THE FOUR BASICS

Every business has steps that are necessary to learn in order to be successful. Our steps, if mastered and repeated consistently, will empower you to build a successful Mannatech business.

The four basic steps:

MAKE A LIST
Every business needs a market in order to be successful. You can begin to build yours on your first day with Mannatech by creating a list. Start your list by writing down everyone you know and getting at least 100 names on it!

Your contacts on your cell phone or your friends on social media can be a great place to start. We’ve put together some ideas to help jog your memory but if you have questions about how to compile your initial list, contact your Enroller for help.

Ideas for creating and adding to your list:

- Who do you know that is interested in their health, appearance and overall wellness?
  - Retirees
  - Parents
  - In-laws
  - Millennials
  - Young families
  - “Middle-age” families
  - Families with both parents working outside the home
  - Parents with hectic/stressful schedules

- Who do you know that … ?
  - Has tried dieting in the past but failed
  - Eats a healthy diet
  - Works out/exercises regularly
  - Wants to optimize their health
  - Is aware of today’s top health threats
  - Is generally health-minded

- Do you know a business-oriented person who … ?
  - Currently owns or has owned his/her own business
  - Is an entrepreneur
  - Is looking for additional income
  - Is a stay-at-home mom or dad
  - Is interested in home business tax advantages
  - Is unhappy in his/her current job
  - Is approaching retirement
  - Has a sociable, enthusiastic personality
  - Is highly credible in her/his circle of influence
  - Has previous experience or success in your new field
  - Has the means to invest in starting a business
  - Is highly driven and self-motivated

Tip: You may want to separate your contacts into groups: those you know well, such as family and friends; those you are acquainted with; and people you barely know, like those you run into at restaurants and stores you frequent.

CONTACT AND INVITE
Keep this list near your desk, refrigerator or other prominent place and add to it daily. Compiling your list is an ongoing process; if you’re always adding to it, you will never run out of people to contact. Think about all the people you come in contact with every day. Make it a goal to add at least one to three new names to your list each day, and then contact them (which we’ll cover next).

SHOW THE PLAN/PRESENT

FOLLOW UP

THE FOUR BASICS
CONTINUED
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**THE FOUR BASICS**

**MEMORY JOGGER**

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**CONTACT AND INVITE**

Next, contact the people on your list via phone, text, email, social media or face-to-face and then invite them to a meeting to learn about Mannatech. Since you have established your “why,” you should be comfortable with using that as an approach to connecting with others. If you’re not quite comfortable on your own, work with your Enroller or upline Mentor to develop a script and practice saying it until you know it by heart. You can also ask your Enroller to join you on a few conference calls until you feel more confident. When contacting others, remember to keep your initial approach sincere, enthusiastic and concise. Also, remember that you are the messenger and not the message. Don’t try to tell the Mannatech story. Use the tools available to you to introduce Mannatech: Go to the Resource Library (Library.Mannatech.com) or MannatechTools.com to find plenty of materials that’ll help you introduce the opportunity as well as the products. In your Starter Kit, you will find several brochures to assist you in introducing Mannatech’s business opportunity as well. When you talk to contacts, you can leave these brochures with them and then ask if you can follow up with them.

What’s most important is to be a great listener. People don’t care how much you know until they know how much you care.
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