



JEWELSCENT

2018  
*Gem*  
CONFERENCE





gemstra

# GEM CONFERENCE TRAINING

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JEWELSCENT | gemstra

# WELCOME

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## AMIE LARSON

*VP Consultant Development*



JEWELSCENT | gemstra





# BOOKING/SPONSORING BLITZ

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KAREN  
BRAAS-JOHNSON

*Field Development Manager*





# WHERE IS JEWELSCENT / GEMSTRA GOING IN 2018?

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JAY CHENG

*CEO JewelScent & Gemstra*

JEWELSCENT | gemstra









# STARTING YOUR NEW CONSULTANT ON THE PATH TO SUCCESS

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KAREN  
BRAAS-JOHNSON

*Field Development Manager*



*When they  
succeed,*  
**YOU SUCCEED.**

---

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# YOUR PURPOSE AS A LEADER

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**BUILD CONFIDENCE**

**SUPPORT THEM**

**BE A FRIEND/ENCOURAGER**



**T H E I R  
B U S I N E S S  
S H O U L D  
S T A R T  
W I T H**

---



**LAUNCH PARTY**

**2-3 ADDITIONAL PARTIES**

**1 NEW TEAM MEMBER**



**SPEND TIME WITH  
THEM TO:**

**LEARN THEIR GOALS AND DESIRES**

**BE AN ENCOURAGER**

**ESTABLISH A RELATIONSHIP**



**ABOUT 1 IN 10  
NEW CONSULTANTS  
BECOME YOUR BUSINESS  
BUILDERS.**

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**SHARE YOUR VISION  
& DESIRE FOR YOUR  
TEAM'S SUCCESS.**

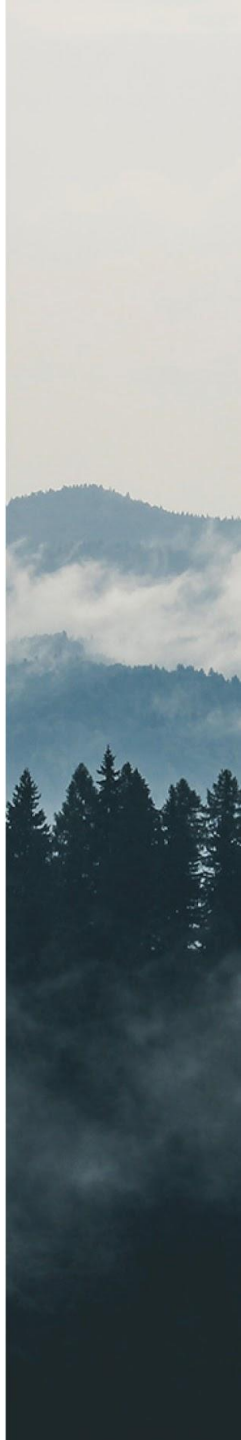
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# ONBOARDING EMAILS

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DAY 1 - PART 1: WELCOME TO THE FAMILY

DAY 1 - PART 2: LET'S GET YOUR BUSINESS  
STARTED



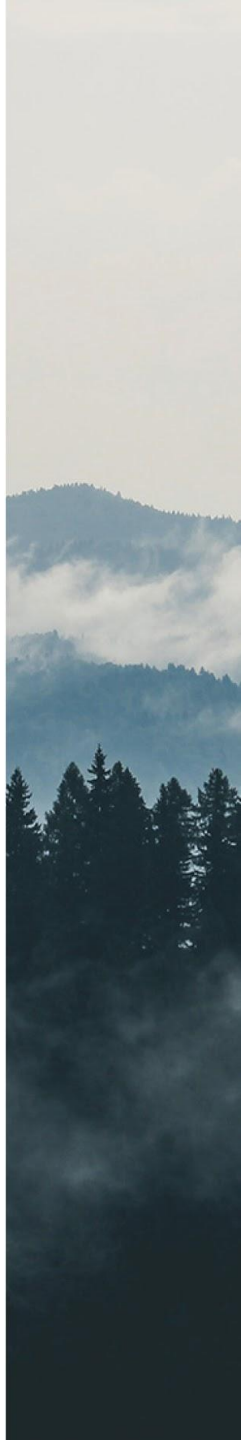
# ONBOARDING EMAILS

---

DAY 1 - PART 1: WELCOME TO THE FAMILY

DAY 1 - PART 2: LET'S GET YOUR BUSINESS  
STARTED

DAY 2: IT'S TIME TO PARTY WITH JEWELSCENT



# ONBOARDING EMAILS

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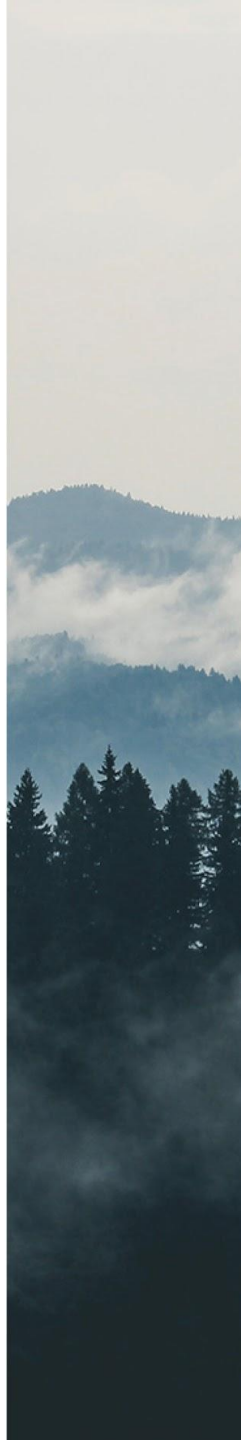
DAY 1 - PART 1: WELCOME TO THE FAMILY

DAY 1 - PART 2: LET'S GET YOUR BUSINESS  
STARTED

DAY 2: IT'S TIME TO PARTY WITH JEWELSCENT

DAY 3 - PART 1: LET'S SET UP YOUR GEMSTRA  
BOUTIQUE

DAY 3 - PART 2: HOW CAN WE HELP?





# ONBOARDING EMAILS

---

DAY 1 - PART 1: WELCOME TO THE FAMILY

DAY 1 - PART 2: LET'S GET YOUR BUSINESS  
STARTED

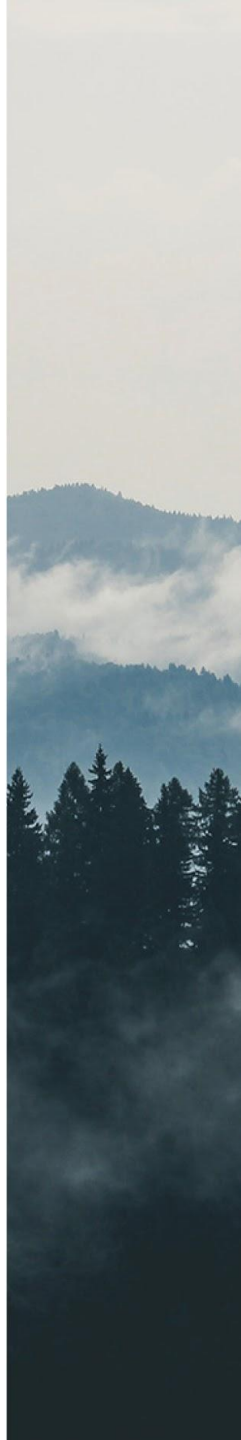
DAY 2: IT'S TIME TO PARTY WITH JEWELSCENT

DAY 3 - PART 1: LET'S SET UP YOUR GEMSTRA  
BOUTIQUE

DAY 3 - PART 2: HOW CAN WE HELP?

DAY 4 - PART 1: REAP THE BENEFITS OF SEED

DAY 4 - PART 2: WHY SPONSOR?



# ONBOARDING EMAILS

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DAY 1 - PART 1: WELCOME TO THE FAMILY

DAY 1 - PART 2: LET'S GET YOUR BUSINESS  
STARTED

DAY 2: IT'S TIME TO PARTY WITH JEWELSCENT

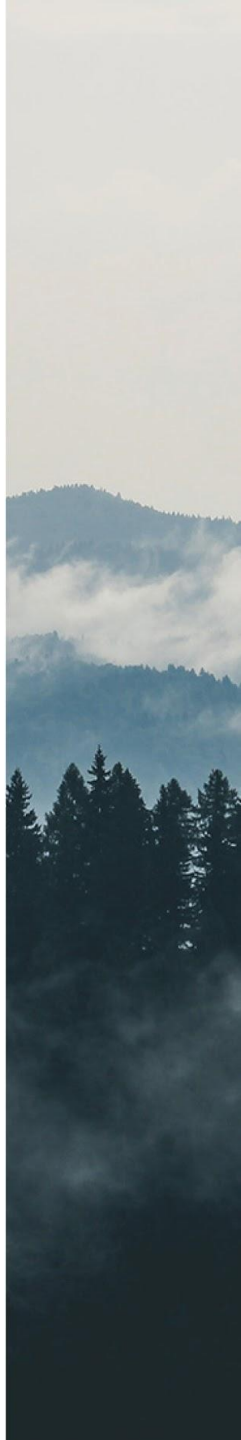
DAY 3 - PART 1: LET'S SET UP YOUR GEMSTRA  
BOUTIQUE

DAY 3 - PART 2: HOW CAN WE HELP?

DAY 4 - PART 1: REAP THE BENEFITS OF SEED

DAY 4 - PART 2: WHY SPONSOR?

DAY 5: LET'S GET YOUR PARTY STARTED



# ONBOARDING EMAILS

---

DAY 1 - PART 1: WELCOME TO THE FAMILY

DAY 1 - PART 2: LET'S GET YOUR BUSINESS  
STARTED

DAY 2: IT'S TIME TO PARTY WITH JEWELSCENT

DAY 3 - PART 1: LET'S SET UP YOUR GEMSTRA  
BOUTIQUE

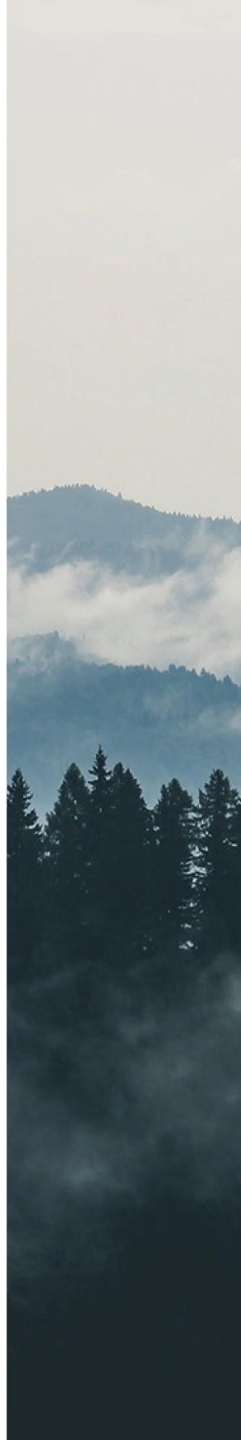
DAY 3 - PART 2: HOW CAN WE HELP?

DAY 4 - PART 1: REAP THE BENEFITS OF SEED

DAY 4 - PART 2: WHY SPONSOR?

DAY 5: LET'S GET YOUR PARTY STARTED

DAY 6: ENJOY YOUR PERKS



# SEED



**STRETCH**

**ENGAGE**

**ENDURE**

**DUPLICATE**







**DO NOT  
DO THE WORK  
FOR THEM.**

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**RECOGNIZE  
THEIR  
ACCOMPLISHMENTS.**

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**RELATIONSHIP.**

---

JEWELSCENT | gemStra

**STARTING YOUR NEW CONSULTANT  
ON THE PATH TO SUCCESS.**







# ANNOUNCEMENTS



- 
- > NEW PARTNER BRANDS
  - > NEW SIGNATURE LINE
  - > SUBSCRIPTION BOX

# ACCOMPANY US FOR A **ROAD TRIP** ACROSS AMERICA.

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So many beautiful sights  
& scents to discover. Pack  
your bags and come on a  
roadtrip with JewelScent and  
**experience this Scentsational  
country with us!**

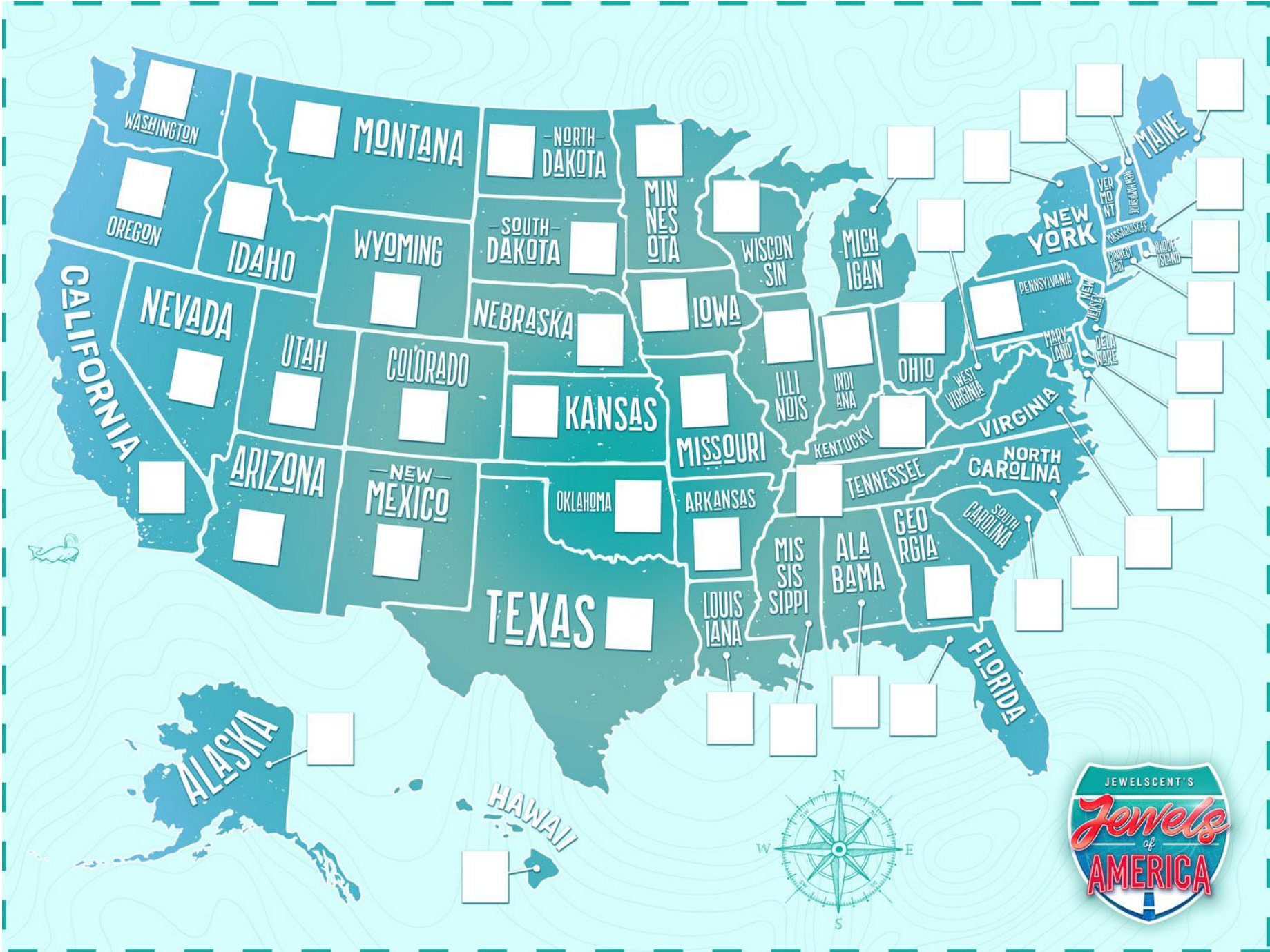




Each month, we will be visiting a new destination. **Your subscription will provide you with a map of America** and each month you will receive a stamp to mark off your travels.









# Jewels OF AMERICA

SUBSCRIPTION INCLUDES:

- (1) **EXCLUSIVE JEWELRY CANDLE**  
*(themed to destination)*
- (2) **ESSENTIAL BATH BOMB**  
*(themed to destination)*

\$45





# *Monthly Sweepstakes:*

SPECIALLY CURATED ITEMS FOR  
**EACH DESTINATION**

- PRIZES FOR **HIM**
- PRIZES FOR **HER**
- PRIZES FOR **US**
- PRIZES FOR THE **FAMILY**  
TO BE ENJOYED TOGETHER

Prizes will be themed to the traveled destination.

Ranging from Apple products to Snowboards.

Prizes will not be limited to genders & age.



COMPLETE THE  
*Road Trip* WITH US &  
BE **ENTERED** INTO OUR  
*Final Sweepstakes.*



A chance to **spin the Wheel of Teal** featuring all 9 **exclusive gifts** for the states visited during our road trip this year.



A glass candle jar with a white wax candle inside. The jar has a label with a floral illustration of white and yellow flowers. Green leaves and a pink rose are scattered around the jar. A white rectangular box is overlaid on the center of the image, containing the text.

# AMBASSADOR

*recognition*

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**THANK YOU**  
*to our*  
**2017 AMBASSADORS!**



KARYNN CAMPBELL  
MARJORIE CARDINELL  
JENNIFER CHILDRESS  
HEATHER CRUZ  
KATE EDSON

BETH HORTON  
TRICIA MULLINS  
SARAH RODRIGUEZ  
JENNIFER ROWELL  
BRANDI WILLIS

# WELCOME

*your new*

## 2018 AMBASSADORS!

JACQUELINE CASSIDY

LAURA CLARK

VICKI EDGAR

BONNIE OVERFIELD

SARAH RODRIGUEZ

JENN SCHOON

**WELCOME**

*our four*

**FOUNDING AMBASSADORS!**



**JENNIFER CHILDRESS**

**JENNIFER ROWELL**

**BETH HORTON**

**BRANDI WILLIS**





# BRILLIANT GEM NOMINEES

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MARJORIE CARDINELL

JACQUELINE CASSIDY

VICKI EDGAR

KATE EDSON

WENDY LINDER

TRICIA MULLINS

HELEN SILVERNAIL



**BRILLIANT GEM**

---

**HELEN  
SILVERNAIL**





# RECOGNITION

*for our*

## 2017 SEED ACHIEVERS



VICKI EDGAR

MARCH 2017

DASHAWNA PELLEGRINO

JUNE 2017

HEATHER CRUZ

SEPTEMBER 2017

AMANDA PAULSON

OCTOBER 2017

STEPHEN DAY

NOVEMBER 2017



# RECOGNITION

*for the*

# TOP 10 SPONSORING 2017

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**No. 10**  
SPONSOR  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

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**BROOKLEY  
BELL**

*12 New Qualified  
Consultants*



**No. 9**  
SPONSOR  
2017





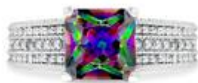
**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**JENN  
SCHOON**

*12 New Qualified  
Consultants*



**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**VICKI  
EDGAR**

*12 New Qualified  
Consultants*

**NO. 7**  
SPONSOR  
2017





**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**MARJORIE  
CARDINELL**

*13 New Qualified  
Consultants*

**NO. 6**  
SPONSOR  
2017



JEWELSCENT  
*A Scent in Every Jewel*  
**LAKESIDE BREEZE**  
NATURAL SOY BLEND TARTS  
MADE IN THE USA  
170 GM 6 OZ

JEWELSCENT  
*A Scent in Every Jewel*  
**WILDFLOWER VALLEY**  
NATURAL SOY BLEND CANDLE  
For a safe and enjoyable experience, please follow all burning instructions shown on the bottom of the candle.  
100 HOUR BURN  
MADE IN USA  
454 GM 16 OZ

JEWELSCENT  
*A Scent in Every Jewel*  
**ENCHANTED GARDEN**  
AROMA BEADS COLLECTION  
For a safe and enjoyable experience, please follow all burning instructions shown on the bottom of the jar.  
MADE IN USA  
541 GM 19.1 OZ

**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

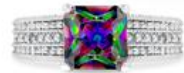
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**JACQUELINE  
CASSIDY**

*14 New Qualified  
Consultants*

NO. 5  
SPONSOR  
2017





**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**HELEN  
SILVERNAIL**

*15 New Qualified  
Consultants*



**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**BRANDI  
WILLIS**

*15 New Qualified  
Consultants*

No. 3  
SPONSOR  
2017





**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**BONNIE  
OVERFIELD**

*15 New Qualified  
Consultants*



**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**JENNIFER  
ROWELL**

*19 New Qualified  
Consultants*



NO. 1  
SPONSOR  
2017





**RECOGNITION**  
*for the*  
**TOP 10 SPONSORING 2017**

---



**JENNIFER  
CHILDRESS**

*31 New Qualified  
Consultants*

# RECOGNITION

*for the*

## TOP 10 SPONSORING 2017



JENNIFER CHILDRESS - 31

JENNIFER ROWELL - 19

BONNIE OVERFIELD - 15

BRANDI WILLIS - 15

HELEN SILVERNAIL - 15

JACQUELINE CASSIDY - 14

MARJORIE CARDINELL - 13

VICKI EDGAR - 12

JENN SCHOON - 12

BROOKLEY BELL - 12

*\*Tie Breaker is PQV*





# RECOGNITION

*for the*

# TOP 10 SALES 2017





**NO. 10**  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**JENNIFER  
ROWELL**

*\$24,580.29*



**NO. 9**  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

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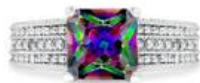
**CRYSTAL  
GIVEN**

*\$26,670.23*





**NO. 8**  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**BRANDI  
WILLIS**

*\$26,865.65*

NO. 7

SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**DANA  
HOLT**

*\$27,075.57*



**NO. 6**

**SALES**

2017



**JEWELSCENT**  
*A Scent in Every Jewel*  
**LAKESIDE BREEZE**  
NATURAL SOY BLEND TARTS  
MADE IN THE USA  
170 GM 6 OZ

**JEWELSCENT**  
*A Scent in Every Jewel*  
**WILDFLOWER VALLEY**  
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**JEWELSCENT**  
*A Scent in Every Jewel*  
**ENCHANTED GARDEN**  
AROMA BEADS COLLECTION  
For a safe and enjoyable experience, please follow all burning instructions shown on the bottom of the jar.  
MADE IN USA  
54 GM 1.9 OZ

**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

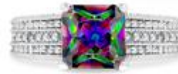
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**DONNA  
HARRIS**

*\$29,987.07*

**NO. 5**  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**JACQUELINE  
CASSIDY**

*\$30,278.89*



NO. 4  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**DIJUANNA  
LEFURGEY**

*\$30,470.42*

NO. 3  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**BONNIE  
OVERFIELD**

*\$36,603.10*



No. 2  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**JENNIFER  
CHILDRESS**

*\$40,421.07*

NO. 1  
SALES  
2017



**RECOGNITION**  
*for the*  
**TOP 10 SALES 2017**

---



**VICKI  
EDGAR**

*\$50,036.71*



# RECOGNITION

*for the*

## TOP 10 SALES 2017



VICKI EDGAR - \$50,036.71

JENNIFER CHILDRESS - \$40,421.07

BONNIE OVERFIELD - \$36,603.10

DIJUANNA LEFURGEY - \$30,470.42

JACQUELINE CASSIDY - \$30,278.89

DONNA HARRIS - \$29,987.07

DANA HOLT - \$27,075.57

BRANDI WILLIS - \$26,865.65

CRYSTAL GIVEN - \$26,670.23

JENNIFER ROWELL - \$24,580.29

# LUNCH

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**SALAD:** Baby Iceberg Lettuce with Grape Tomatoes, Pickled Red Onions, Crisp Bacon, and Blue Cheese Vinaigrette

**ENTRE:** Roasted Garlic Marinated Chicken Breast, Slow-Roasted Tomato Ragout Soft Herbed Polenta and Sauteed Greens





gemstra

# GEM CONFERENCE TRAINING

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JEWELSCENT | gemstra









**WHERE ARE WE  
WITH OUR SPONSORING  
& BOOKING BLITZ?**



**LIVING & SELLING** *in*  
*business* **EVERY DAY**

JENNIFER CHILDRESS (J.C.)



Who am I?  
That is my “WHY”

A typical  
“Jennifer Day”





# ORGANIZATION - CALENDAR CONTROL

## Calendar 2018

January							February							March							April										
N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S
1		1	2	3	4	5	6	5					1	2	3	9					1	2	3	14	1	2	3	4	5	6	7
2	7	8	9	10	11	12	13	6	4	5	6	7	8	9	10	10	4	5	6	7	8	9	10	15	8	9	10	11	12	13	14
3	14	15	16	17	18	19	20	7	11	12	13	14	15	16	17	11	11	12	13	14	15	16	17	16	15	16	17	18	19	20	21
4	21	22	23	24	25	26	27	8	18	19	20	21	22	23	24	12	18	19	20	21	22	23	24	17	22	23	24	25	26	27	28
5	28	29	30	31				9	25	26	27	28				13	25	26	27	28	29	30	31	18	29	30					

May							June							July							August										
N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S
18			1	2	3	4	5	22						1	2	26	1	2	3	4	5	6	7	30				1	2	3	4
19	6	7	8	9	10	11	12	23	3	4	5	6	7	8	9	27	8	9	10	11	12	13	14	31	5	6	7	8	9	10	11
20	13	14	15	16	17	18	19	24	10	11	12	13	14	15	16	28	15	16	17	18	19	20	21	32	12	13	14	15	16	17	18
21	20	21	22	23	24	25	26	25	17	18	19	20	21	22	23	29	22	23	24	25	26	27	28	33	19	20	21	22	23	24	25
22	27	28	29	30	31			26	24	25	26	27	28	29	30	30	29	30	31					34	26	27	28	29	30	31	

September							October							November							December										
N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S
34							1	38		1	2	3	4	5	6	43					1	2	3	47							1
35	2	3	4	5	6	7	8	40	7	8	9	10	11	12	13	44	4	5	6	7	8	9	10	48	2	3	4	5	6	7	8
36	9	10	11	12	13	14	15	41	14	15	16	17	18	19	20	45	11	12	13	14	15	16	17	49	9	10	11	12	13	14	15
37	16	17	18	19	20	21	22	42	21	22	23	24	25	26	27	46	18	19	20	21	22	23	24	50	16	17	18	19	20	21	22
38	23	24	25	26	27	28	29	43	28	29	30	31				47	25	26	27	28	29	30		51	23	24	25	26	27	28	29
39	30																							52	30	31					

### United States Federal Holidays 2018

Jan. 1 <sup>st</sup> : New Year's Day	May 28 <sup>th</sup> : Memorial Day	Oct. 8 <sup>th</sup> : Columbus Day	Dec. 25 <sup>th</sup> : Christmas Day
Jan. 15 <sup>th</sup> : Martin Luther King Day	Jul. 4 <sup>th</sup> : Independence Day	Nov. 11 <sup>th</sup> : Veterans' Day	
Feb. 29 <sup>th</sup> : Presidents Day	Sept. 3 <sup>rd</sup> : Labor Day	Nov. 22 <sup>nd</sup> : Thanksgiving	

# LOCAL CUSTOMERS



JEWELSCENT  
SOLD HERE!

#Truthbomb  
**#1**



#Truthbomb

**#2**

USER GENERATED  
CONTENT

STOCK PHOTO





#Truthbomb  
**#3**



#Truthbomb

**#4**



Resources

#Truthbomb  
**#5**

"The most powerful  
*leadership* tool you  
have is your own  
personal example."

John Wooden

#Truthbomb  
**#6**





#Truthbomb

**#7**

POSITIVE ENERGY

*positive results*

# EXERCISE



*Thank you!*

The image features a white background with teal geometric shapes in the corners. The top-left corner has a large teal shape that extends towards the center. The bottom-right corner has a teal shape that also extends towards the center. The main text is centered in the white space.

# VIRTUAL PARTIES

BRANDI WILLIS

**TAKING  
CONTROL  
OF YOUR  
VIRTUAL PARTIES**



**1.**

**BUILD YOUR  
NETWORK**

**2.**

**COMMUNICATION  
IS A CONTACT  
SPORT.**

**3.**

**REWARD LOYAL  
CUSTOMERS**

**BOOK  
YOUR  
PARTIES**





Please let me know if  
you would like an  
invitation!  
There will be games  
and prizes and  
awesome promo's!!



Check Your Invites!!

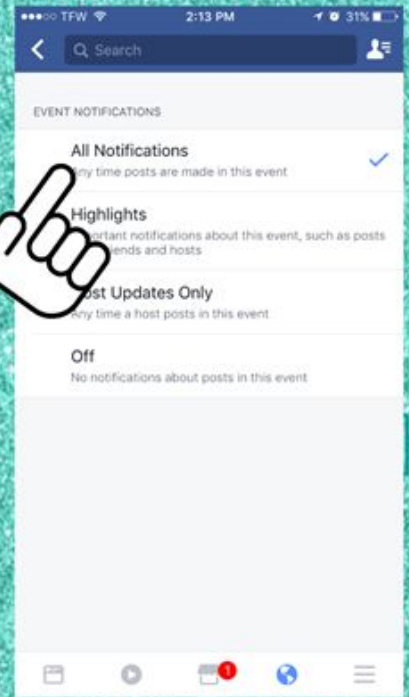
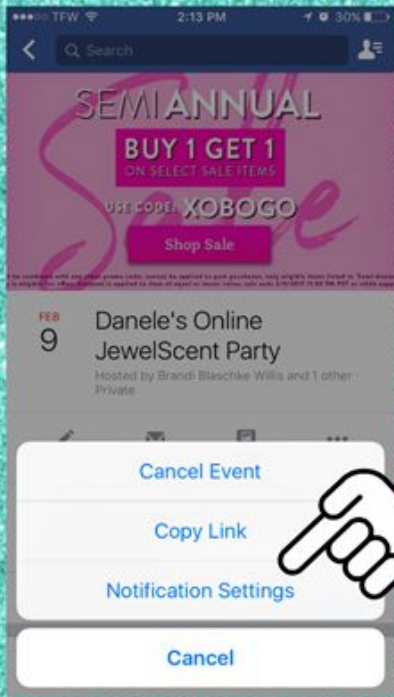


JEWELSCENT

*A Jewel in Every Scent*

I'm having a party!!!





# JewelScent Roll Call

*Time to get to know each other!*



**How do you know the host?**

**Where are you from?**



**Have you ever tried JewelScent before today?**



**Comment Below!**





# ENJOY YOUR SAMPLE!



Scent: \_\_\_\_\_

*Available in:*

Soap

Aroma Beads

Bath Bomb

Candle

Wax Tarts

Body Creme

[www.jewelscent.com/brandles](http://www.jewelscent.com/brandles)

**Congratulations**  
ON YOUR NEW HOME!



Wish you years and years of  
harmony, happiness and  
prosperity in your new home!



*Give the gift.....*



*of relaxation.*



Good luck in your  
**New job**







**STAY IN  
CONTACT  
WITH YOUR  
HOST!**



COME TO THE  
**TEAL SIDE!**

JOIN MY **VIP PAGE!**





**COLD**

**MESSAGING**

**FOLLOW UP!**

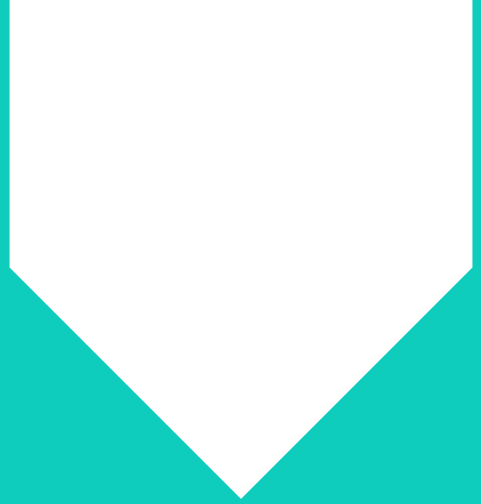
**FOLLOW UP!**

**FOLLOW UP!**

— *Don't* —

**GIVE**

— *up!* —



# HOME SHOWS

*Jennifer Rowell*



# PARTY IN PERSON



# WHAT MAKES IT BETTER?

- Product in front of people
- Guaranteed better sales



# PARTY SETUP

- Keep it SIMPLE
- How do you want to take orders?



# GAME TIME!

- Free gift games
- Question games





# HOW DO THEY SHOP?

- Discuss each product line
- Sushi list
- Check out set - up



# WHAT ABOUT PEOPLE WHO CAN'T GO?

- VP link
- FB event page



# PARTY LOCATIONS

- Homes
- Restaurants
- Coffee Shops





+ DESSERT & COFFEE TIME

*NY Style Cheesecake with Raspberry Coulis*





# MAKING THE **MOST** OUT OF YOUR EVENTS

*Beth Horton*

**KEEP IT**

*simple*

**BE**

*prepared*

**BE**

*courteous*





**RECOGNITION**

*for our*

**2017 RANK ADVANCEMENTS**





# **GARNET**

## **RANK ADVANCEMENT**



**ALLISON AKIN**

**BLYSSEY BALLO**

**TRACY A LADD**

# AMETHYST

## RANK ADVANCEMENT

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STEPHEN DAY

DANA HOLT

WENDY LINDER

AMANDA MARSENGILL

NANCY NEWKIRK

DASHAWNA PELLEGRINO

JESSAMY ROSE SEVILLA

KATIE YOUNG



# QUARTZ

## RANK ADVANCEMENT

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STACY BALFANTZ

HEATHER CRUZ

VICKI EDGAR

AMY MAPES

KELLY MCCRACKEN

MEGAN RIGGS

SARAH RODRIGUEZ

HELEN SILVERNAIL

KIMBERLY STINNETT

# JADE

## RANK ADVANCEMENT

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JESSICA BEANE

BROOKLEY BELL

KATE EDSON

CRYSTAL GIVEN

DONNA HARRIS

DIJUANNA LEFURGEY

JENN SCHOON



# **SAPPHIRE**

## **RANK ADVANCEMENT**

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**MARJORIE CARDINELL**

**JACQUELINE CASSIDY**

**TRICIA MULLINS**





WHEEL OF

Deal





# TAKING ALL THAT YOU'VE LEARNED @ GEM AND APPLYING IT

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AMIE LARSON

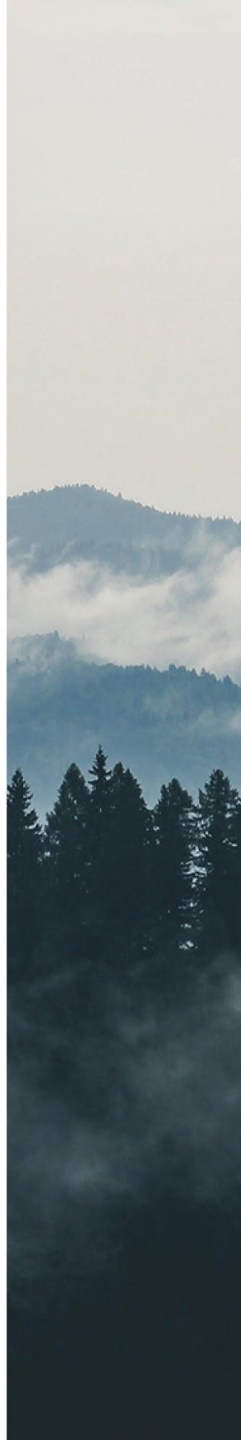
*VP of Consultant Development*



# TIPS TO GROW YOUR BUSINESS:

---

Here's the **MOST IMPORTANT** thing you can do when you get back home. Take what you've learned then **apply it to your business** and then **begin training it down through your team.** And it doesn't matter if you have a team of 1 or 100.



# WE LEARN:

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**10%** WHAT WE **READ**

**20%** WHAT WE **HEAR**

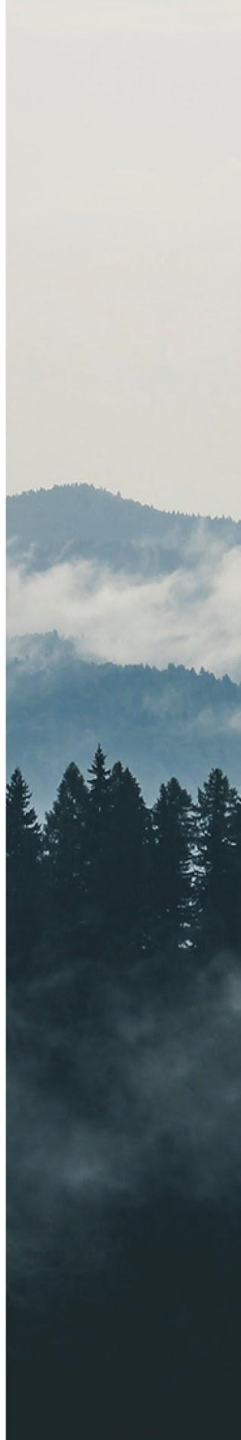
**30%** WHAT WE **SEE**

**50%** WHAT WE **SEE AND HEAR**

**70%** WHAT WE **DISCUSSED WITH OTHERS**

**80%** WHAT WE **EXPERIENCED PERSONALLY**

**95%** WHAT WE **TEACH TO SOMEONE ELSE**





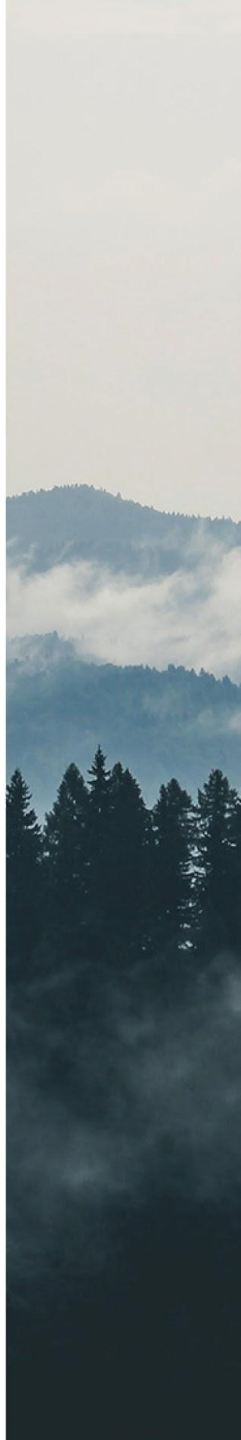
# SO NOW WHAT?

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## UNDERSTANDING WHO TO TRAIN & WHEN YOUR NEW CONSULTANTS & YOUR TEAM

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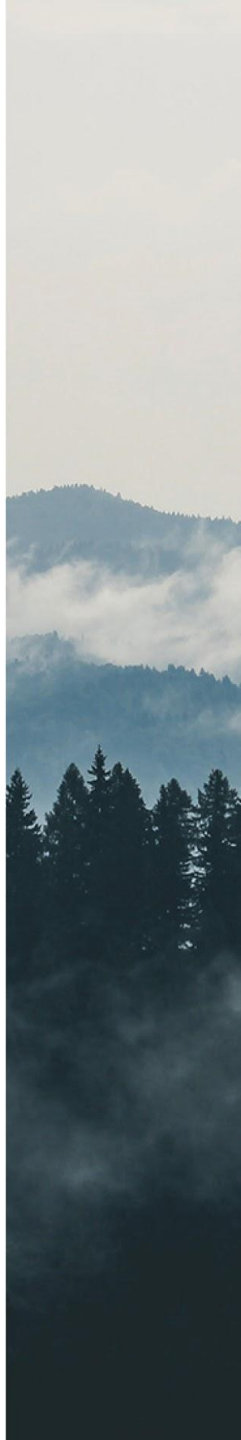
The training process for your new Consultant **STARTS** the moment you open your mouth. **NOT** when they sign up and join your team and actually get started.



# HERE'S A SECRET

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NEW CONSULTANTS **DON'T**  
**ALWAYS** DO WHAT **YOU TELL**  
**THEM TO DO. THEY DO WHAT**  
**THEY SEE** OR WHAT THEY **SAW**  
**YOU DOING...**



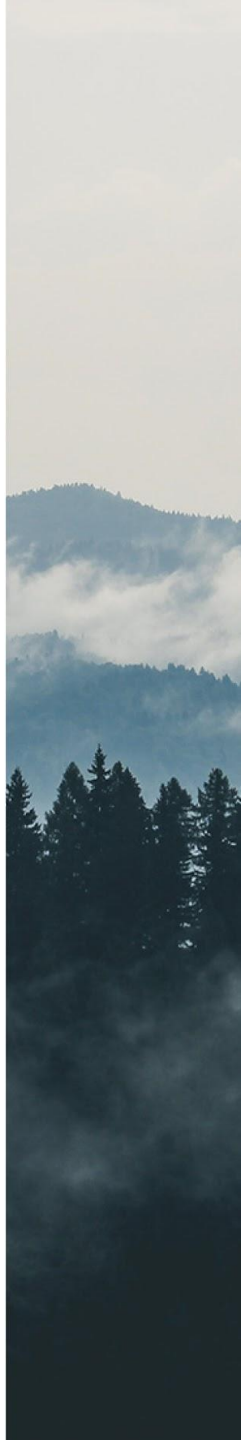
# MUST DO'S

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## FOR YOUR OWN BUSINESS AS WELL AS EACH CONSULTANT IN YOUR DOWNLINE:

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- Keep a written list of **prospects** that you are **working off** of every day.
- Take time to identify your 'Why' and then **set clear business goals** to define your Why.
- Have **activity/action goals** for yourself **every week/month/quarter** in order to hold yourself accountable.






THE #1 REASON WHY DUPLICATION  
BREAKS DOWN IS BECAUSE **THERE IS  
NO “SYSTEM” IN PLACE.**

YOU WANT TO BE DUPLICATABLE **IN  
EVERYTHING YOU DO.**

---

Make it look too hard, and no one will follow because no one will want to duplicate you. To create duplication and exponential growth in your business you need to be SYSTEM DEPENDENT, not people dependent.





THE **BIG MONEY** IN  
YOUR BUSINESS IS NOT IN  
THE **PRODUCT**,  
IT'S IN **KNOWING** HOW TO  
**MARKET** THE PRODUCT.  
**THAT'S YOUR SYSTEM.**

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**MY FINAL TIP:**



**3 STRATEGIC TACTICS YOU  
CAN USE TO CONVERT MORE  
PROSPECTS ON SOCIAL MEDIA:**





**LIVE VIDEO**  
**CALLS-TO-ACTION**  
**THE TRANSITION**

**RULE:** You **MUST ALWAYS** Follow up with every person that ‘likes,’ shares or comments on a post or video by posting a reply comment or sending them a private message.

---

### **1ST TIME LIKES:**

“Hi \_\_\_\_\_! Thank you so much for connecting. I saw that you (liked, shared, commented) on one of my posts. I just wanted to connect and say hello.”

**(OR)**

“Hey \_\_\_\_\_! Thanks so much for (sharing, liking, commenting) on my post / video! How have you been?”





**MAYBE YOU NOTICE SOMEONE WHO ALWAYS  
LIKES OR COMMENTS ON YOUR POSTS/LIVES.  
SAY SOMETHING LIKE:**

---

“Hi \_\_\_\_\_! I saw that you (liked, commented, shared) my post, thanks! Just wanted to reach out and let you know that \_\_\_\_\_FILL IN THE BLANK\_\_\_\_\_. Click here to check out MY BOUTIQUE. Have a great day!”



# THE KEY IS TO BEGIN A CONVERSATION:

---

What do you think of \_\_\_\_\_?

What do you do for work?

Do you have kids?

I see that you're from \_\_\_\_\_. That's awesome!

How is the weather?



# THE KEY IS TO ALWAYS BE PROSPECTING!

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**Prospecting** is ACTIVELY sharing/marketing your business.

It's reaching out and initiating a conversation with someone / anyone / everyone.





## NOW SAYING THAT...

I do believe there are **two things** that are done on social media platforms **that will kill any chance** and leave any prospecting opportunity **dead in the water:**





# 1. GOING FOR THE SALE TOO EARLY & TURNING YOUR PROSPECT OFF.



Step back, take time to **build and cultivate** a **relationship**. Build / Grow a CUSTOMER.  
Not a SALE!



## **2. BEGINNING A CONVERSATION & THEN NOT KNOWING HOW TO **SMOOTHLY** **TRANSITION** INTO THE NEXT STEP...**



...Making a purchase, becoming a host, or  
joining your team.

# THE KEY IS:

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The key is **understanding the right way** to take the engagement that you're getting on your different "Social Media" platforms via videos and posts and **turn them into dollars** for your business.





*One last thought...*

**IF YOU DON'T  
CHANGE YOUR DIRECTION,  
YOU MIGHT JUST END UP  
WHERE YOU ARE GOING.**

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# GROUP PHOTO

*Dance Party: 8:00pm*