

Week 2 – CIT Conference Call Bullet Points

Section 1: Business Cards & Your Private VIP/Business Page

1. Business Cards should tell your *benefits* and *brand you*
 - Where to get business cards: Minted, Print Center, Moo, Zazzle, Overnight Prints or Vista Print on the portal
 - Print Center has great ideas
2. Who is your AVATAR - Your Unique Client - Must be specific
 - What Age & Gender?
 - What Employment? (Executive, Entrepreneur)
 - What Income?
 - Who are you marketing to? Make sure they are your Avatar
 - What do they do for fun or Hobbies?
Reach out in HOBBY type pages...engage behind the scenes and make friends
3. Private Page should be what sets you apart - Unique - Draws your Avatar
How does the Private VIP page support your business and why you may want one
 - Must engage and be consistent: 1 post a day is A MUST
 - Must be relevant
 - Must provide benefit - NOT THE WHOLE SHABANG
 - Tip Tip Tip Sell
 - This is your “Black Book” You don’t want it loaded with Unfranchise Owners
4. Driving traffic to your page - Who do your Friends Friends know that may be helped by your tips? Getting them to share for you or post
 - “I love that our post benefited you, feel free to friend me and share to you wall and invite friends to friend”
 - This is from your wall - not your VIP page
 - The VIP posts will not share outside due to privacy of the page
5. Engage 2 people a day no matter what
 - 5 days a week consistently
 - Will gain you partners & clients

Section 2: Being a Product of the Product – Shopping Annuity & Resources

1. Learn your products as you use them: Must be a product of the product

- Facts tell, but stories of success SELL in every product line Health, Nutrition, Tips, Techniques, Cooking, Skincare, Motives, Exercise Whatever it is.
Videos are a perfect way to do that. Plan for videos that can gain you visibility to get people to “see you in their News Feeds”
 - Help through the Snap line, Pet Health line, SP7 and Pool & Spa or Plant Power are options to think about. Also the Shopping Annuity.
2. Video Training: RYAN STACK (see Week 2 Resources page)
 - Don’t miss his most recent 45-minute business overview (use for potential partners...more later on that)
 - Note: When you hear them talk about identifying yourself as an Unfranchise Owner, swap that out for Lifestyle Health and Weight Management Coach as you begin to build your coaching business
 3. Find your special deals, and use the SA to also create curiosity
 - Learn the benefits of your shopping portal - the shopping annuity and how you save big time
 - Examples: Advance Auto and Coupon codes

Section 3: Meeting New People in-Person & Online

1. Collecting names and emails
 - Inquiries need a response, here is what you can say:
 - Option 1:
Email will be sent on >>>> date>>>> Watch for it.
Send those inquiries out all in one day
 - Option 2:
Send email out as inquiries come in

Regardless of which Option you choose, keep track on your Names List Tracking Sheet from Module 1 so that you can follow-up
2. Use the Marketing Emails for Potential Clients; you need to know:
 - Date of your first class
 - Registration Deadline
 - Location of your clients - shipping times
3. Have Exclusions information handy and your product packages ready
4. Retailing in Packages: More detail next week
5. Charging for Services: More details on that next week

Section 4: The Buddy System

1. Your opportunity to practice Daily Journal review
 - CITs will be partnered with another CIT
 - Daily Journals will be sent to a new group text thread that includes your Buddy and both Trainers
 - Respond to each other's Journals based on compliance to the Phase marked
 - Trainers will jump in to point out anything that gets missed
 - Put the focus on compliance, but also building RELATIONSHIP, as you will need to do with your Future Clients
2. Check the CIT Facebook Group for the Buddy List
 - Trainers will create new group text thread for going forward
 - Continue to send Journals daily until told by Trainers that it's ok to stop