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# Bring Success Home

**B**uilding a network marketing business stems from the opportunity to gain people's trust and get them excited about working together as a community. Home meetings get people sharing the products and opportunity with others. Home meetings are a basic principle for building a home-based business and the most efficient way to develop the mutual trust that is so crucial for success.

**"A solid, stable, and productive network marketing business must be based on three basic principles: sponsor new partners, retain them, and increase product consumption. Home meetings are the ideal setting in which to apply these three principles."**

***Dr. Herminio Nevárez***  
*Platinum International Diamond*  
*Puerto Rico*



During a home meeting, you gather your friends together, give a simple presentation (or even preview a company opportunity video), and get them interested in trying the products or exploring the opportunity. And ultimately, a home meeting gives you the chance to build your business faster by signing up several new prospects at one time!

### Who to invite?

Start by inviting family, friends, neighbors, and other acquaintances. As you develop your list of contacts, encourage each of them to bring their friends and acquaintances, too.

### Building relationships= building business

The goals of a home meeting are to sign up as many interested prospects as possible and begin creating strong relationships with them. A home meeting gives you the opportunity to show your prospects that you're a real person with the same types of feelings, problems, hopes, and dreams that they experience. If you can build a successful business, so can they!



**“Home meetings give you the opportunity to gain people’s trust to build a 4Life business and be able to fulfill their dreams. A humble presentation gives people the self-confidence to see you in action and think: ‘Hey, I can do that!’ This business has huge potential because people learn that they can truly reach income levels that seemed previously unreachable.”**

**Enmanuel Contreras**  
4Life® distributor  
Emerging Market



**“Home meetings allow you to experience success and share it with others at the same time.”**

**Dr. Herminio Nevárez**  
Platinum International Diamond  
Puerto Rico

### The home meeting advantage

**1. Social.** At a home meeting, you can build face-to-face relationships with people and even make new friendships. At the beginning of your meeting, take the time to talk to people and their families and help create relationships between your guests. These new friends may play a key role in your future business growth—and you in theirs.

**2. Comfort.** Most people you know would be happy to come over to your house for a short meeting. A hotel may be out of the way for your friends or represent a trust barrier, but stopping by a neighbor’s home after dinner is an easy and comfortable thing to do.

**3. Duplication.** A home meeting is something that can be duplicated by your potential prospects. After watching you conduct a successful presentation, they’ll be able to imagine themselves doing the same thing.

**4. Training.** There is no better environment to practice giving a great presentation than in the comfort of your own home. Develop your leadership skills while you recruit new prospects into your business—it’s a win-win situation!





**“A home meeting is the best way to ensure business multiplication. To ensure a successful meeting, I share samples of NutraStart® with our partners and guests. A simple meeting turns into a fraternity of entrepreneurs.”**

**Charlie Soler**

*International Diamond*

*Florida, USA*



**5. Time and cost efficiency.** Maximize your time and efforts by pitching the 4Life® business opportunity to groups of people in a relaxed and comfortable setting, instead of just talking to people individually. Prospects who are excited about the opportunity may even pave the way for others who were initially hesitant.

### **Signing up new prospects**

Once your presentation is over, make sure to ask your prospects if they are interested in the business opportunity. Your goal is to get them excited so they will be ready to enroll and get started. Remember, your chance of enrolling a prospect decreases the moment they walk out your door. Either way, make sure to send prospecting materials home with people who are interested but not quite ready to make a decision.



### **Helpful tools to share with potential prospects**

***Life Rewards Presentation DVD:***

This tool gives a general description of the business opportunity, the compensation plan, and the company's core values and products from a very down-to-earth speaker in a dynamic presentation format.

***Life Rewards Basics™ brochure:***

This is the perfect handout for prospects who may need additional time to analyze the tangible information of the compensation plan and the opportunity.

***Healthy 4Life® newspaper:***

This simple tool will inform your prospects about the 4Life product line while conveying all the right messages for them to recall and later share with other prospects.

***The Compass Distributor Training System:***

The system combines invaluable sources of training guidance along with inspiring videos to make it easier for you to share 4Life and get your prospects started off with the right information.

### **Checklist for home meeting success!**

- Extend invitations at least a week ahead to double the number of people you think will attend. On the invite, let them know that they will be hearing about a business opportunity and that all their questions will be answered at the event.
- Confirm by phone three days in advance. If somebody cancels, you'll still have time to invite somebody else.
- Don't share too many details about the business opportunity during the invitation. Include just enough info to intrigue your invitees.
- Dress formally and start on time.
- Avoid joking about politics, religion, or any other sensitive subjects.
- Limit distractions such as the television, children, pets, phone ringing, etc. Make proper arrangements beforehand so that you are free to focus on your guests.
- Offer refreshments after the meeting as a social break. You don't want your guests distracted by eating during the presentation.
- Share your own story. You can gain their trust by developing a connection through shared understanding.
- Have plenty of printed materials and enrollment forms to hand out to interested prospects.
- Schedule follow-up visits with those who are interested.