

EIB PROSPECTING WORKSHEET

Building Your Network. Building Your Business.

WHAT IS PROSPECTING?

Prospecting is the process of finding and connecting with individuals who could benefit from what we offer—either as a client or a business partner.

Just like a builder needs materials to construct a building, an EIB business owner needs **people** to build a distribution network and a book of business.

THE 3 SOURCES OF PROSPECTS

1. People You Know

- Friends
 - Family
 - Co-workers
 - Social circles
 - Past contacts
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2. People You Don't Know

- Strangers you meet throughout your day
 - New relationships built intentionally
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3. People Your People Know

- Referrals
- Expanding your network through others

It's not about who you know. It's about who they know.

WHY PROSPECTING MATTERS

Imagine introducing someone to this opportunity... and 5 years from now, they've achieved financial independence.

Now imagine you never spoke to them.

People are looking for opportunities more than ever.

They are waiting for someone like you to show them.

THE REALITY OF PROSPECTING

Prospecting is both **natural and unnatural**:

- **Natural:** We've been meeting people and making friends our entire lives
- **Unnatural:** Fear of rejection and "don't talk to strangers"

Understanding "NO"

A "no" does NOT mean:

- You were rejected
- You did something wrong

It simply means:

- Not the right time
- Not the right person
- Not the right situation

If someone says no, they're not rejecting you—they're rejecting the offer.

Success Requires Rejection

- Babe Ruth held the home run record—and the strikeout record

- Michael Jordan missed thousands of shots

“I’ve failed over and over again in my life—and that is why I succeed.”

PROSPECTING STANDARD (NON-NEGOTIABLE)

If you want to win in this business, prospecting is daily.

Minimum Daily Activity:

- **10 new contacts**
- **5 follow-ups**
- **1 booked invite**

Consistency beats intensity.

WHO YOU ARE LOOKING FOR

We are not looking for everyone.

Ideal Prospect:

- Ambitious but not satisfied with current income
- Open-minded and coachable
- Good communicator / people person
- Mentions goals, money, or growth
- Early career or looking for more

Avoid:

- Negative mindset
 - Closed-minded individuals
 - People unwilling to grow
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WHERE TO PROSPECT

Prospecting happens everywhere.

Daily Environments:

- Gym
 - Coffee shops
 - Networking events
 - Church
 - Malls / retail
 - Gas stations
 - Social events
 - Online (Instagram, TikTok, LinkedIn)
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HOW TO PROSPECT (THE 4 QUESTIONS)

Always start with a genuine compliment, then transition naturally.

Flow:

1. **“What do you do?”**
 2. **“How long have you been doing that?”**
 3. **“Is that something you’re trying to grow long-term or just doing for now?”**
 4. **“Are you open to other ways of making money if something makes sense?”**
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THE CLOSE

Option 1 (Leverage Someone Else):

“I work with a group that’s expanding right now—we’re only looking for sharp, motivated people. I can’t promise it’s a fit, but I’d be happy to connect you to my director. What’s the best number for you?”

Option 2 (Direct Close):

“Let’s stay connected. I think you’d be a great fit for what we’re building. What’s the best number to reach you?”

SOCIAL MEDIA PROSPECTING SYSTEM

This is a major source of growth.

Daily Targets:

- 10 new DMs
- 5 story replies
- 3 new conversations

DM Examples:

- “Hey bro, quick question—are you open to making extra income if something made sense?”
 - “Random but you seem growth-minded—are you open to new opportunities right now?”
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FOLLOW-UP SYSTEM

The fortune is in the follow-up.

Basic Structure:

- Day 1: Initial contact
- Day 2: Follow-up
- Day 3–7: Light check-ins
- Weekly: Stay in touch

Simple Follow-Up:

“Hey, just wanted to circle back—still open to taking a look or should I close your file for now?”

HANDLING COMMON CONCERNS

“What is EIB?”

“We’re in financial services—we show people how to make and save money. I can’t promise anything, but I can connect you with my director. What’s the best number?”

“I don’t have time”

“Perfect—we like busy people. Busy people get things done. What’s the best number to reach you?”

“Is it sales?”

“Do you like sales?”

- If yes: “Perfect, you’ll love it.”
- If not: “That’s fine, let’s just take a look.”

→ “What’s the best number to reach you?”

“Is this one of those things?”

“What do you mean?”

(Let them explain)

“If it was, I wouldn’t be a part of it. What’s the best number to reach you?”

“My friend tried it and it didn’t work”

“That’s normal. You wouldn’t quit school because someone else dropped out, right?”

DO’S AND DON’TS

DO:

- Be professional
 - Give everyone a chance
 - Follow up consistently
 - Respect decisions
 - Track your contacts
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DON'T:

- Pressure people
 - Mislead or overpromise
 - Speak negatively about others
 - Represent the company poorly
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HOW YOU SAY IT MATTERS

People don't join businesses. They join people.

Key Principles:

- Smile when you speak
 - Be confident, not desperate
 - Slow down your speech
 - Be willing to walk away
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FINAL REMINDER

You are not bothering people.

You are offering an opportunity that could change their life.

Some will say no.

Some will say maybe.

A few will say yes.

Those "yes" people will change your life forever.

CORE TRUTH

You can't say the right thing to the wrong person.
You can't say the wrong thing to the right person.