

"I CAN"

How To Get Started

Now I am in the Program and how do I get started?

Approaching people to solve their Health/Wealth issues may seem intimidating to you but it should not. What you are doing is stepping up to play life in a bigger way, to impact lives around you by giving people new hope for a better tomorrow, and presenting opportunities to live healthier lives they would not have had without you. Focus on others. Come from BOLD, come from CONTRIBUTION, come from a firm knowledge that you CAN and WILL MAKE A DIFFERENCE!

Basic Context:

1. **People do not care how much you know until they know how much you care.** Thus, whether you approach them for wealth or health, make sure you communicate from your heart. Be a great listener!
2. **Understand your market.**...In other words, if you are approaching a Gen X'er, perhaps he really does not want to work as hard as his parents, and really sees the value of retiring early. You have the plan. Health may not be as important an issue, but time freedom truly is. Do not enter any relationship without trying to understand the possibilities, but also do not be presumptuous.
3. **Stay away from being an expert.** If they want more information on the health products, send them where they can find it (see Additional Resources) or use your Product Specialist (See You Team FORMo2). The "I Can" Program is simple, duplicatable, and straightforward. Keep it simple!
4. **Share your story**...why are you in it. Let them see your heart and passion for helping to solve two of the critical issues we face in the world today: health and wealth.

Method of Approach

1. If for health,
 - a) Share with the "Let's Go Natural" CD and the "What Makes us Unique" piece. That is a great start. Follow up with a 3-way with your Team members.
 - b) After they express some interest then tell them about the "I Can" Program whereby they can get the Company to pay for their products, but more

importantly, build a stream of residual income in just 12 months.

How? By helping others. This is a true WIN/WIN.

c) Use Additional Resources for more information.

d) Use the www.icantoo.net website

2. If for wealth,

a) Share with them the DVD. Meet with them one on one to go through the flipchart and the "I Can Plan for Financial Security" in appendix. If they want to know more review your Program Manual so they can see how it works.

b) Use your Team members for 3-way calls and other support so they can see the Team in action.

c) Use the www.icantoo.net website

3. If you do not know of any interest in particular,

ASK - LISTEN - SOLVE

a) ASK: Lead in the conversation with just personal questions to build rapport. Ask about family, occupation, recreation and motivation ("FORM").

b) LISTEN: The number one topic people like to talk about is themselves. Listen to what they have to say without interruption. Take a clue when something arises as to health or wealth. If health or wealth arises, then you can offer the solution and use the tools listed above. If not, then eventually you can allow the conversation to turn to you. You can always present to them your new mission.

c) SOLVE: Do not come out telling people what they need. Only after the conversation drifts naturally in a direction do you present a solution. Everyone is looking for something and you have a lot to offer everyone. YOUR JOB is to find their need. Then solve it. If you are one-on-one, use the Placemat as a tool to cover health and/or wealth.

4. If mission (and understand that mission is the #1 motivation for people),

a) Share the DVD, and talk about current problems in our country of disparity of wealth, and healthcare dilemma.

b) Start sounding like a political campaign for "We the People"; we need a grassroots movement to tackle these issues being ignored in Washington.

c) Use the language around health today being an elitist commodity. People make decisions based on emotions so elicit some emotions.

d) "Did you ever hear the starfish story?" It is a great way to lead into what you are doing in the "I Can" Program so use it.