



Creating Phenomenal Biz Growth During The Holidays

Holiday Season is the Business Building Season #1

Recruiting

Why people sign up during this time of the year

- Children have returned to school
 - o Need their own thing
 - o Want a job, but want flexibility
- New activities that need to be paid for
- Desire for connection
- Goal to have a debt-free Christmas
- Goal to give something that costs more than they've spent before
- Retired person who is finished traveling

Recruit interview

- Motivational style
- Why is now the right time for you?
 - o Reconnect with fence sitters
- What would you like to accomplish before the end of the year?
- What does your schedule look like and when would you like to work your business?

Social media campaign

- Ask questions that attract business builders
 - o Need for recognition
 - o Need for income
 - o Need for personal development
 - o Need for financial security
 - o Need for something that is family friendly
 - o On a scale of 1-10, how much would you like to have your own "back to school" feeling by starting something new of your own?
 - o How would \$500 change things for your family?
- Talking about the low cost of a kit encourages "kit-napping"
- If you were to make an extra \$500 a month, what would it do for your family?
- What would an extra \$500 a month do for your holiday season?
- What extra charitable donation would you give if you had some extra income?