



LifeWave **Success Library**

SUCCESS GUIDE



Starting your own business can be simple, straightforward, and fun!

There are many ways to get to the top of the hill and build the business of your dreams.

It's all about finding what works for you!

This guide is simply that — a guide to your success. You may find some things useful or you may have other ideas that you prefer to use yourself, and still others suggested by your sponsor or leadership. It's about mixing things up and finding out what works because everyone is different.

As always, contact your sponsor and other leaders for assistance with building your business, as they undoubtedly will have more tips and tricks to share with you.

This easy-to-follow Success Guide is designed to help you start well and begin achieving your goals with LifeWave during your first 90 days. One of the early keys is trying LifeWave products and becoming a product of our products, so you can share with others your personal experiences. Belief in LifeWave technology is certainly an important ingredient for success!

Study the steps suggested, get input from others... and begin your path to success!



WELCOME

LifeWave offers you an amazing opportunity to live the life you've always wanted. Imagine having the opportunity to work around your lifestyle — no more 9-5 office hours and 7 am traffic jams, but rather the chance to mingle with like-minded individuals while making a good (to great) living.

At LifeWave you can have it all! But you need to start somewhere before you reach your goals. This guide offers you a template to help you achieve your business goals, whether that is to supplement your existing income or become a full-time network marketer, this success guide is a roadmap for achieving those goals.

Take this guide and use it as a key reference for the next 90 days. There is plenty here to help you along the way. Don't leave home without it, because when your goals are in front of you, you are more likely to succeed. Use the LifeWave Success Guide today to start creating your ideal life.

Let's get started!

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STEP 1 – Let's Get Comfortable

The first thing you want to do is get comfortable with the tools you are going to need to make your business a success.

Familiarize yourself with www.lifewave.com and the back office. Be sure to download our 'Back Office Basics' e-book so you know how to place orders, enroll members, where to find our marketing resources, and a lot more.

Your first two weeks in the business will be all about educating yourself on LifeWave to ensure you know as much as you can for any questions you may be asked.

STEP 2 – Download the App

We have a mobile app that is completely FREE for members to use and share. A powerful, business-building tool for both experienced and new members, it is the perfect mobile resource, available at your fingertips wherever you are.

The LifeWave Corporate app makes learning easy - ready when you and your team are to share the LifeWave Experience.

To download the app, simply search 'LifeWave Corporate' in your app store.

- Download it
- Learn the information
- Watch the videos
- Practice

This is available in a host of languages, so it works for you and your team no matter where you are in the world.



STEP 3 – Sign Up

At LifeWave, we aim to continuously educate our members, ensuring you have the most up-to-date information on our products and promotions at all times. We do this through our weekly and monthly email communications, our mobile contact management APP, product training webinars or corporate events.

Sign up for newsletter

Splash is our newsletter that is sent to members on a monthly basis. In this newsletter, you will get to read about the latest LifeWave news, discover upcoming promotions and get some extra information on our products.



We also send out emails every week informing you of any new promotions, the latest clinical research and all of the general information you need on the LifeWave business.

To sign up to receive our emails, please follow these steps:

- Sign into your Back Office.
- Click on the 'Resources' section in the top menu.
- In the Resources Menu (located on the left-hand side), click on 'Email List for Members'.
- Select the relevant list you wish to sign up to (Please select the correct market/language that applies to you).
- Enter your 'First Name, Last Name, and Email Address', and click on 'Sign Up'.

Sign up for webinars

LifeWave Founder and CEO, David Schmidt, hosts a series of product training webinars each month. Each month, David brings members through the latest LifeWave technology updates and answers any questions you may have on the products.



Our webinars really are unique, where you get the chance to ask the inventor himself all you want to know about our technology. We have business-building webinar training as well from time to time, where best practices for expanding your team are front and center.

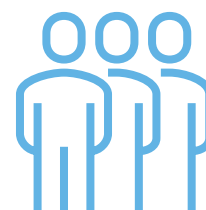
Our webinar schedule can be found in our events calendar on www.lifewave.com.

- To view any upcoming webinars, please go to our events calendar.
- To find the events calendar, there are two routes
 - Go to your Back Office and click on 'Events' in the top menu
 - Go to the footer section of www.lifewave.com and click on events calendar.
- Once in the events calendar, please select 'Corporate Webinars'
- Here you will see a list of upcoming corporate webinars.
- To register, click on a webinar and then on the Register Now button.
- You will be prompted to enter your email address and name.
- Once entered, you will receive a confirmation email into your inbox.
- Reminders for upcoming webinars are sent to your inbox one week and one day prior to the start of the webinar.
- Use the link in the reminder emails to log in to the webinar at the designated time.
- Product Training webinars take place on a monthly basis. Recordings of these webinars are available on our YouTube channel.

Note: Not all webinar recordings will be made available to members.

Attend our Corporate Events

Many of our members host regular meetings for their team members, so be sure to ask your sponsor if there are any that you can attend in your local area. At LifeWave Corporate, we host annual corporate meetings for our members in the USA, Europe and Asia. Our corporate events are a great place to network, hear about our new product launches and meet the corporate team behind the brand.



We regularly post about any upcoming events on social media and in our splash newsletter. Our events are often sold out, so be sure to purchase your tickets for any upcoming corporate events when you see them for sale.

If you have any queries on events, please email events@lifewave.com.

STEP 4 – Identify your Prospects

To be able to make your business a success, you need to share the LifeWave opportunity with as many people as you can. But where do you even start?! Identifying who you are going to contact is one of your first tasks.

Do you know anyone who wants better health, more freedom, or maybe even a little more money?

Following the below list as a guide, you will be able to draft up an initial list of friends, neighbors, business contacts, and others to share LifeWave with so you can kick-start your business.

Keep this list near your desk or in your bag so you can remember to share this incredible opportunity with the people you care about.

How do you know who...

- is health conscious
- has an interest in natural health products
- is struggling with their health
- wants more energy
- is sick of their 9-5 job
- is self-motivated
- deserves a better life
- loves a challenge
- works out regularly
- is recovering from an injury
- is a natural health practitioner
- is a massage therapist

Go through this list and write down the names of all the people you can think of that this list might apply to. Now you have your first prospect list. Once you've gone through your list, start another one — it's easy!



STEP 5 – Perfect your Script

If you supplement our mobile contact management APP, LifeWave InTouch, with other types of approaches, whether you're a 'talker' or a 'typer', you need to figure out what works best for you by trial and error. Ideally the best people are comfortable with both, but it's all a learning curve until you perfect your craft.

Email is a powerful marketing tool that keeps you connected with potential LifeWave members and your team. Finding the right thing to say when sharing LifeWave can be hard at first, so, we've provided you with some sample scripts to help new members get started via text message, phone call, email, or social media. You can certainly get additional input from your sponsor and leadership.



EMAIL 1: After an initial conversation or meeting

Occasion: A follow-up message to a casual conversation or an initial LifeWave meeting.

When to send: 1-2 days after the initial conversation.

SUBJECT LINE: LifeWave Follow Up

EMAIL BODY

Hi [RECIPIENT],

I hope you're doing well! I'm following up with you about the discussion we had on LifeWave on [REFERENCE DATE/TIME]. Do you remember the video I mentioned? It's a great starting point for learning about the technology, and you can click on this link to check it out: https://youtu.be/TYCnlp_vy8I.

Let me know when you have watched the video. I'd love to discuss any questions you may have.

Thanks, and I look forward to speaking with you soon!

Kind regards,

[NAME]

[DISTRIBUTOR ID]

[LifeWave.com/replicatedURLName]



EMAIL 1.2

When to send: 1-2 days after first follow-up email sent

SUBJECT LINE: My Amazing Alavida Results | Why not try it?

EMAIL BODY

Hi [RECIPIENT],

Did you receive the last email I sent you with a link to the LifeWave video? If not (or just as a reminder), click here to view it (https://youtu.be/TYCnlp_vy8I).

I've been using the X39 patch for [X DAYS/WEEKS] and I'm really amazed by the results. [Explain your results]

Let me know if you're interested in trying some X39 and I'll get you a sample to try out. It's so great that these patches do all of this without using drugs or chemicals. Anyway, here's a really great explanation of how it all works: <https://youtu.be/l7XfbKK8o-Q>.

Let me know if you have any questions, or if you're interested in trying the patches.

Sincerely,

[NAME]

[DISTRIBUTOR ID]

[LifeWave.com/replicatedURLName]



PHONE CALL 1: Call to a person you know

LifeWave member:

Hi (name of person) this is (you), did I catch you at a good time to talk?

Prospect:

Hi (you), yes this is a good time to talk.

LifeWave member:

I was thinking about you the other day and I came across something I thought you might be interested in. It's this new product for activating stem cells.

Prospect:

Oh, that sounds interesting, what is it?

LifeWave member:

Well I know how interested you are in health, and what caught my interest is that this is a new technology for resetting stem cells to a younger state using light.

Prospect:

I've never heard of anything like that; how does it work?

LifeWave member:

I'll send you a link to a short video that will explain everything. I've been using the product for the past month and what got me excited is that (provide your own experiences) e.g. It gave me more energy, I'm sleeping better, and I even noticed that a few old injuries I had are gone now; it's really been incredible!

Prospect:

Oh, wow I can't wait to try it! Thanks so much for thinking of me.

LifeWave member:

My pleasure! I will send you that link now and some other information. Nice talking to you and I hope you have been well.

Prospect:

Thanks, you too.



FACE TO FACE CONVERSATION: Casual conversation to a stranger

LifeWave Member:

I noticed that you were looking at this patch that I am wearing. Actually, it is a new technology that activates the stem cells in your body; heard of anything like that?

Prospect:

Yes, I did see that. No, I never heard of that before.

LifeWave member:

I hadn't either until recently. A friend recommended it to me, and I found it all really interesting, so I decided to try it.

Prospect:

What does it do?

LifeWave member:

Well it's really been remarkable. (provide your own experiences) e.g. I noticed the first few days that I had more energy during the day and I was sleeping better. But then after about 3 weeks, I noticed that an old injury I had just disappeared, which was really amazing to me.

Prospect:

Wow, that does sound incredible. How does it work?

LifeWave member:

I asked my friend the same question and he sent me the link to this website. There is a video there that will explain it better than me. I'll give it to you; it's www.LifeWave.com/myname.

Prospect:

Ok thanks, I'll have to check that out.

LifeWave member:

The company runs discounts from time to time; I can see if I can get you one, so you can try it. Do you have a business card?

Prospect:

Yes, here you go.



TEXT MESSAGES 1: From your initial prospect list

Occasion: After you have drafted your initial prospect list

[insert name], I just found these incredible patch products and I feel amazing. I've been using them for ____ (days/weeks/months) and I have experienced _____ and _____. I feel 10 years younger. I know you've always been into health, so I thought about you! Can you give me a call so we can talk?

All scripts are a guide, we recommend you customize these scripts to fit your personality and the LifeWave patches you have used.

Dealing with rejection

Always remember that people might say no, and that's ok.

If at ANY point they say "no" or do not want to continue the conversation, that's OK!

Tell them "thank you for taking the time to chat with me," and ask them if you may keep them on your list to circle back with them at a later date.

Timing is everything, and you never know when someone will realize they really do need what you have to offer.

Advise from our leaders...

"If a person says 'no' keep in mind that they are not saying 'no' to you. Most likely they were not able to see the benefit for them at that time, and it may be because of a misunderstanding of what this AMAZING technology can do for them or a personal situation they are going through. Tell them: 'I understand this is not something you are interested in at this time and I respect that. Could you help me to help others?' And as soon as they say yes, I would tell them 'Please take a look at this 2-minute video' (where LIFEWAVE explain how the patches work) and once they see it in my phone, I ask them. 'Do you know anybody who can benefit from this technology?' Amazingly at that point they may see the benefit for themselves, and for sure they will be happy to give you referrals. People are often more willing to do things for others than for themselves. Be the messenger and use the powerful tools we have. Do not be the message."

- Lorenzo McGrew

"Never take a NO personally! It is just not the right moment for this person, but it might be later... or never. It is not to you someone says no, it is to the kind of opportunity or product you sell. So stay positive and continue your way to success. There are so many more people who are looking for what you have to offer!"

- Christine Gay-Girrbach

"Retrain your brain to see rejection as a gift. Rejection lets you know that you should not be spending good time with that person. That's all rejection is - A sorting mechanism. A time to move on."

- Dr. Joan Norton

"Lead with your heart, be respectful and see the persons view and not your own. Avoid arguments of your Ego. Instead ask questions to help them see the possibilities THEY could have!"

- Hermine Obermann

"If the response from a prospect is 'I've tried other MLM's and no success' or 'I've tried but I just can't sell' or 'I don't have any money,' say these types of things back:

Response 1: "I understand the frustration and I that's why LifeWave is growing so fast!"

Response 2: "That's a good point and that's why we're growing so fast!"

Response 3: "That's the best part and that's why we're growing so fast!"

Then you can explain with an answer tailored to each objection:

Other MLM companies have the same old products you can buy at retail stores - cheaper. Our products are patented and can't be purchased from any else but from YOU. Their effectiveness is legendary as you can see from 100's of testimonials and they're cheaper than a cup of Starbucks!

Most of our successful reps are teachers, practitioners, business people or retired. Typically not salesmen. They just let people they care about try the products. Let the performance do the talking, then take the order."

Most businesses require thousands of dollars to start plus major time commitments. You can get started with LifeWave for only \$_____ which you could raise in a garage sale or a cookie sale. Many of our Life Wave reps started with the minimal start up package and with part time effort are enjoying nice extra cash flow. You get your entire business management web portal, plenty of product to get samples out and total team and corporate support for almost nothing! So, the start-up is terrific value and can put you into immediate cash flow."

End each of the above with this question as a simple way to assume they are ready: We can get you started with a Visa or Master Card - what's easier?"

- Chuck Michel

STEP 6 – Set your Goals

Goal setting is one of the most important tasks to initiate as you begin your LifeWave business.

Unfortunately, it's also one of the most overlooked. Goals are essential to your success. They will help keep you motivated, set a direction for where you are heading, and provide a way to evaluate and measure your success. As you move forward in your career, you will continually re-evaluate and hone these milestones.



What to do:

- Spend some time thinking about what you want in the long term. If you have your end goal in mind, it's much easier to work back to discover your short-term goals.
- Write down everything you want to achieve and place the list on your office wall or on the fridge. They will act as a reminder of what you are striving for.
- Don't forget to be realistic. There is no point in setting yourself up to fail. Set realistic time frames to achieve your goals and that way, as you reach them, you can be satisfied knowing you're on the right track.



STEP 7 – Utilize your Sponsor

After you've familiarized yourself with the products and marketing tools you need to kick-start your business, reach out to your sponsor for a meeting. This can be via phone call or in person, but this is a person who can help guide you to success.

This is a great time to reflect on what you have learned and see if you have any questions based on the information you have digested. Your sponsor is a great resource at this point, so use their knowledge.

Some sponsors will put you in touch with their own sponsor or a leader in your market — these are people you can really rely on. They have plenty of knowledge and wisdom and will be happy to share it with you.

STEP 8 – Set Up your Marketing Pack

Just as the name suggests, marketing is a key element in the network marketing industry and is a crucial part of developing your LifeWave business.

To help you get started, we have created an abundance of downloadable tools for you to use as you build your personal marketing pack.



Business Cards:

We have a great template available to download in the back office. You're going to need a lot of these as you meet prospects and business partners throughout your LifeWave journey.



Sales Sheets:

Download the relevant sales sheets you need from the back office. They are great one-pagers to give to anyone looking for more information on a product. Have a few copies of each product so you always have enough to share.



Videos:

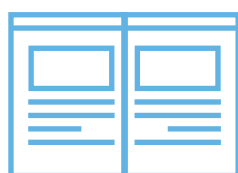
Download the following product videos and save them to your phone, laptop, and tablet:

- The LifeWave Business Opportunity
- How LifeWave Patches Work
- Any relevant product videos



Merchandise:

Visit the LifeWave merchandise store and purchase any items you may need. Having a branded water bottle or other items are not only a great conversation starter, but they give you an air of professionalism.



Order Product Catalogs:

While you will have received a product catalog with your initial enrollment, it's a good idea to order a bundle of 10 catalogs to be able to share them with prospects. You can purchase these from the LifeWave website. There is a great summary page of the products in the catalog that easily explains what each product does — this is a really handy tool to add to your pack.



Step 9 - Set Up a Social Media Group

You'll want to set up a Facebook group so you can easily post information to your team members.

What are Facebook Groups?

Groups are designed for a close circle of people who share information and keep in touch on Facebook. They are a great way to stay connected with your team and share advice and information on the business.

How to set up a Facebook Group

- On your newsfeed, you will see a Create button on the top right-hand corner.
- Click on this, and then click on the Group option in the drop-down menu.
- Select a name for your group and add any potential prospects you have already connected with.
- Privacy: It's best to keep this as a closed group. That means that anyone can find your group, but only people who are members of it can see who is in it and what information is posted.

Populating your Facebook Group

LifeWave Corporate shares an abundance of information on Facebook. You can share this information to your group.

This is a great place to invite people to meetings and webinars.

It's also a fantastic forum to ask your team questions and answer any questions they may have about the business.



Step 10: The Three-Way Call

Conducting three-way calls are an excellent way for sponsors to coach new members on what to say to new prospects. This team approach also helps get all the prospect's questions answered, lends credibility to the new member, and ultimately ensures a higher success rate in bringing new members onto your team.

When you're ready to start calling your prospects, it's a good idea to speak with your sponsor or another experienced LifeWave member about putting three-way calls to work and what they will consist of. You can set up a three-way call on your home phone, skype, whatsapp, and many more online platforms. Our LifeWave InTouch APP is perfect for managing a three-way call schedule. Be sure to get to know this APP!

Step 11 - Set Up your First Meeting/Demonstration

After a few weeks of contacting your prospect list, you will want to set up your first meeting, if you intend to use meetings as one of your team-building methods. Keep things small to start with and invite a handful of people to ease yourself into presenting.

Ask your sponsor to help you out for your first few meetings — they can guide you throughout the meeting and ensure that you're able to handle any questions people may have for you. Usually you will have your sponsor and/or leaders run the meetings so you can watch how it is done.

You can make things as formal or informal as you like. Many people start off by inviting a couple of close family and friends around to their house to chat about LifeWave. As time goes by, you can consider hosting a meeting in a nearby community centre or hotel.

- Set up your room — remember to have plenty of seats, water, and snacks.
- If you are using your laptop or TV to show a presentation, make sure you've run through it before people arrive and checked your volume is working correctly.
- Download the business opportunity PowerPoint presentation — this is available in a host of languages, so you don't need to create anything from scratch.
- Download the sales sheets on the products you want to share with people from the LifeWave Back Office. They are simple one-page documents on each patch. Keep these on display for people to take home with them.
- Have the products ready and available for people to try.

It's best to keep your meeting short; you don't want to over-burden people with information. Keep things simple by following this flow:

- Introduction and Thank You - Open by having you and your sponsor thank your guests for coming and sharing your own personal testimonials with LifeWave.
- Show the Business Opportunity Video - Video is a powerful tool to capture people's attention right at the beginning of a presentation. This video is available for download in your Back Office.
- Demonstrate Product and Share Testimonials - For example, if demonstrating IceWave, patch a guest for pain relief. Let this guest share his or her testimonial right after getting patched. Since our products are designed to go to work immediately, have your guests share their experience after about ten minutes. A high percentage of people will experience feelings of increased health benefits within minutes.



We also have lots of great testimonials on the website. You can download these into your presentation to share with your attendees.

- Have your sponsor present the Business Opportunity PowerPoint. This is a good way for you to see how someone else presents and you can pick up some tips from them.
- Open up a Q&A session – Ask people if they have any questions. Some will be open and ask straight away; others may want to speak with you in private. Leave the floor open for both options.

Once your meeting is finished, it is advisable to sit with whomever you have invited to understand what they liked best about what they heard, what else they need to know to make a decision to join, or if they are ready to join now! Of course, you can reschedule a time to follow-up within 1-2 days. Work with your sponsor and leaders to know how to maximize the post-meeting time.

Step 12 - New Member Checklist

Here is a simple checklist to follow when you sign up a new member to ensure you give them all of the information, they need to start growing their business.



- ☐ Welcome Email: Send a welcome email to the new member and let them know about any groups you have set up.

- ☐ Have them make a list of 25 people they know and sit down with them to discuss each one, before he/she approaches them. Come up with a game plan for each prospect.

Example: "Welcome, (name)! I'm so excited you've decided to join the LifeWave family. Let's set up a call to discuss how I can help you achieve your goals."

- ☐ Invite them to any of your / your team's social media pages.

- ☐ Have them download the Success Guide.

- ☐ Make sure they write down their goals i.e. Sign up two people per month or earn \$100 amount per week etc.

- ☐ Schedule a weekly call with them or weekly meet up so you can help them on their journey, discuss the patch benefits, and share testimonials.

Step 13: Create a Calendar

Creating a calendar to plan your week/month is key to becoming successful. If you don't have a plan, then you can't succeed. You need to create a plan of how you're going to reach those goals you set out for yourself. You should aim to create a monthly calendar and then break it down into daily and weekly tasks.



Let's say you have a goal of signing up 20 new distributors this year. Let's say that you have found the average comes to you attaining one distributor for every 10 people you talk to, which means you need to talk to 200 people this year. Breaking this up, that means you need to speak with 16-20 people each month to reach your goal.

If you take it that you will work a little on the business each day, then that means you need to aim to talk to one new prospect a day (Monday-Friday)

Network marketing calendar example

We have put this weekly suggestion for a person who has a full-time job but wants to build their network marketing business by working on it 1 ½ to 2 hours per day.



Monday -

- Call one prospect on your list (10 minutes).
- Post something related to a product in your social media group (15 minutes).
- Call one team member and check if they need help (15 minutes).
- Call/Email two cold market leads (20 minutes).



Tuesday -

- Do a presentation with up to three people (1 hour).
- Call one cold market prospect.



Wednesday (or whatever day is relevant to your market) -

- Join a Corporate Webinar.

OR

- Call your sponsor.



Thursday -

- Call four members of your team to make sure they are ok and ask do they need any help (60 minutes).



Friday -

- Demo/Webinar Day - Set up a demo in your house or via webinar to attract new prospects (90 minutes).

This is just an idea and you should develop your own based on your goals and objectives.

Step 14 – Gather Testimonials

Word-of-mouth marketing is a powerful tool. Hearing what others have to say about a product can do wonders for your business. Hearing someone share the powerful effect that LifeWave has had on their life can be both awe-inspiring and compelling. Testimonials are a great tool to incorporate into your presentations because they speak directly to your prospects.

Use the LifeWave Corporate Testimonials

There is an abundance of testimonials that you can utilize on the LifeWave site. To find these, simply click on the 'About Us' tab on www.lifewave.com and click on the 'LifeWave X39 Testimonials' or 'Testimonials' tab in the drop-down menu. Copy any of these testimonials that resonate with you. They are great to save to your phone or add into your presentation for demo days.

Gather your own testimonials

The first testimonial you want to gather is your own. Write down how you first felt after using the LifeWave patches and the benefits you experienced. Write from the heart and others will feel it too. With each product that you try, write down the benefits for that product. It's fantastic to be able to draw from your own experiences.

Then, as you introduce the patches to prospects and new members, write down their experiences. If you can, take before/after pictures or even some video testimonials.

Always make sure you get the person's permission before sharing their testimonial.

You can even share your testimonials with LifeWave Corporate for the chance to be featured in our presentations and on our social media channels. To submit a testimonial to corporate, simply email mytestimonial@lifewave.com and share your story. We will require a release to use a testimonial anywhere on our platforms or literature.

Soon, you'll have a store of testimonials that you can share with prospects.

Step 15 – Utilize Splash

Lifewavesplash.com is a fantastic database with lots of information on our products. This is a great online resource where you can search for product-related articles, read new testimonials, and look up the latest promotions/incentives.

Splash is an excellent resource to use both for brushing up on your LifeWave knowledge and as a tool for reaching out to your prospects.

Browse through the articles and select one that might be of interest to your contacts. For example, you might reach out to healthcare practitioners by sending them a recent article on a LifeWave study.

Alternatively, email the link to the article you have selected to a set of specific contacts. Include a short message to let them know that you thought they might find this article of interest. Be sure to include a call to action such as: "Contact me for more information about the patches. I am available to show you how they work in person."



Step 16 – Facebook Advertising

Facebook advertising is a great way to reach people who have similar interests to you. The beauty of Facebook is that it allows you to target people by location and/or interests. You'll be able to reach prospects that you have never encountered in your everyday life.

You can create a short post or video message and set up a campaign or specific post. Have a call to action at the end asking people to comment if they want to know more information.

When the advert has finished, you can reach out to those who commented on your post and share some information on the LifeWave opportunity via private message. Send them a message asking what prompted them to respond to your ad, then, you can find out what the individual is looking for and take the conversation further based on their needs.

Mix up your advertising to see what works; perhaps you could do one based on pain relief and another one based on being your own boss. See what gets the best reaction for you and you will be able to tweak your adverts as you progress. Your sponsor may also have some suggestions.

Step 17: Follow-Up is Key

The follow-up is in fact the most important part of the prospecting process so you need to give it some thought and time to make sure you get it right. Follow-up is key to creating long-lasting business relationships with your prospect.

- When starting your follow-up, it's a good idea to have an experienced leader or sponsor to assist you with prospecting and follow-up. If you are meeting someone for a follow-up, it wouldn't hurt to bring along your sponsor or a more experienced LifeWave member. This will help boost your conversion rate and make you an expert within no time.
- Before you bring your sponsor to your next meeting, contact the prospect and let them know you intend to bring someone to the meeting. It would help if you mention some of the accomplishments your sponsor has achieved in the business and encourage the prospect to ask questions. If the follow-up is done through a phone call, you can ask them to join in on a three-way call.

Remember what you're selling!

- You should be very clear on what your prospect's focus is in order to find a solution to their problems. This is what you need to target when doing the follow-up. If they are looking for pain relief or are more interested in earning additional income, be sure to steer the conversation in the direction you know the prospect wants to hear.

Closing the deal

This is the best part of any business transaction, but keep in mind the relationship doesn't end here, and you will continue to interact with the person long after you get them on your team.

The rapport stage is simple enough because people love to talk about themselves but at some point, you will have to steer the conversation to the direction you want.

"The reason I'm calling you is to ask if you had a chance to review the information I gave you?"



If they forgot about that, chances are they are not remotely interested in what you're selling. It's one of the processes people use to sort out the masses. If, however, they made time to read the material or watch the video, then, you can move on to the next step. One of the concepts behind successful follow-ups is to make sure the prospect thinks about the positive aspects of the business opportunity, whether those positive aspects are accurate or of their own interpretation.

By asking the right questions, you can steer the conversation in the right direction and have the prospect focusing on what's important — that is, the remedy for their immediate problems.



What to expect from the follow-up process

Ideally, you want to get back with that person or couple as soon as possible, preferably within a few days, while the idea is still fresh on their minds.

The follow-up process can take anywhere from a few days to several weeks, and in some cases, you can go for months or even years building friendships and the dream, until the time comes for them to join you.

General Tips:

- Book the next follow-up after your first conversation/call.
- Ideally, you should follow-up within 2-3 days.
- You may do the follow-up yourself or have your sponsor assist you.
- Start by building a friendship with the prospect. Do this by taking a sincere interest in their needs, goals, and daily life. The stronger the friendship, the stronger the trust and respect you will have for each other.
- Build them a dream. Dreams inspire people and stimulate action. Find out what their dreams are and what their immediate goals are.
- Train them. Information is very powerful and intelligent decisions are not made in a vacuum.

Step 18 – Stay Consistent

You'll quickly start to get into a routine when you sign up new members. If you start out sending a welcome email and scheduling weekly calls, be sure to keep this up.

When you know what works for you, be consistent. The personal touch is often something that people neglect when they start getting busier, but making time to keep in touch with your team and train each and every new member in the same way that you would want to be trained is key to building a successful business.



Step 19 - Motivating yourself and your Team

Motivating yourself

When you are the manager of your own business, it's important to constantly keep yourself motivated. This becomes especially important as you meet challenges and obstacles that may seem to get in the way of your success.

Learning how to properly manage roadblocks that may come your way is a lot easier when you have the resources available to you to continually hone your personal development and stay on track with the right positive attitude.

- Use the Internet, or go to a bookstore and research some motivational and inspirational books.
- Do an internet search and find some information on mentors or personal coaches in your area. Also many offer online courses and webinars that you can avail of.
- Think and reflect on what motivates you and the strategies that works best for you as a person, and for your business to keep you inspired and motivated.

Motivating your team

Your team is a crucial part of your organization and you should plan on spending a significant amount of time educating, mentoring, and motivating them to continue to do well. After all, your success is directly linked to their success! Consider using incentives to keep your team motivated. If your team members feel that you are truly invested in their success, they will continue to perform well.

- In your weekly calls and emails, consider establishing an incentive program, such as treating team members to lunch or dinner when they achieve certain goals.
- Ask your team members what motivates them and use their answers to help you create your incentive program.
- Consider sending out regular motivational emails to your team that contain words of wisdom, motivational sayings, and other helpful business advice.



Step 20 – Review your Goals

By now, you should be well into your LifeWave journey. You’ve learned how to educate yourself on the business, how to create a prospect list, and how to reach out to prospects and convert them into distributors. You’ve done quite a lot! You should be proud.

Now is the time to re-evaluate and review the goals you set out when you started. Ask yourself about your progress so far. How are you doing? If you have questions, you should reach out to your sponsor so they can help steer you in the right direction. Keep up the great work!



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