

# How to Implement the Launching Strong 2 | 1 | 30 Sheet

The new Launching Strong System is designed to be used by everyone new to your business and be presented by your sponsor. It will allow everyone to follow the simple steps to create a strong launch in their business and create duplication within your teams.

## 2 - Within 48 Hours of Joining

Contact your new team member, welcome them to the team via voice note or phone call. Present two paths to your new team member.

### **Path A Launch Path - A Business Builder OR Slow and Steady Business Builder.**

Income can be earned for own sales and from the efforts of others they help into the business. Our Goal is to build their confidence. **They need daily/weekly Wins.** You will also meet with them each week for 15min or more to follow up with their tasks and wins. Shout them out in our Team Group.

If they pick **Path A** - Email the Launching Strong Worksheet and book in a **Game Plan 1:1** (Face-to-face Game Plan meeting - In Person / Facetime / Messenger Call / Zoom). Have them print out the Launching Strong Worksheet to be ready for the meeting.

### **Path B The Hobbyist.**

Income is earned solely on their own sales to friends and family, and by sharing what they love on Social Media.

If they pick **Path B** - Add them to your Elite / Exclusive Team group, United Fashionistas, etc. Direct them to the Pinned Posts & Guides and check on them once per month.

## **Game Plan 1:1 Meeting - Facetime / Video Call / Zoom - 1 Hour Max.**

- **Set property expectations for long-term success.** This system is designed to make team members independent as quickly as possible. Success or failure is up to them. Are they willing to commit 1 year of action and learning?
- **Identify their GOALS.** Show them how to dream again, what's missing from their life. How much would they like to earn in their first month? What would that amount do for them RIGHT NOW? What would they like to see change in the next 12 months?
- **ASK THEM** - How can I help you stay motivated? Texts?, daily tasks?
- **GET TO KNOW THEM** - Find out their love language and personality color.
- **BOARDS APP.** Show them how to download it and use it as a text replacement.

— **Teach them how to prospect** people who engage with their posts. Reply to comments thanking them for watching. BE EXCITED!! Drop all likes and comments a message.

Example: “Thank you for watching my Live! I am so excited about this business and would love to hear your opinion. If I sent you a video, would you watch it?”

— **Teach them how to make a contact** / 100’s List starting with their 10/10 and **how to SHARE vs. SELL.**

**10 Easiest** Their friends and family. The product users. Those they think will support / buy from them.

Example: “Hey Clare!! Would you be willing to try the jewelry we have and compare it to what you currently have, and give me your feedback?”

**10 Best** Their “A-Team” / “Dream Team”.

Example: “Hey Clare!! I need your opinion and would like to see what you think about my business. If you are interested, Great! If not, that’s totally fine too. If I sent you a video, would you watch it?”

## Actions:

### Two Days:

- o Game Plan Meeting
- o Complete the first part of the Launching Strong Worksheet (during game plan meeting)
- o Tell them to read page 2 and do the Activities.
- o SHOUT THEM OUT! EVERY LITTLE THING THEY DO MATTERS!!

### Seven Days:

- o Complete the 10 / 10 List (if not completed during game plan meeting)
- o Share 3rd Party Video with 10 Best & Message 10 Easiest to book Parties (Get them Familiar with the BOARDS app)
- o Kit Unboxing Facebook Live as soon as their kit arrives.
- o Book an Online Launch (OLL) using a Personal Profile/VIP Facebook Group / Event
- o Book an In-home Launch (IHL) with local friends & family ASAP (If they can)
- o SHOUT THEM OUT FOR EACH MILESTONE!

### Thirty Days:

- o Maintain Daily Communication – For at least 30 days.
- o Agree on a suitable Daily Method of Operation (DMO)
- o Approach and invite prospects everyday
- o Complete 100’s List
- o Book their first Online Party
- o Go Live with their WHY and testimony from using a product or reviews from customers
- o Help them achieve their first team member
- o Commitment to their first event
- o Agree on their first Personal Development tool



**If Anyone Struggles** - Remind them of their **WHY** and what it is that helps them stay motivated to achieve their 30-day Financial Goal and their 12 Month Goal.

— Get them into action and give them assignments!