

# W.I.N.

## 3 Steps To Success

### **W**arm Market Wizard:

1. Log into your Zfreedom back office and open up the Warm Market Wizard under the “Contacts” tab.
2. Follow the instructions and invite 6 people you know to view your Zfreedom presentation
3. Choose whether you want to send them the product focused email or the opportunity email
4. Click Next Step
5. Choose what auto responder to send them
6. Do it all over again until you have exhausted your entire contact list

**Tip:** If you don't have a contact's email just give them a quick call and let them know that you would like to send them an email about an exciting product or opportunity. Get their email and enter them into the Warm Market Wizard.

## **I**nvest:

1. Log into your Zfreedom back office and click on “Buy Leads” under the “Marketing” tab
2. Set up an account with Great Tour Leads and commit to ordering \$100/month worth of leads for 6 months
3. Watch the Live Prospecting Webinar
4. Make sure your leads are unpaused and have fun!
5. Do the “3 Step”
  - I. **Phone Call**- call your prospect
  - II. **Email**- email your prospect
  - III. **Post Card**- send a post card to your prospect

**Tip:** Investing \$100/month in good quality leads is an absolute MUST. You will receive 20-23 leads and your goal will be to get at least one sign up every month. Do the “3 Step” for at least 90 days and you will see results guaranteed!

## **N**etworking:

### **MySpace And Facebook**

1. Do you have a MySpace, Facebook or any other social networking site membership? If so proceed to step #2. If not, please go to [www.MySpace.com](http://www.MySpace.com) or [www.Facebook.com](http://www.Facebook.com) and set up your FREE account today!

2. Watch the MySpace video tutorials in your Zfreedom back office under “Marketing Tools”
3. Put your Zfreedom marketing site url (i.e. <http://username.zfreedom.com>) all throughout your profile and on your blog. For MySpace users please use your own unique domain name. You can purchase one under the “Website” tab in the back office of Zfreedom. This will insure that your link will not be blocked by any spam filters on MySpace.
4. Make 3-5 new friends a day and send comments to your new friends wishing them happiness with your Zfreedom marketing site url at the end of the comment
5. Do the “3 Step”
  - I. **Phone Call**- call your prospect
  - II. **Email**- email your prospect
  - III. **Post Card**- send a post card to your prospect

**Tip:** Make sure you make 3-5 new friends a day (this should take less than 25 minutes). Choose who you want to be friends with... read their profile and get to know them. Make sure your comments do NOT look like advertising. You want to build a relationship with them and just add your Zfreedom url at the end of the comment.

## **Networking Using The Mini Bottles Of Zrii:**

1. Make sure you have a fridge pack. You can either order the fridge pack every month on your auto shipment (highly recommended) or you can buy a business kit (\$1500, \$1000, \$500) which comes with lots of mini bottles to hand out

2. Create sticker labels that have your name, phone number, and website to go on each mini bottle of Zrii. This will act like a “mini bottle business card”
3. For each fridge pack select 6 people that you feel would be most interested in Zrii. Give them 5 bottles each to try. By focusing on specific people (target market) and giving them more than one mini bottle it will give you better results. Make sure your sticker label is on every bottle because your prospect might give one away to let someone else try it.
4. Make sure you ask them to visit your website. Here is the 3 step process to get someone to visit your website:
  - I. Make Eye Contact
  - II. Ask Them For A Commitment- “Joe, make sure you visit my website (point to it on the sticker label or business card), will you do that for me, Joe?”
  - III. Give Them A “Heads Up”- “Joe, you are going to come to a page at the beginning that asks for your contact information. Don’t worry, your information is confidential and it just comes to me. That way I know for sure you visited my site (smile). I’ll know if you really did come, I’ll look for you tonight, ok?”
5. Do the “3 Step”
  - I. **Phone Call**- call your prospect
  - II. **Email**- email your prospect
  - III. **Post Card**- send a post card to your prospect

Ps. Inviting your prospect to a meeting can go along way. Find out a meeting close to your prospect by going to <http://BigRedCalendar.com>.

Every single distributor should be actively engaged in the W.I.N. formula. It is the key to duplication. Once a distributor feels comfortable with the W.I.N. formula they can advance to the next level of building their Zrii business... setting up a marketing plan!

For further information on setting up your own marketing plan and calendar please visit the training section in the back office of Zfreedom where you will find, "100 Tactics Checklist For Creating A Marketing/Business Plan" and "Creating A Marketing Calendar"