

# Success Tools

**RECRUITING | SALES | LEADERSHIP**



*Heartfelt*<sup>TM</sup>  
network marketing

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

***Shauna Ekstrom***

*Transcript*

# Success Tools



**Shauna Ekstrom with Scott Peterson & Carrie Wilkerson**

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

**Scott:** Hey, everybody. Welcome to the Team Ekstrom-Peterson call. We've got the one and only Shauna Ekstrom and I'm Scott Peterson. We've got a great call today. I'm going to say today because we're here and it's Tuesday afternoon in Australia. We're in Brisbane, Australia, going to the National Conference here for celebration for Isagenix.

We're really excited to attend this event. We understand it's going to be, I believe, as big or bigger than New Year's Kick-off was. So, wow, what a wonderful time.

Today we're going to be talking about Success Tools and the tools that we use in our businesses to help build a prosperous team. The key about tools is that we just need to make sure that we help everybody on our team see that it's easy to do. We want to get our new people to the thing where they say: *I can do this*. When people say: *I can do this*, then they take action and get busy.

We're going to talk about some of the tools. Some of this is basics for some of you who are using these tools, but it's always good to have a conversation. We've got the one and only Carrie Wilkerson, the Barefoot Executive, with us today. Carrie, you're on?

**Carrie:** Whohoo. I'm here. Look, and the crowd goes wild. (applause soundtrack)

**Scott:** Wow. You filled the stadium! That's awesome. Shauna, do you want to say hi?

**Shauna:** Hi, everybody. We want this call to be laid back but also to take action because we want everybody to be able to experience this lifestyle. So we're going to get started here.

**Carrie:** What do you want to talk about tonight?

**Scott:** The subject is the Success Tools...tools that we can use in our business to create duplication and to make people believe that it's easy to do. There's a simple process. We just follow the system and using the tools we can create duplication in our business and as the old saying - Duplicate or die.

**Don't be a fool; use the tools.**

There's another saying – Don't be a fool; use the tools. So we like to always refer to the basics. Let's go, Carrie.

**Shauna:** What we'll do is just tell a few of the ones that we like real simply. One of the ones that the company has put out for us is so good. It's called IsaMovie.com.

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing



**Carrie:** I love the IsaMovie. Let me just preface tools a little bit by saying my dad is a builder and I have 2 brothers who are builders, too. They say that nothing will slow you down like not having the right tools, but I think sometimes when we're eager to maybe start carpentry or start fishing or painting or whatever it is that we're starting – a business – we tend to gather too many tools, get too excited about too many things, and we end up complicating things.

Tonight I really encouraged us to just whittle it down to 3 so that we don't overwhelm anybody new and that we really simplify it for folks that have been in the business for awhile and just say that this can take away any fears that you have about knowing enough or being polished enough or being ready enough.

The tools... the company spends a lot of money and research and time to make these brand-consistent, to make them effective, to make sure they work, and to provide them for you at no additional cost. I think these are powerful things.

Shauna, kick off with the IsaMovies. Why are the IsaMovies powerful? Why should we use them? Let's talk about that.

**Shauna:** Okay. IsaMovie can cover a gamut of things. It covers the product and different benefits of our product and then also goes into the company and the business itself.

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

If someone is just interested in the benefits of the product that they would be looking at you could send them there, but they're going to go ahead and search around. They may realize at that point that somebody else has a need for this...maybe energy and performance or maybe they're looking for weight loss. Maybe they're looking for extra income.

It is a one-stop-shop. I really do like that it is a simple simple tool. Like you're on a plane somewhere or you're sitting or standing next to a friend that

**It is a one-stop-shop.**

you bump into at the grocery store and they say: *I've heard what you're doing. Tell me a little bit about it. Say: When is a good time when you've got 10 minutes that I could get on the phone with you?* That's one of the ways that you can use that tool to make sure that they do actually go there because you're on the phone with them.

You call them at this setup time and you walk through it. Then at the end of that you can say: *What was it that you liked best?* That will give you a place to go with them. Instead of just telling them what you're excited about ...it might be a completely different thing than what they're excited about. You never know what it's going to be.

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

I love that tool. It really covers so many things. One of the things we're also going to talk about and I'm going to go right there because it includes IsaMovie.com is also three-way calls.

Three-way calls we've touched on before, but really drilling down into what is a three-way call...I like to be able to start out with using that. Let's say you have somebody but you don't have something setup with another up line. Maybe it's not quite time to bring someone else, an expert, in. Maybe you just want to use that and practice your three-way calls because a third party validation is very very powerful. I use it all the time.

Utilize the movie as a way to get that third party validation. Get them on the phone. IsaMovie is the third party validation before you use someone in your up line or across line or whomever else that you're going to use to validate that. That call will do a really good job as well. I really like that. I think it's a great place to practice your three-way calls.

**Carrie:** The other thing I like about IsaMovie (going back for just a minute) is there are several of them tailored for several reasons. There's one specifically for women. There's one specifically for a more mature audience. There's one about transitioning from your job. It really is great.

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

We've talked and talked before about borrowing credibility and borrowing stories from other people. I love being able to pull whichever movie you need and using it that way.

I've also seen other folks use it when they have little get-togethers or tastings or samplings or shares. They will play one on the big screen TV. They'll pick one and have a movie time and hand out popcorn and have people ask questions after the movie.

This is where you're not having to do a formal presentation. The movie is doing it for you. These are just a couple of the ways that you can do movies.

I also like the idea of putting it in the footer of your email. Every email that you send out (we all send dozens a day) ...'Ask me about the IsaMovie. Click here to see what I'm up to these days.' Just little ways you can keep planting that seed.

I love the segue into the three-way call. Shauna, I have a feeling we're going to spend the most time on the three-way call tonight. I know some people are terrified about it because of the technology. Some people don't know what to say. Some people just aren't sure about how to leverage their up line.

I know you're passionate about this. You're a firm believer in this. I want you to tell me why this is so necessary. Scott, maybe then

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing



you can tell us how it works and how the technology works and how we leverage this.

**Shauna:** I realize why people are fearful of the three-way call. I started network marketing 18 years ago when my first company and they really stressed that way back then and so even when the telephone bills were crazy. It wasn't like what we have today. It was just one bill mostly for our cell phone. We did and I remember being so nervous about it so I understand how you start doing that. It's so foreign and we don't want to make it so it's pushy or when somebody is not ready.

It can be so simple. It can be like a brag call. Somebody just lost weight on their product or built so much muscle, lost so many inches, or maybe they reached a new rank and just were able to buy their new car or make a house payment that they were struggling to make.

**It can be  
like a brag  
call.**

I like to call that a brag call. I learned that from my friend, Joni Brewer, one of the top leaders on my team. She calls it a brag call. I love that term because we want to call and edify those people on the team that are really doing something like really going to the next level, or if somebody on the team just had a really good incredible result from the product and is sharing it with

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

everybody else hearing it and saying: Yea. It just makes them feel like they're part of a bigger picture...part of a team, and that's a good way to start that first call so they're familiar with it and not nervous when they go: Now I need somebody to validate the business. They've already had a three-way call done by somebody on their team.

It doesn't have to be your up line. Let's say you happen to come in with somebody who is not really doing the business, somebody that loved the product but just told you about it and they're not building. There are lot of people that you can have do this with.

For one thing you can call the company and find out who that representative would be that's above you that is doing the business who will be more than happy to help you. It can be somebody cross line or somebody in your down line. It does not matter but somebody that you have a chance to talk to and say: *This is what I want in this call. This is what is going on with this person, what do you think?* Then you can chat about it. *How would you do this? How would you prefer this be handled?* You can do a practice one.

Now with technology today it's so simple because like on your cell phone there's a three-way call button. It's much easier than it used to be. Let's just say you're going from a landline which we're

usually on the road a lot so we just use our cell phone, but a landline is super simple, too.

Just push the receiver button down and then dial your other number and push it back again as soon as it starts to ring. Push it back and you're able to connect that person who has already been there. It's very doable.

The third tool we're going to talk about and the only reason I'm going to touch it on it before Scott goes into how to do a three-way call is it is one of the places I started building my three-way calls with and that was...so this is the third tool. I don't want to get confused. We're still talking about three-way calls.

The third tool is a really important call called the Carole Taylor Call on Wednesday. I was able to help start this call 12 ½ years ago. I was one of the ones that was weekly on that call, I and I used that by doing three-way call to a brand new person. I would try to find one every week that I was talking to and somebody that I felt really needed the bigger picture. There wasn't enough to get everybody that I brought to that call on every week but I tried to bring one person a week.

I still try to do that. By three-way calling them into the Carole Taylor call knowing that that call is for the new person is not for...This call has been going on for almost 12 ½ years. If you've listened to it for 12 ½ years you might say: Well, I've heard that

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

before. It's not pre-recorded; it's live and somebody new every single time.

There are 2-3 new testimonies but it's validating the product with some really incredible people like a nutritionist and Lisa lotti always gives a quick very brief overview of the latest news from the weekly call that the company does. As we find in our busy lives we don't have to listen to every single call that is put out there.

This could be a one-stop-shop for you building the business as well knowing that original validation of the product, going over what in particular...things such as lanex Supreme that amazing product. Those kinds of things and the power behind how this really came into being, how Isagenix, John's company.

We will always have the validation of Carole who started this particular website that we go to which is all on one page dot net. You're going to get a little bit of all kinds of things on that call. Remember again that if you've heard it many many times you could say: I've heard that. I'm not going to get on it. Remember that it really is for your learning but it's really for the new person so you really want to understand that then you won't think it's...you'll be looking at it through the eyes of your brand new person.

When you look at it through somebody brand new, when you look at it through their eyes it's always a good call. I love that call and I

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing



do think it's great practice for all of us to do every week to get somebody on the three-way call. There you go. You've got a practice call. You already understand how to do it and then at the end of that call just say: What did you like best about that call? You could even say: I want you to meet my partner that's been doing this with me.

Say for instance you might get Scott and I on the phone right after the call and that's a great way to build your business because as you get your stories and your new person gets their new story which (skip audio) a month, then you call and say: I want to be on that call.

You tell everybody: I'm on an international call; I want you to listen. That's how you can build your business really fast.

**That's how you can  
build your business  
really fast.**

I remember doing that. It really did work, Carrie. It's amazing how it started my business out in the beginning and it still works today.

**Carrie:** Can I ask you a couple of questions about the three-way? Some stuff that I feel like is probably in some people's brains...some of the but, but, but that's going on in their heads before they can move forward? Is that okay?

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

**Shauna:** Um-hum.

**Carrie:** I think they're probably wondering: Who do I have on the three-way with me and my prospect? How do I arrange that? How do I know when it's okay? How do I do the timing of that? How long do those last? By default, who should they have with them and is that something they talk to their up line about before? How do we start this?

Say I'm super excited when we hang up the call today and I'm ready to do this. Is my up line who I call? My side line? My power partner? Somebody from corporate? Who do I do these with?

**Shauna:** Yes, I think it's a good thing if you have an up line that is actually doing the business. Call them. Somebody that you feel comfortable, somebody that you can trust that will be on the call with you, and discuss it with them. Say: This is what is going on and explain this to them.

Set the appointment up because if you're calling Scott and I to do a three-way call with you which would be fun. We would love to do more of them because we really believe that that helps build belief. Give us notice. We want to make sure that we have it booked out for our schedule.

**Scott:** One of the things that we're going to want to know up front is what you want to accomplish before we get on the call. In other words,

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

what are your intentions? What do you want to accomplish with this prospect? That gives us insight on what direction we go with the call.

**Shauna:** Then we will discuss with you the protocol of how you dial in.

We'll talk about that and help you feel really comfortable, but mainly when we do start that call after we discuss how it's going to go and what you want out of it and we've agreed upon a length of time that you think would be good or that we can agree on, how long we have...It might be a brag call which might be 3-5 minutes. Just catch them on the fly or it could be a scheduled in call.

When it's scheduled what do you want to cover? Do you want to cover the compensation plan? Do you want to know about product only? Exactly what would help you edify the business. What it really is about is edifying you, really so we give you a little bit of background about ...

Say for instance it were us. We would tell you a little bit about us for introduction. Introduction is really what sets the tone. So if you introduce the person that's going to do it then you would edify them and say you're really excited to have them on the call. Then at that point we add that we're going to know a little bit about you by then because we've already had a call ahead of time.

We're going to say how excited we are that we're here on the phone with you because we want them to know how much you're respected by us and that we're building this together.

Then the two parties at that point during the middle of the call it becomes a two-way call. Like say if it were me doing the call with you it would be me and that new person on the phone having a bit of a conversation. It doesn't mean you can't pop in if it just seems absolutely right, but we try not to have it going around three ways all the time because it becomes very very confusing.

Usually what I do is tell a little bit about my story. I ask them if it would be okay if I told you a little bit about what happened to me. That way it seems real natural and then I answer their questions. At the end of that we edify you back about how it...thanking you for getting us on the call and getting us to meet this person and at that point we give it back to you and you do the conclusion because you originated the call so that you see there's not too much of the three-way going on at the same time. It becomes you and that person. At the very end you close the call.

I don't like to stay on the line and chat then about how it went. I want to hang up and you call back so that we can discuss how it went. How did you like it? Was there anything you would like to do differently? Then we say perhaps we might give a suggestion for

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing



the next time. Maybe it didn't go quite the way you had planned  
Then we talk about how we can do this better next time.

Anyway, we can also have a little fun with it. We want to keep it fun but very informative for the person. That's why the before and after call of the three-way call even if it's a 5-minute call are very very important. I think you can't really accomplish what you want to accomplish if it's a blind three-way call unless there's a simple introduction...Just want you to meet her. That's how I felt it becomes really successful if you have that before and after call to the three-way call. How about you, Scott?

**Scott:** One of the reasons why I think three-way calls are so important is because when we start and we're doing the business and we don't have all the information and we haven't been around all the other leaders in the company and we haven't spent time with the people (our up line) that give us that information it helps take it away from you.

**In other words, your prospect is looking at you.**

In other words your prospect is looking at you. Gosh, you're an electrician or you're a plumber or you're a dentist or hairdresser or an engineer or a doctor or whatever. What do you know about these products? They might be on your warm market so they

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

know you and they who you are and what you've been doing for the last 15 or 20 years.

What it does by doing the three-way call it also helps to take it away from you and again, bring in third party validation to the opportunity to somebody who knows more about it than you do. You say: I don't really want to mess this up. I don't know enough information. Could I get you on a call with somebody who really does understand this and has been doing it for awhile? Right, Carrie?

**Carrie:** That's exactly right. Let me boil it down for a second. I think it's important for you to know who you're going to be doing the three-way with so your up line or someone that has some credibility that you can trust to show up on the call. Number 2 you schedule it. You get on their calendar or you find a system for that even if you text them and say: Hey, do you have a quick minute?

Number 3 is you set the expectation for the call. I think it's important to do that with the person holding the call with you as well as the person that has agreed to be on the call...your prospect.

Let them know about how long the call is going to be. The longer the call is the harder it is going to be to get them to stay with you and say yes.

I think also setting expectations like Scott said earlier...what is the end result of this call? Do you want them upgrading to more product? Do you want them scouting for your team? Do you want them to sign up? What is the plan for this call?

Then what I would add if I could add one point is I would say to set a goal for how of these a week you're going to do...a No Less Than Goal. They won't happen when you have time. You have to make time. You have to schedule time. If you have to say: *I will do no less than 5 or no less than 10 or no less than 15* then that's when magic happens.

I love to tell this story. It's not a level of activity that you could keep up indefinitely, but my kickoff weekend I did big prospecting and scheduled 58 three-way calls over a 2-day period one weekend. I think you guys know this story.

Basically I bribed the husband to take the kids so there was no noise and I could focus. I did 20-minute calls back to back to back for 2 days. I had 18 enrollments on my team and probably 10 auto ship customers. I don't remember the exact number.

If you want to create some momentum commit to some serious activity. It's not necessarily fun that 2 days while you're doing it. It's tiring. You get tired of hearing no but you get really exhilarated by yes.

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

I will also tell you of those original calls I probably added 8-10 more from that original call that had to think about it or wait on money or had to wait on timing. Over the next several months several of those people bounced back and decided to do something, too. Sometimes a matter of you not having enough results is because you're not doing massive activity.

If you really want to kick things off in a big way...imagine the power, Shauna, if somebody even just did 20 one week and then the people who had to think or whatever, they funneled them then to an IsaMovie or to the Carol call. What could happen in their business!

**Shauna:** Right. Exactly. I think that could be the very first call. We can have some comments on Facebook about doing those, too. That can lead to a third for that person who really wants more, then schedule with your up line or cross line somebody you respect or if you need us to do it through, call and schedule it in. It's just activity...doing something is much more fun than to be in momentum and just be standing there and think business when you're not really...I love that.

**Carrie:** Okay, let's circle back around to Carole Taylor's call. Tell us a little more about that. Everybody write this down. It's every Wednesday night at 8 p.m. Central time, 9 p.m. Eastern. It's live. It's not

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing



recorded. It's the same format every Wednesday, and it's designed for the new person that's taking a look at the business.

Shauna, from what I understand you use this tool to build initially. You help start the call but you also used this tool to build and blow up your business so tell me about that.

**Shauna:** I still do, Carrie. Scott and I still use this call. Okay, let me just give you the number so you have it and of course, we can put it in the Facebook page as well. The number is 212-990-2300. The pass code is 9952#.

What we like you to do is call in a few minutes early....5 minutes early if you can, and say where you're from. It will be muted out right when it starts. If you're on the call, if you're the one speaking on the call you will have a different pass code so that the call doesn't get interrupted by somebody chatting in the background.

To me it's like a cookie cutter call. You know exactly what you're going to get so be sure to get yourself on there first of all and bring your guest or anybody on your team. Encourage people to get on that call because what I like about that is we're so busy – brand new people – trying to do our own calls and getting all that established when there's something already there with longevity, with history, that's going to cover all that gets your brand new person started. Then you don't have to feel like you have to go out there and reinvent the wheel when you have a brand new person

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

starting out on your team even though eventually you may want to do that.

Start with that and let that support your brand new person with three-way calls. It gives you practice and then you guys are always going to post on our Facebook page and you can go back and record that.

**Start with that and let that support your brand new person.**

The Carole Taylor call she does not record so that's not something you're going to see archived, but you'll want to experience it and we'll want you as you have an incredible story to let us know what that story is so we can edify you.

**Scott:** What I love about the Carole Taylor call is that it's kind of cookie cutter; you know what you're going to get. It's like going to McDonald's in a different country. You just know you really like Big Macs...if you really did like Big Macs you'd go to Australia or China or wherever and order a Big Mac and get the same thing.

That's what happens with the Carole Taylor call. You have kind of the cookie cutter format. There's always an introduction and a welcome from Lisa Iossi with a weight loss story. There's always an amazing weight loss story. It fluctuates between somebody

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

who's lost anywhere from at least 50 to 100 pounds so being one of the benefits of Isagenix, and then they bring somebody on.

I believe Mark is the one who does the products. He does the 5 Pillars of Health and goes through all 5 of the pillars and it's really good for somebody who understands the products to just give a generic explanation of the products and then Carole Taylor gets back on the call and she tells her story of how she got started with the call and that they really looked at it and it really does validate the company. She and Shauna were people who came into this company very early on.

They also introduce 2 or 3 people that have incredible stories through weight loss or it's usually tied to weight loss and the business and they tell their stories. There are 3 different stories every week.

Then they introduce a new resource [allononepage.net](http://allononepage.net). It's a great resource. Why do you think that's such a great resource?

**Shauna:** What I like about that is it will link you to several things. Carole Taylor is the reason I am here because her credibility and her knowledge of nutrition made me take a really deep serious look at this.

You'll hear her story. You'll get to hear more detail about it, but she and her husband...believe me when they sent me the picture

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

of Peter when he lost 31 pounds in 33 days (Ya'll know about that.) there's where you can find it. Go to [allononepage.net](http://allononepage.net) and it will link you to [WeightLossHallOfFame.com](http://WeightLossHallOfFame.com) or dot net. I think it goes either way, but there you will see Peter #1 on that Weight Loss Hall of Fame.

Peter's 12-year old story is on there. It's a very old story and he's updated but it talks about me losing 3 dress sizes in the 28 days when I first started on the product. Scott is in the Quick Picks. Now there's a Quick Pick that you can just go to.

It's a great place also for third party validation. Also, one of the things about [allononepage.net](http://allononepage.net) is that Carole always tries to make a print, a really awesome size, easy to see. She takes a lot of the things that the company has already provided and just kind of not really...just make it so simple. She is really into simplicity so she has a full time guy that helps her with this...that website.

You'll find everything. Of course it's always compliant because we really stress compliancy with our company because we want it to be around. That's why we are a 12-year old company because we are concerned about making sure that we don't make any claims and you will find a safe spot to get information.

Go there to just validate the same things you can find on the IsaMovie. You find all those videos. So it can become your one-stop-shop. Also make sure you check out Healthful Documents.

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing



Healthful Documents on there will find you anything you want to find to comparison chart of the product.

When somebody says: *I can't afford this*. It will then compare what they're already doing in groceries and compare what a 30-day or 90-day. It will compare what they're already spending in your meals and what you will be spending here and the value of the product.

Also you will find your membership forms that you can just print out there. You will find the medical studies. Let's say you have a doctor you need to bring product to or you want to talk to you might want to print out that medical study. It's a one-stop.

You can go down that list of healthful documents and it will blow your mind what is right there at one place at your fingertips. Don't get into just studying that and staying in your office and reading all this stuff. It will take forever, but know that when you're talking...The main thing in this business is sharing with people and getting with people or on the phone, but always know that it's right there at your fingertips so you don't have to be afraid that you might not be able to find it. It is complete and it is there.

Search around in your 20 minutes a day or something and start to make that a part so that you know where to go, but then start to do a three-way call and say: Oh...(at a scheduled time you can

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

bring them through that [allononepage.net](http://allononepage.net) and walk them through it. How simple this business is.

We say it's not easy and it's not but it's very doable and so these simple...I find that these have all helped me make it very simple because I need simple. Our lives are fast paced and if I hadn't had these tools I don't know...I would not be where I'm at because it made it duplicatable.

Everything is not about you doing everything. It's about you teaching someone else and also the people that would want this. There are people that don't but the ones that do help them to do it simply.

**Everything is  
not about you  
doing  
everything.**

**Carrie:** One more point I want to make before we wrap up – great stuff tonight. Super simple, guys. Super easy to implement. Pick your tool and run, but another point I'd like to make is layering. Your thinkers, your processors, people who have to go through several decisions makers in the home...layering is very important so...My grandmother taught me your fragrance lasts longer if you layer it meaning your soap smells the same as your lotion, the powder as the perfume that you put on.

I think it's the same way with your business sometimes. We do a three-way call or we share a sample with them and then we follow

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

up with IsaMovie. Then we find out their opinion if they're still thinking and we follow up with the Carole Taylor call or we follow up with three-way calls.

Layering can sometimes be helpful for your people that have failed at something before or are skeptical or have family that is skeptical. Don't discount people just because they don't say yes right away first tool. Multiple tools mean multiple layers.

Conversely, Shauna, I would say not everybody needs all the tools to make a decision. Some of us can watch a movie and say 'yes, that's for me'. Or we can taste a product, have some results and say 'yes, that's for me'.

You're going to have to learn to read people a little bit but I would say layering can be really powerful especially as Shauna has shared in the past several calls about she worked for like 24 months before they came onboard. Do you think there wasn't some layering there? I'm sure there was.

Scott and Shauna, what would you add or what would you challenge folks to do this week as we wrap this up and you guys can go about your fabulous Tuesday in Australia?

**Shauna:** I just say let's go do it. Let's practice these tools this week and let's get some energy around and give us some ideas, maybe not ideas, but give us an example of how it works for you and what

**Shauna Ekstrom**

The Dawn of "Heartfelt" Network Marketing

you like best about these tools if you haven't used them before or even if you have.

One thing I wanted to share with you, Carrie, is we went to a flower shop yesterday and I bought this book called Love Life. Every single page I can't help it it reminds me of what I do, what we get to do, which is this fabulous business of sharing with people.

Just this one page I wanted to share. It says: Love helping others. A lot of dreams don't (skip ). *If you can make somebody's dream come true you should. I feel like you need to go out and help us make our own dreams come true and help others.* What if we could do that?

**Carrie:** I love that. The truth is we can do that. We can't do that for everybody because not everybody will be open to that but the fact is we can do that for some people, the people who are open. But if our mouth is closed our business is closed too.

You guys open your mouth and set a goal. How many movies are you going to share this week? How many calls are you going to share this week? How many people are you going to tell about the Carole Taylor call and don't forget the follow-up. That is the key.

Scott and Shauna, this is great. You guys are great. Thanks for carving time out for us even though you guys are in Australia doing your thing. Have a great conference.

Guys, post on Facebook what you found valuable, your aha moment or what you're going to do this week. We'll see you next week same time, same number, and we can't wait.

**Shauna:** Thank you, Carrie.

**Scott:** Thanks, guys.

**Carrie:** Bye, everybody!