### Limiting Belief #1:

*To be successful at selling and sponsoring I have to ____________________________*

<table>
<thead>
<tr>
<th>The Real Truth:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What works today is to be ___________________ and speak from the ___________________</td>
</tr>
<tr>
<td>(and when women do this AND know what to say to clearly communicate the <strong>BENEFITS</strong> of our products/biz we are FABULOUS at selling and sponsoring!)</td>
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</tbody>
</table>

### Limiting Belief #2:

*People tell me my products are too expensive, and that they don’t ___________ ___________ for my business.*

<table>
<thead>
<tr>
<th>The Real Truth:</th>
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<tbody>
<tr>
<td>People spend money and make time for things when they see them as _______________ and they ___________________ them! (Our job is to help people connect EMOTIONALLY to our products/biz so they are more motivated to buy and join our team. Magic Words can do this).</td>
</tr>
</tbody>
</table>
Limiting Belief #3:
I’ve already talked to everyone I know in my warm market, and I can’t grow my business because
_________________ __________________ of good leads.

The Real Truth:
The __________________________has changed everything, making it so much easier to find leads and build a team. There are many places you can connect with hundreds (and thousands) of great prospects, both locally and on-line, if you know who you’re looking for and have a plan to find them. *(Stay tuned for more help with this plan coming up in Video #3!)*

#1 Challenge Women Face When Sponsoring Strong Leaders
The first big challenge women have to overcome is knowing how to __________________________ about your business so people can see “what’s in it for them” and are ___________________________ enough to learn more about it.

   **Key #1 – Don’t Talk ABOUT Your Biz, Talk About What Your Biz Can Do FOR PEOPLE**

The most common mistake women make when recruiting is we talk ABOUT our __________________________ instead of talking about what our business can do FOR people. (We can share too much information/details vs. focus more on the end results and benefits people receive through the business).

People join your business because they believe it will __________________________ a problem they have or it will give them a ___________________________ they really want.

The best way to discover what your prospect’s biggest problems are, as well as what results they want, is to **PROFILE** them.
How to Profile Your Prospects

Type of Prospect: ________________________________________________________________

For the sake of this exercise, let’s focus on working women, but you can do this for any type of prospect you want to recruit.

<table>
<thead>
<tr>
<th>Problems/Pain They Want to Eliminate</th>
<th>Results/Experiences They Want Instead</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
Key #2 – Use This Formula So People Quickly See What Your Business Can Do FOR THEM

Once you know the common problems your prospects have (and what results they want instead) you can use these “magic words” to speak about your business opportunity in a way that grabs people’s attention. Here’s a simple formula you can use:

\[
\text{I help } \underline{\text{__________}} \underline{\text{__________}} \text{ (your prospect) to } \underline{\text{__________}} \underline{\text{__________}} \text{ (do this thing) so they can } \underline{\text{__________}} \underline{\text{__________}} \text{ (get this result).}
\]

All you have to do now is plug in some of the key ideas you just came up with in your exercise.

For example:

I help \text{working moms} to \text{make great money from home} so they can \text{have more free time, and be there for the kids during the most important years.}

OR

I help \text{working women} to \text{make great money from home} so they \text{have more free time to travel and really enjoy life...}

In either case, you’re tying in RESULTS you know are important to her with YOUR business opportunity.

\text{A slight variation of this formula can be:}

\[
\text{I have a business that helps } \underline{\text{__________}} \underline{\text{__________}} \text{ (your prospect) to } \underline{\text{__________}} \underline{\text{__________}} \text{ (do this thing) so they can } \underline{\text{__________}} \underline{\text{__________}} \text{ (solve this problem).}
\]

I have a business that helps \text{working moms} to \text{make great money from home} so they can \text{quit their stressful jobs and not have to spend hours every day commuting.}

In this case, you’re showing her how to solve a PROBLEM with YOUR business opportunity.
To sum up - there are two ways you can talk about your business opportunity:

1. Share a ton of details, facts and stats and hope that by doing so, you’ll impress people enough to take a second look. (This is what most of you have been taught, and it generally doesn’t work very well).

OR

2. You can stress what your business can do FOR your prospect – tie in how it solves a problem she has or provides a result she wants. When you do this, it’s EASY for people to quickly see how your business can help them, and you’ll be very successful at getting their attention.

(This is the Magic Words approach – and if you try this out, I believe you’ll find your prospects are much more intrigued and want to find out more details about your opportunity).

Watch for Video #3 – Coming to Your Email Inbox Soon!

You’ll discover a simple 3-step plan that will help you discover which prospects are PERFECT for your business, and where to find thousands of them in your local area and on the internet.