



L'BRI
PURE n' NATURAL

5 Keys to Becoming a Sponsoring Rock Star

Shared by Senior Executive Manager, Lisa Taylor at Leadership 2018

There are SO many things that I love about L'BRI, but what I have found is that I have a real passion for helping other discover the L'BRI Income Opportunity and what it can do for them and their family. I have a passion for sponsoring. It fuels my fire.

Here are 5 simple keys to start sponsoring like a rock star!

1. Believe in Yourself and the L'BRI Income Opportunity

- Much of our success boils down to our BELIEF
 - Do you believe you have a "gift" to offer, an opportunity to change the lives of others for the better? Just think: What would your life be like if no one had offered the Income Opportunity to you?
 - Are you afraid of hearing the word NO? Get over it! Don't take it personally! Are you still breathing? Nothing has really changed... but YOU are getting braver! Go for it!
 - Discover what you are saying to yourself that is stopping you from ASKING people to take a closer look at what L'BRI's Opportunity can do for them? Are you saying to yourself, I don't want to be pushy? I don't want them to think I am just out to make more money. Or are you thinking things like this - "I am just not good at talking about the income opportunity. I will never be as good at it as my leader." What are you thinking inside your mind? What thoughts have turned into your beliefs that you now think are true?
- Once you have identified the ERROR in THINKING or "stinkin' thinkin'" you can take steps to CHANGE that through POSITIVE AFFIRMATIONS. Write down all the ways L'BRI has benefited your life. How could L'BRI benefit them and help them achieve their dreams? Why would we hold back offering such an amazing GIFT!?
- A couple of AFFIRMATIONS that I say regularly, especially on my way to a Show are:
 - I am a sponsoring rock star.
 - People want and need what I have to offer them in the Income Opportunity.
 - I attract motivated leaders to my team with my passion for sharing L'BRI.
 - Sponsoring is fun and easy and brings me great joy!

2. Focus Your Personal Business on the Formula for Success: 6+2

That is really something I keep in the front of my mind every month, every week, and almost every day, as I work my personal business!

- 6 Shows...This means making an intentional plan to reach out to people and offer them the opportunity to get their favorite products for FREE or at a deep discount! Again, we are thinking about THEM, not us!
- Having a strong Show calendar means you are in front of more people, and more people means your "pipeline of possibilities" is full! Holding 6 Shows in a month times 8 guests per Show equals 48 people to offer the opportunity to! With that many people in your pipeline, do you think you could find 2 who would like to start? Remember, your Hostess is your biggest sponsoring lead! ASK HER! Invite her to just take a closer look at the income opportunity.

Hold 6 SHOWS X 8 guests = 48 learn about L'BRI = SPONSOR 2!



- Make time to work your business! Remember you are your own boss, so if you want to grow your business, you need to treat it like a business!
- Stay connected to your customers, because you never know when life will change for them and they may be looking for more in their life. They may become ready to take a closer look. You don't know unless you ask. And then you know. Either way is good - no pressure, no worries. You are not taking it personally. It is about THEM remember. You are just on a journey to know how they feel about the L'BRI opportunity.

3. See Sponsoring as a Playful Game

- I used to get really nervous about sponsoring, not wanting to appear pushy. I hated the uncomfortable silence or the avoided eye contact. Well, that has all changed for me! And it all starts with my MINDSET! So here are a couple of "playful games" I play with myself, in my mind.
- As I do my customer care calls or head off to my show, I start thinking about finding my next sponsoring lead like I am on a SCAVENGER HUNT. Ever done one? They are exciting. That is the way I see finding my next prospective team member! A fun, light-hearted challenge. I want to ask everyone, like turning over "every stone" to find the PRIZE! And I don't know WHERE the PRIZE will be, so I just have to keep ASKING until I find her! It's super fun, and for some reason, in my mind, when I think about it like this, I don't get as nervous or self-conscious! It is just a game I play in my mind, and it makes the process so much FUN! I play this GAME in my mind ANYTIME, like when I do my customer care calls, hostess coaching, and during my Shows.
- Then, during CHECK OUT at my Shows, I play another GAME in my mind. I call it: BE A ROBIN. Robins are fun to watch because they are on a mission to find that worm but go about it in a very peaceful yet purposeful kind of way. And how they find the worm is by first LISTENING and then by DIGGING.
- It is no longer scary for me to bring up the income opportunity because my purpose is simply to LISTEN and DIG. I listen to her response to the CARE part of my Share and Care Story. I listen to what is important to her. What does she need help with? What does she want more of in her life? And then I DIG a little deeper at CHECK OUT by asking more questions:



"You mentioned earlier that you would love to take your kids to Disney. How would you feel to be able to do that for them? Imagine taking this trip and the fun your kids would have. And this trip would not even have to impact your family's budget! I don't know if L'BRI would be a good fit for you, but it never hurts to explore the facts and get more information. Let's get together and just explore this together. What day this week would work best for you?"

My purpose then is simply to help people DISCOVER if this could be the vehicle to help fuel their goals and dreams. My job is to LISTEN and DIG (by asking questions) and to FIND who those people are. There are at least 1-2 sponsoring leads at every one of your shows. So, all you have to do is LISTEN and DIG.

4. Plant Seeds by Using the Awesome Resources L'BRI Has for Us!

- **SHOW CARDS:** Plant "Sponsoring Seeds" throughout your presentation. There are quite a few in the Show Presentation Cards, and stats say that people need to hear things 7 or 8 times before they are ready to take action... so your "seeds" are VERY important.

Here is one from the Show Cards that I use: Near the beginning of your presentation I say: "I am expanding in this area and need more Consultants to help me spread the word about these amazing, aloe-based products. So, I invite you to watch what I do tonight and see how easy and fun it is to do my job! Don't worry, I will give each of you a chance to take more information home with you tonight."

Another one I personally use is: "Sometimes I just have to pinch myself. I get to hang out with all of you ladies and enjoy some girl time, so it doesn't even feel like a job, yet the paychecks are amazing!" So, plant those seeds!

- **DEVELOP A STRONG SHARE AND CARE STORY**

- Write it out, send it to your sponsor and Executive for feedback and tips to improve it. Practice it, Memorize it.
- Make sure you add **PASSION** and **EMOTION**, because that is what spurs people to want to know more! It creates curiosity! Facts are fine but let them feel the **PASSION** you have for helping them achieve their goals and dreams too.
- Remember **THE FOUR MAJOR POINTS** of your Share & Care Story:
 1. Share - How you were introduced to L'BRI.
 2. Share - Your personal product testimonial.
 3. Share - Why you decided to become a Consultant, and what you enjoy about it.
 4. Care - Your invitation for guests to look at the L'BRI opportunity (See more training in Learning Center called [Creating Your Share & Care Story](#).)

Be sure to do the **CARE** in your **SHARE** and **CARE** Story!



I use **TICKETS** THROUGHOUT MY SHOW. Guests can get tickets if they ask a question or answer a question during my presentation. That gets them interacting with me right from the start, and who doesn't want to win a prize. My prizes are a free sample and some chocolates in a cute little gift bag, or a small luffa with a Body Wash and Body Butter sample. Something small, not expensive. But people love to win!

I used to be very nervous about asking, "Who here would love to have an extra \$500-\$1,000 in their family budget each month?" Because I have been handing out **TICKETS** throughout my presentation, it is very natural to hand them out during my Share and Care Story. It seems more like a **GAME** – more fun and not stressful – for me and the guests!

They get a ticket when they share what they would do with an extra \$500-\$1,000/month. If someone raises their hand, I start with them. You can always start with the Hostess! But, I ask everyone! It's fun and fast and I pay close attention to what they say! Because that sets me up for talking to them at **CHECK OUT** and **DIGGING** a little deeper with them!



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- **BOOKING/OPPORTUNITY SLIDE**
At the end of my SHARE & CARE STORY, I review the Opportunity SLIDE as another way to “plant the seeds” and REVIEW all the ways L'BRI could fuel their dreams and try to specifically mention dreams I heard during the ticket game.



5. Harvest those Seeds

If you do a good job planting the seeds but never HARVEST them, what is the benefit? HARVESTING IS SO IMPORTANT!

- Use CHECK OUT as an opportunity to suggest that they take a closer look at how L'BRI could fuel their specific goal/dream. Take notes during the CARE portion so you remember what they said for their dream.
- Memorize and practice responding to the 7 common sponsoring objectives. Did you know there are only 7? Print off [Handling Sponsoring Objections](#) from the Learning Center in the Sponsoring tab and practice responding to each objective. Be sure to “tweak” them and make them your own, so you are comfortable saying them. THEN, role-play responding to objections with your sponsor or Executive. This will build your confidence!
- The next step in Harvesting your Sponsoring Seeds is to schedule a DISCOVERY Appointment (opportunity appointment) within 48 hours, if at all possible. Take advantage of their excitement. The longer you wait, the “colder” your lead can become.
- Remember, you are not suggesting that she sign up right at the Show, as much as simply encouraging her to “take a closer look” at the facts and how L'BRI may be the vehicle to help her achieve her goals/dreams.
- At this DISCOVERY appointment you will get to know your Consultant lead better, share the benefits of becoming a L'BRI Consultant, answer any questions, and invite her to get started.
- USE YOUR EXECUTIVE MANAGER. You can set up a 3-way opportunity call with your Consultant lead and your Executive, and your Executive can model a DISCOVERY appointment for you.



So, let's RECAP

1. BELIEVE IN YOURSELF AND L'BRI'S INCOME OPPORTUNITY. We have a special gift to offer to people.
2. Work your business with FORMULA FOR SUCCESS: 6 shows and 2 Consultants sponsored each month.
3. See sponsoring more like a PLAYFUL GAME and have fun with it. Dig like the Robin.
4. PLANT SPONSORING SEEDS, using the awesome resources L'BRI has for us, including the Show Presentation Cards, Opportunity Slide, and your powerful Share and Care story.
5. HARVEST THOSE SEEDS during Check out by setting up a Discovery Appointment. You got this!

Have you learned something you plan to try this next week? I hope that I have given you some ideas and inspired you to step out, take action, and become a Sponsoring Rock Star!

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