

MEETING 4- V10

Objectives

- Get the new partner into action mode by
 - Determining what the new partner wants to achieve
 - Agreeing on the plan how to get there

Preparation:

- Check that the prospect has accepted the calendar invite
- Make sure you know how to share your screen
- Open the [Business Planning](#) slides on Google Drive
- Print out this document, and use it as a guideline for your talking points

Meeting itself

- Check if the candidate has any questions about the modules Getting started, Recruitment, Key Skills, and Earnings
- Specifically make sure they have registered for the Loyalty program, and they have set up their Talent Trainer email address
- Ask your new partner to make notes, and also make notes yourself

SHARE YOUR SCREEN WITH THE BUSINESS PLANNING SLIDES, and use these talking points as a guideline

FRONTPAGE: BUSINESS PLANNING

This is big business, not a hobby that you dip in and out of. In most businesses, you need to invest money. And to get money from banks or investors, you need a business plan. In our business, nobody needs to invest money. But we ARE going to invest something that is even more valuable than money: TIME. So we need to make sure that we are investing our time wisely.

Today, we will focus on steps 1-4 of the Business planning process.

SLIDE 2: BUSINESS PLAN

There are 9 steps to building a Network Marketing business that each new partner gets taught, so you can duplicate them with your own team.

Steps 1-4 we will go through in detail today

Step 5: You start inviting people from your network, to learn about the opportunity. In the next self study module, we will provide more training on how to do that effectively

Step 6: We will then present the opportunity to your invitees. That is Meeting 1, just like we did it with you

Step 7: Follow Up, Then we take successful invitees through meetings 2 and 3, just like we did with you

Step 8: You and me keep very open communication lines, and we communicate constantly (pretty much daily) about your business progress

Step 9: We take your new partners through these same 9 steps

SLIDE 3: FIND YOUR WHY

- Explain that people are not committed to making this business work because they have invested money in it, they are going to make this work because they are personally motivated to achieve a certain outcome. It is important to explicitly express what this higher purpose is
- Probe them deeply about what big life goal(s) this business can help them with
- It often helps to break the ice, if you (the sponsor) also share your own WHY
- Make sure both of you write their dreams down, for future reference! Even better, encourage them to visualise their 'dream life' in pictures (after the meeting)

Now explain that an ambition without goals, actions and commitment, is just HOPE. An ambition WITH these things, is a PLAN. So let's talk about goals, actions and commitments.

SLIDE 4: GOALS

- Discuss with the new partner, how much money they want earn from this business ... by when ... and how much time they can dedicate to get there
- Write this down

SLIDES 5-6: GOALS, RANK ADVANCEMENT

- Explain that 4Life works with ranks, that indicate the size and shape of people's businesses
- As your business develops, you proceed through these ranks
- Check which Rank is associated with the desired income, and talk them through the qualifications for this destination
- NB: the second row indicates the number of people you sign up ... but they do NOT all have to Builders. This includes customers

SLIDE 7: FIRST GOALS. BY WHEN?

- The quickest way to get to €1,000/month repetitive income is to start with building a team of 3x3x3, like we explained in meeting 2
- By then you will be Diamond Elite (you will need just 3 Builders, but in addition, we know from experience that everyone will pick up least 3 customers as well, once you start sharing the products and opportunity with other people)
- Calculate out loud: If you have 6* hours per week available to build your business, let's allocate 1 hour to the weekly Training, that means we have 5 hours/week remaining, to present the opportunity to people. *Adjust these numbers, based on the hours they have available
- So if we talk to 5 people per week, we can have 40 meetings in 2 months. Do you think there will be at least 3 among them, that will jump at the opportunity to do this with us?
- OK, so let's plan to close Phase 1 in 3 months (because the training process takes about 1 month). Check what date that is, and get their buy-in for this date
- The same timeframe then applies to your frontline: it will take them 3 months as well, to find their 3 builders. So Phase 2 gets reached after 6 months. Agree the date.
- In the third phase, the scale gets slightly bigger, so let's conservatively plan for 4 months: that means Phase 3 gets closed after 10 months. Agree the date

NOW SIGN THEM UP FOR A FAST START PACK IN THE LOYALTY PROGRAM

- With this plan, within one year, you will be Diamond Elite, and you will get your three levels of Builder Bonus. So we need to make sure you are part of the Fast Start Program, so that you will earn €1,240 extra

bonuses (€840 for achieving new Builder Bonus levels, and €600 for Diamond / Diamond Elite rank achievements). You can do this by ordering a Fast Start pack with 400LP for your second order.

- And we should do that as part of the Loyalty Program, so you get 95 Bonus LP's. Check if they have already signed up for the Loyalty Program. If not, do it now together on their own website (not the app).
- Shall we secure your entry in the Fast Start Program now?

SLIDE 8: COMMITMENT

Make the commitments from your side, and ask them explicitly if they are happy with each commitment from their side

SLIDE 9: MAKE A LIST

- Explain how important it is to have a long list. As long as you have plenty people in the pipeline, it is not a big deal when some prospects say no (this WILL happen)
- Explain that in the next meeting, they are going to start calling the first 20, so that you get at least 5 meetings in the diary
- Offer to listen in the background via a video call, for support and feedback, while they make the invitations on speaker phone

SLIDE 10: NEXT STEPS

- TLC= Talent trainer Learning Centre. This is Training module 10 on the website. It contains very good podcasts, videos and books, to continue your training about this new business
- Inviting. This is a skill that you need to learn. I will send you some links to several training documents in the follow-up email, and then I will continue to teach you, when you start calling next week
- Identify the first 20, some might not answer, some will say no ... we need to get at least 5 meetings in. the diary
- Ask the new partner to send the next meeting invite with Google Meet link. Don't do it for them! They need to learn how to do this, and they need to start taking charge of their own business development

Follow-up

- Send them the follow up email, using the template below. The title of the email should be "Talent Trainer Business Plan follow-up"

Email title: Talent Trainer Business Plan follow-up

Hi [Name],

How exciting that we now have a specific action plan, that will lead you to the life you desire. A life with health, money, time and freedom.

Now let's get started!

Please find below the next steps to help you prepare for your first invitations. It might feel a bit awkward initially, but self development is all about transcending your comfort zone. Trust the process. It works.

1. Make a list of 100+ people you like. Positive, honest people with whom you are willing to share the product and business opportunity. It's not important whether you think they are interested in the business or not. All that matters, is that you share your passion and conviction, with at least 4 people every week.
2. Identify the first 20 people that you'd like to start sharing your "adventure" with.
3. Prepare for the invitations:
 - Re-read the "[How to invite a candidate](#)" section from Training Module 6B
 - Re-view Eric Worre's "[Inviting Skill](#)" video from Training Module 7.2
 - Go through the three training documents on our Google Drive: [Eric Worre's World Class Recruiting Scripts](#), the "[Inviting skills](#)" document, and the [invitation examples](#) in English/Dutch
4. Please go through the last Training module called "[9. Consumer Education](#)".
5. **From now on, you will have access to all training modules with just one password: a.** Please always access the slides or documents that you use in your meetings, via the website, to make sure you always have the most recent version.
6. With that same password "a" you will also have access to module 10, the TalentTrainer Learning Center (TLC). Please listen and watch everything there, at your own pace over the next month(s). This information is to be digested repeatedly over time. It is full of podcasts, videos, and books. We recommend that you download the TLC as an icon on your phone homescreen, so you can refer to it easily, anytime. Instructions how to do that, are [here](#)
7. From now on you may use our powerful digital product expert Alex Europe (an AI tool). You can download Alex [here](#). Click [here](#) to access the US version of Alex.
8. You can find all the scripts and slides for each of the 4 meetings, via the [Recruitment Module](#) (module 6) on the Talent Trainer website. Just scroll down to the sections about Meetings 1, 2, 3, and 4, and you will find the hyperlinks there. The texts for the follow-up emails you need to send after each meeting, are at the end of each Word document. The same can also be found in the folder "Meeting Protocols 2025" on the Shared Drive: https://drive.google.com/drive/u/1/folders/1gNG_qw1oinUOzVBLnACWxSuw5qR6Hsf0?direction=d).

Good luck, and I look forward to receiving your invite for [day, date, time], when we will start reaching out to your network.

Best regards,