



Team Legacy



# LAUNCH GUIDE

5 Simple Steps to Launching Your Business Quickly

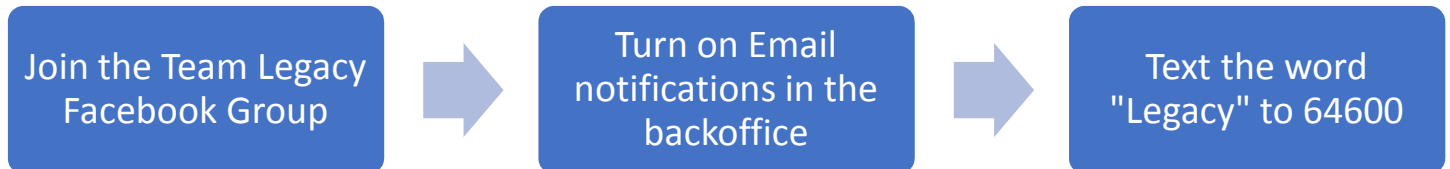
**LET'S LAUNCH  
YOUR  
BUSINESS**



# FAST TRACK TO LAUNCH YOUR BUSINESS RIGHT

**Welcome to Team Legacy!** We want you to feel welcomed and confident right away. This Launch Guide will provide you the simple steps & training you need to maximize your first 30 - 90 days. Our goal for you is to earn while you learn. There is more to know about the system, products, compensation plan and the team.

If you haven't done so already, watch our welcome video at [www.lvgopro.com/welcome](http://www.lvgopro.com/welcome). As a new Team Legacy member, it's critical to your long-term success that you get plugged in right away. Be sure to join our Team Legacy Facebook Group. Much of our communication is done here. Also, have your email notifications turned on within your back office. Text the word "Legacy" to 64600 to get text reminders and updates from the team.



## 5 KEY PRINCIPLES:

There are 5 key principles that you will need to understand to be successful. This is a business of duplication and if everyone on your team buys in to these key principles, your Legacy will be solid.

1. Be a Product of the Product – Get on subscription
2. 15 Presentations a Month (minimum)
3. Have Ten Prospects in Motion at all times
4. Do the money making activities - I.P.C. – Invite, Present, Close
5. Attend All Events

The first goal is to get you a commissions check as soon as possible. When you are doing the right behaviors, the money will follow in accordance to the compensation plan. The more people you introduce this to, the more you'll connect with those that want to participate as a customer or as distributor alongside of you so let's get started!

## STEP 1: WRITE YOUR FIRST 10 IN MOTION LIST

You want to fill your funnel with 10 people in your warm market. What's a warm market? Friends, family, and people you already know. At all times, we recommend having at least 10 people actively meeting with you and evaluating the information so that we can quickly get a Yes or No or a Not Now answer from them. Keep the funnel full and add people daily. To become an Elite distributor, you need to be sharing this information **at least 15 times a month** with new prospects.

If you've presented to someone and they are off doing their research or entered the witness protection program ☺, take these prospects off your 10 In Motion list, put them on a follow up list and replace them with new prospects so that you always have fresh prospects in your 10 In Motion list. The idea is to not chase people forever but find the ones that are looking for a solution now.





Write down your first 10 prospects	
1	6
2	7
3	8
4	9
5	10

Tip: Create a database in a notebook, excel, or download a tracker to track all the people you talk to. You will always be adding new prospects to your database.

## STEP #2 – PIQUE their INTEREST, ask if they're OPEN, and SET an APPOINTMENT

Now that you have a list of prospects, let's begin reaching out to them individually and see if they see what you see by sharing the information with them. First, we need to have a conversation to see if they are interested and open to learning more. If they are, we will set an appointment for them to see the whole information using a tool or meeting.



Step 1: Pique Interest		
<b>HEALTH CONCIOUS</b> Have you ever heard of Nutrigenomics? (No?) It's a new technology in healthcare that made some breakthroughs on the aging process and getting the body to do more of what its designed to do. It's pretty exciting stuff and not many people even know about it yet.	<b>BUSINESS MINDED</b> Have you ever thought about starting a business or being your boss? Does working from home interest you? Healthcare is hot right now and I found a way to make some money with an emerging healthcare technology. Not many people know about this yet.	<b>INDIRECT APPROACH</b> Do you know anybody that needs another source of income? I found a way to make some money in my spare time using eCommerce. Who do you know that wants to make some more money and is into the latest health trends?

## Step 2: Ask if they are open

### HEALTH CONCIOUS

Are you open to taking at this new healthcare technology?

I'm learning a lot myself and know many people that are already benefiting from it.

There is this ABC News report that you jsut have to see.

If you're open, I'd love to show it to you and the nshow you how it works.

### BUSINESS MINDED

Are you open to another income source?

It's a simple eCommerce model and the commissions go right to your bank account.

There is this ABC news report on this new healthcare product that you have to see for yourself.

If you're open, I'd love to show your the business model.

### INDIRECT APPROACH

Are you open to taking a look yourself? I'm sure you know someone that would be interested in this publically traded company.

The stock has quadrupled over the past year or so.

If you are, I'd love to show you this ABC news report on the product they have and you can see my business plan.

Expect them to say they are open. If they say "no", just say "That's ok, it's not for everyone." and ask them if they can refer anyone that's really into health or wants another source of income.

When they say "Yes", we are ready to set an appointment so they can see all of the information. **Make sure you stay in control of the process** and don't let them go fishing on their own because they will make a rash decision without getting the whole story. The best thing is a face to face meeting or phone call along with a tool such as a video, website, or webinar.

## Step 3: Set an Appointment & Show the Information

### MEET FACE TO FACE (Preferred)

What is your schedule this week? Let's grab a coffee and I'll give you the info.

Are you home right now? I'll come over and show you an ABC news report that you have to see.

Bring along the presentation slides wither printed or on your computer or phone.

### WEBINAR (Watch with them)

Are you free tomorrow night? Or the next night?

There is a live 30 minute expert webinar that we can watch and learn together.

Here is the link to register:

**[www.lvgoopro.com/webinar](http://www.lvgoopro.com/webinar)**

Let me know when you are regitered and I'll register for the same one.

### WEBSITE (Walk them through it)

Are you in front of your computer? (Yes?)

I'll give you a website and walk you through it.

*(Text or email the website only when they are ready to look at it with you)*

Preferred website:

**[www.justlooking.info](http://www.justlooking.info)**



### STEP 3: CLOSE and ENROLL

After they see the information using a tool such as the presentation deck, webinar, website, etc., now it's time to see what they can benefit from and gauge their Interest. It may seem awkward to ask a closing question but it's the only way to move them forward in the process so be brave!

Step 4: Ask a Closing Question		
WHAT DID YOU LIKE?	ARE YOU READY?	HOW MUCH?
What did you like most about what you saw?	How do you see yourself getting involved? As a product user or a distributor?	How much would you have to make per month to make this worth your while?
Were you intrigued more by the product or the business opportunity or both?	Sounds like your ready to get started. Let's get you enrolled.	If I can show you how to reach that goal in a reasonable amount of time, would you be willing to enroll?

After you ask a closing question, this is the point where any questions or concerns are brought up. Until you learn how to address the concerns yourself, this is a great opportunity to get your sponsor or upline on a 3 way call with them and allow them to answer their questions and address concerns.

If they are at a point where they either want to try product, be a customer, or be a distributor, let's get them enrolled!

Step 5: Enroll		
CUSTOMER	DISTRIBUTOR: PICK A PACK	ENROLL
The company rewards you by giving you a discounted price by going on a subscription.	Share pros and cons of the different packs.	Share your replicated website address.
You can manage your account online and you can cancel at anytime.	Larger packs have more product and there are additional perks.	Do this with them if you can either in person or over the phone.
Share your replicated website address if they want to enroll themselves.	In the end, it doesn't matter which pack you come in on, just make sure that you go on a subscription of at least 100PV to qualify for commissions and 200PV to maximize commissions.	Help them through the process.
Otherwise, enroll them yourself on your site.		<b>GET THEM STARTED</b>
		Share this process with them and have them start on their list of the first 10 people.



## STEP #4 – FOLLOW UP & CLOSE AGAIN

Many won't give you a "Yes" or "No" their first time hearing the information. In fact, statistics show that 80% of people enroll after the 5<sup>th</sup> follow up so that's why we say "The fortune is in the follow up." Make sure you schedule a day and time to follow up. Don't leave it loose. Make sure you ask a closing question each time you follow up. Here is how your conversation might go when you follow up.

***"Hey Bob! I know you wanted to do some research and think about this after taking a look. What did you find out that you like the best so far? (Let them talk). That's great! Tell me more. (Let them talk). It sounds like you're ready to get started. Do you see yourself just being a product user or do you want to work together and make some money with me?"***

If they have any questions or raise concerns that you can't answer, it's a great time to get them on a 3 way call. Say something like: ***"That's a good question. I'm not sure on how to answer that but I know someone who can help, Hang on."*** Dial your sponsor/upline on a 3 way with your prospect, introduce each other and edify each other, then let them ask their question.

**The 3-WAY CHAT:** There is psychology behind "third party validation." Oddly, those who know you best are less likely to take you at your word with the information you share with them. However, if you connect them with a support leader to validate the company, products and you...there openness will change for the positive. **TIP: Program into your phone 2 or 3 upline support leaders who will help you with your 3-way Chats.**

For more ideas on how to follow up, resolving concerns and closing. Check out our training videos and guides at: [www.createalegacy.net](http://www.createalegacy.net) and click on **Training**.

**STEP 5: ESTABLISH YOUR DAILY MODE OF OPERATION (DMO):** Professionals understand that success comes from a set of consistent behaviors over a long period of time. You will want to create a daily routine for yourself so that your business moves forward each day. Your DMO list may look like this:

### Things to Do Every Day to Grow my Business

- ☐ Contact at least 2 new prospects and see if they are open to taking a look
- ☐ Follow Up with 2 prospects that have seen the information and see if they are ready to get started
- ☐ Add new names to my database of contacts
- ☐ Watch a training video & learn something new
- ☐ Add 3 new friends on Facebook (look for friends of friends or people in Facebook groups)
- ☐ Message 3 new people in Facebook to build new relationships
- ☐ Work on my Personal Growth by reading a few pages of a personal development book

**Tip:** Modify this, print out and post somewhere where you can see it every day.

## IMPORTANT!!! IF YOU REALLY WANT THIS, YOU MUST GET TRAINED AND BECOME A PROFESSIONAL

There are posers, amateurs and professionals in network marketing. Posers come and go, amateurs spend more money than they make, but professionals can make a successful career for themselves. We want you to be a professional and like any profession, you need to learn a new skill, practice it, and then become a master.





Professionals invest in themselves by attending training events. These events will give you're the skills necessary to be successful while networking with others who have already had success. Get registered for the next Elite Academy and local trainings. Statistics have shown that Distributors who attend events earn **20X** more than those who do not.

CORPORATE EVENTS: (3 times per year) [www.lifevantage.com/upcoming-events/](http://www.lifevantage.com/upcoming-events/)

LIFEVANTAGE ACADEMY: (monthly training in person or online) [www.lifevantageacademy.com](http://www.lifevantageacademy.com)

PROVEN PLAN CALL: Every Saturday 11am Eastern/10am Central [www.TheProvenPlan.com](http://www.TheProvenPlan.com)

## SOCIAL MEDIA

If you would like to use social media (Facebook, Instagram etc.) to grow your business, go to [www.createalegacy.net](http://www.createalegacy.net) to review our social media tips and training videos. **DO NOT** post on your social media accounts about LifeVantage or our products until you understand some basic Do's and Don'ts. We have a very effective system, if used correctly. In fact, the same steps above can be followed on social media, it's just your conversation just takes place on social media tools like Facebook Messenger.

### Social Media Tips

- 1) Set your privacy setting to "Public" to let everyone see your posts.
  - a. Click on "Settings" then "Privacy". You'll be taken to your "Privacy Settings and Tools" page
  - b. Under "Your Activity" – "Who can see your future posts?" click Edit. There you can switch you're your setting to "Public".
- 2) If you do not have a good profile picture of yourself already, get one.
  - a. You want the image to be clear, with decent lighting and you smiling or at least looking happy
  - b. No pictures of symbols, your kids or your pets. You can make your Facebook banner image of your family and kids if you'd like
- 3) Post 2-3 times a day. Follow the 14-7-1 rule.
  - a. 14 posts per week NONE BUSINESS (traveling, dinner out, meals you've cooked, social events, funny story about your kids or pets etc.)
  - b. 7 posts per week (MAX!) sharing product and or customer stories (remembering NOT to mention the company or product trademark terms.)
  - c. 1 post per week that is a HARD sell on taking a look/joining your team
  - d. Only 2-5% of your audience will see a post. So, if you only post 2x a week – chances are you're reaching less than 20-30% of your friends or followers in any given month. Knowing this, focus on posting at least 2x a day if not 3.
- 4) Reach out to current friends that you have not approached before
  - a. Example: *Hi there Susan. Shame on me for not reaching out personally on FB till now. How are you? I see that Evan is growing up so fast.*
- 5) Join 2-5 Facebook Groups that interest you (e.g. Cars, Cooking, Mommies, Runners, Healthy Living, etc)
- 6) Add a post each day to each group you are in. See who comments on your posts and friend them or message them.
  - a. For example, if it's a mommy group: *Hi everyone. As mom of a potty-training toddler, I recently discovered the best laundry detergent to get that "pee smell" out of sheets and clothes. Thought I'd share. How about you?*
- 7) Make comments on other's posts in the groups you have joined.
- 8) Send new friend requests each day. Friends of friends, people in groups, etc.



- a. Example: *Hi I saw your post in a group we both follow and you seem like the kind of person I'd like to connect with. Hope you don't mind but I sent you a friend request. Have a great day!*
- 9) Every day, message 2-3 people (Friends, friends of friends, people in groups, etc.)

### The Formula:

Hi there (name)! I'm so glad we connected/reconnected...I'm curious, would you be open to looking at what I'm doing? *note: if they share with you something that is related to money, health, time etc. you can insert that here.* I've always admired your can-do attitude and desire to help others. You're the type of person I'd want to lock arms with so I wanted to extend the offer. *note: Give them a compliment or refer to something they shared with you as to why to qualified them for your product or opportunity.*

### Examples: (Cut and paste these into Messenger and modify)

#### Friends of Friends

*"Hey there Susan I realize we don't know each other personally, outside of our mutual friends however, I'm curious, might you be open to checking out what I do, if it didn't interfere with what you are doing now? If yes, great! Let's chat. If not then no worries at all. Given your passion for fitness and helping others live healthier, I thought I would offer. I hope you have a great day."*

#### Facebook Group Connections

*"Hey there Anthony I saw your post in a mutual group we follow and had to reach out. I 100% realize we don't know each other personally however, I'm curious, might you be open to checking out what I do, if it didn't interfere with what you are doing now? If yes, great! Let's chat. If not then no worries at all. Given your passion for fitness and helping others live healthier, I thought I would offer. I hope you have a great day."*

## **HOMEWORK:**

- Set yourself up on a subscription if you haven't already. Maximize the compensation plan by having no less than 200PV (Personal Volume) right from the start. This volume comes from you and your personally enrolled customers. Anything less than 200PV, you could be leaving money on the table. 100PV is the minimum to earn any commissions.
- Get familiar with the tools. Learn the content and how to navigate your replicated site, [www.justlooking.info](http://www.justlooking.info), and [www.createalegacy.net](http://www.createalegacy.net) (lvgopro.com).
- Learn the Compensation Plan. Watch videos on [www.lvgopro.com/training](http://www.lvgopro.com/training) on the compensation.
- Consider doing a home meeting or hosting your own webinar and have your sponsor/upline present for you. This is a good way to shotgun the start of your business.

## **CONGRATULATIONS!**

**You just completed the Launch Guide! Hungry for more?**

**For more training, we recommend these websites and training videos:**

1. Primary website for sharing information – [www.JustLooking.info](http://www.JustLooking.info)
2. Team Legacy Website – [www.createalegacy.net](http://www.createalegacy.net)
3. LifeVantage YouTube Channel - <https://www.youtube.com/c/lifevantagecorp>
4. Nrf2 Science Information – [www.nrf2science.com](http://www.nrf2science.com)

