

## Week 3 – CIT Conference Call Bullet Points

### Section 1: Let's Dig Into Facebook - Recap

1. Increase your Friends/Likes: Focus on YOU as the Coach
2. DON'T "Friend" all Coaches/MA Distributors; DON'T "Like" other Coaching pages
  - a. Limit to senior business partners and junior business partners, only
3. Find Heath pages and other pages that relate to your interests
  - a. Examples: hobbies (gardening, crafting, music, books, auto restoration, trains, fishing, boating, RV life, etc.), pets, sports, fitness
  - b. Focus on building relationships with others who are active on those pages
  - c. Respond to questions, comment in agreement, "make friends"
  - d. When replying to a comment or post from a person, tag that person in your response, and always end with "Feel free to Friend me if you like," or something similar

- NOTE: After a friend request, review their page to find something you have in common, and mention it in a private message. Begin to build relationship
- e. Spend 10 minutes on each page; engage with 2 people each day

### Section 2: Examples of Posts

1. Look for posts to which you can respond in a way that will garner positive attention from other posters



The image shows a screenshot of a Facebook post. The post is from Jagannath Chatterjee and features a quote by Aldous Huxley: "Medical science has made such tremendous progress that there is hardly a healthy human left." Below the quote, it says "Confirmed by the latest BMGF study that revealed 95% of the world's population suffer chronic ailments with many suffering from 3 to 5 disorders at a time." The post has received 2,430 likes and several comments. A blue text box is overlaid on the left side of the screenshot, containing the following text: "What health professional ISN'T seeing poorer patient outcomes! As a Lifestyle Coach, Personal Trainer and ND - everyone I work with is dealing with a chronic challenge - even health conscious people. I write routinely on overcoming chronic issues through lifestyle changes and we are seeing this turn around. Wouldn't it be amazing if people became experts on the body they live in 24/7 starting in elementary school learning what nutrients our body really needs and what wrecks it! Feel free to view my wall...friend me if you like... it takes true education to make a difference. Drugs are not the fix for chronic issues..."

GreenMedInfo.com

Terry Home 20+

Medical science has made such tremendous progress that there is hardly a healthy human left

Aldous Huxley

Jagannath Chatterjee

Confirmed by the latest BMGF study that revealed 95% of the world's population suffer chronic ailments with many suffering from 3 to 5 disorders at a time.

Like Comment Share

Cyndi Poynter, Stephanie Voss and 2,430 others like this.

Most Relevant -

What health professional ISN'T seeing poorer patient outcomes! As a Lifestyle Coach, Personal Trainer and ND - everyone I work with is dealing with a chronic challenge - even health conscious people. I write routinely on overcoming chronic issues through lifestyle changes and we are seeing this turn around. Wouldn't it be amazing if people became experts on the body they live in 24/7 starting in elementary school learning what nutrients our body really needs and what wrecks it! Feel free to view my wall...friend me if you like... it takes true education to make a difference. Drugs are not the fix for chronic issues...

Marie Frasz Critbari It is the food supply making everyone sick.

Like Reply 32 September 13 at 2:23pm

6 Replies

Sara Schnaedelbach Ryland Wait, I'm one. No meds, healthy diet. There are many of us! Health to you too.

Like Reply 25 September 13 at 1:36pm

6 Replies

### Section 3: Sharing Your Class or 21-Day Challenge Group

**Terry White ND**  
September 2 at 5:30pm · Hootsuite · 🌐

Our 21 Day Challenge starts September 14th... YOU ARE IN ON IT ...RIGHT!  
Don't miss out...register by Sept 8th is a must! PM me asap if you are ready.

Like · Comment · Share

Jodie Stickles Radakovitz, Heather Chee

**Beverly White Bowers** How does this work,  
Like · Reply · September 2 at 4:51pm

**Terry White ND** I will PM you Beverly White Bowers  
Like · Reply · 2 · September 2 at 6:23pm

**Amber Hall** I'm curious too  
Like · Reply · 1 · September 2 at 7:46pm

**Terry White ND** Ok Amber. I will private message you  
Like · Reply · 1 · September 2 at 8:15pm

**Amber Hall** Cassie Sutton  
Like · Reply · 1 · September 2 at 8:17pm

**Paige Miller-Didlake** I would love some info too!!  
Like · Reply · September 3 at 8:53am

**Terry White ND** Sent you details Paige  
Like · Reply · September 3 at 11:48am

1. Make the announcement and have a "call to action"
2. People are watching you: make sure everyone who comments gets information
3. Share success stories
4. Sharing "Before" and "After" photos always sparks interest for new clients
5. Customers frequently become partners, either as Coaches, or for other "majors"

### Section 4: The Basic 5 - Base 10, 7 Strong

1. Retailing: 10 customers, 2 partners; duplicate that with those 2 partners; then repeat
2. Earns you \$300 monthly, sometimes \$600, not counting retail profit
3. Duplicate and grow
4. 3 events within the first 60 to 90 days to gain the 10 customers and 2 partners

### ***Section 5: Create Events to Draw Clients & Attend Corporate Events***

1. Wellness 101 or TLS event will gain you clients  
Get outside your comfort zone. Corporate events help your own personal growth as a person, business owner and as an Unfranchise Owner
2. Grows your team: Those who show up, go up. Your success is directly related to your attendance at events with Guests and your team and their Guests at corporate events
3. Successful people work from event to event - You are in business to be successful, right? This is the only shortcut.

### ***Section 6: Coaching Is Simple***

1. The work is in the marketing
2. Post and work in teams with your sponsor to build following and business
3. Coaching Fees & Options For Client Payment

### ***Section 7: Next Steps***

1. What's Your Next Event?
2. What's Your Goal Date for 10 customers, 2 partners?
3. Complete the Welcome Guide
4. Major Events: World Conference (Feb) and International Convention (Aug) - plan your roadmap to get to those events NOW