

Follow Up

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*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Transcript

Follow Up



Shauna Ekstrom with Scott Peterson & Carrie Wilkerson

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Scott: Welcome, everybody. This is Scott.

Shauna: And Shauna.

Scott: I want to welcome you to the call and thank you for taking the time. If you're here listening LIVE it does show that you're a leader and these things really do matter in your business.

Tonight we're going to talk about follow-up and follow through. Last week was Essentials and Essential Conversation.

Tonight we've got our amazing host. She's our Oprah, the one and only Carrie Wilkerson. Carrie, are you on the phone?

Carrie: I'm here. Hi, everybody!

Shauna: We just want to share some points so we're really excited about this Follow-up and Follow Through because we realize this is really the meat of this business.

Carrie: A couple of weeks ago we talked about essentials. We talked about essential products to share, essential conversations, and we talked about essential follow-up. We got a lot of feedback that people wanted more, more, more on the follow-up. Even Scott, Shauna and I talked about it and said we wanted to talk about follow-up as far as scripts and follow-up as far as overcoming objections and how to follow up and not be 'that guy' or 'that girl'

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that people are avoiding your calls, or you feel like people are avoiding your calls.

Tonight we kind of brought that topic back but we're drilling down. Dr. Scott, I know that drilling is not always a pleasant thing at the dentist, but sometimes to get to core of what we're talking about we can't always just leave it at the surface.

I firmly believe that a lot of people no matter what business they're in have a fear of follow-up because they fear the no. They fear the no or they fear the reputation or they fear some kind of push back that they're afraid they're going to get. That's where tonight's call comes from.

Again, I'm Carrie Wilkerson, the Barefoot Executive. I work with home based business owners like you guys whether you're part-time or fulltime, and I am just the question asker. I am the Oprah so for you guys that can't ask questions I can say: *Well, Scott and Shauna, what about this? What about that? Have we considered this?* I'm your advocate while we're on these calls.

Let's just talk about how we keep from being a nag. How do we schedule our follow-up? What are some tips for that? Scott, I'm going to talk to you a little bit about how we know how to follow-up and which technology to use and how often we do follow-up.

We have this fear of bugging people. I think if we had the cure to cancer we wouldn't have this fear. I think when we're excited about a diaper or a movie...I mean, my friends are having no trouble sharing a really popular movie all over the place right now, but I think when it comes to something that could possibly benefit us we have this fear. When is enough enough follow-up? How do we not bug people? What are some of your best tips on this?

We have this fear of bugging people.

Scott: The first thing I like to think about when I think about follow-up is kind of the framework. The dream for why I'm doing the network marketing business is bigger than any objection I'm about to receive. I don't really have an emotional attachment to the outcome. I know, like you said, Carrie, 'Go get some no's before noon; it's really okay.' I mean, I know that the ratio is somewhere between 2-3 people will say yes out of 10 calls, and I know that. I don't have an emotional attachment to it.

I do keep the belief in the framework that I do have something better. I believe that I have something better and something that is of value to people. Therefore, I keep the dream for why I'm doing this bigger than any objection. That makes it a lot easier to go into the conversation. It becomes an offer.

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It's almost like 'Here's a cookie.' If they say no that's okay. I'm not going to go crying over in the corner and get all depressed about somebody saying no to me. Shauna?

Shauna: I like that. Also, as far as what to say, that makes me feel more comfortable because I get less no's and objections that come up. No matter what the objection is, my favorite thing to think about is I use the feel, felt, found. I know how you feel. That happened to me...like if they had an objection to the costs. When I know that our products are going to save them money actually. They're going to save money at the grocery store; they're so well priced for what's in it. I realize that, but you don't always more than a minute to say things to get them interested or to get them to overcome their objections.

I quickly say: *I know how you feel because I felt the same way. When I was first introduced I thought I didn't have enough room on my own credit card to buy the product. That's the situation I was in, but what I found out was...actually when I compared the cost I was saving money.* Or if they're talking about the business itself I do the feel, felt, found. What I found out was I really was in a situation. I didn't even have room on my credit card to do this...to buy the product. I realized it was time for a change.

Any objection can be used by using your own story. You're not just making it up; it's what really did happen to you. It's your

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personal story, but those 3 words have helped me so much when I'm on the spot and don't quite know what to say so that we can go to the next level which is follow-up.

Carrie: What I love about feel, felt, found...I know some people will debunk that or some will go: *Oh, but that's been used for so long.* The reason is sometimes when we're inside of our own business we see what we think are the benefits or we see what we think is great or we see what is our dream and really this goes back to so many of the calls that we've done, Shauna, where you talk about listening, listening, listening.

Feel, felt, found makes you listen and it makes you have to process it and then empathize with it. I think that's so important. Okay, so when do we follow-up? When do we give them a sample? When do we follow-up or is there something we say to them...*Let me lead you into this?*

Is there something we say to them as we hand them the IsaDelight that opens the door or gives us permission to follow-up? How would you go through that?

Scott: First of all, anytime we're going to follow-up we should always ask for permission to follow-up. When we hand somebody a product we should say: *Would it be okay if I follow-up with you in a day or*

next week...just depending on what it is that you're trying to accomplish.

If they said no to you
my thinking is if
they've said no it's

**Always ask for
permission to follow-up.**

just 'no, not now.' We did talk a little bit about the no, not now. If somebody says 'no, not now', we could just say: *Would it be okay if I follow-up with you in the next 2-3 months to see how you're doing and let you know how things are going here with us?*

If it's a product: *Would it be okay if I contact you tomorrow? Would it be okay if I texted you? Which is your preference?* Find out what their preference is. Shauna?

Shauna: I think of something as simple as being prepared with the product in a bag. For the guys it's a little more difficult, but we always have our bags with us. A few of those IsaDelights are wonderful because I like to tell: *You know within 10 minutes you're definitely going to see a difference.* (Some people are one chocolate people and some are two.) *It really will change your mood. It has amino acids in it. I'm hoping to be here in 10 minutes so you can tell me if you're still hungry.*

It's great to have it a half hour before you're going to eat lunch. You're going to feel in the mood to eat a lot less. It's not a

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chocolate that you're going to crave to eat more and more even though it's delicious; it has a purpose.

Just tell them a little bit about the benefits of it and then try to get their opinion in 10 minutes if you're still with them like on a plane or whatever. I like to have those handy. *I like to have the bars. I'd love to follow-up with you and see what you thought. They really do get you through if you can't get a shake or a full meal; these are a complete meal replacement.*

Just having those things on hand is something you want to have. It gives you an excuse, a reason, to follow-up and see how they like it.

You don't say: *Do you like it?* You say: *What did you like about it?* Keep it on a positive note. Usually they're loving the product. They taste great.

Carrie: Absolutely. You guys know I'm hooked on those chocolate things. I hand them out to other people. I just love them. I even say (I sound like one of you guys.): *The dark chocolates are my favorite, but if you're more into the light chocolate or a caramel taste you'll probably prefer the milk chocolate.* Anyway, I love that.

Scott, you said something key that I want to go back to so everyone can write this down in their notes. You said to get

permission to follow-up with them and find out what they preferred to be followed-up with.

You're not saying: Hey, I'm going to text you tomorrow because we all have a default we like. I'm a heavy texter I really am. I don't even know if my phone rings or not because I rarely talk on it. I really am a heavy texter. I would prefer texting. I also like email. I'm a fast typist and so I'm proactive that way; however, we don't always get to do what we love to do. We need to look at what the prospect prefers.

Whatever they tell you, make sure you make a note of it in your follow-up notes or on the back of business card or on your calendar. That's my preference - to pencil it on your calendar so that you have an appointment to follow-up. *I'm going to text you in 2 days and find out how your hunger is* or however that is, but make sure you make note of how they say it because some people are not texters.

Some people are not phone people and if Scott says to me he's going to call me in a couple of days I'm going to say: *Oh, please don't. I'm really not a phone person. Really with my busy life if it's just crazy I prefer that you text or email me.*

Guess what? If he forgets and calls me I'm turned off. Then I become an avoider. Make sure that you get permission, let them

know what to expect, keep your promise. If you say you're going to follow-up then follow-up.

I can't tell you the number of people that have said: *I would love to use network marketing reps. I would love to use products from direct selling reps, but I can't get people who follow through or follow-up with me.* That doesn't make it a profession, right? So make sure you keep your word. Those are a couple of things that I think are super important.

Shauna: One of the things I really appreciate about Scott that he's taught me is to put it in your phone and let your phone have a little alarm to tell you and then you can have little details that you put in there. The method of follow-up could be in there and the alarm for the day that you're going to follow-up. He does that all the time. He has a lot of alarms going off but it's really helpful to not let everybody slip through the cracks.

Really the people on this call are looking at this as a profession. We've all heard that in whatever our business has been before, but sometimes people come into network marketing just because a best friend shared something wonderful and they got on the product and fell in love. They didn't know at the beginning that it was going to turn into a profession for them.

Just apply those rules that you learned before and know that because it is a relationship business it's even more important

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because you're going to get to work with the people who really get to know you and it just makes it so much smoother because they trust you when you follow-up.

Scott: I think it's vitally important to put personal notes on the person you just had the conversation with. Put if they told you about the 2 kids that they have and whether they play a specific sport or what they do for recreation or what they do for their work or any kind of information that really connects you with them. I did that in my practice as well...in dentistry...on their personal records of every single patient I had.

Use personal notes on the person you just had a conversation with.

Every time we had a conversation something new would come up and I would put it in a personal note, and then when they came back in it's just another way to deepen that relationship which is critical.

Carrie: I love that. Okay, let's talk about this. We talked about putting it on the calendar. I like to do a lot of my follow-up at the same time. (We talked about this in another call.) I like Follow-up Friday, but some people might be overwhelmed with that. Some people it just might not fit their schedule.

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I do love what Shauna said about following up with them while you're there if that suits or the same day to see how they're feeling, or schedule it on your calendar so you do it every day so it doesn't become so fearful.

Make sure to schedule it and get it done. When it backs up what happens? When you have 30 people to follow-up with, Shauna, what happens?

Shauna: Well, you get overwhelmed and then the guilt sets in if you didn't do it at the right time which has happened to me so often. You have to ask yourself to forgive yourself and do better the next time, but one of the things I have really liked is the text. It has helped me so much because we do get overwhelmed. Our phone is busy a lot and it runs out and we're constantly recharging the phone because as you go fulltime it can be a very busy time.

I love texting especially with helping people cleanse. Just do some simple little things on their first days when it's so important. If they feel a little bit lost because they didn't read the directions right or if you just text to make sure they drink their water that really doesn't take but a minute especially as much as we text. It's a quick reminder that they know that they're on your mind. *Don't forget your snacks. They're not an option.* Simple things like that and touching them 3 or 4 times during the first 2-3 days makes a big difference in their results.

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Carrie: I love that. It also shows them that you're in for relationship and not just the sale or the recruit.

Okay, this is a mind game question. How do we force ourselves to follow-up even when we're fearful? The phone looks like it weighs 500 pounds or we fear that the business cards have gotten old or we're afraid they're going to say no. What mind games do you guys play with yourself that work?

Shauna: I have something that I use to help remind me what got me to doing this in the first place. It isn't always easy to follow-up especially if you're talking to somebody that's a little bit out of your comfort zone – maybe somebody that's a big deal to you. But we don't grow in our comfort zones so I like to just think and remind myself why I'm doing this.

I like to think they're not going to pay for the kids' college if they say no to me. It's not the end of the world. I'm going to get up and go again, but my why is a big deal.

Just recently I found a little thing that I put in my pocket. It reminds me of my why. It's a little duck. It's like my little lucky duck and I want to give one to all the people on my team because it is just a cute little reminder of why I'm doing this. It's what gets me through any of the things that I really don't want to do.

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It's about integrity. It's about keeping your word. We've all failed at this follow-up job, but it's integrity. It's who we really are becoming. So if we haven't been great at follow-up then it's something we can work on.

It really is about them and not about us so if they're going to tell us 'no' just get over that fear.

One more thing I wanted to add to that – I don't know if that's where you were going with that, Carrie – is that my favorite thing to remember in this business and one of the things that helped me to even be brave enough to do this when I didn't understand it is I heard someone say 'Make your strengths productive and your weaknesses irrelevant.'

If I'd waited until I became super good at follow-up to start my business I just wouldn't be here today. I would not be here 18 years later from the first time I heard about network marketing still doing it. I just wouldn't. I would've said 'I'm not that good. I can't do all of that and hold a fulltime business that I was already running.'

So follow-up is something that I strive to do better all the time, but it is not my strength. I think it's important to take in just like in any other part of the business. If you're really lousy at something don't wait until you're just perfect at it. You're going to hate your job or your business. It's a team effort so why don't you team up with

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someone who is great? If you're really good at follow-up and in a business like this with our compensation plan you can team up with a person who's a really great recruiter.

Recruiting is easier for me to do and it's in my comfort zone because it's conversation and I love conversations. I love to hear about people, learn about them and ask them questions. It gets me excited to understand who they are. It reminds me of when I was in the salon. You just get to know people. You find out what they want and what they don't want, but to follow-up maybe because it was in the salon I didn't really have to call them up and ask them to come back in and get their hair done. They called me. So it's a little different in this instance. It can be different.

The beauty of this business is that I've been able to build a team. Scott and I have teamed up now and it's way more fun than it used to be knowing that Scott's strengths are different than mine. I so appreciate his detail to some of the things like the percentage of the sales are made up of first contacts. He has all this stuff in his mind and I'm just thinking: *Who can I talk to next?*

**Together we do
better than alone.**

Together we do better than alone. I want everybody to realize that they're not alone in this business. Look in your down line and at

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the other people you're really looking to bring into your life. Bring in people who will be good at something you're not.

Scott: Also, Carrie, one of the things that keeps me going in following up with people is that I know that only 2% of the sales are made on the first contact. I know that and I don't like being a 2 percenter. I like being a 2 percenter in some instances but I don't like closing 2% of people that I contact.

I know that if you have a contact that you're only going to make a sale 3% of the time and by the 4th contact you'll only close 10%. I do know this. Eighty percent of the sales and conversions are made between the 5th and the 12th contact.

I try to get to 5 contacts in every way, shape, or form that I can. It might be in social media. It might be a touch with an email. It might be text. Somebody says: *Look, go away.* I'll go away and then ask if it's okay if I follow-up in the next 3-4 months. I'm pretty relentless like that because I know that again, my why (like Shauna said) is bigger than any emotional attachment that I might have to an objection.

Shauna: Just be respectful of the way we do it. So many of the people in the beginning when I first started with this company I didn't have a check. There were no big checks to be had. We were brand new and the business had just started so if people say – it's one of

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those things they do say in network marketing they'll ask you...but the thing is I knew I had to create that story quickly so I could follow-up with them later. I would always have to say: *Would it be okay if I share with you in 2 months how I'm doing? Would that be okay?* Usually they'll say yes. They're sometimes surprised that you're still there when you do follow-up.

In some cases like for instance one of my very top leaders in the business, Joni Brewer, I had to wait until I had a significant income to really attract her because she'd been in network marketing before and she didn't want to get into something...I had to prove that I could do that. Now you don't have to do that with everybody. It took...I don't remember how many follow-ups, but I had to be sensitive and really listen to if she really wanted to know.

Finally after awhile I realized that what she really needed was the assurance that I was really on this and making significant income. That took me – by the time her timing was right – 21 months. After that it was just so worth it because I knew what I knew the first day when I told her but I didn't know what it took for her to hear me the first time. I don't give up.

You don't know where they are or what it is that they need. Is it the product? Is it the business? It's all of those things and as time

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goes by if you're following up you're going to figure out what they need.

Carrie: Yeah, and they sometimes just need you to remove the risks for them. They need to see somebody else walk the path. Some of us are pioneers and some are settlers. Some of us like the other people to take the arrows in the chest so she just needed to see you have some time-tested success.

Some of us are of the wiring....Scott and I are wired much the same. We would say: *Man, I wish I'd gotten in 21 months ago! Look how much further down the road I'd be.* Right, Scott?

Scott: Yep.

Carrie: But then there are other people that say: *Oh, wow. I'm so honored and privileged to work with a leader like Shauna that's been down this road already so I can then make faster progress.* But 21 months of follow-up is unreal. I love it.

Shauna: Just what if I would not have called her on that last time? By then she knew enough to know that it was a real business and that I was definitely making money. Someone else would've been that person that called and she would've said yes to.

It's very likely that could've happened eventually...maybe not then because it does have to do with the relationship, but it definitely

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would've happened eventually had I been afraid to be told by a very good friend no one more time. It was hard to take no. Sometimes it's hard to take no from the people we love because we think 'What is they don't get? Don't they trust us?' There's all kinds of stuff that goes on in our head to make us not pick up that phone again.

I had to get real with myself and say 'I do not want to leave her behind. I love her. I can't go on this ride alone.' That's what happens when you really know that you're in a business that touches you so much that you have to share it with your friends.

Guess what? You can't share it with all of them the same way. If they say 'Back off' then back off a little bit and come in a different direction. Do it in

**You can't share it with
all of them the same
way.**

a very...as long as you're coming to that person with love and knowing that you really do have something that you really believe they need to know about. I had to do some real soul searching on that one I'll just tell you.

Lots of times when I would call I'd think maybe it was the way I did it. Maybe I needed to come from a different direction. But never ever thinking I would give up because truly it was that I loved her

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enough to not leave her behind. Now what she probably heard was I wanted her to just do my business. That's probably why it took her time to join.

We all learn every single time we follow-up. We can even call our business partners and say: *Do you know what? I said this. How do you think that sounds? How could I do it differently?* Start to really test things out. Maybe getting someone else to hear how you did it and getting on calls and learning how to do it better is a good thing. That's why these calls and other things that we want to share with you tonight are so important that we listen to tapes, listen to how other people do it. It's so important.

Scott: It's their timing not ours. Circumstances change for everybody and so if we follow-up we may hit them at the right time when the circumstance is perfect. We never know when that is. We've had stories of people that you didn't follow-up with and all of a sudden you find them in the business. I was one of them.

Shauna: Yeah, Scott was.

Carrie: Yes, tell the story because there's nothing more painful than finding out someone you either didn't approach or didn't follow-up with or were too chicken to call...I've told you my story about this at other times but tell me about one of those sad stories because there's nothing quite so painful or jolting as that.

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Shauna: Right. I had that happen where someone came into a meeting I was in who I had had on my list for several months. I was just too afraid I guess at the time – many years ago and the first company I was in. I was afraid that I didn't have what it took...a check big enough to attract this person, and then they walked in as a new person and wanted to know why I didn't tell them. That was hard for me to take because ...It was a good lesson that I won't forget.

Carrie: Exactly. Scott, tell us about you.

Scott: There was another circumstance I'll just say I'd met Robert and Joy Arthur at a networking function. It was a marketing function, and it was probably a year and a half or two years before I met Shauna. They introduced me to the product and it wasn't my time. The timing wasn't right. I was in the middle of building my marketing company and it just wasn't the right time for me. It's not that he didn't follow-up. He was very good. They were very gracious and good professionals. They're really good at business. It just wasn't my timing.

A year and a half later or two years later I walk into a meeting and turn around behind me and there is Robert and Joy Arthur sitting behind me. I went...gasp. I had this sinking feeling in my stomach. I almost felt for them. I thought – Oh, my gosh. I was with Shauna and she was my personal sponsor and I had this conversation with them. They were so gracious. They were amazing. They just

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said: *Look, you found your home.* Then of course we got married and that's a wonderful story, too.

Shauna: I had the edge there but I didn't try to recruit him out from under them. I didn't know he knew about Isagenix®. What happened was he told me he was never going to do this business. I kind of felt he would after he tried the product and he did. Anyway, we want to be brave in this.

We've had other situations where someone – a good person in our business came in and she'd met someone at a booth and she took their card and they said they'd follow-up. Well, they did not, but she was so interested in the anti-aging product (Product B) that she called this person back 3 times. She never got a call back.

Carrie: She called the business owner...the person that invested in the tradeshow and invested in the business card and she couldn't get a call back? That blows my mind.

Shauna: I just think maybe she was young and new in the business because you never know who it is, but you're right. After they invest in all that and she happened to have a booth next to hers so over a period of a couple of days they got to know each other and even then...who knows? Maybe somebody died in her family. I don't know, but she didn't follow-up.

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When I met her (completely more about her own business - about the dresses she had a booth for) and she asked me what I did, I told her and she said: *Oh...and how she'd been wanting to know more about this product.* I said: *Well, who told you?* Because out of respect for the person who told her I would -in some circumstances like that - I would say 'Go to the person who told you about it.' But she said: *I don't want to do business with her. She never called me back.* Obviously, we did. We're doing business, but it was really sad.

Another really quick thing is I want everybody to think about this. When you give out (maybe you have a CD that you want to give out) don't just...Make sure you always put a sticker on there and your name and follow-up information like email and your phone number if that's your form of follow-up.

Also put it inside right on the CD. I know about a top leader that somebody gave a CD to and didn't put any information on it and that person was not interested and gave it to someone else. She picked up the CD and it had nobody's information on it. She called the company (went to the top of the company) and she'll never know who that person was that did that.

It only takes one person or one or two people that can drive your business right to the top so always make sure it's sticking on the actual CD. I would hate for any of us to have that happen to us.

It only takes one or two people that can drive your business right to the top.

Carrie: That just makes your

stomach sink absolutely. When you said a minute ago the woman wouldn't call her back so she didn't want to do business with her because she wouldn't follow-up – I had a similar situation many years ago and a company that I was representing at that time the protocol was everybody at the party or at the meet-up or whatever, at the close when you were talking about product you would also say: *Well, you watched what I did tonight. Is this anything that you would consider doing for yourself?* Then you'd give them your materials. It's very common. Give them materials and tell them when you were going to follow-up.

There was one particular woman at this party that the hostess did not offer the opportunity to and she was the biggest buyer. She was the bubbliest, but she's the oldest and maybe the most intimidating. She has kind of a D personality; she's really strong.

That woman the next day asked somebody she worked with: *Who do you know that does this company because I want to be a*

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consultant? She said: Didn't you just go to a party last night? She said: Yep, but she didn't offer it to me. She offered it to everybody else there. She couldn't pay me to work with her.

She was so offended that that person excluded her. Let me tell you she was referred to me and became one of my top leaders super fast. I tried to refer her back to that other lady because as you said, that's protocol, and she said: *Nope. I would rather work alone or do another company because I felt like she was age-biased against me and I'm not working with her.*

I thought – Wow. You just can't pre-judge and can't decide for people or decide not to call them back. You just never know. It may not be that person but it may be their daughter or daughter-in-law or their mother or sister, but I love all these stories on follow-up.

Guys, are you really hearing this how you need to follow-up?

Scott, let's circle back around a little bit. We talked a little bit about asking them how they want to follow-up with us, but there are so many ways. There's text, email, mail, phone calls. Let's talk about some of those leads that you say: *Hey! Can I follow-up with you in a few months? I'm just going to let you know that everybody's life changes about every 4-5 months. I'd like permission just to stay in touch with you in kind of a non-pushy way. Is that okay with you?*

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Let's talk a little bit about postcards or samples or how are you following- up with people that are a few months older? Do you call them? What are some of the ways that you've seen work?

Scott: The company has the Mysagenix which is an autoresponder. You put people in a nurture sequence. When somebody basically says they aren't interested and that's it, we can use automated systems like Mail Chimp or AWeber or Infusionsoft or anything, but Mysagenix is the company's follow-up system and that's a very good one.

I don't want to get into a conversation about autoresponders and all that because it can be very confusing, but it is a way to put people into a nurture campaign. Some of this can happen automated and so that's one way.

Again, I just put alerts on my calendar and I'll follow-up with an email and I'll do a text and a phone call. I kind of hit all 3 because it's kind of like people consume stuff differently. Some people like audios and some like reading and some people like watching videos. I like hitting all 3 so that I have a likelihood being able to reach them. Is that kind of what you're asking?

Carrie: That is. One thing I want to bring up because I know Shauna has worked this business very traditionally and very much like what a lot of us would call old school and that's how I love to do my

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business, too. I am a big fan of the note card or the postcard. Shauna, do you find that you get results or good relationship when you jot off a little handwritten note?

Shauna: Yes, absolutely. Anything that people find that you've taken the time to be personal with them is always a good thing. One of the things I love that Scott does or people that are really into Facebook is helping them to see that this is not just a way to shout out that 'I'm in this business.' It's not. It's a relationship again. It's just a different avenue of follow-up.

Build the relationship. Don't just advertise your business because it will turn people off and you have to be

Build the relationship.

sensitive to that. We will have one of our talks on that to give more. It's so important.

Carrie: We will. I like to use Facebook as an information source. What I mean by that is people are always boasting about their kids started school or they've had a baby or whatever big news is going on. If you kind of jot that in your little note file that you're keeping on your people that you're following it makes a huge difference to them when you mention this stuff.

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It needs to be people you know because if you do some of these tips with people you don't really know it's creepy and stalkerish. Let me give you an example.

I had someone in several of my peer social circles I had met a couple of times and I saw that they had a baby and there was the cutest picture of this little girl holding this new baby boy. I downloaded the picture and put it on a postcard and sent them a note of congratulations with a Starbucks card saying 'This will come in handy for the sleep-deprived parents.' It was \$5 I think. Really no intention just congratulations. That's the kind of situation where a big baby gift would be inappropriate but a Starbucks card is just like everybody nods and goes: *Yeah, We could use the caffeine...*that kind of thing.

Let me just tell you that he called me that week. He was looking for a small business growth consultant the day that my postcard showed up in his mailbox. I had no idea. That turned into a very lucrative contract for me because I noticed on Facebook an event had happened. He was kind of on my little watch list of people to stay in visible circle of and then to that.

I have sent baby gifts for people. I've asked how their girls did at their cheerleading audition a few weeks later. That kind of stuff means the world to people. If you use it for relationship builders instead of just pure business pitchers, it makes a vast difference.

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Don't always think 'What can I be broadcasting on Facebook?'
Think 'What are my prospects for broadcasting on Facebook that lets me know more about them?'

Scott: I love it. You know something I used to do, too, in my dental practice we can use here and I've just now thought of it. You said using Facebook information and being interested in your prospects and your customers...also if you find something in the newspaper that may relate to their business or something clip the article, stick it in an envelope or print it and stick it in a paper...You just stand out when you do something different like that.

When you send a postcard or a letter to somebody it's just different today.

Carrie: Used to we got bored with checking the mailbox and we would run and hope that we had an email. Now we're bored with our email and we run and hope we get some mail.

Let me tell you something that I did last week. Now this is nobody I get business from but he's a mutual friend of ours, David Frey. He's a really neat guy, smart marketing guy who knows everybody in this small business space and I just really respect him. He's an adoptive dad like I'm an adoptive mom. Anyway, I kind of keep tabs on his kids. A few years ago his son broke his leg or something and I sent a get well thing to his son and called him by

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name. He doesn't put his name in social media. I knew his name from a conversation and wrote it down in my notes, right? I don't necessarily remember; I just write things down. That made a huge impression on him.

The other day I commented on Facebook about my girls fussing about going to gymnastics lessons and how I kind of pushed through and made them go anyway and how glad they were. David commented and said: *Yeah, I just had a similar conversation with my daughter (I know her name is Alena.) about quitting piano about how everybody I'd ever talked to regretted quitting piano when they were a kid.*

This is something I automatically do. I remember that with my daughter when she wanted to quit piano I thought 'Well, I think it's because of all that music they have her playing that she doesn't love.' What kind of music does she love? I ordered the Taylor Swift Piano Book, a Disney Favorites Piano Book, and a Top 20 Piano Book. I left them sitting around the house. I didn't announce that I had them. I didn't present them to her. I kind of left them laying around.

She came home from high school. *What's this? Oh, that's just some piano music. Since you're quitting don't worry about that, just leave it there.* Sure enough, guess what? Runs to the piano and practices...it literally was that simple about her playing. Then I

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could casually say: *Well, after you play about 30 minutes of what you love, make sure you also do the practice you need to do.*

So when I saw that post from the other day I went to Amazon and guess what? I ordered the Taylor Swift book (because I know her age), the Disney book, and the Top 20 book. She called me on my cell phone: *Ms. Barefoot, this is Alena. I got my books today. Thank you so much. What a neat idea!*

I'll tell you what, David would literally call anybody for me, recommend me to anybody. He has shown up and spoken at every event I've ever had at no cost to me. He won't even let me pay for his gas. It's because of relationship like that.

The reason I thought of that story was while we've been on the phone right now he texted me a picture of Alena at the piano. He said: *She's playing out of one of the books you sent her. She's been playing an hour. I didn't even have to tell her to practice.*

Shauna: That is so good and so true. That personal touch, that relationship is part of following-up and following through for sure. It's awesome. That kind of reminds me I've been listening again to one of my favorite all-time things since I've been in network marketing and that's Jim Rohn's YouTube 'Building Your Network Marketing Business'.

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Many of you have listened to this but I think until you've listened to it at least 100 times - there's so much meat in there. He's talking about who you are. He's your Mom, and so you do these things just like you would with your kids and I do and a father. He talks about when we bring somebody into the business whether it be the product or as far as a business partner that we're working with, it's like we're starting a new life and we don't want to abandon them.

If we take care of them just like a mom would take care of her new baby or a father would protect them, like if we're nourishing as a mother would nourish someone. He says that would be like ideas...how to do this...different ideas like a mother would give her kids like what you just gave us. (That's neat.) Nurture them. Protecting them would be like when you're brand new and you just set them out there to make their phone calls and hear 'no, no, no' or people telling them they're crazy because they're doing this network marketing thing.

People could actually be quite right then if we don't protect them and actually warn them that this is what they might get. We don't want to just leave our brand new baby out there by himself following up. That just made me think of that because sometimes we do.

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It becomes an art and the real thing is that we're building a bridge and we're helping them from where they are now into this beautiful business that can turn into time freedom. That's really what it's all about...not just money but really having a life.

We can turn the skeptic into somebody that has faith, somebody that doesn't really know what they're doing into

We can turn the skeptic into somebody that has faith.

knowing. They might be discouraged and yet we can move them into a place in their life where they get recognition, and that can be such a huge difference in their life.

Carrie: I love it. This can lead us into our wrap up...such a good call, so many notes and so many great examples. Now what do you think? I think we've covered all the most common objections, but what do you think are the 3 most common objections that we have to overcome with the follow-up or what? You guys know more than I know. What are the 3 that come quickly into your head?

Shauna: I think time, money, and "I'll have to run it by my spouse" which is usually an excuse but it can be real. Time...*I don't have time.* You have to go through that with them and usually the TV is a huge barrier there. When they turn that off they actually find quite

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a bit of time. It's just a difference in the person who makes a profit or those who go to work to make a wage.

The people who become wealthy actually give up something somewhere and it isn't just when it's convenient. They have to be committed to it.

I found early on in my business – in growing my business- that those things were not an option. I wasn't even interested because I got so excited about how life was going to turn out if I kept those things up. It was just not even in my life.

I'm not saying that everybody has to do it like 100%, but if they are spending 5 hours a day on the TV and they don't have time to build a business that will change their life then they probably really don't realize what they could have.

Carrie: Is money another one of those top 3?

Shauna: Absolutely. Again, with the money thing I use the feel, felt, found because I needed the money not because I was poor and didn't earn money in my own business but because we had not been money managers. We were lousy at that. Sometimes it's from how you grew up or who you learned from and you're not educated on it.

I think really one of the things I did and I think a lot of women can fall into this trap when they're frustrated, they get into shopping

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and shopping can be even addictive when you don't have the money.

I remember that's when I enjoyed shopping the most. Now that I have money I don't even like shopping. I wish somebody would go buy the clothes and put them in my closet. I don't want to.

It's a time waster. If you can stop and look at what you're addicted to in your life is not paying you and not building a business, you might find the time to build a business.

Again, just use the feel, felt, found because I use that because it's absolutely true. I know where they've been and I want them to get that it's so worth giving up something in your life – not taking care of your kids. I'm not saying anything like that, but you can make your time productive.

You're a rolling university in the car on your commute. Make sure you do -not necessarily the calling and definitely not texting - but you can pop a CD. You can listen to that CD by Jim Rohn over and over until it rolls off your tongue and you get to build this business in the pockets of your life.

Scott: That's a good one. There's one that I love with money that I just started trying. I found this on YouTube. The question was when somebody gives you the comment that they don't have the money to get started one of the things you can say is (You have to

practice this!): *Is it really that you don't have the money or is it a polite way to say 'no'? They'll say: No, no, I really do want to do this. Then you can say: Do you really really want to do this? Are you really sure you want to do this? Are you just thinking you might want to do it? No, I really think I want to do this.*

Then you can have them explain why they would really want to do it and they end up telling you and selling you on why they need to do it. I just think that people will find ways to pay for things that they value and it's our job to articulate the value of what we have.

If you have a busted tire and you've got to get to work the next day you're going to find a way to get that tire fixed. I don't know if you have any money or not. It's one of those things.

I think a lot of times it's just used as a crutch or an excuse and I love the Joyce Meyer saying that an excuse is a reason stuffed with a lie that keeps us deceived. People, I think, just like to deceive themselves.

Shauna: Absolutely.

Carrie: It's easier than taking a risk sometimes, I think.

Scott: Right.

Shauna: We have to kind of walk them into that but being respectful of what they're really saying and trying to weigh out if they're making excuses or are they just kind of processing?

People process differently. Helping them to see that they really – this is something they can do without leaving their day job. We're not encouraging people to leave their day job to start making a profit with a network marketing business, but it is something that they can do part-time working on their fortune while they're working fulltime.

People process differently.

Part-time fortune and fulltime on their job is also a Jim Rohn saying, and so that eventually that would lead into fulltime on their fortune.

It isn't going to happen...are they going to get their dream with such little time and little money that they have? It's really a reason when we hear that that those are the very reasons that we want to be loving enough to really share with them what we really have in a way they can hear us. That takes skill and that's part of the deal. That's why we get on the calls. That's why we listen to the CDs. That's why we go to these events.

We want to hone our skills. This isn't something we were born with and so we have to actually learn how to get better at it.

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Scott: I think people are afraid, too. I think that they're just afraid and they just need assurance on 3 main things. I wrote these down earlier.

They want to know if they can do this. They don't really know they can do it. They don't have the belief in the company. They don't have the belief or the personal development. They may not understand the compensation plan. They just need to know if they can do this. That's a question we always have to keep in mind that they're asking themselves. *Can I do this? Will it really work? Is this going to work for me? Does the compensation really pay it out if I do this? Will this work?*

The other one is 'Will you help me?' We have to address those and tell people: *Look, you can do this. These are the things that I did and these are the things that can create the results.*

Don't over...Don't give them the expectations that they can make a million dollars in 6 months. It's just crazy. It's not that kind of business.

Give them the tools and then just explain the compensation plan so they understand it. Then just let them know: *You're going to quit before I quit. I'm here for you.* Let your people know that you're going to lock arms with them and you're going to work with them. That's really important in dealing with objections as well.

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Carrie: I love that. If you think about your product line and also in business we typically have people who have tried to get healthier, lose weight before, and that's a very defeating thing. It can be very embarrassing. We don't want to fail at one more thing.

Maybe we've bought into businesses before and we've let ourselves down on those things before. I think people just kind of dig in their heels and that's why they throw out these objections because they're really just kind of protecting themselves.

You two have heard my story which is when we had a business idea I said: *You know what? I don't know because I just cannot fail at one more thing.* Same mindset when the doctor told me after I'd been married 11 years that he thought I was pregnant. I said: *I'm not even taking a test. I think this is a cruel joke. I'm not going to fail one more test.*

I know that's an extreme reaction. Of course, I was pretty hormonal at the time. I was 9 weeks already, but I just said: *I can't take one more test. I can't fail again. I just can't.*

I think Shauna's point of listening with grace and care and really hearing them and backing away when they need us to, or really nurturing them when they really need us to and being persistent...If you think about the way that the mother and the father nurture in a relationship a little bit differently it may be that.

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Yes, you need to hold the baby bird close but somebody's got to push the baby bird out of the nest, too.

Shauna: That will be another call.

Carrie: Yes! That will be another call at another time, but let's wrap up tonight. Guys, this was just super good information. Really thrilled with the content here tonight. We've even covered the most common scripts.

We talked about some scripts and the fact is we kind of did those as we went along with what we say when you left the Voicemail. What would you write on the note? What would you text them?

Shauna, let's close with that one script you have about the 10 minutes because I think that's super powerful and then we'll wrap it up for tonight and let you guys go make your action list for the week. Shauna, how do you do that follow-up with them about the 10 minutes?

Shauna: I just think a simple thing to say is: When do you have 10 minutes that we can get together on the phone that you would be able to be in front of your computer and we can go over a video? Do you have 10 minutes? Can you give me a time whether it be afternoon or morning? Set a time and don't send them to their computer. You want to be an exact time when they can do it. Most can find 10 minutes if they're really interested.

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Write that down and make the appointment and then you ask them what it was that they liked the best about that. I learned that from Jay Bennett and I love it because you can hear them going right to their computer while you're on the phone with them.

Carrie: What did you like best about that? I love that because you're not launching into your dreams or goals; you're listening to what they pulled out of it. I think that's really powerful.

Shauna: Yes. Thank you so much for having our conversation tonight. I'm sorry we couldn't get together with everybody someday we will meet at Starbucks.

Carrie: This is the reason company events are so important so that you guys can connect in person. We'll see you next week same time, same log-in. Scott and Shauna will be bringing you another topic next week. Everybody have an amazing week. Bye bye, Scott and Shauna.

Shauna: Thanks, Carrie and thanks everybody for coming in.