

Sometimes increasing your sponsoring can simply be a matter of changing your perspective and your activity. Sponsoring to earn a contest or gain a promotion will not attract others to the income opportunity. Sponsoring because a business with L'BRI could truly help people change their lives is a sincere focus that will bring you genuine success.

There are many, many people in your world who would love to do what you do as a Consultant – people who want more freedom, flexibility, and to take control of their lives. They may also want the ability you have to reach for their dreams and make more money.

Financial advisor Suzy Orman stated that...

"The average American middle class family has credit card debt of \$8,000. If they were not to charge anything additional to their card and make the minimum monthly payment only, based on the average interest rate, it would take them 53 years to pay off that \$8,000 debt."

Imagine the wonderful feeling of helping even just one family get out of debt! That's why you need to consistently offer the L'BRI income opportunity. You never know who may NEED the opportunity.

Successful Consultants are CONSISTENT with their efforts. You want to keep a consistent focus on how others will benefit from the L'BRI opportunity, but it can be a lot of fun to use a L'BRI trip or a leadership promotion as a "carrot" to motivate yourself to develop successful sponsoring habits that will help you meet your goal of expanding your business.

Here are some steps you can take to build your sponsoring skills:

1. Make the pursuit of sponsoring a daily habit in your business. Focus on it and sponsoring opportunities will appear! You will hear sponsoring clues everywhere you go!
2. Keep a log of people you would like to approach about the opportunity. Start with your customers. Do you know how each of them feels about becoming a Consultant?

3. Send out a minimum of 2 tri-fold *Income Opportunity Flyers* a day to these potential Consultants. Include a personal note that could read, *"Hi Mary! I was thinking of you and thought you may find this information exciting. I love my job – and I especially love sharing it with others! Have you ever thought about what you would do with an extra \$1,000 a month? You owe it to yourself to take a closer look at L'BRI. There's so much to gain and absolutely nothing to lose. I'll call in a couple of days to see what you think."*
4. Keep a list of the people to whom you've sent the flyers and 2-3 days later do what you told them you'd do... CALL THEM.
5. You could say, *"Hi Mary! This is Paula with L'BRI PURE n' NATURAL. I sent you some information about L'BRI. Did you get it? What did you think you would do with an extra \$1,000? I'd love to share with you all the benefits of being a L'BRI Consultant. Then you can decide if it might be a good fit for you."* (Either set up a time to meet with her or, if she's a long distance from you, ask if she has a few minutes to go onto the L'BRI website with you. Connect to the opportunity information available on the website. Also invite her to the L'BRI Facebook Community.

By sending 2 brochures out a day and following up with 2 calls a day consistently – 5 days a week – you will contact 10 people a week. That means by being consistent, you will reach out to about 40 people a month. How many do you think will say "yes" to starting a L'BRI business?

So let's go... Set a goal to use this approach for four consecutive weeks. Use this 2 by 2 formula to build your business and build your dreams.

Please remember that you have a life-changing gift to give to others through the L'BRI income opportunity... Share it abundantly... Offer it enthusiastically... Reach out to others sincerely.

Do this consistently and you will have sponsoring success – 2 by 2!