

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 people in your world who want more freedom, flexibility, and want to take control of their lives. They may also want the ability you have to reach for their financial dreams and need to make more money.

According to a 2017 NerdWallet survey, the average household that carries credit card debt has a balance of \$15,432. Those with auto loans owe \$27,701. Households with a student loan have a balance of \$47,525. Imagine the wonderful feeling of helping even one family get out of debt!

Successful Consultants are CONSISTENT with their efforts to share the opportunity. You never know who may really NEED it.

You always want to keep your primary focus on how OTHERS will benefit by becoming a Consultant. But, it can certainly be fun to use an incentive trip or a leadership promotion as a "carrot" to motivate yourself to develop successful sponsoring habits that will help you meet your goals.

Here are some steps you can take to develop a sponsoring habit:

1. Make the pursuit of sponsoring a daily habit. Focus on it and sponsoring opportunities will appear! You will hear lots of sponsoring "clues" everywhere you go!
2. Keep a log of people you would like to approach about the opportunity. Start with your customers, friends and family members. Do you know how each of them feels about enjoying the benefits of a business of their own? You need to know!
3. Send out a minimum of 2 *A Beautiful Way to Live* brochures a day to 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-\$2,000 a month? You owe it to yourself to take a closer look at L'BRI. There's so much you could 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 send the brochures and 2 to 3 days later do what you promised... 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-\$2,000? (Listen to their reply.) 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 is long distant, ask if she has a few minutes to go onto your website with you and explore some of the opportunity information available there.)

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 meet with you? How many 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. Offer the L'BRI income opportunity abundantly and enthusiastically. Reach out to others sincerely.

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