

Introduction

In-Home Business Briefings are proven to be one of the most effective ways to build a fast growing, long lasting FreeLife business.

Why are in-home Business Briefings so effective?

1. In-Home Business Briefings are a great way to leverage your time – you can show 5-10 prospects the FreeLife business in one, 60- minute presentation.
2. In-Homes can get you off to a fast start. The more people who see the FreeLife story, the more enrollments you will have. In-Homes enable you to work the numbers more quickly and help build Directors more quickly (in their first 30 days).
3. In-Homes are duplicatable. This is critical. Duplication is what creates momentum in your Organization. Anyone can host an In-Home presentation and learn how to give one, and they are a very inexpensive, yet highly effective way to build your business.

Important Participants at an In-Home Business Briefing:

1. **The Host** – this is the person hosting the In-Home and inviting prospects and other local Marketing Executives (MEs) to their home to see the FreeLife presentation.
2. **The Presenter** – this is usually the “support line” (upline) of the host. This is the person who will be doing the majority of the presenting at the In-Home presentation.
3. **The Prospects** – these are the people that are coming to the In-Home as guests of the host or other MEs attending, and are taking a look at the FreeLife opportunity and products.
4. **Marketing Executives** – these are other local FreeLife MEs that the host has invited to the In-Home for support and to also bring guests to see the FreeLife presentation.

Notes:

How to Invite Prospects to an In-Home Business Briefing

1. The objective of your phone call is to get their commitment to attend the In-Home. It is NOT to sell them the business or products over the phone. This is one of the biggest mistakes new MEs make – they tell too much on the initial inviting call. You owe it to your prospects to give them the complete picture of FreeLife so they can make an educated decision on the business. The only way the prospect can get the complete picture is by sitting down with you for 30-40 minutes to hear the full story.
2. Make the call about 5-7 days before the In-Home Business Briefing. The best time to call is between 7 p.m. and 9 p.m. (local time).

3. When making the inviting call, be brief. A script to use could go as follows:

“Hi Sue. This is Tom. How are you? Great. Hey, I’m in a bit of a rush right now, but I’d like to invite you over to my house. I just got involved in an exciting new business and some friends are coming over to give a 30-minute business presentation. It’s very visual and I promise you I won’t waste your time. It’s Thursday at 7:30 p.m. Can I count on you being there?”

Another script may go like this:

“Sue, if I can show you something that makes total sense, where there was no risk, no deliveries, and no inventory and this was a business where you could earn an extra \$20,000-\$30,000 this year, would you give me 30 minutes of your time? Great. I’m having a Business Briefing at my house with some friends on Tuesday at 7:30 p.m. Can I count on you being there? Great. Do you foresee anything coming up between now and then that would keep you from making this?”

4. If they ask, “What’s it all about?” Say: *The company is called FreeLife, have you ever heard of it?* Then always come back to: *“Listen, I’m in a bit of a rush right now and it’s a visual presentation, something you have to see to get the complete picture. I promise you I won’t waste your time. So which day is better for you, Tuesday or Thursday?”*
5. Once again, remember your objective of the call is to get them to an In-Home, NOT to enroll them over the phone. In trying to enroll over the phone, your success rate will drop drastically because you are not able to adequately give prospects the full picture.

Tips for Ensuring a Greater Turnout for an In-Home

1. Make a confirmation call the night before the In-Home to the invited guests. If they are not going to show up, it’s better to find out now than the night of the In-Home. Say something like:
“Tom, I was just calling to confirm our meeting tomorrow at 7:15. I can still count on you being there, correct?”
2. 100% of the guests picked up for an In-Home will show up. If you can pick up your guests, do it. Or have someone (husband, wife, ME in your group) pick them up for you.
3. Have other MEs from your Organization bring guests as well. The more people, the greater the level of excitement.
4. Whenever possible, have your guest bring their spouse to the In-Home Business Briefing as well.

Steps to an Effective In-Home:

Preparation

The key with all preparation is to set the expectation and make sure it is organized well. The host of the In-Home will be responsible for much of the preparation.

In-Home Tips for the Host

- **Room Setup:**

- One possible location for an In-Home is where there is good lighting, adequate space and some sort of a table in the middle of the room that people can sit around, like the living room. You can have an In-Home in the kitchen, living room or dining room. Any table makes it easier for people to take notes and easier for the presenter to show products.
- Have a plan for children. Have the host make sure their children will not be attending the meeting.
- Keep all pets out of the room.
- Turn the ringer down on all phones in the house. Let the answering machine handle calls.
- Set up the room for 50% of the people you expect. Add chairs as needed, but make sure there are no empty chairs.
- At the beginning of the meeting, ask everyone to turn off their beepers and cell phones, or at least put them on vibrate.
- No food is needed. It increases the costs of the meeting, which makes it less duplicatable. Have a pitcher of water or better yet, Fired Up! or MSM Ultra Power Punch, made up as a refreshment.
- Display FreeLife products on the table so everyone can see it. It's fine if some of the products have been used.
- Use the FreeLife Presentation Booklet. You can download this from FreeLife.com.

- **Other In-Home Tips:**

- The best time for an In-Home is from 7:30 p.m. to 8:30-9 p.m.
- Keep it simple. The guests at an In-Home must see *themselves* being able to do an In-Home. The more elaborate an In-Home becomes, the more work guests will see as part of the business.
- As the presenter, get there at least 15 minutes early so you can mingle with the guests. This will help build rapport.
- As the presenter, the night before doing an In-Home, call the host, be excited, go through the preparation list one more time, and ask them which products they really like. You will ask the host to give that same product testimonial during the presentation.
- Don't invite negative people to an In-Home. You can handle these "fun" prospects one-on-one, if your heart desires.
- OPTIONAL - Have blank sheets of paper and enough pens for all of the guests. You will hand the paper and pens out to them before the presentation begins. Tell them they can use it to take notes.

The Presentation

5 parts to the FreeLife Presentation – USE THE FREELIFE PRESENTATION BOOKLET

- 1. Your Story as the Presenter** – Your background, what was going on in your life that made you open to joining FreeLife, why you got involved with FreeLife, i.e. the money, working from home, the products, etc. You're not selling FreeLife at this point – just telling your story. This should last about 5-10 minutes.

OPTIONAL: If you have handed out paper and pens to your guests, after you tell your story, pose this question to the guests: "Before I get started, I'd like you to write down three things that you would do with an extra \$500-\$1,000 per month." This gets people thinking a bit, dreaming a bit, as to the positive impact the extra income can make in their lives.

- 2. The Company** – This is where you talk about what FreeLife is, FreeLife's accolades, and some of the benefits of the FreeLife business. The key here is to just follow the FreeLife Presentation Booklet. This should last about 10 minutes. Show your prospects the *Inc. 500* reprint, the *Success* magazine reprint and any other credibility piece you have regarding FreeLife, the Company.
- 3. The Products** – This is where you will talk about Dr. Earl Mindell as the FreeLife's product expert. Have a few of Dr. Mindell's books on hand including the *Vitamin Bible* to show the guests – this is great third party credibility. Pick out 3 to 5 products to talk about. Do not get into a lot of detail on the ingredients. Simply touch on some of the key bullet points of a product as highlighted in the FreeLife Product Catalog. As the presenter, give your own testimonial on one of your favorite products. Also, ask the host of the In-Home to give the product testimonial that you discussed with him/her the night before. Talk testimonials and talk benefits when it comes to the products. This should last about 15 minutes.

OPTIONAL: If you handed out the sheet of paper in the beginning, ask your guests to write down the three products that interest them the most. This will be a great help at the end for you to know what products interest your guests.

- 4. The Compensation Plan** – The key here is to keep it SIMPLE. Once again, if you stick to the FreeLife Presentation Booklet, you will be giving a strong overview of the TriMax Compensation Plan. This should last about 15 minutes.
- 5. The Close** - Don't get nervous; don't be afraid. Remember, you are offering people the two incredible gifts of health and wealth. Ask your guests how they see themselves helping others to obtain optimal health and create income at the same time.

Another option for the close is to ask your prospect, "What did you like most about this presentation?" And then close with their favorite aspect.

Things To Do when Enrolling a Business Builder

1. **Complete the ME Agreement.** Complete each section.
2. **Complete the Advantage Customer Agreement.** Explain how you receive a 30% discount on all the products as an Advantage Customer. Let your new ME know that this is “*your emergency backup order.*” Say: “*You can customize your emergency backup order in case you ever forget or are unable to place an order. It ensures you’ll never miss out on a check.*” Becoming an Advantage Customer is an absolute MUST for everyone looking to purchase FreeLife products. It could save them several hundred dollars to over \$1,000 per year off of retail.
3. **Give Your New ME the 48-Hour Assignment.** You can get this in the ME Services section of FreeLife.com. The key areas of the 48-Hour Assignment are:
 - A. Develop a list of at least 100 people
 - B. Develop goals and “Why”
 - C. Develop a schedule for working FreeLife
4. **Schedule the 48-Hour Review within 48 to 72 Hours of the Enrollment Date of your New ME.** The details of the 48-Hour Training can be found in the ME Services of FreeLife.com. Make the 48-Hour Training at your house this time – it’s a test of your new ME’s commitment.
5. **Place your New MEs' First Orders with Them**
6. **Schedule your New MEs' First Two In-Homes.** One should be scheduled 5-7 days from the date of enrollment and the other 5-7 days from the first In-Home.
7. **Immediately Focus your New ME on Becoming a DIRECTOR.** This should happen within their first 30 days and they should also get on track to achieving the title of Director I within two full calendar months of their enrollment month.

In addition, you only have one time to create your 30-day story. Make sure it is a good one, one that will inspire and set the pace for your Organization. Be able to say, “Hey, it took me 20 days to hit Director. How long will it take you?”

Things to Do when Enrolling a Customer

- 1. Complete the ME Agreement.** Becoming a Customer is free, but explain to them that if they become an ME, they will receive a Welcome Pack that includes audiotapes on FreeLife's products, a Catalog, and other excellent information on FreeLife. Additionally, they are now able to earn income. There are many examples of people getting excited about the business after they experience the quality of FreeLife's products. Additionally, by enrolling as an ME, they can also earn income from any spillover that may occur.
- 2. Complete the Advantage Customer Agreement.** With the 30% discount off of retail, becoming an Advantage Customer will save your new Customer hundreds of dollars and even more over the next year.

The Follow-Up

Call your new MEs the night after you enrolled them, congratulate them on their decision to join, and let them know that you are there to help them. You must resell them again and keep their excitement level high. Confirm the 48-hour Training appointment. Let them know that they must complete the 48-Hour Assignment before the 48-Hour Training. If it is not completed by then, you should reschedule the training.

Additional Tips

1. Schedule a weekly phone night where you get together with another Leader and take turns calling your prospects to schedule an In-Home for the week. Monday or Wednesday night is a great night to do this. When you work together with someone, it can make it more fun.
2. If your prospect is not ready to sign up at the In-Home, make sure they leave with some material such as an *Inc.* 500 reprint and the FreeLife Catalog. Schedule a time to call them back the next night and have your upline on the line with you to help answer any questions.
3. If you want to be an Ambassador within 12 months, your Organization needs to grow by 7-8 Advantage Customers each week. That would give you about 400 ACs within 12 months and Organizational points of over 20,000. Stay focused on enrolling.

The key to anything you do in FreeLife is to ask yourself: WILL IT DUPLICATE? Here Are 8 Critical Business Building Activities to Duplicate:

1. Add to your prospect list – it's your greatest asset – it's the inventory of your business.
2. Set appointments to show the FreeLife Opportunity – focus on your local market within a 2 hour driving radius of your home.
3. Make Weekly Presentations and have your MEs make Weekly Presentations.
4. Complete 48-Hour Trainings with all of your new MEs.
5. Use at least 100 points of products per month.
6. Achieve Director title within a new ME's first 30 days.
7. Focus your new MEs on the Advancement Bonuses at each title.
8. Celebrate success by staying in touch with your people.