

Mannatech Rainmaker - Day 2

Monday Call May 10, 2021

- Next TNL: May 11th at 7:30 Pm CT www.allaboutmannatech.com
- This week's "Product Focus:" Mannabears
- Save the Date: Mannatech Event... June 26th 10 AM – 3 PM
- Liver Support Coming – Flash Sale – May 17th- 19th – watch replay of zoom on Mannatech North America FB Page – time to inform your downline that it is coming...
- The Updated 4 Core brochures are shipping.... <https://www.mannatrain.net/order-materials.html>
- Special training with Merri-jo Hillaker and Patrick Dean... Wednesday at 7 PM CT – register at www.merrijohillaker.com/coursecorrection (free gift to those who register - free GIFT of a newly drafted "insight discovery" piece ***"5 Top Principles Critical for Success."***)

Saturday...May 1

1. "New" Everyday Behavior
 - a. Call at least 1 person and tell them what a great customer, person they are... what they mean to you; not a text but talk so voice message works!
 - b. Challenge: stay away from TV, etc.
Move your focus away from all the things that do not serve you well!
2. YOUR Vision/Mission Must tie into your GOALS - This is true about working with new associates as well!
 - a. What does this mean? Mission Vision statements first!
3. The power of communications: the quality of your language will determine the quality of your life!
 - a. *"I can't wait to quit my job"...*this is focused upon the negative so never will happen!
 - b. *"I can't wait to build my incredible wellness business impacting thousands around the world!"*
4. The Secrets of the Millionaire mind... ***"how you do anything is how you do everything!"***
 - a. Ask yourself every day in every way, "is this my best?"
 - b. Linear income versus long term (not "residual")
 - c. People burn out in linear...and before long you are out of hours. Teach people about "+1"
5. If you have the burning desire at such a hot level: that is what attracts others!
 - a. Everything in LifeScore is connected...see attached.
 - b. Where are you? What are you working on NOW?
6. Prospecting: Know exactly how to answer these questions/what to say:
 - a. "What business are you in?" ***Serving people everywhere to live more empowered lives***
"People don't care **what** business (nutrition) you are in." People are looking for **results!**
 - b. "How do you do that?" ***"Consistently."***
85% of people are visual...and yet we try to give them auditory.
 - c. If they ask for "more info"...then ask ***"how? pdf's, videos, etc."***

Once they ask you, know that they have interest. So QUIT showing information down people's throats!

d. *"If you can speak less, you can earn more."*

e. Do not leave home without brochures, mobile app info, etc.

f. Why are you enrolled in this business? People will think logic but buy from emotion!

GO FROM CHASE TO ATTRACT!!!

g. "Even more"....so do not talk about getting wealthy or healthy or having impact...be All IN. Get your "2 Minute You" down pat!

WE ARE PART OF A TEAM LEADING A NATIONAL EXPANSION FOR ONE OF THE TOP HEALTH AND WELLNESS COMPANIES IN THE WORLD AND ALSO PROVIDE AN OPPORTUNITY FOR THOSE WHO ARE SERIOUS ABOUT GROWING LONG TERM INCOME. Not only does the company have one of the greatest breakthroughs in nutrition, but it also has for over 20+ years and counting COMMITTED to the incredible social cause of significantly reducing global malnutrition around the world.

h. SOCIAL IMPACT IS THE CURRENCY OF THE FUTURE.

Weave this into your presentation. Millennials are ALL OVER THIS.

People are driven more by purpose...Millennials/Gen Z are ALL IN with social causes...90% saying. Kids Around the World is another partnership we have...M5M

i. End your 2 Minute U with an Offer. ***"If you have some interest just text influencer to 26786 and you will get more information as well as a copy of my new book, "Impossible Place."***

7. Identify your perfect customer

a. YOU HAVE TO KNOW YOUR PERFECT CUSTOMER

b. Leverage "transfer spending": know what this means

"Why not spend just some of the money you spend at restaurants on Health and Wellness"

There has to be a science to your success.

c. FB Ads: spend less than \$5 unless proven.

Don't gamble with your advertising dollars!

d. KNOW the **data points** of Whole Foods, Vitamin Shops, etc.

So, **TARGET** your customer.

Be as frugal as you can....cash is like oxygen.

8. Who makes our perfect associate?

a. Build the profile

1) Many business executives are stressed and suffer from burnout!

2) Top 200 people and profile them...

3) Go after people who have a sphere of influence

Go to groups where social influence

Speak at events where the right people are...

b. Be willing to disconnect from the outcome

c. Show Up, Pay Attention!

KNOW: who you are looking for

Also, always ask *"What is the best way to communicate with you?"*

9. Marketing Strategies.

a. No more gmail, aol or yahoo

\$8 go to Go Daddy; have one email with domain name
 Brand YOU...Use your name; Social Media

b. Future: Educational marketing
 Educate people first...it takes all the pressure off of you. "Gift Card" not business card
 Best information on Healthier life...Move to website

c. Rainmaker Mannatech FB Group...all get there!

d. Set up your own FB Group...inside this community you ONLY give Great content
 Costs nothing...Give you a link to allow people to join the community
 In groups you will harvest...1x weekly; streams about how they can connect with you

- 1) Content Rich materials
- 2) Set up standards NO SELLING
- 3) Educate where they live

Only post "invitation to learn more..."
 Secret: people will invite others as they will love what you post

e. Marketing flyers
 Big Print on Front and details on the back.
 Do 5000 of these..."Next day flyers" company...
 Always get a "Holder"; in drycleaners...4-5 places. Build a relationship
 Anywhere you go networking...use the 4 by 8 inch...send them to your mobile page
 Always provide a CALL TO ACTION

f. NEVER leave home without samples, brochures, cards, etc.
 Business card becomes a GIFT CARD...link to your personal website to get more info

g. Tell a story...make a point
 "5 tips you have to know before you join a Health and Wellness company"
 "5 tips you have to know before you start a business"

h. SMS Marketing...text info...will be moved from text to opt in
 Texting QR codes is the future.
 Mobile marketing IS THE FUTURE
 Capture data from mobile phone...
 "Push" technology; "Pull" is the pull technology
 If they opt in now, you have someone with a genuine interest.

- 1) Mobile gets about 90% open rate; click through 33%; Email is 2%
- 2) Influencer page; Can set this up in FB as well
 Can have own link. This is where you should share the Business...
 Business page: CONTENT ONLY!
- 3) Use phone with short videos; they attract attention; can embed a QR code
 1 minute a week; content rich! no sales!
- 4) Invite more people; RUN free FB EVENT
 Come to your current FB page...Invite everyone to like your Business Page.
 so, all your personal friends to your BP
 If have other friends, make them cohosts of your event.

i. Video Marketing
 Repurpose company videos; \$10 for videos generic video
 Do 1 per quarter...Need: 6 sentences and 6 photos!

j. 29 Second Ice Breaker
 What do you do when you meet an Influencer?
 Make list of FAB 10 you go after each month!
 E-Womens Network...Sandra Yancey
 Inside your fab 10 find out where they will be...

Create the relationship; compliment them

"I am going to invest in highest relationships that are connected with my perfect customer" You do not need many of these...4

90% of it about them; 10% of you

Phrase: ***"What projects are you working on today that you are most excited about?"***

LLP: LISTEN, LEARN AND PROCESS

HOW COULD YOU CREATE VALUE FOR THEM RIGHT NOW...

If can't, then offer to sponsor a table at an upcoming charity event!

Top notch people love those who serve.

This is really where the rubber meets the road: DELIVER what you offer!

The longer you wait, the sooner they forget.

YOU ARE NOT talking about yourself at all.

How can you create value for them!

If they ask

"What is the best way to connect with you directly?"

LLP: Listen Learn and Process!!

Your FAB 10 ...list them!

Follow Up MONTHLY with these FAB list!

10. Lead Generation Pipeline

a. Get obsessed with the process:

x number of presentations

x number of follow ups

x number of closings

FOCUS ON ATTRACTION not PROMOTION

"Only 6 tickets left for my private event so please text me now..."

"I know this is probably not a great fit for you but who might you know who would be interested in..."

b. Gotta be running in all 10 lanes...

c. You only have room for ____ to pour information into

Committed to only those who commit to

1 year of Product

Visit to Corporate

National Convention

Training

Otherwise SOS...Shiny Object Syndrome

11. Zoom broadcasts

a. You can do a moderated broadcast

Take the broadcast and put in Zoom and moderate it.

"You MUST be consistent" aka Every Thursday at noon

First do 1 a week; 2nd do 2 a week

Moderate and then

links should be on notepad so save before you start to all the links

100 more times more powerful than Zoom on its own!

b. Use VIMEO

set Vimeo to play click on the one video then hit play; Moderated Zoom

Drop a FAQ in there as well...This allows you to save your time!

c. Home Parties...To not have home parties you are leaving money on the table.

Team to leverage and you can stay outside of it
Whoever gets good at inviting makes most the money
1X a month do a home party...samples, gift bags, etc.

- d. Church bulletins zip code specific; top left is best.
Association, Group, Club, any of those with massive following that will promote your feed with no revenue sharing at all...
Never tell a story without call to action...
Must KEEP pipeline full of quality prospects...
don't hit friends and family

BE SO GOOD...that it attracts the other people.

"What is your name?"

"What do you do?"

"I..... What is the best way to get in contact with you?"

12. Grand Opening

- a. Every time Mannatech has an announcement for something new, It is a Grand Opening!

New associate...when they first sign up

21 days if at a home

If a physical business then 30 days

PSA (Public Service Announcement) as well as blast

- b. VIP Gift Bags and Regular...2 diff colors

VIPS...text email and call

Others...email or someone else call them

Thursday or Tuesday 5-7

VIP at 4:30

VIP can bring 3-4 people

Non-VIP can bring 1

Food and alcohol, all come

HOME PARTIES have the most duplicatable ways to scale the business!

Launch Party for New Associates!

Prospecting Kits

WARM MEETING

Hook up TV to Zoom so bring into the meeting the upline...NOT YOU

so arrange upline live and edify you back!

Try the products

High Color Brochure...

"Come over for our Green Opening"

they will come for a grand opening party...but not a workshop

Have forms and ability to sign up...

Auto Text: cut and paste the text...but change the first name

With the first name they know you did not send a "bulk text"

Each Season as well:

Summer

Fall Extravaganza

Winter...

Spring Forward

Multiple parties...invite your Fab 10; 1st 30-90 days is most critical!

Invite 21 days in advance...

You can also do this via Zoom

Eventbrite is an easy way to do it...even have tickets to your house.

People will come out for a home party more than a coffee shop meet up.

13. Save all the money and publish a book in 90 days...
 - a. How to become an Amazon Best Selling Author...distraction for you today!
If want, just get a book cover done

14. Web Traffic leads to "backlinks"
 - a. Helped get search engine ranking
Now Google has
 - b. NOW use pingler...
it creates a third party source who talks about you...
you can ping anything you post
Send out a newsletter on constant comment and then becomes a webpage...
 get that to pingler...to
 "wow this is a great article on Health and Wellness"
 Gets you higher on search engine!!
PING anything...pingler creates third party source of your posts!

15. FaceBook
 - a. Advertise ONLY to a business page, have a clear call to action
DO not spend more than \$5
M-F only
 - b. Cost per click or Impression Based Advertising
 Must first build a list...FB allows you to build a "lookalike" audience
 (Take 5-10 top assoc and FB will make a look alike audience) WooHoo
 Do not spend 1 dime before you do this
 They will tell you how many fit
 Now you can go down to polygonal marketing and pick up on specific zip codes.
 - c. Don't spend more than \$5 per day...
 He ran a split test on the picture and saw
 "We would like to thank all of our incredible customers...in the ----area, and ..."
 Take highest cost per click
 so, one every click on that
 Budget \$2 per day...
 \$12,000 for 46 million impressions
 Later in the day on those clicks...
if you can't prove with \$5...

Focus on building on ONE

16. LinkedIn is great for executives!
 - a. Team up with Connected
If you want to expand...contact Bill as he will give you a contact
great portal for new videos...they will stream there
Must follow the messages...
Sales Navigator costs \$100 per month

b. Cast a net and then run them through a page...
Everyone likes to sell on LinkedIn so why not just give great content...

17. Instagram:

- a. IGTV: Utilize this once we have 10,000 customers.
Create 1 min promo video
- b. More than 10,000 will be great for Clubhouse

18. Clubhouse

Follow the moderators and send them something you like!
Your message must stand out.

19. Pinterest is Women

30-80

ads are super inexpensive

Inshot....costs \$9 per year...

push one button and it goes to all your social outlets.

1-2 TIMES A WEEK A 1 Minute Video

then pushes out to all the social channels...

by giving away something of value.

"Success is mastering the mundane"

20. Twitch

free video conf, chat, and...

More chances for exposure

Take that same FB post and streamyard puts in all your social media (up to 9 FB pages)...

Millennials are here!

Follow the top 25 in your area

this makes you auto in their feeds! Put your own comment

Learn about disruptive posts...

"Wow, this stuff is awesome. If you love this try this...(your community)

Facebook hijacking! Great...

Share their post inside your community.

FB will actually allow you to have Opt In Pages

then you collect all their data

Ask 2 questions to join your FB Group:

Belong in Mannatech's page

Eventbrite..."would you like to share it on FB?" You say Yes.

On your Eventbrite page you just invite to your community!

21. 2 minute U

"Give a lot of money away if you don't get this part"

- a. Mtech Marketing Funnel

"I empower people to have greater health and live a more empowered life."

- b. Every time you speak ALWAYS give a Call to action or contact info

Give people a reason to follow up with you! Ask for Opt-In

Perception is Projection

Know exactly what to say and how they can contact you!

This is your 2 Minute U...MUST HAVE IT DONE!

c. Who are you...

"I am an entrepreneur

My name is and I do this...

Our team is leading a national expansion of a top health and wellness company so people can achieve even greater health and financial security!"

d. Value Proposition

We empower people all over the world to create greater health and also long term income steam for greater financial security.

Our company has been helping people across the world achieve even greater health and launch very successful businesses.

e. What Makes you unique

"We have been committed for over 20 years to help 5000+ children consume...'

f. Call to action

Offer value and how to get it.

"For all the listeners tonight we have created a very special offer for you: a copy of my book and my annual newsletter. The value of that is over \$350."

How to get it: " Just Text the word obvious to 26786"

Has to be automated and sequenced...

You could have the QR code on your shirt that take them right to your mannapage!

Make the story so compelling everyone will jump at it!!

Mannatech's Vision Statement...

To help people live happier, healthier, enriched lives by developing scientifically sound, innovative wellness solutions and fostering a culture where the entrepreneurial spirit thrives.

Mannatech's Mission Statement...

Empowering everyone to live their very best life

LIFE-SCORE

Lifestyle Investing Factoring Equation

- Quality Time (1-10)
- Long Term Income (1-10)
- Personal Posture (1-10)
- Health/Wellness (1-10)
- Mastermind Team(1-10)
- Communications (1-10)
- Personal Development(1-10)
- Success Track (1-10)
- Accountability (1-10)
- Relationships (1-10)
- What is Your Score 0-100

