

# WELCOME

Profit  
*with*  
Honor



*Prospecting Mastery*

## CLASS 3



# Today's Class:

## Your Purpose-Driven Brand Launch

Profit  
*with*  
Honor

*Prospecting Mastery*

# Treat this like a Grand Opening



# Why is this important?

- Create a new buzz that will allow you to reengage prior prospects while also...
- Attract a NEW supply of prospects.

# Designed to get you more leads

Qualified leads coming in



## Weekly Activity Sheet

Name \_\_\_\_\_

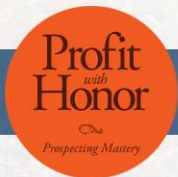
Dates \_\_\_\_\_

Week # \_\_\_\_\_

Contact List for the Week <small>New contacts or follow-ups with whom I did not previously connect.</small>	Phone #	Pique Interest	Take a Peek	More Information	Close	Helped Rank	Notes
		<small>initial contact</small>	<small>First base</small>	<small>2nd Base</small>	<small>Third Base</small>	<small>Home base</small>	
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"Successful people are willing to do what unsuccessful people are not." | "Short-term sacrifices for long-term rewards."

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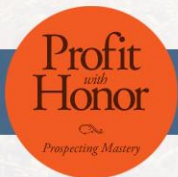


# New Concepts

- “Launch”
- “Call to Action”

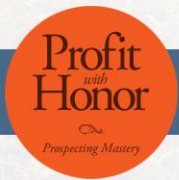
**Today:**

**We are going into the details of  
your launch party!**



# What are we launching?

## YOU, Inc.





# Think about how simple this was...

- You tapped into a deeper source of purpose
- You created a couple simple pieces to support your new brand to create excitement
  1. A Facebook Fanpage
  2. A Facebook Banner
  3. A simple website (optional)

# Your Launch

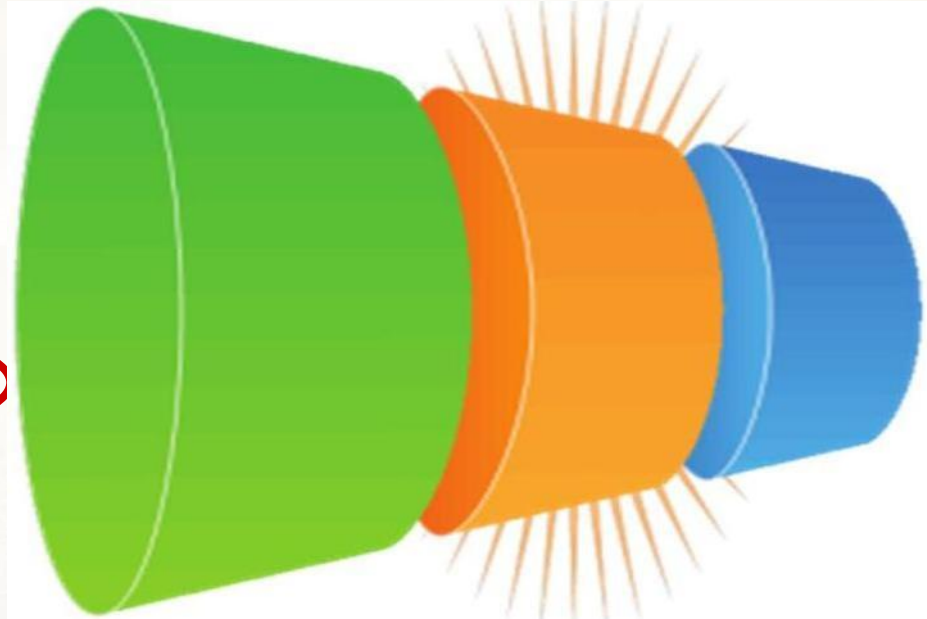
- Choose the DATE of your brand launch
- Post it as a Life Event on your personal page and add the banner of your business

# Your Launch Party

- Choose the DATE of your brand launch party

# New Leads Coming In:

- Speaking
- Networking
- One-on-One
- Online



- Customer
- Business Client
- Connector

# How to invite others?

1. Create a FB online event and invite them to attend
  - Personally invite via Facebook private message (hire VA to do on your behalf -- contact [clientcare@vanessahorn.com](mailto:clientcare@vanessahorn.com) for options)
  - Sent out warm letter/invites
  - Evite via email

# Hi \_\_\_\_\_, Invitation Template

I wanted to personally invite you to the launch of my new purpose-driven brand and business. I am so excited to share what I'm doing, and WHY I'm doing it. This is a "By Invitation Only" event, to those with whom I'm personally connected.

It would mean the world to me to have you attend [my virtual launch party]. I will be sharing for the first time publicly, a story that is very personal to me, but what I recently tapped into as the deeper reason why I do what I do. Now I'm on a mission to share what I was personally able to overcome to offer hope to others.

I am sharing this with you, so you can get a better idea of the work I'm up to in the event you or someone you know who could benefit from my services.

It would mean the world to me to have your support in the launch of my business.  
Thank you!

# What are you doing?

1. You are creating a stirring. Getting people curious.
2. Check out the testimonials of people I've had in the course who've just put up their facebook banners:

Vanessa!!!!!!! I already had someone asking me what my new job or jobs is about!!!!!!!

Vanessa, I already have people reaching out to me and I haven't even officially launched everything you've shown us yet!

Vanessa, there is a girl that I've been talking to off and on for a while, but haven't been able to get her to commit to a time together. She is asking me to connect now!

# On Online Launch

- Phone call [freeconferencecalling.com](http://freeconferencecalling.com)
- or
- Google+ hangout



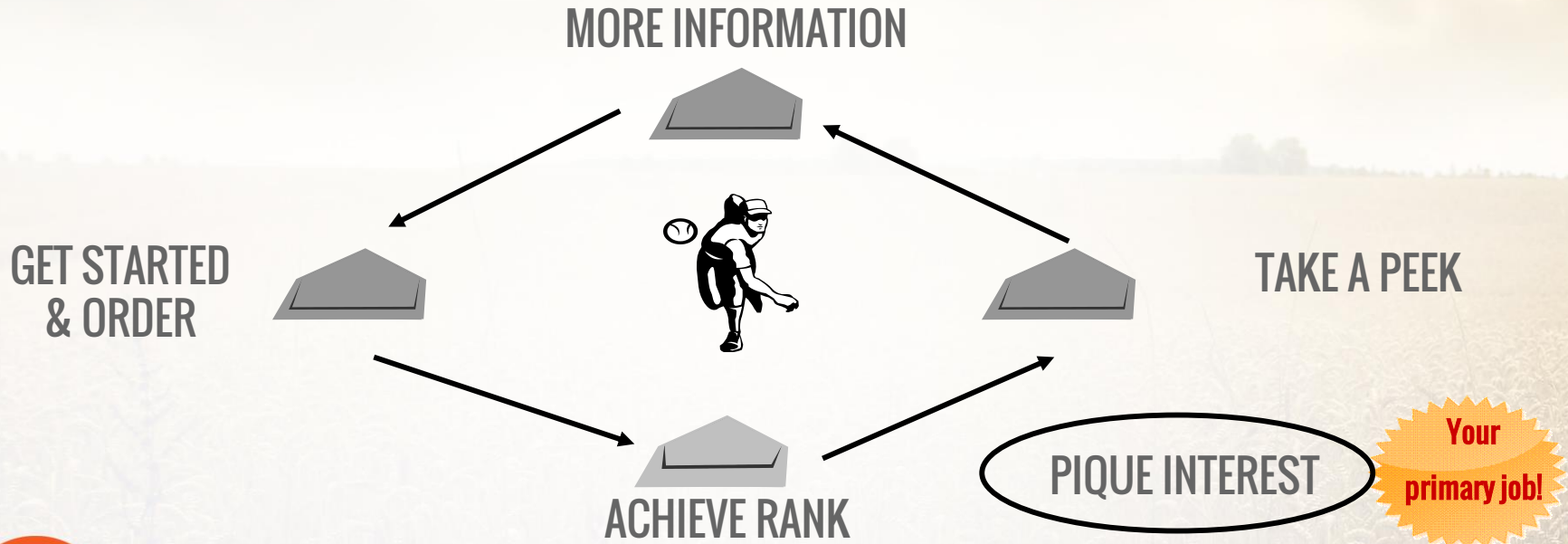
**Whatever you do,  
RECORD IT!!!**



# Format of the Launch:

- Have someone introduce you (3<sup>rd</sup> party validation)
- Have a team member on as a testimonial (test this before going live)
- Or put their testimonial on a slide or read them

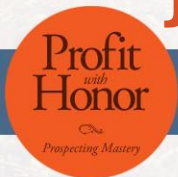
# Process of the Baseball Diamond



# Call to Action

- It is a disservice to not give people an opportunity to take it further.
- Invite to a session with you via:
  - Invite them to reach out to you via FB messaging. **OR**
  - Invite them to email you. **OR**
  - Invite them to complete a simple form. **OR**
  - Get timetrade.com to have them book an actual time on your calendar.

**JUST ONE CLEAR CALL TO ACTION**



# Your Story Template

## How you can use this:

- Your launch
- Presentations
- Speaking Events

# Your Story Template

## Part 1: Your passion

- What do you love about your life right now?
- What do you enjoy that your prospects aspire to?
- What inspires you about helping people in this specific area?

# Your Story Template

## Part 2: Your Journey

- How have you struggled with similar problems as your prospects?
- How did these problems negatively impact your life?
- OR How did you discover/develop your unique solution? (Include your experience of helping others with similar problems your prospects struggle with.)

# Your Story Template

## Part 3: Your Turning Point

- Think of specific time (or even a specific moment) when you had a big realization or experience that led to transformation in your life.
- Did you reach a “boiling point” when you decided not to live with your problem any longer?
- OR what was the moment you became inspired to share your solution with others on a bigger scale?

# Your Story Template

## Part 4: Your Results & Celebrations

- How did your life start to improve after your turning point?
- What specific accomplishments or results did you celebrate?
- What are you most grateful for now?
- Why are you passionate about helping others with your solution?



# What to cover on the call:

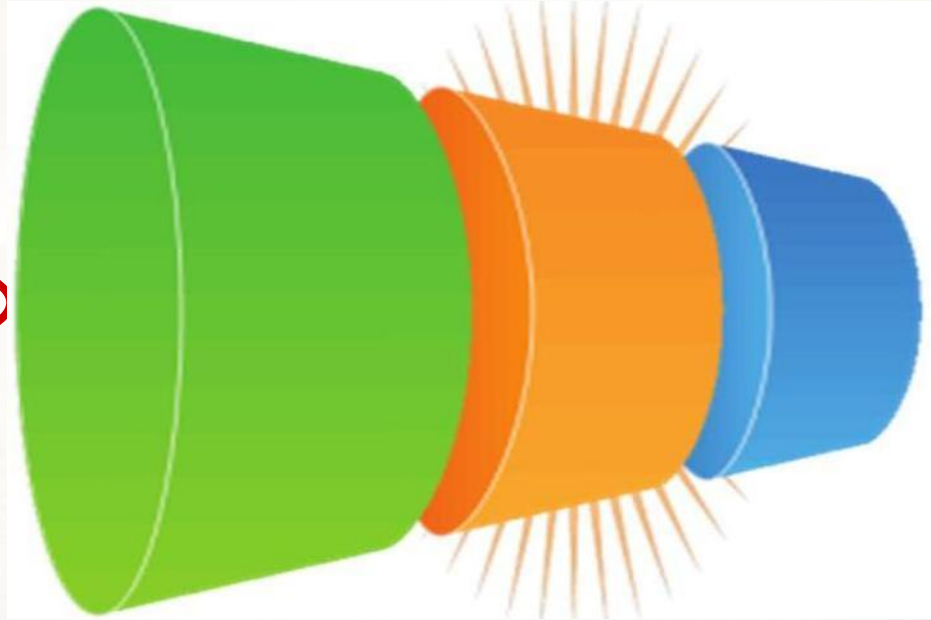
- This is not your companies opportunity call (do not go into all the products & features of your business)
- Go into **your story**
- Share why you may have joined this particular company (as it relates to where you are in life now, or your purpose)
- How it has tapped you into a deeper purpose of helping people with your x,y,z (how you offer the transformation)

# Creating the process online

- Exposures!
- The name of the game
- Why advertisers pay for repeat impressions.
- Help you find the people who are looking for you.

# New Leads Coming In:

- Speaking
- Networking
- One-on-One
- Online



- Customer
- Business Client
- Connector

# How to invite others to a home launch?

1. Create an Evite event and invite them to attend
  - Sent out warm letter/invites
  - Multiple dates

# Sample warm letter/postcard

By Invitation Only

Space is limited!

Please RSVP to [vanessahorn@hotmail.com](mailto:vanessahorn@hotmail.com)  
or call 336-575-7812.

Indicate your attendance at one of the  
following times:

Saturday, Nov. 5<sup>th</sup>

- Brunch meeting 11am
- Evening meeting 5pm

Sunday, Nov. 6<sup>th</sup>

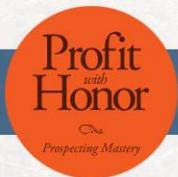
- Afternoon meeting 3pm

Held at the Horn's:  
722 Flynt St. Kernersville

# BONUS SESSION:

- Answering the question: “What do you do?”
- Bonus session this Thursday at 12:00pm EST.

Go to [profitwithhonortraining.com](https://profitwithhonortraining.com)



Open now for

Q & A

(enter your question into the chat area)

