

“I CAN”

Telephone Marketing

Attached is a list of great survey questions you can use on cold-calling to find potential I CAN partners. Be aware, however, that you can not use them for those who have requested their names listed on the “No Call” list as filed with the local governments. The law surrounding this specific action is best summarized in the following FAQ found on the www.donotcall.gov website:

“8. If a call includes a telephone survey and a sales pitch, is it covered?”

Yes. Callers purporting to take a survey, but also offering to sell goods or services, must comply with the do not call provisions. But if the call is for the sole purpose of conducting a survey, it is exempt.”

Thus, to avoid legal issues, please contact the local government authority for your specific area on their website, apply as a business (it should be free) and download the “No Call List” so that as you go through the phone book, you make sure you stay away from those who are on the list.

It is a great idea and I support people who want to grow their “I Can” business this way.

Hi, my name is _____ with _____ and I'm conducting a brief, 2minute survey. Have I caught you at a good time? Ok great. Please answer the following 11 questions:

1. Do you or does anyone in your home have health issues?
2. Do you go to a doctor for check-ups on a regular basis?
3. Do you have health insurance?
4. Have you or has anyone in your home considered alternative forms of wellness care? (if they don't understand, indicate things like naturopathic, chiropractic, holistic, etc.)
5. Do you feel that what you've been doing to support your health is working?
6. Of the following three items, which currently has the highest priority to you: 1) health, 2) finances, or 3) other?
7. Does everyone in your household work outside the home?
8. Have you or has anyone in your household ever considered a home-based business to generate an alternative source of income?
9. Of the following three items, which currently has the highest priority to you: 1) finances, 2) helping others, 3) spending time with family?
10. Has the current economic down-turn affected your household in a negative manner?
11. If we were to send you a free DVD concerning recent health research would you be willing to watch it to learn about some alternatives? **(Use this if their answers indicate health is the priority.)**

or

If we were to send you a free 15-minute DVD concerning a financial program in the wellness industry would you be willing to watch it to learn about an alternative? **(Use this if their answers indicate finances are the priority.)**

If yes, say Okay great, please confirm your address is _____. We'll mail this immediately and call in a week to confirm that you've received and watched it and answer any questions you might have. Thank you for your time.

If no, say Thank you for taking the time to participate in the survey, and have a great day!