

Time IS THE BIGGEST Killer OF ALL Breaks



Need more time to get all done? Here's 5 ideas!

- Turn off your TV. That's how I became a top 1% leader and got a FREE car.
- Take your <u>cell phone into the bathroom</u>. Text while on the loo. Oh yes, I'm serious.
- While at family gatherings, excuse yourself to the bathroom and set a goal to send 20 texts in under 5 minutes while hiding in the bathroom.

 P.S.I.do this ALL the time.
- While out with friends for dinner, excuse yourself to the bathroom. Go into a stall and send 20 texts in under 5 minutes. My friends NEVER KNOW I do this. And sometimes I've had a glass of wine so it's easier.
- Say <u>NO</u> when someone asks you to join a club you don't want to join, go to an event you don't want to go to, or spend time doing something that isn't good for your life or business. Believe it or not, <u>"NO"</u> is a complete sentence. <u>"NO"</u> frees up time for you to work your business and achieve your dreams.

Here's 8 MORE ideas!



- Text while at the <u>gym on the bike</u>.
- Text while waiting for the doctor.
- Text while <u>brushing your teeth</u> or <u>blow drying your hair</u>. You'll look weird, but you'll look VERY hot one day driving that free car or wearing that fancy outfit you bought.
- Text while someone drives you somewhere.
- Text while you get your <u>hair done</u> or <u>a pedicure</u>.
- Ran out of time to text during the day? No worries... You can text at midnight! Set your phone to airplane mode. Send XX texts. And then take it off of airplane mode when you actually want the messages to send in the morning. #Genius
- Any down time can be income time with <u>texting</u>. I know this. I use it. I love it and my family thinks I don't work. They just think I used the bathroom a lot
- Get out there and <u>HUSTLE</u>. Don't overthink it. It will change your life!

Lesson Two | Local Lead Generation LEAD JARS

In preparation of putting outyour leads jars, what 3 things to do you need?

- 20 lead boxes | - 20 lead slips |

- 20 pens

Enter to Win



What little tip will get you more leads in your lead jars?

Put two leads in the basket so it looks like several. people have already entered.

What are great places I mentioned to put lead jars?

- "Non-Franchised" Hair Salons
- Nail Salons
- Dry Cleaners
- Tanning salons
- Salad Places

- Smoothie Places
- Places Women Go
- Daycares
- Kids Playing Areas
- Small Mom & Pop Places.

NOTE: Franchised Restaurants will let you put them in their bathroom if you will come back within 6 hours to pick it up. Great for the weekend crowds are restaurants. Just add "I'll be back tonight to pick it up.." to your script.

MAGIC SCRIPT when you walk in:

"Hi! Can I leave this here so people can enter to win?" Make sure you put the lead slips on the table with a few pens on top, and put the lead box next to them.

RARE, But If They Ask What It Is For:

"Oh, we are with _____ and we are giving away XX free _____ sessions this month. So we made up these boxes so people can enter to win. Cool to leave it here? I'll be back in a week to check on it."



Blessings Reminder



BE PREPARED FOR THESE BLESSINGS TO HAPPEN: (SOMEHOW THEY ARE BLESSINGS)

- Half of your lead boxes will go missing when you go to check on them. (Hence, don't spend too much on them.)
- I upgrade them to my NICE \$5.99 lead box if they don't throw out my \$1.00 lead box the following week.
- Several Places will have NO leads in them. So when that happens, move the boxes to another location.
- A GREAT Lead box location will net you <u>2-3 leads</u> a week.
- Remember, success takes effort. It's not all EASY.
- Hard work takes effort.





Lesson Two | Local Lead Generation

Click on the images or scan QR code to get The Fabulous Game template:



What is the number one benefit to playing a referral game?

You get to meet warm leads who are more open to meeting with you.

What perfect of people that you text actually book an appointment with you?

1 out of 10 normally. So about 10%.

The best way to play this same game online is this:

Create a Google Form and share the link during your live.

Lesson Two Online Lead Generation

CREATE CURIOUSITY



Okay so, I'm testing out these new lashes. They are like natural, don't need glue or magnets and they just give a subtle hint of more lashes. I'm a fan cause I don't feel like I have anything on my lashes. So weird, yet so awesome. Are you a lash girl? Why or why not?



Cleaned my oven out and it came out pretty good with this new green cleaner my friend recommended. So thankful for you, Kelly!
Curious, what do you clean your oven with?







Our biggest goal with a curiosity post is to get people to say:

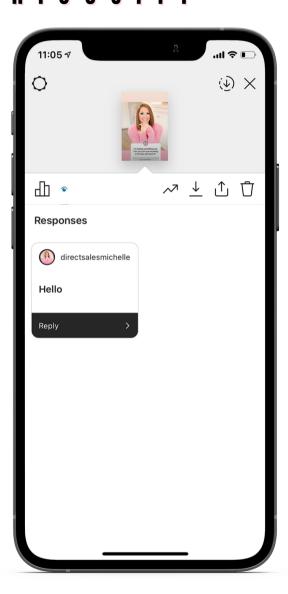
What is it?

The best way to get people to see our curiosity post is this:

End by asking questions so people interact with it.

Lesson Two | Online Lead Generation CREATE CHRICHSITY





The one secret to getting tons of engagement online is this:

Keep people curious. Don't give it all anyway anywhere online.

The best way to get people interested in our products is:

Get them asking us about them. And then, send them more info.

Lesson Four | Gelling & Closing

The secrets to selling lots of your products to new clients is this:

Feature
Benefit
Hidden Benefit
Story

The best way to dramatically increase your sales is this:

Have a closing sheet with a variety of sets to show your clients plus special deals you are offering.

How to upsell like crazy is to use this script:

- This only works if you are able to offer a discount.
- Pick winners from **EVERYONE** who orders from you
- It is up to you on how many winners you pick for the day.

Say: Hi Sarah! I got your order and we picked lucky winners today from the orders that came in. And your name was drawn! That means you get to add any amount of additional items to your order at ____% off. Let me know what you'd like to add and we we ill add it to your order and get this out to you!

When closing sales in person, I need to remember this:

The sale will happen before they leave the door.

When closing sales online, I need to remember this:

The sale will happen within a week after the event with proper follow up.

Selling is not something you do <u>TO someone.</u>
It is something you do <u>FOR someone.</u>

Lesson Four | Selling & Closing

Get people to think of purchasing in <u>SETS</u>

Good one liners:

- These are scientifically formulated to work together.
- These work together synergistically to get you the best results.
- When you use these together, you'll receive optimum results.

Remember this...

90 % of selling is <u>CONVICTION</u>.

10% of selling is <u>PERSUASION</u>.

And this is a good one to remember from Seth Godin...

Don't find <u>CUSTOMERS</u> for your products, find products for your CUSTOMERS." - Seth Godin

This is ONE of TWO WAYS on how to increase the sale: UPSELLING

UPSELLING is when you persuade a customer to buy a more expensive item or upgrade a product or service to make the sale more profitable.

You have our basic pan that will do the job. But we do have a more robust pan for just \$25 more that has an ion coating that has a lifetime warranty and will last you longer.

Do you want to upgrade to that version?

The SECOND WAY to increase the sale is this.

To <u>CROSS-SELL</u> is to sell related or complementary products to an existing customer. <u>CROSS-SELLING</u> is one of the most effective methods of increasing the average order value.

Okay. The sweater comes to \$70, but what really goes great with that top is our purple frosted hat and mittens. And the hat and mittens are only \$35. Would you like to add that in?



The simple eight-step strategy you can use to attract more business to you organically online

Step One | Be Active On Your Social Media Platform of choice.

- Facebook is a great platform for engagement, friendship and community.
- YouTube is great for everlasting exposure to the information you create to constantly reach new clients.
- **Instagram** is great for engagement & to reach out to strangers.

Step Two | Be An Expert In Something

- What is your special gift that you'd like to share with the world?
- What is your **passion**?
- What could you talk about for hours and hours happily?
- Does what you know help others or could it help others?
- Why can't you own your awesome and show up online?

Step Three | The Reason Someone Is An Expert Online And You Are Not Is This:

• They **decided** to be.

Step Four | What Does Your Headshot Say About You?

- | care.
- I am <u>professional</u>.
- I have got it going on.
- I mean <u>business</u>.
- I am someone you can trust.
- I can help you, serve you & change your life.



















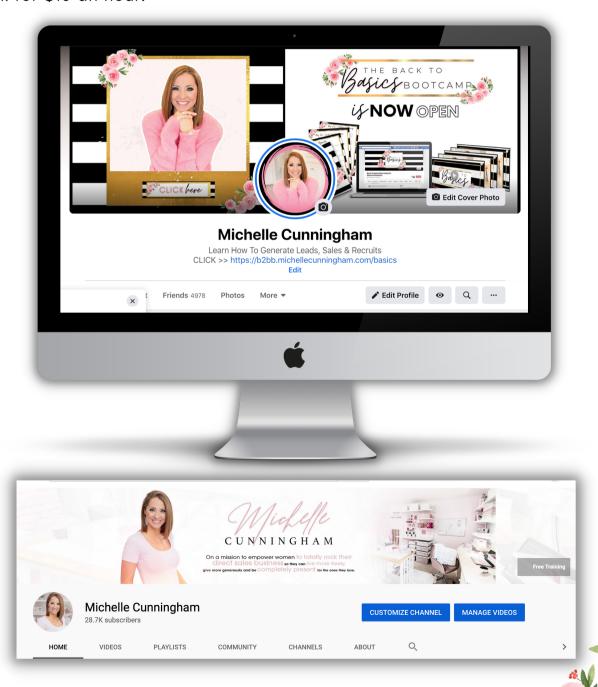




ATTRACTING BUSINESS ONLINE

Step Five | Use The Real Estate On Your Platform Wisely

- The **Banner Matters** | Your **Graphics** Matter | Your Messaging Matters
- Great places to create an awesome banner are Canva or Fiverr.
- I also have an amazing virtual assistant company I can connect you to that does work for \$10 an hour.





ATTRACTING BUSINESS ONLINE

Step Six | Provide Valuable Information That Helps Others or Brightens Their Day

- Facebook Rule Of Thumb: Two Posts Per Day | Ten Stories Per Day
- YouTube Rule Of Thumb: One Video Per Week
- <u>Instagram</u> Rule Of Thumb: Post To Stories Daily, Post To Profile Once A Week

Go Live Or Post Images Or Share Information That's Helpful To Others

- Post An Image With Helpful Information
- Post A Positive Quote
- Introduce Yourself
- Post Fun Things About You
- Post Awesome Things About Your Family
- Post Cute Stories You Re-share
- Post Nice Things That Bring Joy
- And then...once a week: 1 Business Curiosity Post & One Opportunity Post

Step Seven | A Call To Action To Bring Them Back To You

- Email Opt-In
- Invite To Your Facebook Live
- A Google Form
- Send You A Message

Step Eight | Show Up <u>Consistently</u> & <u>Frequently</u> & Lead With <u>Value</u>

- Ray Higdon has gone live every single day for 11 years.
- I go live 3-4 times per week.
- I try to post one Youtube Video per week.
- I try to post on Facebook daily.
- Perfection isn't the goal. Action is. If you take time off, so what. Get back on when you can.
- The more value you provide & the more you serve, the more blessings will come your way.

Organized Balance

ORGANIZING YOUR HOME & BUSINESS TOGETHER

The simple four-step strategy you can use to get your family on board.

Step One | Let Them Know How Much You <u>Appreciate</u> Them & Their Support

Step Two | Have A <u>Family Meeting</u> Explaining The Goal You Are Working On

- Involved them in the goal
- Let them pick the prize you are working on
- Keep them posted on how close you are to the goal as you work on it
- Let them be part of your wins & celebrate with them when you win

Step Three | Be Vulnerable About Your <u>BIG Goal</u> You Are Working On

- I joined a business and I'm really excited about it, but I'm also a little scared. So I need you to support me while I work on this goal for the next 6 months.
- Give it a start and end time, so they know what to expect.
- Plus it will motivate you to get to work.

Step Four | Don't Share The Struggles & Complain

- If you spend all your energy convincing them how hard this is, how much you are struggling, how much you hate failing, they are going to protect you and try to convince you to quit.
- **Complain UP** to someone who has been there & can walk you through it.
- Your friends and family are typically not those people.
- Find your supportive tribe that gets it and will cheer you on.
- Don't focus on the negatives. Focus on what's going right.
- Keep an I AM AWESOME folder with notes and things that remind you why you are awesome. 'Cause you are always AWESOME.

Organized Balance

ORGANIZING YOUR HOME & BUSINESS TOGETHER

Create Your Organized Work Space

Step One | Make Yourself A <u>Corner</u> or <u>Office</u> Where You Can Work

Step Two | Stay Up Late One Night Getting It All Organized (If Need Be)

- Phone
- Notebook
- Pen
- Printer
- Shredder
- Three-Hole Puncher
- 1-Inch Binders for fabulous sheets
- Customer Profile Holder or Keep It Online
- Do You Manage Inventory?
 - o Inventory (Organized Alphabetically By Category)
 - Outgoing Order Area
 - o Orders Requiring Payment Area
 - o Orders Half-Filled Needing More Inventory Area
 - o Do A Weekly Check Of Inventory Levels

Step Three | Keep It Organized So It Makes You Excited To Work

- <u>Paint It</u> Colors That Make You Happy
- Get A <u>Sachet Scent</u> You Like That Makes You Happy When You Walk In The Room
- Get Visuals That Bring You Joy
- Only Have Items In The Space Necessary For Your Business <u>To Run</u>
- Put A Sign On Your Door If Little Ones Or Family Interrupts Working Hours













Organized Balance

ORGANIZING YOUR HOME & BUSINESS TOGETHER

The Daily Game Plan To Get Your Business Rocking And Rolling

Step One | Set The Hours You Will Work Your Business Daily

- Pick <u>times</u> that work for you.
- If it's one 4 hour block, great.
- If it's 15 minute increments, great.
- If it's only seconds you can find here and there, great. Just find **time**.
- This is your business. Treat it like a business if you want it to pay you like a **business**.

Step Two | Set A Goal For How Many NO's You Will Get Each Day

- Better to focus on getting NO's than working on getting YES's.
- That way, you will always WIN and feel like you hit the goal.
- KEY: Someone ignoring you is NOT a NO. Keep following up till you get the NO.
- Tracking Sheet On Following Page (Template)

Step Three | Spend One Hours Prospecting

- Send more messages than you think is **humanly possible** to be able to reply to.
- Sending TONS of messages will change the game for you. Try it.
- Send more than you ever **have before.**
- If you need help keeping track of all the contacts, use this free program: Map.MichelleCunningham.com

Step Four | Spend One Hour Checking On Clients Products & Event Reminders

- People will <u>forget</u>.
- Your job is to make sure they do not. You are a professional reminder.

Step Five | Spend 30 Minutes Inviting People To Hear About Your <u>Opportunity</u>

- The people you met who tried your products are your best potential recruits.
- Follow up and follow up and follow up.
- You are a professional reminder and a professional life-changer.
- Step out and reach out and change lives. They NEED YOU.

Step Six | Spend 30 Minutes Being LOUD On <u>Social Media</u>

• Let me show you how. (Tutorial)

Step Seven | Spend 30 Minutes Checking Emails Or Texts

• This may take longer depending on how many messages you sent for the day.



THIS CAN CHANGE EVERYTHING

FROM THIS DAY FORWARD, I PROMISE TO BE PROACTIVE AND NOT REACTIVE **BECAUSE I AM WORTH** IT AND MY BUSINESS MATTERS.

Signed:

A Super Successful Business Owner



Basics Matter

