they are really interested or not, and their personal accountability.

◆ The “If I ... Will You?” Approach

“If I lend you this CD, will you listen to it?” - this simple phrase asks for commitment. If they answer “Yes”, then emphasise the importance of the information simply by mentioning that you need to get it back from them within 2 days. Make a time and date then to retrieve the material and to follow up. The follow up is best done over coffee or a quiet place.

☑ **Make a habit of recording the follow-up date and time in your diary** (or some other reliable method). What you have lent out and to whom and on what date and the date you got it back. It is easy to forget what was given out and to whom. This results in a waste of time and your resources.

☑ **Encourage them to listen to the CD/DVD or read the material.** Mention that there are some fascinating points raised in the material, and that you are interested in their thoughts on the material when you catch up.

☑ If they say “no”, take the material off them, then simply say *“that’s okay”* and change the subject. By respecting their decision in return gives you respect. Never push the point. By taking the material from them may even arouse their curiosity to take the material anyway. Keep the person wanting or asking for more by only giving glimpses of what you have to offer. **Do not ‘dump the truckload’ with information overload - you will cover more detail when and if they register.** Always assist decisions by allowing them to reach their own conclusions. Your job is simply to give them the right information to make a wise, educated, informed decision about what you are offering them.

There are many ways of prospecting - it is an art, and a profession. Ensure you get coaching from EcoForce Global Training and your Sponsor to achieve the best results. Above all, enjoy yourself!

◆ Recommended Reading / Listening

‘Questions are the Answers’ by Allan Pease. This is a great book to read, that is also available on audio, on this Module to assist you. It is written for the Australian Network Marketing industry that will give you practical tips and tools for You and Your Team on crafted communication to share this Opportunity with others.

“A river cuts through rock, not because of its power, rather because of its persistence.”

- Jim Watkins

Wrap Up - Keeping it Simple, Keeping it Real.

◆ Many people set goals on things they have no control over.

For example; making \$10,000 per month. You are sort of in control, however, HOW do YOU Measure Progress to achieve this?

Let us make this easy

You cannot control who joins you. You can only control who you talk to and how many people you talk to.

Let me ask this ...

If you present EcoForce Global as You, just *how many* people do you need to talk with to enrol 1 business builder? 10, 20, 30, 100 people? Be honest. On average, this is around 20 intentional conversations.

So, let's use that (you can supply your own numbers).

If it takes talking to 20 to enrol 1, you need to talk to 1 per day everyday Monday to Friday for 1 month. That gives you 1 Distributor.

Let's say that 1 person has the same credibility as you.

So, they need to talk to 1 person each day. That means that in month 2, there are only 2 of you. For month 3 through to 10, it goes like this if everyone does the same; 4 – 8 – 16 – 32 – 64 – 128 – 256 – 512. This is the where the power of leverage kicks in.

If everyone purchases \$200/month You earn (conservatively)
0 – \$10 – \$40 – \$250 – \$580 – \$1,200 – \$2,400 – \$4,800 – \$9,000

Can You see what is happening?

In 4 – 6 months you finally start making your money back. However, if you stuck it out for just a few more months you would be very wealthy.

Right? But WHY aren't we?

Most people do not realise that it is all about consistently working in this business model that pays off. A Network Marketing Professional however, totally understands this, and they are the ones who reap the rewards.

"Your Dreams won't come true without YOU"

◆ **Teaching this Simple Principle of Consistency is important for You AND Your Team's Success.**

"Eating 7 apples once a day over 7 days makes sense. Eating 7 apples at once is a challenge."
- Jim Rohn

You need $10 \times 20 = 200$ names of people on your warm Honour Roll (PEARLS) to make this work. Most people talk to about 10 people. They then talk to the same 10 people over and over, or they come up with excuses why they haven't spoken to anyone for 3 - 4 days and figure they will talk to 6 on Friday. We know that never works. **However, being consistent works.**

◆ If it makes sense to You, it will make sense to Your Friends.

(i) *Help them see this and you will make enough to pay for Your monthly investment.*

(ii) *Help those people do the same, and you will put cash in Your Pocket.*

Start with The Truth;

"Bob. I found something. I don't think you will have an interest in it, however I wanted to share it with you anyway."

"What is it?"

"Do you have a few minutes to listen/watch something?"

"Yes."

"Great!"

Share a very short clip. 3-5 min only. Then simply ask;

"What did you LIKE best?"

Then simply follow up at scheduled time and share YOUR story. Do not chase people. When people are chased, people run!

Using brochures makes this process very simple. Sharing the EcoForce Global Presentation shares the whole story.

◆ **To reach Bronze Level and Silver Level**

You need to figure out how many people buying at \$200/month you need. If you are doubling every month you simply plug in those numbers.

If you want Platinum Level, for example \$50,000 volume at \$200/month that is 250 people.

At 1 person/month and the doubling principle, that is 9 – 10 months. If you would like to get there faster, simply double Your Efforts.

Talk to 2 people per day. That is 2 new Distributors per month. Talk to 3 etc. Right? With this approach, YOU have control over the outcome, and therefore Your Income.

◆ **It is that simple. It is all about HOW MUCH You want this, HOW SOON do You want it, and YOUR REASON to be Consistent and Keep Going.**

If you said it takes talking to 30 to find 1, you simply figure out that you will need to talk to 1/day everyday Monday to Sunday to find that one in a month.

◆ **Plus, now YOU are in control.**

YOU can control how many people YOU talk to. If you only talk to 1 every other day, you will take twice as long.

So, if it takes this long then we can understand why most people never make it. They quit too soon because they had unrealistic expectations.

Do not make it hard. If someone hints they want to say “no”, let them. Look to who is next on Your Honour Roll and enjoy the journey. *Waiting for people will slow you down, and Procrastination is a delay in Your Results.*

Momentum is created when enough people are thinking the same, talking the same and doing the same.

◆ **Always have a Grand Goal to aim for, yet break this down into achievable bite size chunks, or this dream may only ever remain a dream.**

A vision without action is a hallucination.

Too many people have an amazing goal, yet find themselves defeated because the due date for that goal came and went without them achieving it, and they wonder why.

They get caught up in the emotion of what it would feel like to own that goal which is important for inspiration, yet little motivation was put in to taking the necessary action to making that goal a reality. *‘The journey of 1,000 miles always begins with a single small step.’*

A mountain worth climbing is achieved step by step. Never in one giant leap.

For example, I may want to lose 30kgs in 3 months. 3 months comes and goes, however without taking action on the smaller achievable steps, at the end of 3 months I may have lost nothing, or worse, put on more weight.

Yet, if I focused my efforts and action on losing just 2.5kgs per week, (around 400 grams per day), I would totally achieve my goal. The actions or disciplines we embrace now become habits and habits are hard to break. It is habits that create results - desirable or undesirable.

Take deliberate measurable steps toward your goal, not just dream about it. Start today!

What you DO TODAY, and everyday counts! What you DO NOT DO everyday, also counts.

◆ KEY SUCCESS POINTS

your personal review

1. *WHAT is meant by the term, 'sharpen the saw'?*
2. *WHAT is the underlying reason many people fear getting a 'no' when asking for something from someone else?*
3. *WHAT is the moral of the story about 'the birds'?*
4. *HOW is a 'no' in this industry considered actually a good thing?*
5. *WHAT are the benefits of role playing for this industry?*
6. *EXPLAIN in Your own words what is a Honour Roll?*
7. *WHAT does the acronym PEARLS stand for, and HOW do I apply this to my Honour Roll?*
8. *EXPLAIN what 'dumping the truckload' means.*
9. *LIST 5 ways HOW I can make contact with someone to share this Opportunity with them?*
10. *EXPLAIN in Your own words what the 'Option Approach' is.*
11. *EXPLAIN the 'If I ... Will You?' Approach.*

12. a) *HOW many people DO YOU need to talk to each month to register One Distributor?*
b) *HOW many per day does this translate to?*
c) *CONTACT your first person TODAY! Who is this person?*

13. *WHAT needs to happen for YOU to be prepared so you can achieve this?*