

# "I CAN" BENEFIT STATEMENTS

## WHAT DO YOU DO?

A benefit statement is a 15 second memory hook you use when you meet someone new, you have a very short time period to make an impression, and your goal is to make them highly curious about what you do.

### BENEFIT STATEMENTS:

- Today a lot of people are struggling with finances and health. What I do is very important because I have been extremely successful with a home based business in which I mentor people to be successful in those areas.
- (their name), I'm so glad you asked; you know how people are struggling with health and finances? My husband and I mentor people on how to be successful in those two areas.
- My wife and I are building a business with a group of extremely successful people that is enabling us to have time freedom, relax and enjoy life.
- You know how the economy is now and a lot of people are struggling with finances and health? What I do is very important because I am working with an extremely successful group who mentor people in those two areas.

The above are some suggested benefit statements. It must be a statement that will produce a curiosity that will allow you to "share more".

The "share more" statement may be:

- I am selecting who I want to work with in a 12 month project that has 2 purposes: to build wellness and to develop a residual source of income. It involves a 12 month commitment of working 6-10 hours a week with an expected income of \$4,000-6,000 a month in income. The company is Mannatech. Have you heard of them? If you are interested I need your name, phone number and email address and I will send you a link that you can check out to see if this fits for you. I will then follow up with you and answer any questions you may have. **Regardless of what you decide. I appreciate you taking the time to explore this with me**
- Use the "Customized Invitation" as a guide to "share more"