

Who is the co-op for?

It's good for anyone that is interested in investing a little into their business.

If you are not there yet, that is okay. Barb Walter did a call on how to generate leads online and you can find that on the training site under the tab MARKETING.

However, if you have \$20.00 to reinvest into your business, I would recommend the co-op.

What is a co-op?

A co-op is a very large advertising campaign on the major job boards. For example let's say the ad costs \$6,000 a month. That is obviously too much for one person so we split the cost.

This co-op is currently at \$20.00 and to be on it, you also need to get the Focal Point system. Why do you need that system? Well, because the co-op and focal point work hand in hand.

People fill out the form that is on the landing page and then the focal point system starts sending them emails on your behalf.

If you buy one shares then you are on the rotation. So basically people see the ad and if they want more information they click on a link that is on the ad and it goes to whoever is next on the rotator.

For example, click one goes to Lisa's site, click two goes to Jennifer's site and so on and so on.

What results to expect:

These leads are receptive and they are a pleasure to speak to because they have some interest already.

There is a risk with any advertising. We can't guarantee how many leads you will get because the company basically posts the ads and then we wait for people to fill out the form. There will be days you will receive one leads. Then there will be other leads that you will receive 3 leads. But I will tell you that ALL of the top recruiters are on this co-op. So it delivers results.

How will you receive these leads?

This leads are managed with the focal point system so you will need Focal Point before you participate on the co-op.

When you get the focal point system, it comes with 6 landing pages. You have an option to choose which landing page you want to use.

For this co-op, we recommend to use the labellabasketcareers.com/username/sendGIFTS

The ads are placed on job boards. You will get a mix of people. You will get moms, dad, college students and retired people.

Just like any leads that visit your capture page and requests information you will receive an email notification letting you know that you have a new lead.

Important: If you are in the co-op and if you are not getting leads, check your spam folder because everyone that is on the co-op gets leads. I would honestly recommend to ALWAYS login to your focal point system and CHECK YOUR LEADS THERE TOO! This is actually the best way to always see how many leads you have every day.

Test your landing pages BEFORE you advertise or get into the co-op
If you are brand new, I would recommend going to your landing and requesting information from yourself (go ahead and put your name /address). Once you fill out the form, you will see how the process works.

How to work the leads

When someone requests an interview or fills out the capture form, they will automatically start receiving the autoresponder emails that are already set up for us in focal point thanking them for requesting information and letting them know we will be contacting them within the next 24-48 hours.

Sometimes the leads will call you first after reading the details but don't just depend on the email to do all the work for you. You definitely want to call these leads, they are great. I do recommend calling the leads within 24-48 hours. If it goes beyond that that's okay but that's a good time line to aim for.

I also recommend to call them because if you don't call them, they might get anxious and start researching and finding other websites!

tip: You will ALWAYS get more sign ups if you call them and build a relationship with them.

I get very excited about what I do and I can't wait to call my leads! I know I am truly making a difference in someone's quality of life. I am passing on a blessing to another family and that makes me feel like I am really accomplishing something great. I absolutely love this business, it has become a great passion of mine.

So don't be afraid to call your leads!

What script do you use?

You should have already decided on a script if not this is the time to do that. We have several wonderful scripts to choose from.

The first thing I do when I'm getting ready to call a lead is pull up their contact info on focal point so I have all of their information right in front of me. Here I can click on the call contact tab to choose which script I will use and I will also have the send email tab handy and also I will be able to change the contact interest if necessary.

Doing a full presentation and connecting with your prospect is the best method to use because with this method people will fall through the cracks and when you're going through the presentation it provides more opportunity to connect with your prospects and connections are gold in the business.

I do have a 3 strike rule for leads. I call each lead three times once a day for three days in a row. For example I would call on Monday, leave a message, then I would immediately send the lead the email, "Left Message", which you can find in the send email tab. Then I would call again on Tuesday and Wednesday for the final call and final message. If after the third call I am still unable to reach them, I send them a "cannot reach you email". This email is very simple and it basically states that I received your request for information but have been unable to reach you, if you're still interested please call me

back and I leave them the website to go and watch the earn income video. I've already worked this lead to the best of my abilities.

Follow-ups:

If you have a conversation with a lead and they don't enroll after a conversation for whatever reason (need to speak with spouse, don't have the money) I give them my contact info, name phone # and email. Then I set them up in a follow up system so they can start receiving my follow up emails.

I do this by changing the folder when I have their contact info pulled up, from general to follow up IBO and that's when those follow up ibo emails will start.

I also make sure that I invite them to our Tuesday night company conference call. It's a free call and it's a great way for them to get to know a little about us.

Now, if you're in a co-op for one month and you don't see your desired results, don't feel like you just wasted your time and your money. There is a HUGE importance in staying committed and building a pipeline. The people you spoke with, sometimes the timing just isn't right in their life when you initially speak to them but you never know what the future holds for them. They could get laid off, find out that there are a lot of scams out there, come up with the money they didn't have at the time. they can come back to you days weeks months and even years later, ready to get started. It has happened to all of us so many times so you definitely want to keep their email address for future follow up and most importantly be here when they come back to you. You don't want to quit and not be here when they're ready. So you're go with prospecting is not only to get enrollments on the spot, but also to build your pipeline. Your pipeline is GOLD in this business. If you build a big pipeline, time when we have consultant promotions, you can broadcast an email to everyone in your address book and let them know about it people that may not have had the money back then can afford it now or people who were scared to invest a little more will be more likely to give it a try while it's at a lower investment. It also shows longevity. People in your email see that you've been emailing them once a month for 6 months or a year think WOW this must really work if she's still doing it, or sometimes people just kind of write it off and then they get the emails or they finally take a look at it and think this is the real deal. So the bigger your pipeline, the bigger your response will be with your enrollment. So don't get discouraged if your prospects don't enroll on the spot, consider it a victory that you just added another person to your growing pipeline.

Now if you're not already on a coop you're probably wondering how do I get on this coop that everybody's having such good results with. If you're interested in joining the co-op, they usually open up around the 1st of each month. You can email info@labellabaskets.com for more details.

What do you do if someone say remove me from your email address:

If they are getting emails from the focal point system, at the bottom of each email they will see:

Was this email unwanted?

Remove me from your mailing list using Safe Unsubscribe.

Your prospects can click on that link anytime and unsubscribe. Or, you can click on that link and unsubscribe from them. Or, you can also login to focal point, search for their name and delete them.

Adding Leads to Your Contact Manager:

The Focal Point system has a feature where we can "add" names/emails to our contact manager. Once we do that, the system starts sending emails on your behalf.

So if you are passing business cards, flyers and if you asked them "can I send you more information about our company or gifts". Then you have "permission" to add them to the system.

Important: Please DO NOT add names/email to the system that have NOT specifically requested information. If you add emails from people that did not request information, they will click on spam. Focal point is aware that some people click on "spam" and it really isn't spam. However, if you get LOTS of "spams" they will email you regarding the spams and give you a warning. They do this so they can protect their servers and they do this so our emails can continue going out without being "blocked".

So I am grateful that they are very caution about the spams.

Some of you have A DATABASE with names/email address and YOU can export those leads to focal point. However, PLEASE note that if you "export your leads". These Contacts will be in a "Restricted" status. The system will send them an email asking them permission to receive emails from you. If they don't respond, they will remind in "Restricted" status and the system cannot send them Autoresponder Emails or Email Broadcasts.

If you need the 4 steps on how to get up and running FAST with Focal point, please visit:
<http://www.labellabasketstraining.com/focalpointfaststart.html>

To Sign for Focal Point Visit: <http://www.labellabasketstraining.com/focalpointcomingup.html>