

Essential Basics

RECRUITING | SALES | LEADERSHIP



*Heartfelt*TM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Action Guide



Essential Basics

Essentials are the things necessary for your growth. That can be products, tools, conversations, or even follow-up.

Keep it simple!

Really, really use the tools. **Don't** be a _____, use the _____.

Essential Tools

Website

Your website is an essential tool. On it can you have a movie explaining your product or service. You can have frequently asked questions, ingredients, case studies, ectera.

Sharing

Make it simple to share the information with others. Let your story motivate others to succeed.

Make everything duplicable.

Essential Conversations

Conversations with others, conversations with our upline, conversations with our team.
Conversations with ourself.

Positive

The conversation needs to be positive. Don't let doubt into the equation.

Pride

Are your conversations with yourself something you would be proud to share with others? Shift away from negative conversation.

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The **Pygmalion effect**, or Rosenthal **effect**, is the phenomenon whereby higher expectations lead to an increase in performance. The **effect** is named after the Greek myth of **Pygmalion**, a sculptor who fell in love with a statue he had carved.

Low expectations lead to a decrease in performance. We need to believe in ourself and have good self-talk.

What conversations should you be avoiding?

What conversations should you be encouraging?

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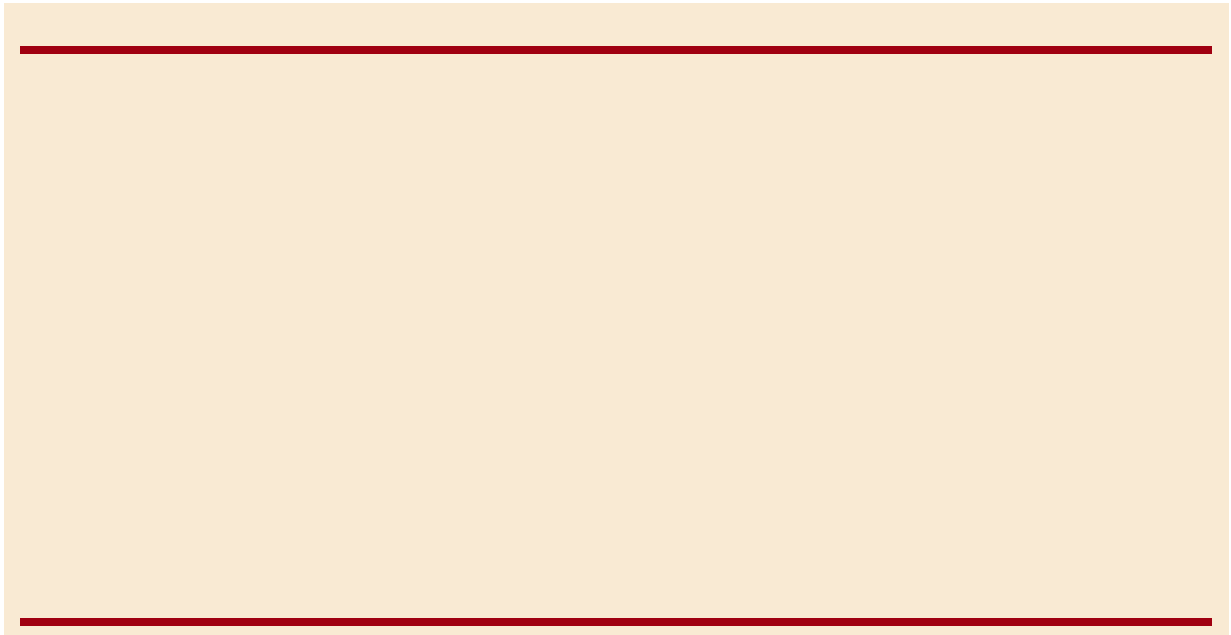
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Essential Follow-Up

Don't walk away from this essential. A habit needs to be developed. Don't make it complicated.

What are some simple tools you can implement in your follow-up?



IMPORTANT: The timing has to be right for the client. Make sure you put it in your schedule. Remember though...**KEEP IT SIMPLE!**

Key Parts

1. Remind them that they told you it was okay to follow-up.
2. Keep it short and sweet; but add a touch of urgency.
3. Give them a way to follow backup up with you.

If you don't follow-up you are breaking a promise to your client and you are break a promise to yourself. Lead with integrity.

Work on your business like a business!

Success is in the follow-up. This is probably the most profitable essential.

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