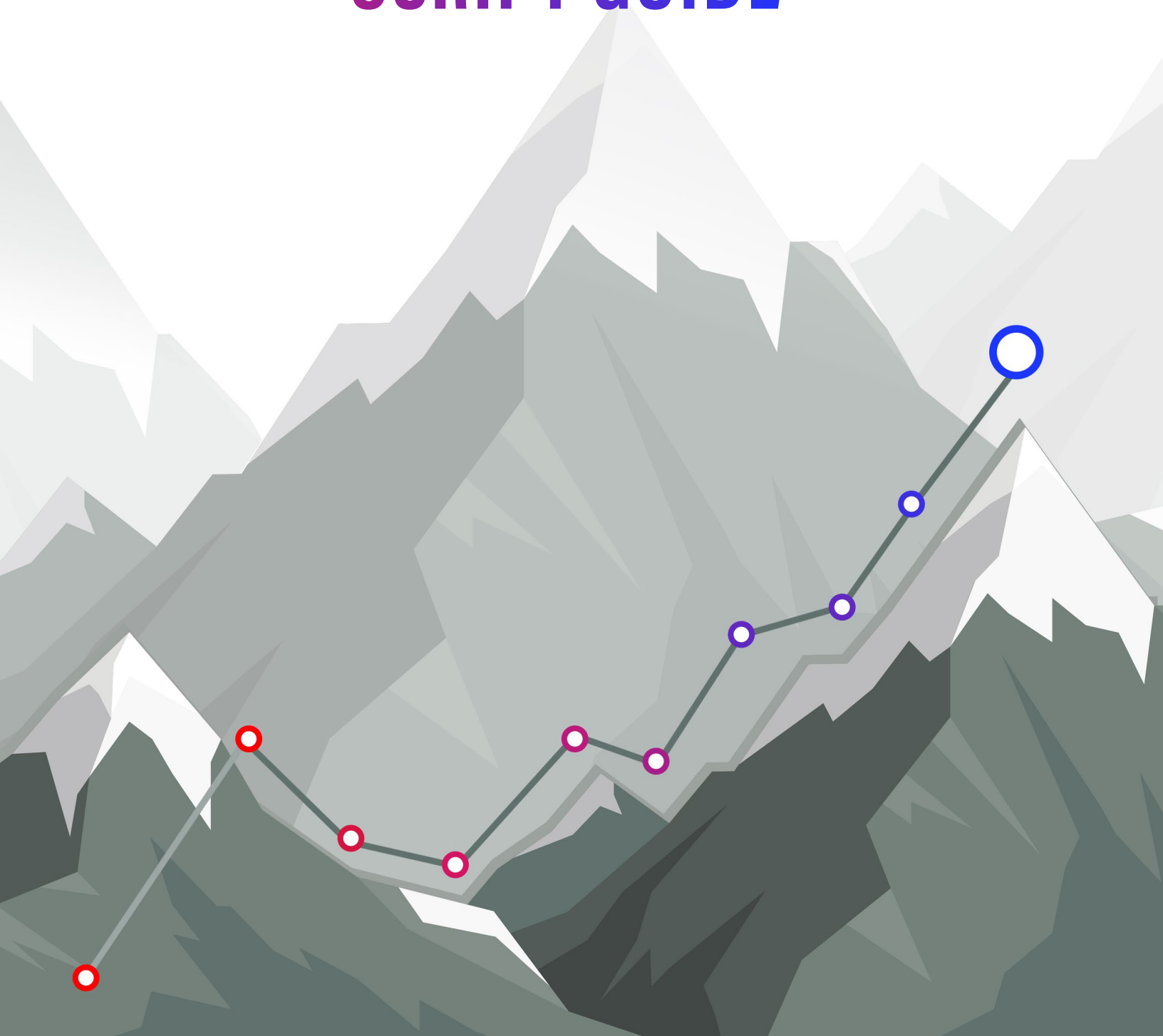




YOUR
VIRTUAL
UPLINE

THE LOVE, SERVE, GROW SCRIPT GUIDE



The Love, Serve, Grow Script Guide

LOVE, SERVE, GROW is the key that will unlock everything you have always wanted in your network marketing business. It's the secret to long-lasting success and fulfillment.

This script guide will teach you the Love, Serve, Grow approach to building your network marketing business. For many of you, this will be a **RADICALLY** different mindset and approach compared to what you've learned and have been taught in the past.

In short here's what Love, Serve, Grow teaches us...

Everything that you've always wanted in your business is a BYPRODUCT of love and service, NOT sales and marketing.

Making more money, growing your team faster, hitting that next rank, growing your following on social media, feeling more happy and fulfilled, having more confidence and belief - literally **EVERYTHING** you've always wanted...

Comes as a **BYPRODUCT** of you making the shift to love and service in your business.

This is completely contrary to what most people in this profession do - they think that the secret to success is becoming great at sales and marketing. So that's what they spend most of their time doing - and as a result always struggle to create the results they want.

If you find yourself stuck right now, frozen with fear and overwhelm, confused as to what you need to do to create the results you want...

I can almost guarantee it's because you haven't yet made this shift in your business yet.

In the Love, Serve, Grow Challenge that you are about to go through, I'm going to teach you **EXACTLY** how to make this shift in your business.

You're most likely going to be surprised where this process actually starts - but once you see how it works, I promise you it's going to make total sense why you've been struggling.

I'm excited for you, because I know that this 4-part training series is going to do for your business and your results. Some of you are literally days away from the breakthrough you've been waiting for.

I'll tell you from my experience in my own business, and having taught this approach to literally tens of thousands of others around the world - there's nothing you can do that will help transform your business and results faster.

I created this script guide to help supplement what you're going to learn in the challenge.

One of the biggest questions I always get from people is surrounding scripts and what to do and say when it comes to prospecting and recruiting.

People hear me talk about Love, Serve, Grow - love the idea of making this shift in their business, but then struggle as to what that actually looks like in real life.

So to answer that question, and help all of you in this area, I created this comprehensive script guide. In this guide we will cover from beginning to end - everything involved with sharing your products and business with prospects. The Love, Serve, Grow way.

There are scripts to help you with each of these different steps of the process:

- + Initial Reach Outs
- + How to Transition to Your Business
- + Follow-up with Prospects
- + Overcoming Objections
- + Closing

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In the challenge we're going to cover reaching out to prospects the Love, Serve, Grow way - and you'll see how different that mindset is from what you've done before.

But in this supplemental special guide, we will go much more in depth into the language and scripts, along with all the steps of the process - to give you even more clarity and confidence.

With that being said, let's get into the different scripts and language that we teach out students so we can get you on the way to creating better results!

INITIAL REACH OUTS

So many people we work with struggle in this first initial step. They feel paralyzed with fear and self-doubt when sharing their products and business with prospects.

They lack confidence on exactly the right words to say, and are so afraid of saying the wrong thing and turning people away.

My advice when reaching out is simple - less is always more. Keep it simple, and under no circumstances ever go right into trying to sell or recruit in the first initial message!

This is the biggest mistake that people make that literally kills their chances before they even have a chance to start the process.

This happens most of the time because people are focused more on sales and recruiting, and what the prospect can do for **THEM** by buying from them or joining.

Love, Serve, Grow will teach you a **RADICALLY** different approach in this area. Leading with **SERVICE** teaches you to focus on other people's needs before your own.

In the challenge I'll go deeper into this concept, but for now, here are some simple scripts that you can use to make sure you're not making these big mistakes.

Notice the common theme with all of these scripts - they're **CONVERSATIONAL**.

That means you're not immediately bringing up your company, you're taking the time to connect with someone and transition to your products and or business in a more natural way.

Here are just a few of my favorite approaches that I personally used to use in my own business, and that we teach to our students.

APPROACHING SOMEONE YOU HAVEN'T SPOKEN TO IN AWHILE

I've heard many students say to me, 'It just feels so **INAUTHENTIC** reaching out to people I haven't spoken to in awhile.'

I ask,
'Do you believe your products can change someone's life?'

The answer is always - **'YES!'** so my response is -
'Then it's inauthentic to NOT reach out to them and share what you have.'

Love, Serve, Grow causes you to shift the way you think about prospecting and what you do.

When you are truly focused on other people's needs, and helping solve problems for them - your own fears and insecurities become much less powerful over you.

This is the power of having a mindset of **SERVICE** instead of sales.

That being said, I love just being direct, honest, and authentic when reaching out to these people - I find that's always the best approach.

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Hey _____. I was thinking about you the other day and realized it's been so long since we've last spoken! How are you?

(spend a few messages catching up with them)

The reason I wanted to reach out is this... I'm really excited about a business I've been building / product I've been using and I thought about you.

It may or may not be something that you would be interested in, but I'd love to share some information with you to see if you or anyone you know comes to mind!

It's a great opportunity for anyone not really happy with their current job or career and looking for a change. Would you be open to taking a look?

THE OPINION APPROACH

This has always been one of my personal favorite ways to approach a prospect. This is especially great for anyone that you look up to, or that is more successful in their lives.

The key here is just getting them to be willing to take a look at your information to see if it sparks any interest with them. Worst case scenario maybe they refer you to someone!

Hey _____. I wanted to reach out and see if you would be willing to do me a favor?

I could really use your HELP. I have something that I want to share with you. I'd like to get your opinion. It's a new business that I started / project that I'm working on.

I need someone that I can trust to give me some honest feedback. I really value and respect your opinion when it comes to things like this.

If I send you over some short information to look over, would you be willing to check it out?

THE "I TOTALLY SCREWED IT UP" APPROACH

I think the title of this one pretty much sums it up... this is **PERFECT** for people that you have reached out to in the past and did it totally the wrong way by spamming them from the jump.

I find that being direct, honest, and showing a little bit of vulnerability always works best with these people. People are attracted to those qualities.

Hey _____. Long time no talk! How is everything?

Acknowledge it! - I owe you an apology. The last time that we spoke I shared my business with you and did it totally wrong. I didn't realize it at the time, but I know better now.

You've really been on my mind lately / on my heart lately - I've never been more excited about what I'm doing, and would really love to have a chance to share with you a little about what I'm doing the RIGHT WAY.

Would be open to having a conversation and at least take a look? Who knows, maybe someone you know may come to mind at the very least.

Either way it would be great to catch up with you.

THE REFERRAL APPROACH

This approach works great with anyone you know that's highly successful, and / or someone you know that you haven't yet approached with your products or business.

Hey Sue - I've got a small favor to ask - I was wondering if you might be able to help me out with something.

I'm looking for a few new people to work with in my business and was wondering if you knew anyone (choose one of these below)...

- + That isn't happy with their current job or career and looking for a change?
- + Not making as much money as they like and looking for an opportunity?
- + That has great leadership quality that may be looking for a new opportunity / career?
- + Has a family and would possibly be looking for a way to make more money from home?

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THE HOT MARKET APPROACH

This approach is best used for your closest family and friends - what is otherwise known as your 'Hot Market. Be direct and leverage your **RELATIONSHIP** with them!

This approach is great for brand new people just starting out. It's focused on helping you get some customers and product users to get some quick wins.

Hey _____. I was wondering if you would be willing to help me out with something.

I've got a new product I'm starting to market with my business and I need some people I can trust that are willing to TRY it out, and give me some FEEDBACK. (Briefly explain the product and the PROBLEM that it helps solve.)

Would you be willing to try it for 30 days - maybe COMPARE it to whatever you are currently using and let me know what you think?

It would really be a huge help to my business.

If you don't like it, I'll never ask you to buy again. But if you love it (I think you will), I can show you how to become a customer and get a discount by purchasing through me.

Always remember that the Yes's build your business, the No's build you!

TRANSITIONING TO YOUR PRODUCTS OR BUSINESS

Making the shift from small talk and catching up with someone you haven't spoken to in a while to bringing up your products or business (depending on what you lead with) may seem intimidating. However, having a simple transition changes the direction of the conversation.

This can be done with your cold or warm market. After going back and forth with conversation and building some rapport this is what you can say....

"Hey, while we are chatting what kind of makeup/skincare/supplements/jewelry/exercise do you use?"

"Hey while we are chatting, do you keep your business options open?"

You do not sell products. You sell transformations!

THE FOLLOW UP

The biggest mistake people make in the follow-up is being the expert by answering all their questions and explaining everything.

You **MUST** use 3rd party tools here at the follow-up in order to be effective.

One of the most challenging things during the follow-up is **NOT** answering all the questions.

Here's how the follow-up process should go:

At the very beginning of your follow-up conversation with a prospect - ask 2 questions...

1. 'What did you like best about what you saw / heard?'
2. 'Are you interested in learning more?'

If their answer is **NO**, it just means they're **NOT** a prospect... thank them and move on!!

If your prospect has questions or objections.. That's **GOOD** (means they're interested)

What I want to know at this point is **HOW INTERESTED** they are...

Great questions to determine their level of interest are....

1. One on a scale of 1-10, 1 being no interest....10 being ready to sign up - where would you say you are right now?
2. Great! What would you need to make you (number they gave you) a (choose the next 3 higher numbers)?

When an interested prospect asks you a question or brings up an objection, do your best to answer these using additional 3rd party tools (videos, presentations, other people / upline in a FB group chat, online events, etc.)

It takes on average somewhere between 5-10 exposures of your product and business before a prospect actually says 'Yes'.

OBJECTIONS / CLOSING

The reason why most people struggle with objections is because they REACT when people give them, and they don't intentionally choose their response.

THE MONEY OBJECTION

This objection is where someone tells you that they don't have enough money to purchase your products or join your business.

There are 3 types of people who use this objection:

- + Someone who **DOES** have the money, but just isn't interested.
- + Someone who is interested, has the money, but is using this as an excuse.
- + Someone who genuinely **IS** interested, but really doesn't have the money.

Your job is to figure out which of these 3 categories the prospect falls into.

You do this by asking clarifying questions. This is where you respond with a simple direct statement to try and dig deeper into their actual reasons.

Here are some examples of good clarifying questions.

'I'm really sorry to hear that. Tell me more about that.'

The strategy is you want to put it right back on them, get them talking more, and hope that they either give you the real reason or clarify their own objection.

You'll be surprised how many people after that simple statement will just go ahead and give you the real reason why they're not interested. It works really well.

Here's another option of something you could say to them after they first give you the objection:

'I can appreciate your situation. I've been there before in my life. Let me ask you, is it that you really don't have the money and want to do this? Or is it just a polite way of saying 'no' so you don't hurt my feelings?'

Let's say that at this point you find out that money **IS** their real objection. They have a genuine interest, but just can't come up with the money right now.

I'd recommend using one of these two strategies...

#1 THE TAPROOTING APPROACH

In this approach, the goal is to see if you can get them taking action even before they pay and get started.

The idea here is if they are willing to start reaching out to people they know, sharing the products and/or opportunity, and they find someone that **IS** interested.

That may increase the likelihood that they do find the money to join. Or at the very least, speed up the process of them getting started by creating urgency.

This strategy is really only effective if they have a **GENUINE** interest to get started once they do have the money.

'How long do you think it would take you to get the money together?'

'Let me ask you this - do you really WANT to do this?' (wait for them to respond)

'If money wasn't an issue, would you be ready to get started today?'

'What if you and I started working together and see if we can find some people you know that are interested?'

'While you are working on getting the money together we can put you in a position to get off to a fast start!'

If they're being honest with you and really want to get started, they'll be willing to begin the process. If they're not willing to take action, don't push them. Set a date to follow up.

#2 THE WAKE UP CALL

This is a great strategy to use for someone that you have a strong relationship with, where you can be more direct and challenge them in a loving, compassionate way.

This is also a great example of what it means to lead your business with **LOVE** and being willing to have difficult conversations with people for their own benefit.

Here is the language you would want to use with them to help 'Wake them Up.'

'Can I be totally honest with you for a second?'

'I'm only saying this to you because I truly care about you and want to see you happy.'

'How long have you been working? After all that time, you don't have \$X dollars to invest into yourself and a business / product that could potentially change your life?'

'Can you and I both agree that what you're doing right now isn't working? (It's important to say this with a caring, empathetic tone)'

'If you don't do anything different, is anything really going to change for you a year from now? (wait for them to answer this question)'

'I guess what I'm saying is that if not this, then what? Do you want a solution? Because as your friend, it's clear to me that you need to make a change. You deserve more.'

'I know that you have the potential to be doing so much more in your life.'

'I know that I have a vehicle that can help you get there. Working together we can help make this happen for you and your family.'

'What can we do to make this happen so we can help you make a change?'

At this point, you'll get a sense of how genuinely they want to join you by their reaction.

THE TIME OBJECTION

This is a very common objection that people give. In my experience, it comes a lot of times when you position yourself as 'the expert' by not using 3rd party tools.

Think about it, if it takes **YOU** a lot of time to do the explaining and answering questions, isn't it natural that people will feel resistance around the amount of time they need to commit?

Make sure you're keeping things simple, talking less, and using 3rd party tools.

That way you'll find that you start to get this objection less. You can point to the simplicity of the process by highlighting to them exactly what you did!

Here's what I would start out saying when you get this objection:

'I'm really sorry to hear that. Tell me more about that.'

Most people will continue to emphasize how much they have going on in their life and how it just wouldn't be possible for them to join your business.

Here's the key next question that will determine if this person is a real prospect:

'How does all of that make you FEEL?'

You want to try to tap into the underlying emotions related to this area. So many people just go through their life without ever thinking about how these situations make them feel.

Asking this question can be very effective, because it starts to make your prospect feel **UNDERSTOOD**. This is a critical step to closing.

It's the old adage - people don't care what you know, until they know that you care.

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Here is some additional language you can use:

'If not this, do you have a plan in place to change your situation and get some of your time back?'

'Don't you want a plan or something that could help improve the quality of your life?'

If they answer you in a positive way, move onto this next part:

*Here's how this works... You and I work **TOGETHER**, in the beginning it's mostly **YOUR** contacts and **MY** time.*

You simply share the products and opportunity with people, and if they're interested in learning more, that's where I step in and take it over from there!'

If you have any specific stories you can share of other success stories in your company (people that also struggled with time), this would be a great place.

Let's get to work so that this time next year, you don't have this problem any more!

OR

If you're willing to commit just 3 - 5 hours a week, follow our system, and let me help you, we can do some amazing things together.

At this point, if they're still not willing to get started then just move on. Thank them for their time and come back to them at another point.

THE SALESPERSON OBJECTION

This objection comes up most of the time when you are talking too much. It's really that simple. The reason is because what they perceive you doing to them is 'selling them.'

Don't forget that the training process starts from the very first moment you open your mouth to someone. You are showing them what you want them to do, based on what you actually do!

Most people don't consider themselves 'sales types' so they will be very resistant to the idea of them doing the same. The key here is you must learn how to start saying **LESS!**

Remember: The less you **SAY**, the more you **MAKE!**
The best way to handle this objection is to work really hard on using 3rd party tools, and if you are talking, make sure it's you doing one of the following things:

- + + Sharing your story with them
- + + Sharing others in your company's story
- + + Inviting them to the next step in your process to another tool or event

It's very hard to handle this objection if you've done it the wrong way yourself.

However, let's say that you did do everything the right way, and you still get this objection.

Here's what I would do and say:

'What about what I did do you think that you can't do?'

You then want to go through each step and point out the simplicity of actually 'doing the business.' Let them know that more than anything what you do is **SHARE**, not sell.

It's not a sales business as it is a sharing business.

Your job is simple, just share the products and opportunity with people you know using the tools we provide you.

Remember....People aren't looking for OPPORTUNITIES. They're looking for solutions to their problems.

CLOSING

A 'successful close' is actually set up from the very first interaction with your prospect.

From the very first message you send to your prospect on social media to start a conversation, you are teaching and training them how to do your business.

You can say and do everything perfectly, but that's not what matters the most. What matters the most is the **INTENTION** behind the words and actions.

Tell your prospect as early as possible in the process the following:

'When you join me/buy from me, I will be there for you.'

Establish a balance between yourself and your prospect at the very beginning of the exposure process, by saying:

"Lisa, I'm not here to 'sell or convince you.' It's important to me that you know that. I want you to make sure that we're a fit for you, and I want to make sure you're a fit for us."

CLOSE TO THEIR GOALS

Closing to their goals means that you remind them of their goal over and over and over again. Your entire presentation is based on your solution to their problem.

"Julie, remember when you told me you didn't have any time? You didn't have any passion at work? You were financially struggling? Don't you want to solve that problem?"

USE 'FUTURE SCORING'

Have your prospect score on a 1-10 scale how important it is for them to achieve their goals.

You want **THEM** to set the baseline of urgency for them reaching their goals. You can use their defined baseline as the leverage to move them into action.

The number they give you becomes the negotiation point and leverage for future conversations about their business.

If they give you a number of anything less than a 5, it's either not their real problem or they're simply not that interested in what you're offering them.

Assuming it's a 5 or above, you then want them to tell **YOU** how their future would be better if they did reach their goal.

- + *"How important is it to you that you get more time freedom in your life to spend with your family?"*
- + *"If you and I together made that happen in the next 12 - 18 months, if you had the freedom to bring your husband home from his job, how would your life be better?"*

THE TAKEAWAY METHOD

If all else fails and you have used every strategy, I recommend looking your prospect right in the eyes and saying this:

"Rachel, do what your heart and mind are telling you to do. You already know the answer."

There's really nothing else I can do or say at this point so you may also say this:

"Rachel, if you don't know 100% that this is for you after everything we've talked about...then maybe this just isn't for you."

When someone tells you 'no', go back to their goals that they originally shared with you. Thank them for their time and reference their goals again.

"I really do hope you find something that goes to help you (reference their specific goal), because you deserve that. If there is ever anything I can do to help you let me know."

Approach people that tell you 'no' with the same level of care, love, and compassion as you do the people who buy from you and join your team!

FOLLOWING UP AFTER A "NO"

Make a note in your calendar to follow-up with that person 30 days after they told you 'no'.

Refer back to the notes you took when you were prospecting them, remind yourself what their goals were (problem they had), and find a resource to share with them to help them.

It might look something like this:

"Hey Sue. Hope all is well on your end. I was thinking about you the other day. I came across an (article, podcast, book, FB Live, etc.) that I thought would be great for you."

"I know the last time we spoke you were (looking to lose weight, find more free time, get some more financial stability, etc), and I think this could really help you in that area."

"Either way, hopefully you've taken some step in that area. You deserve it! Let me know what you think about it when you have a chance to check it out!"