

ADS FOR THE I CAN PROGRAM

Under "Business Opportunities"

"Seeking individuals willing to make a 12 month commitment of 10 hrs a week to build a very profitable wellness business. Call (your number)"

Job Disappearing? Now interviewing people interested in creating solid income. FT/PT. Call (your number)

“I CAN”

Responding To Calls from an AD

“SEEKING INDIVIDUALS WILLING TO MAKE A 12 MONTH COMMITMENT FOR 10 HOURS PER WEEK TO BUILD A VERY PROFITABLE WELLNESS BUSINESS
CALL: _____”

PROCESS:

- Ask then Listen:** “What piqued your interest in the ad?” (answers could be: they were already in a business but not making enough money, they tried network marketing, had a bad experience, loves the wellness industry, doesn’t have a lot of time because.....etc.). Your goal is to find clues to their “needs/benefits” so you can isolate why I CAN would be “perfect” for them (or not). Note: you should also “profile” them if possible as to traits you see in them that would make them successful in the I Can Program – this can be used later in a follow up cover letter, a meeting, or on this call, depending on how much time you both have to talk.
- Give them a short presentation** with the goal being to get an appointment or invite them to a presentation you are giving or deliver something in the mail if they prove to be a likely candidate with proper level of interest. You are sorting them so do not automatically send out info without qualifying them.
Presentation: Based on answering the Ad
 - Explain the program’s name: “I Can” Make a Difference. You are successful when you act to make a difference in the lives of others by sharing this opportunity with them
 - Success: \$2000-\$6000 per month of residual income- you can walk away after 12 months and this will continue without your involvement
 - Your commitment:
 - 12 months, 6-10 hours per week
 - Purchase \$100 worth of scientifically based wellness products (“I wouldn’t go a day without them”) per month
 - Register 1 person per month who will do the same.
- Bring back their Profile** or the traits you noticed in talking with them that would contribute to their success in this program. Then ASK them what they think.
- If qualified, Send:** “I CAN” DVD and/or “Let’s Go Natural” CD depending on their interest. “They will explain the products and/or I Can Program better than I can over the phone.” **ASK** them what they would want to see in this program that would be important to them – then note where they should pay special attention to the DVD.
- NEXT STEP: Make appointment for follow up** phone or face to face meeting