



## **Classified Ad System**

For Unlimited USA or CANADA  
Leads That Call You

Book Owner: \_\_\_\_\_  
Book Owner's Website: [Essanteorganics.com/](http://Essanteorganics.com/) \_\_\_\_\_  
Mobile Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
1-800 # (24-hour recorded message): (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
Essanté Organics ID#: \_\_\_\_\_  
City/Province: \_\_\_\_\_ Country: \_\_\_\_\_

Cliff notes are on page 4

Essanté Organics  
11001 North 24th Avenue, Suite 612  
Phoenix AZ, 85029  
[customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com)  
1 (602) 595-7560



## FORWARD

### WELCOME

“ Welcome to the Classified Ad System. What if this short, quick-read booklet could make you a 6-7 figure income? This booklet did exactly that for my family & many others. It continues to work to this day for countless people from all walks of life and it can work for you too. You never know how far reaching your next action will be. It alone can improve the lives of countless people. I hope your next action is to read this booklet, post your first classified ad, and ensure your teammates do the same. Consider reading this booklet twice.”

~ Angie Levine, Author of The Classified Ad System, CMO of Essanté Organics

### USA ONLY

The 1-800# and Classified Ad System are only available in the USA at present.

### DEDICATION

I dedicate this quick read booklet to those who have the feeling they are working too hard and want an easier way. This booklet is the easier way. If you've ever said to yourself, “I wish someone would just show me a simpler way of doing things so I can retire sooner and be well off”, this booklet is for you. There is more to life than waking up, working, eating, going to sleep, and repeating it again tomorrow. I dedicate this booklet to those who will take action after they read it and consciously choose to work smarter not harder. If you are ready to embrace a meaningful mission that can create genuine happiness & serious, recurring, life-changing income that can enhance your life & your children's lives while helping the planet and its people, this booklet is dedicated to you.

With love and gratitude I thank my husband, Jon (Dr. J.J. Levine, the President of Essanté Organics). You have an honest heart of gold. You have never let me or the field down and I admire everything you stand for. Thank you for being a mentor to the masses. Your giving nature, gift to heal others naturally as a chiropractor, ability to teach, and powerful yet understated leadership style is extraordinary. Thank you for loving me (faults and all) and being someone everyone counts on.

~ Angie Levine

### COPYRIGHT

All rights reserved. No part of this publication may be distributed or transmitted to another party by you, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the written permission of the publisher. You may only print and spiral bind one copy of this book, at your local print store, for your personal use.



## TABLE OF CONTENTS & SEARCH

### SEARCH

To search for a key word or phrase in this online booklet press Control F or Command F on your keyboard, then type the word or phrase you are looking for.

### WELCOME

- 1 Cover page
- 2 Welcome & dedication
- 3-4 Table of contents & search

### FAQ, 800#, PRESENTATIONS, & TOOLS

- 5 This booklet is free but...
- 6 Does the Classified Ad System work?
- 7 Stats don't lie
- 8 How to get your questions answered first hand
- 9 Support & presentation access [print 1](#)
- 10 Get your 1-800# (tap [www.800link.com/Essante](http://www.800link.com/Essante) or call 1-800-864-2362)
- 11 Put your 1-800# everywhere

### BEFORE YOU POST YOUR FIRST AD

- 12 The process - qualified vs. unqualified callers
- 13 Yes, call back (or text) every hang up
- 14 Expectations, posture, & true story
- 15 [What do you, Tom Cruise, & Cameron Diaz have in common?... & TOP SECRET](#)
- 15 Presentations - you are ready to post an ad
- 16-17 Build rapport and share your website *last*

### HOW TO POST CLASSIFIED ADS

- 18-19 Where to post a prewritten ad - top places
- 20 How to post a prewritten ad - directions

### PREWRITTEN CLASSIFIED ADS

- 20-27 Prewritten ads - classified ads
- 28-31 Prewritten ads - social media ads (these can work on Craigslist etc. too)
- 32-33 Prewritten ads - event / social media / product ads
- 34 [The 5-minute action that generates 5 figures a month](#)
- 34-35 Prewritten ads - text ads / resume ads (for people you do not know)
- 36-37 Prewritten ads - text ads (for people you know)
- 37 Design your own text ad

### HOW TO POST SOCIAL MEDIA ADS

- 38-39 How to post a social media ad

### HOW TO BOOK YOUR FIRST CALLER

- 46 Book your first callers - LISTEN to real booking calls
- 47-49 Book your first callers - The Maid, The Housewife, & The Millionaire

### MULTIPLY YOUR CLASSIFIED AD FOR FREE

- 50 Multiply your classified ad for free - classified ad synergy
- 51 Multiply your classified ad for free - lead your team to synergize (it's bigger than you)



## TABLE OF CONTENTS & SEARCH

### SEARCH

To search for a key word or phrase in this online book press Control F or Command F on your keyboard, then type the word or phrase you are looking for.

### YOUR BLACK BOOK OF BUSINESS

52 Binder cover - for a thin black 3-ring binder [print 1](#)

53 Binder sheet - leads that call me [print 25](#)

### SCRIPTS

54-55 SCRIPT - *Booking The Appointment Script*

56 SCRIPT - *Answering Questions Script*

57 SCRIPT - *Leaving A Message Script* & the double dial

58 SCRIPT - *After The Live Group Interview Appointment Script*

59-60 SCRIPT - *8 Question Close Script* (people close themselves) [print 1](#)

61 SCRIPT - *Abridged 7 Question Close Script* (for group interviews) [print 1](#)

63 SCRIPT - *Introduce Your Leader / Up Line / 3-Way Closer Script*

63-64 SCRIPT - *Filling Out The ONLINE JOIN & SAVE FORM Script*

### GROUP INTERVIEW DIRECTIONS

65 Required group interview appointment form [print 25](#)

66 Rules

67-68 Prep work

69 Day of

69 Presentation outline

## CLIFF NOTES - HOW TO POST AN AD

1. Create your 800# Account & order your 800# for \$9.95/mo. at [800link.com/essante](http://800link.com/essante).
2. Ask [800link.com/essante](http://800link.com/essante) to send you *text* notifications each time you receive a call.
3. Create a *new* email address, for example [MondayBobHires@gmail.com](mailto:MondayBobHires@gmail.com).
4. If you plan on posting 2 unique Craigslist ads per month, in 2 unique categories you must create a *2nd new* email address, for example [TuesdayBobHires@gmail.com](mailto:TuesdayBobHires@gmail.com).
5. Use the above *new* email address to create a Craigslist Account (see pg. 42).
6. Copy your favorite prewritten classified ad.
7. Paste it in the body of your Craigslist ad.
8. **Enter your mobile phone number first in the contact phone number box.**
9. Change a few words in the body of the ad (to avoid appearing like spam).
10. Pay for the ad and *wait for approval* from Craigslist... THEN
11. **AFTER your ad is approved.. change the phone number in the contact phone # box from your mobile # to your 1-800#. All applicants must here the 800#.**
12. **NEVER** put your 800# in the **body** of an ad (Craigslist & other venues will delete it). Your 800# only goes in the contact phone # box **AFTER** a the Craigslist approval.
13. **IF** an applicant emails you, **ALWAYS** reply to their email by sharing your 1-800# & ask them to leave their occupational background at the tone (see bottom of pg. 56).
14. Refresh your 1 Craigslist ad every day by changing 1 or 2 words & saving it.
15. **NEVER** post more than 1-2 Craigslist ads per month or they will delete your accounts as spam. If you insist on more than 1-2 ads per month use **DIFFERENT** venues, for example post 1 ad on [craigslist.org](http://craigslist.org) and a 2nd ad on [offerup.com](http://offerup.com).



## THIS BOOKLET IS FREE BUT...

### RULE #1

AFTER you enroll a new teammate & their card processes for a \$499 or \$199 Go-Green Pack, please point them to their Back Office - Tools/Training to get this booklet. DO NOT send this booklet to anyone, only direct them to their Back Office - Tools/Training. When a teammate asks, "How do I get the Classified Ad System booklet?" send them to their Back Office - Tools/Training if you want duplication to occur throughout your team. This is a proprietary system and you are not authorized to forward or share it in any way except to show it off at *your own* at meetings. Thanks.

### RULE #2

Enjoy the cliff notes on page 4.

### RULE #3

AFTER each Go-Green Pack owner reads this short quick booklet IN FULL they will know how to post their first prewritten ad in Craigslist (which receives 700 million views a day) without getting black listed. Do not create your own ads yet, use the PROVEN prewritten ads in this book for 2 months 1st. This booklet instantly answers 100% of all Classified Ad System questions 100% accurately. Just point each teammate to get this free booklet in their Back Office - Tools/Training.

### RULE #4

**Physically print** this booklet. Ask your local printer to **spiral bind it**, add a clear plastic cover, and add a black plastic backing. This turns your online booklet into a tangible tactile quick reference guide. Printing it turns it into PHYSICAL TOOL that will be shown during every presentation, **because it always causes people to join your team.**

### LEADERS LEAD

Leaders train by pointing and directing to information, even when they know the answer.  
Leaders teach others to fish making duplication happen throughout their team.  
Leaders never drive themselves crazy by giving all the answers & enabling all their teammates.  
Leaders never pass the buck by saying, "just call or email so-and-so".  
Leaders follow the proven system & point each teammate to it at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training).  
Leaders know teammates who are directed to information... will direct THEIR team to it, & so on.  
Leaders create duplication (more leaders on their team) by using & pointing to a proven system.  
Leaders let the system do all the presenting, training, & answering of questions.

### VIP TREATMENT

If you ordered a \$499 or \$199 Go-Green Pack, are on a 100 point monthly recurring Easy Order, and have read this quick-read booklet in full... please email a screenshot of your Essanté Organics receipt(s) & any question(s) to [customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com)

### COST TO POST AN AD

[craigslist.org](http://craigslist.org) charges a very low \$45.00 to post 1 classified ad for 1 month (in some cities its free).  
[800link.com/essante](http://800link.com/essante) charges \$9.95/mo. for the corporate-backed message & 24/7 secretary.  
Both professional services are a bargain, a lifesaver, mandatory, *outside* of Essante Organics, and a write off (ask your CPA how). Prepare to enter the #1 ad venue with 700 million views a day!!

## DOES THE CLASSIFIED AD SYSTEM WORK? BUILD TWICE AS FAST WITH TWO SYSTEMS

WHO ACTUALLY READS THE PREWRITTEN ADS AND CALLS THE 1-800#?

Tap & listen to hear about *actual* 800# callers: [How the ad system works](#)

Yes! It works! I'm Angie Levine, CMO of Essanté Organics. I'm glad you decided to use our proven, fail-proof **Cold Market System - the Classified Ad System**. It's a smart choice because my husband, Dr. Jonathan (J.J.) Levine, the President of Essanté Organics, & I personally used this system for years when we were in the sales field, like you. When we were building a team, as you are now, we shared this system with our teammates & those who used it became successful.

This is 1 of 2 systems that allowed us to excel & become top 5% income earners, top enrollers, and top trainers in our former network marketing company. **This system allowed us to create a team of over 10,000 people in 6 months.** I've been blessed to open on stage for Tony Robbins and be featured on a network marketing video with Oprah Winfrey, because of these 2 proven systems I train people to use. They work very well. They get results for everyone and allow duplication to occur organically in everyone's team. They help people work smarter not harder.

We hope you'll use our **Warm Market System - the F.O.R.M. and 4C Invites** too. It's easy to invite people you know and people you meet when you use the fast F.O.R.M. or 4C Invite. If you use this system too, you'll reach your residual income goal twice as fast. Both trainings are at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) in your Back Office - Tools/Training.

THIS COLD MARKET SYSTEM WORKS BEST WHEN YOU:

1. FOLLOW THE SYSTEM - direct every teammate to their Back Office - Tools/Training to get this booklet and follow the award-winning trainings at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) in your Back Office - Tools/Training.
2. MAKE AN IMPACTFUL FIRST IMPRESSION - present your spiral bound booklet to everyone you book into an interview. Your spiral bound booklet is a tangible tool that edifies the Classified Ad System & helps you enroll your leads. Organization is also vital to success, so bind it today.
3. MAKE 1-25 COPIES of each page with a red notation on the Table Of Contents page. Place your 25 copies of the Inbound Call Tracking Sheet in a separate, black, three-ring binder. Show your binder of leads to everyone you meet. It proves that unlimited leads call you. Revisit your binder of leads each time you perform a depth charge: see [GogreenGetPaid.com/Training](http://GogreenGetPaid.com/Training).
4. UNDERSTAND THE #1 REASON PEOPLE SAY NO TO YOU & NETWORK MARKETING - IT IS DUE TO THE LACK OF A SYSTEM. This booklet stops this objection before it's spoken. Show off your spiral bound booklet & your black lead binder to each guest at each overview and say, "This is Essanté Organics FREE Classified Ad System with prewritten ads that generate unlimited leads that call you. YOU are proof it works because you called the ad, heard the 1-800 message & arrived here. Now, let's show you how easy it is to get unlimited leads that call YOU."



## STATS DON'T LIE

### YOU ARE 2 PEOPLE AWAY FROM A 6-7 FIGURE INCOME

As the quick overview video [GoGreenGetPaid.com](http://GoGreenGetPaid.com) shares, you're literally 2 people away from a 6-7 figure income. Why not post your first classified ad in Craigslist, the #1 venue that receives over 700 million page hits a day, and find your 2 people sooner rather than later?

### 6 LEADS PER WEEK & 4 NEW TEAMMATES USING THIS SYSTEM

Kat K. began using this Classified Ad System with zero network marketing, zero sales, and zero phone experience. After using this system for 12 weeks, Kat counted the number of messages in her personal 1-800# inbox. She had accumulated 80 messages in 12 weeks; about 6 leads per week. She was able to speak to 40 of the 80 people (some had left messages and some hadn't but she called them back anyway). She enrolled 4 of the leads as Executives and she has 3 more scheduled for the 8 Question Close call (in this booklet). If she does not close and enroll those extra 3, and she only counts the 4 enrollments, Kat's closing ratio 4 out of 40... or 1 in 10. If she enrolls the 3 who are in process Kat's closing ratio (a person with zero sales or phone experience using this system) will be 7 out of 40... a 1 in 6 closing ratio.

### CLOSING RATIO STATS OF A NOVICE USING THIS SYSTEM

Kat's stats & closing ratio (an Essanté Organics Executive with zero sales & phone experience):

- 80 messages received from 1 classified ad over 12 weeks

- 40 booked interview appointments

- 4 enrollments (plus 3 in process)

- Kat's closing ratio = 1 in 10 right now (and 1 in 6 if the 3 in process close)

### CLOSING RATIO STATS OF A FAMOUS INDUSTRY PRO

Nathan Ricks is a famous network marketing pro and a \$2 million a *month* earner. His stats are:

- 4 booked appointments

- 1 enrollment

- Nathan's closing ratio = 1 in 4

Nathan Ricks was one of our mentors in the network marketing industry. Formerly he was a realtor who said yes to network marketing then quit. It's a good thing he thought twice and re-entered that company. Nathan now earns over 2 million dollars a *month* in network marketing. He is one of the most seasoned closers in the industry. He never had unlimited leads that called him. Imagine if he did.

### STATS OF THE WARM MARKET SYSTEM

Your warm market consists of the people you know & meet. Invite 20 of your warm market, 15 will swear they will view the company video & 6 will keep their word. Learn to invite those you know and meet with Text Ads (in this booklet). Also listen to the F.O.R.M. Invite and the 4C Invite at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) - How To Invite. Don't make it weird. This vital training keeps your friends your friends! Plus it makes networking simple, pleasurable, professional, and profitable.



## HOW TO GET YOUR QUESTIONS ANSWERED FIRST HAND

### PRODUCT QUESTIONS

Visit your website and tap on any product photo in the shop. The details page will open and every product question and answer will be there.

### BUSINESS QUESTIONS

Visit [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training), or your Back Office - Tools/Training, and all business questions and answers will be there. Short trainings like how to invite, how to present, how to close, how to get this booklet, how to join the Facebook community, how to get your Payoneer pay card and get paid, how to see the compensation plan, how host fun expos, & more will be there.

### CLASSIFIED AD SYSTEM QUESTIONS

Visit your Back Office - Tools/Training & this book's Table Of Contents to get quick & proper answers first hand. After you have read this booklet in full you will know the answers.

### QUESTIONS FOR CORPORATE

Leave a message and include your Essanté Organics ID# at (602) 595-7560.

Email a message and your Essanté Organics ID# to [customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com).

Allow 1-2 business days for corporate to return your call or email.

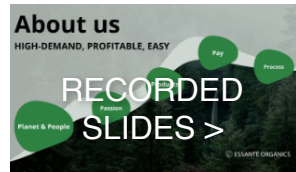
### 3WAY CALL QUESTIONS

Call the person who enrolled you, or another up line leader, and ask them to do a 3way call & the person who called your classified ad. Ask your enroller or up line leader for their bio & be sure to introduce them powerfully to your lead at the beginning of the closing call (AFTER they've seen the company video or [Recorded Slides](#)). They will do a closing call with/for you (so you can learn to close). Otherwise, schedule a specific time for a corporate leader to do a 3way call with you & the person who answered your classified ad (AFTER your lead has seen the company video or slides) - email your request to [customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com). Ask for Daniel Wenniger or Dr. JJ. Levine & include your name, ID#, guest's name, and requested appointment time. If they are available they will to do a 3way closing call with/for you (so you can learn how to close). Ask the corporate leader for their professional bio & introduce them powerfully to your lead at the BEGINNING of the 3way call.

### SYSTEM QUESTIONS

S.Y.S.T.E.M. stands for Save Your Self Time Energy & Money. Use the Classified Ad System protocol to eliminate wrong answers and miscommunication. Get 100% accurate answers first hand. Do you remember playing the game "Telephone" as a kid? Person #1 writes a short story and whispers it to person #2. Person #2 whispers it to person #3 and so on. The last person writes what was whispered in their ear. Everyone compares the first and last story. All the players laugh at how the story radically changed. The moral of the story: always get your answers first hand. Questions posted on Facebook aren't always seen by corporate & a diluted or partial answer posted by someone who means well, yet is misinformed, can be risky. Instead use: [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) & the above; then post the Q&A from the system or corporate on Facebook (that's genius)!





## SUPPORT & PRESENTATION ACCESS

PRINT & POST AT YOUR DESK (OR TAKE A PHOTO & KEEP IT IN YOUR PHONE)

### HOW TO GET STARTED

1. Go to the training website: [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training)
2. Complete the 1st training in your 1<sup>st</sup> 48 hours, titled "How To Get Started".
3. Schedule 1-3 hours/week to complete the other trainings including how to: Invite people you know, Present, Handle objections, 8 Question Close, Comp plan, Get the pay card, etc.

### FREE PRESENTATION ACCESS (ATTEND & INVITE NEW GUESTS)

1. **Recorded Slides:** <https://tinyurl.com/recordedslides>, tap the "About Us" box above to see it!
2. **Standardized Slides:** present Essanté Organics (Back Office - Tools/Training - Presentation).
3. **Video:** [GoGreenGetPaid.com](http://GoGreenGetPaid.com): 12 minute video tour that shares everything for you 24/7).
4. **Audio:** 1 (618) 355-7333 (2 minute intro & 10 minute detail shares everything for you 24/7).
5. **Live Group Interviews:** Invite 800# callers & those you know to a live group interview (presentation) in your city, where you (or a Presenter) share #1 or #2 above. Visit your Back Office - Tools/Training - "Presentation" and "Classified Ad System" tabs (for the latest tools).

### TAKE WEEKLY ACTION TO EARN INCOME

- 3-7 hrs./week: S.T.E.P. **Share The Essanté Plan** (share the above Slides or [GoGreenGetPaid.com](http://GoGreenGetPaid.com)).
- 1-3 hrs./week: Train in your Back Office and at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training).
- 1 hour/week: Post 1 ad in your city per month, refresh your ad daily (directions are in #6 below).

### TOOLS (ORDER, PRINT, SHARE)

1. Product Tools - online catalog on website homepage (free) & product samples in your shop.
2. Intro Cards, Catalog Cards, z3 Cards, Tear Pads - log in to your website shop [Tools & Merch](#).
3. Essanté Earnings Compensation Plan - in your Back Office Tools/Training (free).
4. 800# - Personal 24/7 secretary, prequalifies & houses ad callers, order: [800Link.com/essante](http://800Link.com/essante).
5. Presentation Tools - FREE PRESENTATION ACCESS (in back office & above in 2nd paragraph).
6. Classified Ad System - spiral bind it, free booklet for leads that call you (in Back Office Tools/Training).
7. [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) - Vital trainings & Facebook support group (free).
8. Your Website - Share it AFTER classified ad applicants see the video or presentation slides IF they ask for more information. If not, help them JOIN & SAVE at the top of your website.

### YOUR INFORMATION

Enter your information below AND into your phone under Essanté Organics:

Your Website: [www.EssanteOrganics.com/](http://www.EssanteOrganics.com/) \_\_\_\_\_

Your Essanté ID#: \_\_\_\_\_ Your password: \_\_\_\_\_

Your 1-800# ([800Link.com/essante](http://800Link.com/essante)): \_\_\_\_\_ Password: \_\_\_\_\_

Enter your Leader/Upline into your phone's contact list (they'll support, present, & close with you):

Your Enroller's name & phone: \_\_\_\_\_

Additional Leader: \_\_\_\_\_

### SUPPORT

**1st contact** your enroller/team leader(s) for support: Always ask them for help first (build rapport)

**2nd contact** corporate for support: (602) 595-7560 [CustomerSupport@EssanteOrganics.com](mailto:CustomerSupport@EssanteOrganics.com)

**3rd contact** 800link.com directly for all 1-800# support: 1 (800) 864-2362

## GET YOUR 1-800 #

### ORDER - SUPPORT - LISTEN - GET & SHOW TEXTS

- **Order** it here for \$9.95/month: [www.800Link.com/EssanteOrganics](http://www.800Link.com/EssanteOrganics)
- **Support** comes directly from 800LINK here: 1 (800) 864-2362
- **Listen** to the recorded corporate message here: 1 (618) 355-1448
- **Request “text” notifications** from 800link each time a message comes in.
- **Save & show** all your text messages to each applicant to validate this system.

### FIRST

Order your 1-800# now, before you post your first prewritten ad. You do not need a second phone. The phone numbers that call your ad and each voice mail will be housed in chronological order in your [800link.com/essante](http://800link.com/essante) account. Your personal 1-800# is your “24/7 secretary” but you don’t need to pay this “secretary” \$20/hour. Your personal 1-800# is your professional answering service. It gives you corporate backing for only \$9.95/month at [800link.com/essante](http://800link.com/essante). This is a mandatory part of the Classified Ad System. Ask your CPA how to write this worth-every-penny business expense off as a tax deduction.

### IT IS MANDATORY

This is only this 1-800# service contains the Essanté Organics Corporate Voice Mail. This voice mail is *required* to participate in this Classified Ad System because it prequalifies callers, edifies you, edifies Essanté Organics, & edifies the networking industry. It will act as your “perfect 24/7 secretary”, yet you will not pay \$20/hour for this “secretary”. Your 1-800# is only \$9.95/month. It’s loaded with benefits & will never miss a call. You can and should use your 1-800# beyond the Classified Ad System. This next page will share how.

*You may not use your own message or any other service.*

### BENEFITS

- Keeps your personal mobile phone private & remember this is a tax deduction.
- Tracks, records, timestamps & saves each message, view them online.
- Answers every call 24/7, no busy signals, no “voice mail is full”.
- It’s your “personal secretary”, it never takes a vacation or misses a call.
- Places all calls & messages in queue, in the order received.
- Access, view, play, and re-play all messages online.
- Sends you a text notifications (indicate your preference of text notifications when you contact 800link) the moment each person calls.
- It prequalifies every caller with the Essanté Organics’ corporate message: The highly professional, prequalifying recorded message by the CMO or President.
- It fields every call for you. You’ll never be interrupted during dinner, movies, appointments, etc. You don’t have to field or screen the inbound calls. Your 1-800# service does that immediately & notifies you via text (we recommend requesting text notifications instead of email notifications), the moment each applicant leaves a message. Order it now and use it without posting a single classified ad. Put it on a car magnet, your online business card, and more...



## PUT YOUR 1-800# EVERYWHERE

### ABOUT

See the previous page to hear the 1-800# corporate message, discover the benefits of your personal 1-800#, understand why it is a mandatory part of the Classified Ad System, to order it, and to get customer support directly from 800link. We cannot serve applicants who have not heard the corporate 1-800 message. *You may not use your own message or any other service.*

### “24-HOUR RECORDED MESSAGE”

Before your 1-800# always display this phrase:

24-hour recorded message: 1-800-XXX-XXXX

This allows the reader to feel zero pressure. They know they can get the information without being sold. It allows them to instantly dial. Always use it.

### WHERE

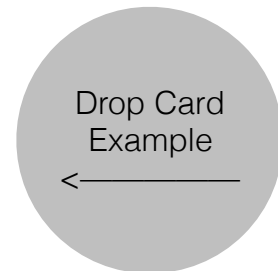
Place your personal 1-800# in/on:

- Ads (in the contact number box only and only AFTER the ad is live, not before)
- Digital business cards
- Event banners
- Vehicle magnet (don't list website, drivers can't surf the net but they CAN dial)
- Flyers & roadside bandit signs (corrugated signs with metal stands)
- TV, magazines, news websites that have online header and margin ads
- On 8.5 x 11 acrylic countertop signs/boxes
- On “drop cards” or sticky-notes (leave on cars, gas pumps, & wherever you go):

#### **HELP WANTED \$2k - \$15k/month commission**

Telecommute (work from your home office).  
 Flexible schedule. Set your own hours. P/T or F/T.  
 Global organic company expanding in your area.  
 Sales reps, managers, customer service reps needed.  
 Sales and/or great communication skills are a plus.  
 Inbound leads call you. On the job training.

24 hr. recording: 1-800-xxx-xxxx



### ADD 800LINK INTO YOUR CONTACTS NOW

Contact 800link directly please. They are wonderfully customer service oriented and we pay them to handle all questions and provide you with excellent service. Add 800link into your smartphone contacts now under Essante Organics:

[www.800link.com/EssanteOrganics](http://www.800link.com/EssanteOrganics)

1 (800) 864-2362



## THE PROCESS

### QUALIFIED VS. UNQUALIFIED CALLERS

#### THE PROCESS

1. You will receive messages & hang ups in your online personal 1-800# inbox.
2. You will receive a text each time a message arrives (set it up in 800link).
3. Call people who leave messages first ASAP (they have a high interest level).
4. Text people who hang up (text one Text Ad or Resume Ad) ASAP.
5. Place all callers into 1 of 2 categories: Qualified or Unqualified.
6. Qualified people earn \$30K/yr. or more. Invite them to an in-person group interview you host during a specific date & time at a classy resort lobby near you (free venue). Resorts love it. Group interview directions are in this book.
7. Unqualified people earn under \$30K/yr. Invite them to experience the company slides, audio, or video at a specific appointment time.
8. It's important to personally meet and spend your time with qualified leads. People who earn \$30K/year or more have enough discretionary income to purchase a \$499 or \$199 Go-Green Pack business & qualifying 100 point monthly easy order.

#### QUALIFIED APPLICANTS

If you (and your teammates) fill a group interview (at a classy resort lobby near you) with people who are unemployed or earning less than \$30K a year they will likely not have enough discretionary income to buy a \$499 or \$199 Go-Green Pack business or a qualifying 100 point Easy Order every 30 days. Filling a group interview with low income applicants often waists the time of the applicants and the Presenter. Avoid the genuine "I don't have the money" objection by ensuring only qualified applicants (those who earn \$30/yr. or more) are sent to in-person group interviews where they:

1. Heard the 1-800# corporate voice mail.
2. Heard the *Booking The Appointment Script* and answer all 5 questions.
3. Answered the income question and verified they earn \$30K/yr. or more.
4. Are asked to arrive at the live group interview at least 15 minutes early.
6. Are asked to wear business causal attire & arrive early to the group interview.
7. See the video or slides in person and hear the 8 Question Close in person.
8. Are asked to reschedule if they arrive past the group interview start time.

#### UNQUALIFIED APPLICANTS

Everyone deserves the Essanté Organics opportunity regardless of income. Schedule callers earning less than \$30K a year to view the company video [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) or the company slides located in your Back Office - Tools/Training at a specific appointment time. Also schedule a second appointment time, 15 minutes after their scheduled video where you will call them immediately and ask, "**What did you like best?**". **After they answer continue with the 8 Question Close (in this booklet)**. Callers who see the video 1<sup>st</sup> are then able to meet with a Presenter (if you need this) via Skype/ Zoom/video chat/phone for a 3way conference call or an in-person meeting.



## YES, CALL BACK OR OR TEXT EVERY HANG UP

### HANG UPS

Leads that hang up, instead of leaving a message after the corporate voice mail, are still time stamped and their phone # is still captured in your 1-800# inbox.

### WHY SOME HANG UP

1. The caller decided they do not want what we offer.
2. They pre-judged, prematurely, and chose condemnation before investigation.
3. They ran out of time, got side tracked, their kid fell off the sofa, dinner was burning, etc. and they literally had to hang up.

### AUTO-SCREENS CALLERS

The prequalifying corporate voice mail works as a auto-screening process:

1. It delivers prequalified, highly interested people and their voice mails to you.
2. It weeds out the uninterested, so you don't waste your time, effort, & energy.
3. It helps you spend your time canvassing for more people who ARE interested.
4. It let's you breathe easy. You're not in the "convincing" business. If you have to convince a prospect to join, you'll have to convince them to work too.

### CALL OR TEXT EVERY HANG UP

Hang ups are great practice. Call them and use the *Booking The Appointment Script* exactly like you would for someone who does leave a message. Believe it or not... you will book people who hung up just as easily as you book people who leave messages. Both groups want to experience our company and this puts more people in your funnel and allows you to close more people and grow your team:

### CALL SCRIPT

"Hi, \_\_\_ you responded to our classified ad in regard to a 6 figure income and position with our company. Do you have a quick minute?..." Then ask them the 5 questions in the *Booking The Appointment Script* (in this booklet) and schedule them to meet at a group interview, see the video, see the slides, or hear the audio.

### TEXT

Or text each hang up using the *Hang Up Text* below:

"You responded to our organic company's classified ad: Work from home. Process inbound calls. \$2-\$15,000/mo. commission. What time can you watch our 12min company video? (Insert your first and last name), Hiring Manager"

Great watch it then. The video is here [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com). Then text me your favorite part or call 1-800-xxx-xxxx. Good luck, (Insert your first and last last name), Hiring Manager"



## EXPECTATIONS, POSTURE, & TRUE STORY

### CREATING YOUR OWN ADS

Please use the 70+ pre-written, PROVEN, approved ads in this booklet FIRST because they are all Federal Trade Commission (FTC) compliant. After using the prewritten ads for 3 months, you may create your own similar ads, yet they must be submitted to corporate for approval and compliance. The FTC (Federal Trade Commission) prohibits income claims. All ads must include one of these specific income phrases: “earn up to”, “commission”, “independent contractor”, or “potential”. You may not make any income or salary claims. Submit all ads for approval to: [customersupport@EssanteOrganics.com](mailto:customersupport@EssanteOrganics.com) Failure to gain emailed approval for the ads you create can result in termination from this system and Essanté Organics. You may also incur direct fines from the FTC.

### MANAGE EXPECTATIONS

You are about to enter what we call “the cold market”. This term describes people you do not know. When prospecting the cold market it’s important to manage your expectations. The cold market does not know you. They do not have a relationship with you (yet). They do not have a comfort level established with you (yet). There is no trust built between you (yet). And they have no allegiance to you (yet). Cold market prospects are more likely to no-show (not show up to an appointment), and give excuses as to why they didn’t show up, when compared to your warm market (those you know and who trust you). You may need to speak to twice as many cold market prospects vs. warm market prospects to have an equal number from each group view our company.

### POSTURE

Practice a quick, firm, no-nonsense posture/voice when reading the *Booking The Appointment Script* (in this booklet) to your cold market leads. Because this posture is proven to book more appointments. Think of how a company would speak to you if you called them in hopes of gaining an interview with them. They would get right to the point. They’d ask a few questions to determine if they wanted to bring you in to meet you or not.

### TRUE STORY

Maja S. answered one of the classified ads in this booklet. Brian and Elicia M. posted the prewritten classified front hos booklet into Craigslist. Maja heard the no-nonsense, firm posture during the *Booking The Appointment Script* and Maja was booked into an appointment to meet with Elicia. Maja attended the appointment and joined Brian and Elicia’s team. Maja became a Gold Executive (Essanté Organics middle rank) and is on her way to Platinum (the top rank).



## PRESENTATIONS

### YOU ARE READY TO POST YOUR FIRST AD

#### FUN FACT

**“What do you, Tom Cruise, and Camron Diaz have in common? You and they memorize scripts & can earn a 7-figure income doing it.”**

~ *Angie Levine*

#### PRESENTING IS NOT MANDATORY

This Classified Ad System comes with 2 built in presentations that are done for you if you wish. You can share the short Recorded Slides or the short Video (located in your Back Office - Tools/Training - Presentation).

#### STANDARDIZED PRESENTATION

This system provides a video and recorded slides that both present for you (see your Back Office - Tools/Training - Presentation). Book callers, immediately after they call your 800#, using the *Booking The Appointment Script*. Book them into a *specific* appointment time to watch the video or slide presentation. Then call them immediately after and ask what their favorite part was. Agree with them and then use the *8 Question Close Script* (all scripts are in this booklet).

#### BE A PRESENTER IF YOU WANT TO

You may become a Presenter if you wish to. Many Essanté Organics Executives (Organic Influencers) find great satisfaction, purpose, and happiness through servant leadership. They present for their own leads and they present for their teammates' leads too. Presenters have an awesome advantage because they can present on a dime (anywhere, anytime, for anyone). Presenters are empowered and thus they always make most money and have the most fun in our industry. It's simple to become Presenter. Just decide to do it and practice. Mimic the Presentation recording in your Back Office under Tools/Training. Listen to the Presentation in your back office 5 times, then you're ready to give the Presentation yourself.

#### YOU ARE READY TO POST AN AD

Just follow the directions under the section titled HOW TO POST AN AD.

#### YOU ARE READY TO BOOK CALLERS

After you have your 1-800# Account, and have listened to 2 real *Booking The Appointment Script* calls here: <http://gogreengetpaid.com/realexamples/> you are ready to book your first caller into an appointment.

#### TOP SECRET

Keep the word Craigslist a secret. You can *describe* the #1 venue that receives 700 million views a day, but never reveal the name of the venue. ALL must become a Go-Green Pack owner, enter their back office & read it in this booklet.

## **BUILD RAPPORT & SHARE YOUR WEBSITE LAST**

### **DO NOT BUILD RAPPORT WHEN BOOKING CALLERS**

During the *Booking The Appointment Script* only use a quick, strong tone that exudes professionalism. This is not the time to build rapport or start a conversation (this will make it awkward and it will backfire). Listen to the recordings and mimic the strong tone and quick pace you hear at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) (#13). As you emulate this posture you'll discover you will only need to spend about 90 seconds per lead when booking appointments. Plus you'll book almost every caller when you use this tone and posture. Pretend YOU are scouting the classifieds and you see Google is hiring. You call them. What would Google do when you call them initially? They would quickly and professionally ask you a few short questions and you would either pass the phone test and land an interview or you wouldn't. Google would not get to know you during the first interview screening call. Be like Google. Building rapport happens later during the *8 Question Close Script* (in this booklet).

### **BUILD RAPPORT DURING IN PERSON GROUP INTERVIEWS**

Send qualified leads (earning \$30K/yr. or more) to a professional group interview that you host in person. Rapport and trust are built in person. There is a tangible energy and a "wow-this-is-real-I-can-do-this" element. It is exciting when the video is played and when the Classified Ad System booklet is showcased in person. Closing ratios are always highest at face-to-face encounters.

### **BUILD RAPPORT WHEN CLOSING**

After your lead hears the *Booking The Appointment Script* and sees the live presentation (in your Back Office - Tools/Training - Presentation), or sees the video presentation at [GoGreenGetPaid.com](http://GoGreenGetPaid.com) ... THEN you can begin building rapport. What is the key to success? Rapport! It isn't about the ad you post, the # of leads you book into an appointment to see the company, or even the # of leads who become Executives on your team. The key to success is the rapport and relationship you build with each person after they view the company. Most of the ads in this booklet generate cold market leads (leads that do not know you). During the *8 Question Close Script* you may begin developing rapport. And after you enroll someone onto your team it is vital to immediately establish a true connection & bond with your new teammate. Build trust. Speak with them daily at first. Train them immediately by sending them to their getting started training (training #1) at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training). Ensure they complete it within their first 48 hours to ensure their success. Follow up after they complete it and ask what their favorite part was. Then work with them daily and support & assist them in enrolling *their* first 2 people. This creates success for you and them.



## BUILD RAPPORT LAST, AFTER THE VIDEO OR SLIDES ARE SHOWN

The quick video or standardized slides can be shared from your computer or laptop screen for free via Skype, Zoom, or Join.me. The video and slides are the second best thing to an in-person meeting. The company video is the fastest and most duplicable way to share everything about Essanté Organics. It is a highly directive, fast, engaging, single focused tool with built in sales psychology and closing techniques. Plus it automatically handles objections. Right after your lead sees the video, share the Classified Ad System highlights and use the *8 Question Close Script*.

## SHARE YOUR WEBSITE LAST, AFTER THE VIDEO OR SLIDES ARE SHOWN

Sending leads to your website first can be overwhelming because it offers TMI (Too Much Information). Statistics show too many options create a confused mind, and a confused mind cannot make a decision. Yet your website is an EXCELLENT tool to offer AFTER you leads see the presentation. Ask them to visit your JOIN & SAVE page at the top of your website and select Option 3. If they need more information to make a decision ask them, "Would you like more information on the company, the products, or the pay?" Then send them a link to that *specific* information page on your website and ask, "How long will it take you to review the extra information, today or by the end of day tomorrow?" Then *schedule* a time to call them and use the *8 Question Close Script*.

## 98% OF EMAILS ARE NOT OPENED

Avoid asking for a caller's email, sending one email, and email blasting because 98% of emails are NOT OPENED (texts are). Avoid emailing product links and adding your own method, because these deviations break the Classified Ad System and greatly confuse your team. AFTER the caller has answered the 5 questions in the *Booking The Appointment Script*... AFTER they've seen the slides or video... and IF they need more information AFTER the *8 Question Close Script*... text the link to your impressive, classy, high-end website (instead of emailing them). Ask if they need more information about the company, the products, or how well we pay. Point them to that specific information on your website and schedule a follow up appointment and ask, "What did you like best about the company/products/pay?"

## BUILD ALWAYS AND IN ALL WAYS - BUT DON'T DO IT ALL

In addition to this system share Essanté Organics in your favorite ways - what floats your or your guest's boat. Networking is not a "this OR that" business, it's a "this AND that" business. Share... testimonials on social media, product samples in your home, the [GoGreenGetPaid.com](http://GoGreenGetPaid.com) video via text, a one-on-one meeting over coffee, a Zoom meeting you create, the ads and quick scripts in this booklet, an expo or booth (see [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) - Expo), your state-of-the-art website (people want to be impressed), or your personal web page links (see the Back Office Share Tool). Use your smart phone, iPad, a screen share platform, the company slides, or just your lovey smile and mouth!

## **WHERE TO POST ADS**

### **THE TOP PLACES TO POST A CLASSIFIED AD**

#### **THE #1 PLACE WITH 700 MILLION VIEWS PER DAY**

[craigslist.org](http://craigslist.org) is the #1 venue to post classified ads. With 700 million views a day they receive massive traffic. It is free to post on Craigslist in the “Services - Small Business Ads” section. The Arizona Craigslist “Job Offered” section costs \$45.00 for a 30-day ad and this is where we recommend you post 1 classified ad. Monster, CareerBuilder, and Jobing are also excellent places to post, especially as you buy a block of ads & have a few teammates co-op & cost-share. Decide on your advertising budget, then post one ad.

#### **GO WHERE THE TRAFFIC IS**

Decide to post you ad online, where a mass number of people are searching for jobs. A paper flyer posted at your place of worship is a lovey thing to do, yet most people are going there to worship, not job hunt. This is why you should post 1 classified ad per month. Those who are looking at classified ads want a new and better career NOW and that’s what you and Essanté Organics offer.

#### **REFRESH & RECEIVE 5 LEADS PER WEEK (20 PER MONTH)**

A single paid ad will likely produce 5 leads per week that call you. Post 1 ad per month. Refresh your ad every day (push it to the top of the board) by changing a few words or adding a new phrase. You’ll notice some ads include the word “receptionist” - this is because receptionist ads garner a mass number of traffic.

#### **TOP PLACES TO POST 1 CLASSIFIED AD PER MONTH**

1. Craigslist.org (#1, \$0 to \$45 for one 30-day ad. 700 million views/day)
2. Facebook Marketplace (often FREE)
3. Offer Up (often FREE)
4. Linked In
5. ZipRecruiter.com (services like this will take 1 ad & post it on 40 sites)
6. Indeed.com
7. Beyond.com
8. TheLadders.com (executives/professionals seeking top mgmt. positions)
9. Snagajob.com (best and largest site for hourly and P/T jobs)
10. Monster.com (largest job board in the world, use business for sale section)
11. Jobing.com
12. Job.com
13. LinkUp.com (job listings including work at home/telecommute jobs)
14. ExploreTalent.com (jobs for actors, models, musicians)
15. ExecutiveSearchOnline.com (high-paying executive jobs)

## WHERE TO POST ADS THE TOP PLACES TO POST A CLASSIFIED AD

16. CareerBuilder.com
17. Jobbing.com (massively popular job search site)
18. Glass Door
19. College job boards in your city (often FREE)
20. Craigslist "Services - Small Business Ads" section (often FREE)
21. Google search "best places to post or view classified ads online"
22. It is FREE to Google search and find resumes online that people post in your city. Call each resume and use the BookingThe Appointment Script.
23. Google search where to post classified ads for free. Keep in mind you usually get what you pay for. Free classified ads usually receive far less traffic.
24. Google search green or entrepreneurial magazines (or find them in your local book store or grocery store magazine isle. Post "\$499 business for sale".
25. Post a classified ad in your city newspaper. Ask what it costs to also place the same ad in the newspaper's online venue. Ask how many people view their hard paper vs. online. Often you can place your ad in both the hard and online versions. You may purchase a block of on-line classified ads at a discount; cost-share with your down line. 75% search the classifieds online, not in the hard paper. Place your ad on the most popular search days but **NEVER POST ON A HOLIDAY WEEKEND** (the majority are with family & not looking at classified ads). If you choose to place an ad in the hard newspaper, only post on Sundays.
26. The seat of grocery store shopping cart.

### WARNING #1

Do not post more than 1 ad per month that is associated with your 1 email address in your 1 Craigslist account. Most companies have software that detects overzealous posting (to blacklist spammers and keep them out of Craigslist). It is very easy to post 2 ads per month if each ad uses a unique email address and a unique Craigslist account. But do not post more than 2 ads per month. See the section on How To Post Ads.

### WARNING #2

Most of the sites listed above discriminate against the network marketing industry. Do not let discrimination hurt you or your business. Decide to post anyway, because the proven network marketing industry has created more millionaires than any other industry. Because of their discrimination tactics, do not post your 1-800# inside the body of your Craigslist ad or any other ad. See the prewritten ads at the end of this booklet because they are worded with "independent contractor" etc. and they work.

## PREWRITTEN ADS

---

### DIRECTIONS

#### #1 VENUE & NEVER SHOW YOUR 1-800# IN ANY AD

Craigslist is the #1 venue that receives 700 million views a day. **NEVER put your 800# in the body of a Craigslist ad or any other ad because the ad will likely be taken down.** Instead, use your mobile # &/or Craigslist's hidden email feature.

#### WHEN YOU RECEIVE THE WORD "INTERESTED"

Each ad ends with: Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (insert your mobile # and hidden email). **Once you receive the word "INTERESTED" immediately send this response: Hi, thank you for your interest. Please dial 1-800-XXX-XXXX (insert your 1-800#) and leave your occupational background. We will call you back in the order your voice mail is received. Thank you, (insert your first and last name), Hiring Manager.**

#### CHANGE A FEW WORDS IN YOUR AD DAILY & REMAIN FTC COMPLIANT

Craigslist will notice if you post the identical ad that another teammate posts. For this reason it is important to change up just a few words or add a unique phrase to the prewritten ad you choose to copy/paste. Also, change a few words in the ad each day, this will refresh your ad so it's placed back at the top of the site. **Each ad must include "commission", "up to", "independent contractor", or "income potential" to be Federal Trade Commission compliant.** You may not make any income claims. If you create your own ad it must be submitted for approval first at: [customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com)

---

#### **1. Work from home - global company expanding in your area:**

Most of our HAPPY executives take inbound calls at their home office. Set your own hours. Our company is expanding in your area! We need p/t or f/t people with sales, management, telephone, marketing, or receptionist skills. \$150,000 per year potential. Flexible schedules. If you have great people skills we want to meet with you. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

#### **2. Work from home - we hire great attitudes and teach you the skills:**

YOU can do this! Our international organic company is expanding! We are hiring 7 fresh, edgy recruiters. We provide on-the-job training. P/T & F/T available. \$150,000 a year potential. No need to generate your own leads, use our inbound call system. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

#### **3. Business for sale:**

\$500 down. 6-7 figure income potential. High-demand products. Includes website shop & fulfillment center. No inventory. No rent (can be operated from home). Text or email or the word "INTERESTED" to schedule a phone and/or in-person overview. (see pg. 4 Cliff Notes for phone#/email directions).

## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **4. Work from home - our organic company is hiring several positions:**

Our global company is expanding in your area. We offer a product line of over 100 ToxicFree and organic health and beauty products. Experienced sales reps, managers, receptionists, influencers, customer service agents, and marketers needed. Process inbound calls. Potential to work from home and earn up to \$200,000/yr. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **5. It's more fun here:**

Our reps may not wear roller-blades around the office, like they do at Google, but they DO have FUN! Work from your home office (telecommute). Help us launch our first-to-market revolutionary product line globally. 5 Sales reps, marketers, service techs needed. P/T & F/T positions available. \$50,000 - \$350,000 annual potential, plus profit sharing. Interviews this week via phone and/or in person. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **6. Prosperity comes to those who read:**

Work with our company & reap the rewards. Our sales field, marketers, and managers earn BIG INCOME. P/T and F/T positions. Earn \$60,000 - \$650,000 a year as an independent contractor. On the job training. Telecommuting (working from home) is available. Interviews this week. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **7. Human resource agents reap serious rewards:**

With a high unemployment rate people are looking for jobs! Help those people! Many of our human resource recruiters are earning serious bonuses up to \$3,000 a week or more. Reps can telecommute (work from their home office), field inbound calls, and talk with exciting, prequalified callers. Our USA-based company has openings now but they will go fast. Start a fresh, exciting, lucrative career with us today. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **8. A very unique opportunity for you:**

Successful team and company, in the organic health and beauty industry, looking for 4 key people with excellent communication and people skills. If you're interested in learning about our high-demand industry and making big bonuses, \$10-\$15k/mo. working P/T or F/T, you can help with our latest project. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **9. Global company expanding - high income potential - several positions open:**

Work from home (telecommute) & set your own schedule. On the job training with our USA-based company teaches you to process inbound internet messages. Work with an exciting company and product line that has been featured in Elle, Vogue, and Us Weekly. Share our high demand products with callers. We pay top commissions to our independent contractors: 10 hours a week \$50,000/year, 30 hours a week \$150,000/year potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **9. Global company expanding - excellent income potential - several positions now open:**

Work from home (telecommute) & set your own schedule. On the job training system with our international company teaches you to process inbound internet messages. Work with an exciting company and product line that has been featured on The Doctors, Good Morning America, The Emmys & The Grammys. Share our high demand products with callers. We pay top commissions to our independent contractors: 10 hours a week \$50,000/year, 30 hours a week \$150,000/year potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **10. Extreme income for extreme executives:**

Has the economy affected your money-making-mojo? Do you have the goods yet no place to feature them? Our USA-based company generates millions in annual profits and we're growing! We must add more HR staff and sales executives to our team. Your mission includes processing inbound calls of interested parties. Applicants MUST have sales and/or marketing skills. If you do it could mean \$150,000 - \$300,000/yr. Earn commission, bonuses, and profit sharing. P/T & F/T positions. Telecommuting (working from home) ok. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **11. Get paid to lose weight:**

Global organic company will pay 7 lucky people! Promote our new organic pH balanced meal replacement Shake! We pay \$50-\$100 per sale. Telecommute (work from home). Set your own schedule. Commission only. \$275,000/yr. potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **12. De-aging demo assistants and receptionists wanted:**

USA-based organic beauty company needs receptionists and demo assistants. Set appointments for callers and/or provide ½ face demos and clinical result documentation to our clients. Earn \$50-\$100 per order/client. P/T and F/T openings. Work from home is an option. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **13. Big income for creative marketers and graphic designer artists**

Our USA-based company wants your creative skills. Enjoy on the job training. P/T and F/T positions available. Stop commuting to work. Cell phone and computer needed. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **14. Receptionist and sales reps who can play our company video for newcomers**

Sharing our company's 12-minute video tour, 12 times a week, and you could earn up to \$12,000 a month. If you have excellent people and/or sales skills join our team. Our global, mission-focused company pays well. Set your own hours. Work from home. Use our system to generate unlimited pre-qualified leads that call you at your home office. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **15. High level sales executives, 2 assistants, and 2 receptionists needed:**

Execs are responsible for canvassing and building new accounts, assisting producers in securing new business, assisting with marketing strategies and providing sales trainings. Assistants and receptionists needed for sales executives. Work from home ok. Average income for execs: \$100,000/year. Average income for assistants: \$60,000. Average income for receptionists: \$40,000. All positions are 1099 independent contractor positions. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **16. P/T & F/T sales directors needed – take inbound calls and web orders from home:**

Executives needed for global company headquartered in Phoenix AZ. Support regional sales team and build new clientele using inbound call system. Skills required: sales or public relations, team management, oral communication. 10 hrs/week. \$5,000 per month commission. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **17. P/T & F/T sales executives wanted - work from home**

Join our global company and expanding team of sharp men and women who answer phones and promote our exciting green, organic product line to callers. Provide samples and generate orders. On the job training. P/T and F/T positions available. Set your own hours and work from home. \$5,000 - \$8,000 per month potential plus global profit sharing. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **18. P/T & F/T recruiters wanted - work from home**

Can you share a 12-minute video, 12 times a week, and follow up? If you answered yes, put your oral communication skills to work with our USA-based global company. Our independent contractor recruiters earn up to \$8,000/week. Managers needed to support our recruiter teams. Managers earn a 10% override on team production. Our inbound call system makes recruiting a breeze. Sales skills are a plus yet on the job training is available. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **19. P/T & F/T sales reps and sales managers wanted**

Independent sales reps needed to represent our global green/organic company. High demand product line. 30% retail commission, 1% global profit sharing commission, 10% override on your sales team's production. Our reps earn \$2,000 - \$50,000 per month in commission and they set their own schedule. Work from home ok. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **20. P/T & 2 F/T executives wanted**

B2C sales. USA-based global company expanding in your city. Flexible work schedules. Work from home. Find driven, entrepreneurial, and/or green/organic-conscious people and fill over 1,000 positions globally. Inbound call system sends leads to you. Sales and people skills are a bonus. On the job training. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **21. Retail team needed to process inbound internet sales**

4 retail sales reps wanted to answer callers questions and promote our high-demand product line in the organic industry. Direct callers to our online shop. Earn a serious 30% retail commission on every item you sell. No caps or limits. Our P/T sales reps work 10 hours a week and earn \$1,000 - \$5,000 per month in commission. Our F/T sales reps earn \$5,000 - \$25,000 per month in commission. Profit sharing available too. Computer, social media, marketing, and/or sales skills are a plus. On the job training available for applicants with excellent oral communication skills. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **22. Join our high paid marketing team - on the job training**

National firm expanding in your area! 5 cut-above professionals needed ASAP. Positions in: sales, marketing, mgmt. \$80,000/yr. - \$250,000/yr. commission + profit sharing. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).



## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **23. Join our high paid sales team - on the job training**

Our corporate facility needs your oral communication and sales skills, Neat appearance is a plus. F/T & P/T. work from home and earn \$70,000 - \$200,000/yr. in commissions, bonuses, and profit sharing. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **24. Management positions available - work from home**

4 top tier managers needed to support our international company as we expand into your city. We will train you to process inbound calls & manage a sales team. Six figure a year potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **25. Top pay for top sales people - receptionists needed too**

Established USA-based company seeks 5 top sales people in your area. Unlimited commission & territories. Plus profit sharing. Assistants and receptionists are needed too. Work from home ok. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **26. Unmatched earnings and awards**

If you have sales or presenting experience our established company, with a first-to-market product line, will pay you more than you've ever earned before. No income ceiling. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **27. Teachers, earn what you are worth (PLACE THIS AD IN THE EDUCATION SECTION)**

Our USA-based global company is growing and we need your teacher skill set to train and onboard new staff members. On the job training to become an onboarder is provided. Positive attitude and the ability to explain our system is a must. F/T & P/T positions. Earn up to \$200,000 + profit sharing. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **28. RN, PA, MD, Fitness Trainer wanted (PLACE THIS AD IN THE MEDICAL/HEALTH SECTION)**

Multi-million dollar global company based seeks team of health care professionals to display our high-demand health product line in their wellness facility/clinic/gym. Or if you don't have a facility/clinic/gym you can display and explain the product line online. Product line generates \$150,000/yr. potential. Will not interfere with your current practice. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **29. Customer service reps and receptionists needed - work from home**

Established USA-based company seeks people with marketing, customer service, and/or phone skills. Must have great communication skills and enjoy people. Telecommuting (work from home) ok. Independent contractors. Set your own schedule & earn up to \$100/hour. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **30. RNs & LPNs - work from home**

Your education coupled with our 1<sup>st</sup> to market wellness line equals \$120,000/yr potential for you. If it's time to be paid what you're worth, inquire about our F/T & P/T positions. Flexible hours. Telecommuting (working from home) ok. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **31. Health care professionals (HCPs) wanted - work from home**

Put your hard-earned skills to work with our international company. Describe our wellness line to inbound callers. Work from home or from your wellness facility. Set your own hours. On the job training. \$65,000/yr potential + profit sharing. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **32. Realtors, we want your skill set - work from home**

Your business skill set is a perfect match! Telecommute (work from home). Our USA-based global company is expanding. Cut your current hours in half, earn more, and retire sooner. \$450,000+ yr potential plus profit sharing. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **33. Earn hundreds per hour**

Not a misprint. Many of our reps earn \$200 per hour processing inbound calls. Our multi-million dollar USA-based company allows telecommuting (working from home). 5 reps needed immediately in your area. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **34. Hey, Mortgage Brokers - our company wants your skill set**

It's time to earn big money again! Put your perfect skill set to work at our expanding company. No territory limits. No income caps. Our executives earn \$10,000 - \$25,000/mo. in commission. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

## PREWRITTEN ADS

---

READ THE RED DIRECTIONS ABOVE AD #1 & DO NOT PUT YOUR 1-800# IN ANY AD

---

### **35. Health and fitness professionals - work with us from home**

Top global organic company seeks 3 people in the health/fitness industry. Flexible P/T and F/T hrs. Highest paid commission in the area. \$125,000/yr + profit sharing potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **36. Telemarketing team now being filled - big money**

Top Pay while working from home processing inbound calls. Flexible hours P/T & F/T. \$75,000/yr potential. Communication skills required. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **37. Experience pays!**

Experienced sales professionals only. USA-based international company expanding in your city. High demand, high commissions. P/T & F/T. Some telecommuting ok. \$50,000 - \$365,000/yr. potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **38. Mega marketers wanted!**

Top USA-based marketing firm seeks seasoned sales reps (training also available). 4 new marketing positions open in your area. \$10,000/ mo. + profit sharing potential. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **39. Arizona millionaire now training people in your area to do what she does**

Looking for 5 professionals who desire to be mentored to earn 6-7 figures a year with an innovative business that offers organic products online. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **40. Earn 6-7 figures a year**

If you have what it takes our marketing firm will train you to earn \$10,000/mo. by the end of your first year. And more beyond that. Minimum 10 hrs/week required to start. Text or email or the word "INTERESTED" to schedule a phone and/or in-person interview. (see pg. 4 Cliff Notes for phone#/email directions).

### **41. (List your 9-5 job profession here along with a catchy title)**

Post an ad inside the category that features YOUR profession. If you're a realtor post there because you'll have instant rapport with those who join your team from that ad. Now that you have the idea, you can create your own ads, if you desire, yet you must ensure they make no income claims and are FTC compliant. You MUST submit each ad for approval first to:

[customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com)

## PREWRITTEN ADS FOR SOCIAL MEDIA

THESE ADS CAN WORK ON CRAIGSLIST AND OTHER JOB BOARDS TOO

---

### DIRECTIONS

#### DO THIS FIRST & DON'T OVER-POST

Do not post an ad on social media until you have completed the prep work in the 'How to make social media a cash cow' section of this booklet. That section includes vital directions including **do not exceed more than 2-3 ads per month on your social media timeline/newsfeed**. If you do the ads will become commonplace and they will lose their edge. Do not run the risk of "throwing up" on your social media friends. **Don't make it weird and don't become a pest on social media**. You need equal parts business, lifestyle, personal, inspirational, and testimonial posts.

#### FREE STOCK PHOTOS

Use [pexels.com](https://www.pexels.com) for **FREE and legal images** to add to your social posts. Never use Google searched photos as you can be fined for copyright infringement. Most Google images have code behind them that can track users of photos.

#### POST IN GROUPS

Posting an ad in a **Group** on social media is the *most effective way to gain leads from social media, because you are targeting a specific market. See ad #51, etc.*

#### USE INTRIGUE

Use **intrigue during your first 6 months on social media**. If possible, don't give anything away about the company you're working with, initially. Then, once you have success and a team built, if you wish, you may share posts that:

1. Edify the industry by sharing stats from the Direct Sales Association website
2. Edify your company by sharing our awards and product/business testimonials
3. Edify the leaders you work with and mentorship they provide
4. Edify the the leads that call you by sharing a *teaser photo* of the front of your spiral bound Classified Ad System booklet or a *screenshot* of your 800# text notifications. You do not have permission to show anything beyond this. This booklet is *only* available to Go-Green Pack owners, through *their* back office.

#### PRIOR TO EARNING A HIGH INCOME

Prior to earning a 6-7 figure income, when asked, use the phrase, **"I'm on track to earn \$\_\_\_\_\_ a month"** (insert your big goal).

---

**PREWRITTEN ADS FOR SOCIAL MEDIA**  
THESE ADS CAN WORK ON CRAIGSLIST AND OTHER JOB BOARDS TOO

---

READ THE RED DIRECTIONS ABOVE AD #42 BEFORE POSTING FIRST AD ON SOCIAL MEDIA

---

**42. How do Hollywood stars look 10 years younger than they really are?**

With Hollywood's Instant Organic Facelift in a Bottle. Try it with a 30-day guarantee! Discounts available for the next 30 people who respond to this social media ad. Try the secret to the stars as seen on the red carpet, risk free! Clinical results are instant and cumulative. Before and after photos are intense. Botanical (plant) stem cell serum delivers instant lifting & firming. Send me a private message and we'll get you the link to the discounted product. Note: P/T and F/T positions available. Demo techs needed in your area. Earn \$100 bonus per demo and sale. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**43. Amazing company expanding in the USA - help wanted - work from home**

Set your own hours. Global organic company headquartered in Arizona needs your phone skills. P/T sales, mgmt., receptionist, & marketers needed to work from home. Process inbound calls. Earn up to \$50,000/yr. part time. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**44. Finally, an at-home position with inbound calls - help wanted**

Global organic firm wants your communication skills. Process inbound calls at your home office. P/T, F/T, flexible schedules. Why not join the organic mission and work with a refreshing company? Leave your occupational background. 24-hour recorded message: 1-800... or send a PM and I will get you the company's fast video tour (you may insert your 1-800# in the body of social media posts only).

**45. It's more fun here**

Our reps may not wear roller-blades around the office, like they do at Google, yet they DO have FUN! Telecommute 90% of the week (work from your home office taking inbound calls). Help us launch our product line in your area! Recruiters, marketers, sales executives, and receptionists needed. P/T 7-10 hours a week. 50,000 - \$300,000/year commission plus profit sharing. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**46. Big \$\$\$ - read this - work from home**

Be 1 of ONLY 50 to receive BIG ANNUAL PROFIT SHARING. I know some of the corporate staff at a company that will pay you + 49 other sales execs a large share of 1% of their commissionable sales EVERY YEAR FOR LIFE! This recurring annual bonus will likely be more than most people earn working 40 hours a week. They have high-demand, 1st-to-market products & simple on-the-job training. P/T and F/T openings are still available but they are going fast. Call the company's 24 hour recording at 1-800-xxx-xxxx. I can put in a good word for you if you're interested. (you may insert your 1-800# in the body of social media posts only).

**PREWRITTEN ADS FOR SOCIAL MEDIA**  
THESE ADS CAN WORK ON CRAIGSLIST AND OTHER JOB BOARDS TOO

---

READ THE RED DIRECTIONS ABOVE AD #42 BEFORE POSTING FIRST AD ON SOCIAL MEDIA

---

**47. Recruiters wanted**

Your skill set, put to work at our global recruiting firm, pays massive commission. Canvas and recruit individuals into our 6-7 figure income positions and earn a 25%, 50% or 100% matching bonus commission (if they are earning \$50,000 a year you'll be paid \$50,000 a year as a top tier executive). Unlimited territory. No income ceiling. These positions are rare and coveted. Hurry. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**48. I have one Question**

Would extra income help your family live a better lifestyle? If you answered yes call now. I know of an outstanding Organic Company currently looking for reps to work P/T from home. HUGE demand, HUGE commissions. Ethical global mission. Dial their 800#! 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**49. Complete this brain puzzle to work with a global giant & earn big \$\$\$ from home**

If you can read this you're IQ is above average. TH15 M3554G3 3RV3 TO PR0V H0W 0UR M1ND5 C4N D0 4M4Z1NG TH1NG5! 1MPR3551V3 TH1NG5! 1N TH3B3G1NN1NG 1T WA5 H4RD BUT NOW, ON TH15 LIN3 YOUR M1ND 1S R34D1NG 1T4UT0M4T1C4LLY W1TH OUT 3V3N TH1NK1NG 4B0UT 1T, B3 PROUD! 0NLY C34RT41N P30PL3C4N R3AD TH15! If you could read this, call the company that put this ad together and leave your occupational background. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**50. Work with a group of millionaires on a mission**

Dr. J.J. & Angie Levine are top earners & 12-time award winning marketers with over 2 decades of success. They've opened on stage for Tony Robbins. They are now accepting P/T and F/T applications. Start a rewarding career where you enjoy unlimited leads that call you at your home office. 6-7 figure income potential. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**51. Ad for massage therapist groups on social media**

USDA Organic Essential Oils now below wholesale. Sell online from home via pre-built website. No inventory. Online shopping cart included. To add an additional profit center of \$5,000 -\$10,000 a month commission into your existing practice call the company's 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**PREWRITTEN ADS FOR SOCIAL MEDIA**  
THESE ADS CAN WORK ON CRAIGSLIST AND OTHER JOB BOARDS TOO

---

READ THE RED DIRECTIONS ABOVE AD #42 BEFORE POSTING FIRST AD ON SOCIAL MEDIA

---

**52. Ad for weight loss groups on social media**

100% certified organic, vegan, whole food meal replacement shakes now available below wholesale for a limited time. Brown rice, pea and quinoa protein only \$2.82 per meal. That's less than a fast food meal! Delicious! Global company looking for 7 weigh loss clinics (or individual reps) to become distribution centers. Add this high-demand product into your practice & enjoy an instant profit center. \$10,000/month potential revenue in 8 months. Global website provided to you and it processes every order! 24-hour recorded message: 1-800... or send a PM and I will share the company slides and information on the shakes. (you may insert your 1-800# in the body of social media posts only).

**53. Ad for maternity / expectant mother groups on social media**

Moms-to-be: Telecommute (work form home). 7-10 hours/week. Our company has 100's of callers and we need help calling back the inbound calls and leads. Process callers, using an easy 90-second script, during your child's nap time. Earn \$50 - \$100 per processed call. 24-hour recorded message: 1-800... or send a PM (you may insert your 1-800# in the body of social media posts only).

**54. Mimic internet & newspaper classified ads that catch your attention**

Note their word tracks for future use. Make sure every classified ad you create is FTC compliant meaning each ad MUST include the word "commission" or "independent contractor" or "earn up to \$xxx" and must be submitted to [CustomerSupport@EssanteOrganics.com](mailto:CustomerSupport@EssanteOrganics.com) for compliance and approval BEFORE you post it.

## PREWRITTEN ADS EVENT / SOCIAL MEDIA / PRODUCT ADS

### 55. No more insomnia

Jon L. went from 4 hours of sleep per night to 8 full hours of solid refreshing sleep with a proven USDA organic product that has zero side effects. You're just one guaranteed product away from a full night of sleep. The product link is ([insert your back office Share Tool link to Sweet Dreams Essential Oil here](#)). Or call the 24 hour recorded message at 1-800#. The FDA has not evaluated these statements. Products are not intended to diagnose, treat, cure or prevent disease.

### Create your own product ads using this formula

- A. Substitute any problem where the word "insomnia" is (above).
- B. Substitute any product where the word 'Sweet Dreams is (above).
- C. Add a true testimonial.
- D. DO NOT make product claims. Use approved testimonials on our corporate Facebook page.
- E. Add your personal website link to the product (located in your Back Office under Share Tool).
- F. **5. Add the FDA product disclaimer to every product ad and testimonial (MANDATORY).**
- G. See examples below

### 56. No more soy, whey, & weight gain - 7.365 pH Shake

### 57. No more muffin top - Thin & Sex Essential Oil

### 58. No more dull hair - Nourishmint Hair Conditioner

### 59. No more low energy - Super Reds

### 60. No more toxic Gatorade - Electromineral Cell Salts +C

### 61. No more muscle discomfort - Relief Essential Oil

### 62. No more allergies - Breathe Easy Essential Oil

### 63. Organic Face lift in a bottle - guaranteed

Look 5-10 years younger in minutes. No needles. Try Hollywood's Instant Organic Facelift In a Bottle risk free! Botanical (plant) stem cell technology creates instant and cumulative results, guaranteed. Featured at the Grammy's and The Emmy's on the red carpet. Call or FB message ASAP for date/time/location and come by for a free facelift demo!

#### **z3 Demo Directions: At your home, booth, expo, event, or a classy resort lobby:**

- A. Go to your website's SHOP, tap the picture of the z3 Trio, & open the product details pg.
- B. Download the z3 Video there onto your laptop & play the video for all guests.
- C. Or play the z3 Video from your smartphone.
- D. Apply the z3 Trio to ONLY ½ the face (you can do this while playing the video).
- E. They will see one frown line erased, one marionette line erased, one eyebrow lifted, one side of crows feet erased, etc. DO NOT apply z3 Trio to the other side of their Face. Help them order the *guaranteed* product from your website, before they exit ,at a huge discount - Go to your website, tap JOIN & SAVE at the top, Select Option 3, go the to z3 Trio Go-Green Pack (marked at BELOW wholesale) and help them order it. (Order z3 QR cards for your event too!)



## PREWRITTEN ADS

### EVENT / SOCIAL MEDIA / PRODUCT ADS

#### **64. Swap with me party! You're invited!**

Come by and swap with me! Join the fun! Tons of people, great music, 12 minute eye-popping video, yummy Super Reds shots. (Date, Time, Place) RSVP. What will we be swapping? Call or FB message me to find out! (When the first guest calls say this, "Bring your shampoo, that's all I'm saying". To the 2<sup>nd</sup> guest say, "Bring your conditioner, that's all I'm saying". To the 3<sup>rd</sup> guest say, "Bring your toothpaste that's all I'm saying". Keep the mystery and intrigue high! Do not let them know anything. Just say you're counting on them to bring the 1 product you requested. Then, At your party announce and play the eye popping video - The Toxic Before Birth and Products & Solution video at the bottom of the [GoGreenGetPaid.com](http://GoGreenGetPaid.com) webpage. Then review each person's ingredient list on their product. Share The Toxic 10 & More page in your online catalog (on the homepage of your website). Then pass out Tear Pad Forms and say, "Ok it's time to SWAP your toxic products for Toxic Free products that are guaranteed!"

#### **65. Hawaiian party!**

The theme is Hawaiian! Wear your island attire, bring your friends, and come on by! Enjoy music & organic tropical shakes! We're celebrating my exciting new career in the organic industry. Come and enjoy some free, exciting, organic product samples. We'll toast to success! Date/Time/Place. RSVP by — (At your event serve 7.365 pH Shakes piña colada style: in the blender add coconut milk, coconut extract, honey, vanilla extract, avocado (it's tasteless but adds creaminess), pineapple, and cinnamon. Pass out the 7.365 pH Shake Tear Pad Forms. Help people order at BELOW WHOLESALE on your website under the JOIN&SAVE tap at the top right.)

#### **66. Dinner party!**

I'm mixing up a dinner that will IMPRESS you beyond measure! I'm making the healthiest, organic, vegan meal on earth! It has more nutrition than most dinners! It's so delicious and refreshing you'll ask for seconds! And the best part is it burns calories! Bring a friend or two to the dinner party. Social hour, music, dinner review, & prizes. (Date. Time. Place) RSVP. (At your party serve 7.365 pH Shakes (in the blender mix Vanilla 7.365 pH Shake, Vanilla Almond milk, 2 Bananas, 1 Avocado, Honey, & Pineapple). Print the 7.365 pH Shake Guide (inside the shop - inside the photo of 7.365 shake. And pass out the 7.365 pH Shake Tear Pad Forms. Help people order on your website

#### **67. Go Green Get Paid Event!**

Come enjoy a 12-minute video tour of a green global company expanding here in our city! They are looking for P/T help, 10 hours a week. They trained me and they'll train you too. Their executives process inbound calls from home. Come see how well they pay! I will introduce you to the President on speaker phone! Free product samples & great music. Bring a friend! (date time place) RSVP. (Play the [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) video. Schedule the President. Dr. JJ Levine, to join your event via speakerphone for 10 minutes following the video. Pass out the Tear Pad Forms. Serve 7.365 pH shakes or 1oz shots of Super Reds. Help people join on your website under JOIN&SAVE at the top right.)

## PREWRITTEN ADS TEXT ADS & RESUME ADS

---

### DIRECTIONS

#### 5-MINUTE-A-DAY ACTION THAT CAN GENERATE 5 FIGURES A MONTH

Set a 5-minute daily recurring appointment in your calendar for Monday – Friday at the same time each day, to text 3 Text Ads to:

1. Online Resumes: Career seekers who have posted their resume online.
2. The people you know: if you don't send them a Text Ad, someone else will.

This 5-minute daily action can generate a 5-figure-a-month residual income for you within a year, but only if you make it an appointment in your calendar to text 3 per day. You're 2 people away from a 6-7 figure income & you can find them by sending 3 Text Ads per weekday.

### WHY TEXT ADS WORK

- They're instant, intriguing & people prefer texting
- 98% of emails are never opened
- 84% of Facebook newsfeeds are never seen
- 71% of Tweets are never seen
- 98% of Texts are opened in 30 seconds and replied to in 90 seconds!
- 80% surveyed said, "*I prefer to send & receive texts over all communication*"
- Just like the change from wall phones to mobile phones... things change.
- People now prefer texting (and watching videos to get information quickly).
- The #2 Search engine in the world is YouTube; people love videos.
- So why not pass a text and a video link? Give people what they want.
- It's the fastest and easiest way for you to share and it's absolutely FREE.

### INSERT YOUR 1-800# INTO EVERY TEXT AD AND USE ONE SCRIPT

When you post a Text Ad always include your 1-800# because they are ready to hear it. The *Booking The Appointment Script* is not needed for Text Ads. Just follow up after each Text Ad and use the *8 Question Close Script*.

---

#### 68. Text Ad for resumes posted online in your city

Mr. Smith, Your resume came across my desk. Great skill set. We have P/T & F/T work from home positions. On-the-job training. 6-7 figure income potential. Please view our company slides and call me with what you like best at 1-800-xxx-xxxx. Sincerely, (Your first and last name), Hiring Manager. (Visit your Back Office - Tools/Training - Presentations, and insert the Recorded Slide Presentation into your text).

## PREWRITTEN ADS TEXT ADS & RESUME ADS

### **69. Text Ad for resumes posted online in your city**

Ms. Blackstone, I'm in receipt of your resume and impressive skillset. Our global organic co. has sales, marketing, hiring managers, and call processing positions open. Work from your home computer. Set your own hours. Earn up to \$300,000 annually. Please review our company slides and share your favorite part at the tone: 1-800-xxx-xxxx. Sincerely, (your first and last name), Hiring Manager. (Visit your Back Office - Tools/Training - Presentations, and insert the Recorded Slide Presentation into your text).

### **70. Text Ad for resumes posted online in your city**

Mr. Roberts, Your posted resume has the skill set our global co. requires. Recruiter positions available. Our system delivers unlimited inbound calls to your home-office. Up to \$100 per call. Flexible schedule. View our company slides and share your favorite part at the tone: 1-800-xxx-xxxx. Good Luck, Mr./Mrs. (your first and last name), Hiring Manager. (Visit your Back Office - Tools/Training - Presentations, and insert the Recorded Slide Presentation into your text).

### **72. Text Ad for resumes posted online in your city**

Ms. Thomas, We see from your resume you may be interested in our global organic co. Your skillset may be a good fit for a P/T side project that offers a substantial amount of money. Our newest P/T reps earn up to \$10,000/month. Seasoned reps earn more. Please take 14 minutes to view our company slides then share your favorite part at the tone: 1-800-xxx-xxxx. Good luck, Mr./Mrs. (your first and last name), Hiring Manager. (Visit your Back Office - Tools/Training - Presentations, and insert the Recorded Slide Presentation into your text).

### **73. Business for sale for resumes posted online in your city**

Ms. Kline, Your online resume traits are entrepreneurial. BUSINESS FOR SALE: \$500 down, \$100/month. Website included. Organic e-commerce commodities. No inventory needed. 6-7 figure income potential. View our fast company slides then leave your occupational background at the tone: video: 1-800-xxx-xxxx Sincerely, Mr./Mrs. (your first and last name), Business Broker

### **74. Text Ad for people you know - Hey, Do you know anyone?**

Post your ad on Facebook, text, and email and preface the text by asking, "Hey, do you know anyone looking for a lucrative P/T project from home?" You have rapport and trust with those you know so ask if they know of anyone who'd be a good fit. Share that you're a P/T recruiter for a high paying USA-based company that let's you work from home & if they pass you 5 referrals of high quality potentials looking for a P/T side project that pays up to \$2,000 - \$10,230/month you'll pass them a \$25 gift card each time one is hired! You know what's funny? We'll do almost anything for a gift card. And when it's phrased like that, "Do you know anyone", all of a sudden the person you texted/mailed/messaged wants in! They'll say, "Yes but what about ME?" Send them to [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) or the Presentation Slides at a specific appointment time. Followup 15 minutes after their appointment time with, "What was your favorite part, the inbound call system?" Prepare yourself by being on *The 8 Question Close Script* (inside this booklet).

**PREWRITTEN ADS**  
**TEXT ADS FOR PEOPLE YOU KNOW**  
**IT MUST RAISE THEIR PULSE RATE & BE SHORT!**

**75. Text Ad for anyone**

Hey there! I landed my dream job. They let me work from home. I process inbound calls. Great co. huge demand they need more P/T Execs. Pay is independent contractor HUGE. Look at the last slide, it's the best part. I will buzz you in 20 minutes to see what you like best! (insert link to recorded presentation slides found in your back office)

**76. Text Ad for friends**

Mike, we've been friends for a long time. You need to look at this. People are making a lot of money as independent contractors. Don't want u to miss out. Look at their company tour, it's mind blowing. I will call you in 15 minutes to see what you like best! (insert link to recorded presentation slides found in your back office)

**77. Text Ad for friends**

Linda, you've always had my back, thx. Now it's my turn. You'd be mad if I didn't pass this 2 u. So thankful I'm now working here! They pay HUGE weekly bonuses! Watch the company slides & let's talk. They have leads that call us and we get to help people! (insert link to recorded presentation slides found in your back office)

**78. Text Ad for friends with young kids**

Lisa, you're so good with people. Look at this company! OMG, this co. will let us telecommute/ work-from-home. You could stay home with (child's name)! Huge weekly bonuses \$\$\$! Text me your favorite part ASAP so you're not left out. I will call you in 20 minutes. Watch now and we'll chat in 15mins! (insert link to recorded presentation slides found in your back office)

**79. Text Ad for business associates**

Dr. Steve, you've taken great care of us over the years. My turn. This USA co. is paying big income to professionals up to \$150,000/yr P/T. It's a project we do from our mobile phones. Hurry, text me your favorite part. (insert link to recorded presentation slides found in your back office)

**80. Text Ad for business associates**

Ray, thanks for always working so hard, my (yard/pool/dry cleaning) is always perfect, so I thought of you. I'm on a P/T team project that pays big \$\$\$ commission weekly. It will retire me in 1 year. The company has more P/T openings and you could retire sooner too. Fast presentation slides. Tell me what u like best. (insert link to recorded presentation slides found in your back office)

**81. Text Ad for friends with college kids**

Hey! I just found this P/T side project that can make us up to \$20,000 over the next 6-8 mos. Great co. Will fund (their child's name, or your child's name, or both) college tuition. We post ads on the internet & get paid. Fast company slides. Text me your take on the posting ads part. (insert link to recorded presentation slides found in your back office)

**PREWRITTEN ADS**  
**TEXT ADS FOR PEOPLE YOU KNOW**  
**IT MUST RAISE THEIR PULSE RATE & BE SHORT!**

**82. Text Ad for entrepreneurial friends or people who own a business**

Sam, You have a head for business. There's a BUSINESS FOR SALE. \$500 down, \$100/month. Website included. Organic e-commerce commodities. No inventory necessary. Set your own hours and work from home. 6-7 figure income potential. View the company slides and call 1-800-xxx-xxxx. I'll get your message. (insert link to recorded presentation slides found in your back office)

**83. Text Ad for friends who donate or volunteer**

Sally, you always help everyone. Please look at this fast video for me. Incredible mission and they pay you a lot in bonuses to help others! I'm doing it. Would b better to do it with YOU. Watch and text me your favorite part. (insert link to recorded presentation slides found in your back office)

**84. Text Ad for college-age friends**

Kayla, this thing is going viral. Everyone across campus is getting on board with this co. that let's us work from our mobile phone, P/T 7-10 hrs/week. We set our own schedule and they pay big \$\$ bonuses every week! Hurry and look at their fast video right now and buzz me ASAP to tell me if you're also in! I'm was just onboarded & you can be too! Check out the quick company tour at [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) (or insert link to recorded presentation slides found in your back office)

**85. Design your own Text Ad**

1. Their name: start with their first name or nickname if you know them, last name if you don't.
2. One Compliment: what you like best about them personally or their skill set.
3. One fear of loss / urgency statement: always mention income, it's the #1 driver.
4. Add: Look at fast video or company slides! WOW! Text me your favorite part.
5. Does it make your heart race? Do you feel like you'll be left out if you don't watch? Good job.
6. Get it approved: it must be FTC compliant. Text your ad to corporate for approval to [customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com)
7. Call them right after they view the video, share the Classified Ad System highlights, then use the 8 Question Close Script in this booklet to enroll them on your website under JOIN&SAVE option 3.

**Keep your friends your friends. The fortune is in the followup.**

At the end of the day, call them if they didn't respond and say, "Are you in front of your phone or computer right now? Ok, I'm sending you something to watch, and you can tell me yes or no, we'll still be friends. Go to [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com), turn it up, I want to listen to this thing again, only with you this time". At the end say, "Intense right!? What's YOUR favorite part?" After they share their favorite part, share why you love the Classified Ad System, explain it to them and talk like friends during the 8 Question Close. Just be a good friend and help them live toxic free worst case scenario or best case say, "A 6-7 figure residual income and early retirement are at stake and I knew you'd want to know about it so you could at least say yes or no. I'm building it anyway and ½ my enrollments could be yours... let's do this together. Say yes." (wait 4 answer)

## HOW TO POST A SOCIAL MEDIA AD

### DIRECTIONS

#### FIRST

Consider downloading the outline *How To Turn Social Media into a Profit Center* (in your Back Office under Tools/Training). Otherwise your ads may not work as well as they could.

#### WERE TO POST ADS ON FACEBOOK, ETC.

1. On Facebook Marketplace
2. In Groups (most seen)
3. Side margin ads (pay-per-click)
4. On your personal timeline and in the public newsfeed (least seen) do this only 1-3 times a month at most.

#### ABOUT PAY-PER-CLICK MARGIN ADS

Purchase a banner ad in the side margin of Facebook, etc. to be seen by a mass number of social users. Banner ads are purchased on a pay-per-click basis - you only pay when someone clicks on your ad. Set your budget to spend any amount. For example you may want to spend \$10/month. If your ad is \$1.00 per click this would give you 10 clicks (or 10 views) per month.

#### MARGIN ADS

Margin banner ads are available on news websites, podcast websites, etc. Companies to consider advertising: health conscious, personal development, career services, fitness services, green living. IE: Whole Foods, Sports Authority.

#### NEWSFEED ADS

Occasionally post 1 ad in your newsfeed. We recommend only doing this 1-3 times per month at most. Your Facebook feed/timeline must be a balance of happy, clean, positive, motivational posts. No one wants to deal with a work-a-holic. Don't set yourself up for failure by sending the wrong message that would make viewers say, "Wow, I don't want to have to flood my Facebook or Instagram with ads all the time". So we recommend a natural feeling rotation of:

1. Lifestyle posts (you at a party, traveling, dining out, enjoying nature, etc.)
2. Recognition posts (you complimenting people you know, family, coworkers)
3. Business posts including ads (1-3 per month maximum)
4. Hobby posts (your own hobbies and posting about others' hobbies, cooking)
5. Product posts including ads (1-3 per month maximum)

#### ONE POWERFUL AD

One powerful ad, posted every 15 days... well, that creates intrigue and it will start a little fire. A burning desire within each viewer, compelling them to answer the next ad. Consider adding an intrigue phrase: "I will put in a good word for you with the President & depending on your skillset, arrange a call with him".

## HOW TO POST A SOCIAL MEDIA AD

### GROUPS

Look up groups of people on Facebook, etc. in your target market (people who are health conscious or entrepreneurial). Post an ad that specifically addresses their need and only their need. Tailor the ad so it speaks to their skillset:

1. Health care provider groups (Chiropractors, massage, RNs, MDs, PAs)
2. Health foodie groups
3. Health food market groups
4. Spa groups, salon groups, gym groups
5. Healthy restaurants and storefronts (vitamin shops, etc.)
6. Sales team groups
7. Weight loss groups
8. Triathlon, cycling, running groups
9. Mom groups and dad groups
10. Work From Home Groups
11. Groups with adults that have health conditions
12. Groups with kids that have health conditions

### EXAMPLE OF A GROUP AD

#### **Holistic Health Care Providers Wanted**

A USA-based, online, USDA organic product line is now being offered to health care professionals at below wholesale. Become a distribution center. Free website available. Add an additional profit center of \$10,000/month in bonuses into your existing practice instantly. 24 hour recording 1-800-XXX-XXXX... Leave your occupational background to schedule a phone interview and see the product line.

### FREE PHOTOS FOR ADS

[pexels.com](http://pexels.com) is where you can get free photos and video clips to post with your ads. Never use images straight off of Google because this causes copyright infringement. Most images on Google have tracking code behind them and if used by you Getty Images etc. WILL fine you heavily.

## HOW TO POST A CLASSIFIED AD

### DIRECTIONS

1. Create 1-2 unique email addresses to use when posting ads.
2. Example: mondaybobhires@gmail.com and tuesdaybobhires@gmail.com
3. Use these 1-2 emails to create 1-2 Craigslist Accounts.
4. Choose 2 days a week to renew your ads (change a few words so your ad refreshes to the top of the list). Add this as a calendar event in your phone.
5. Choose 1-2 days and 1-2 categories to post your ad. Example: Monday post 1 ad in "Sales". Tuesday post 1 ad in "Customer Service". See best categories on the next page.
6. Post 1-2 ads in Craigslist in the city you live in.
7. DO NOT EXCEED 1-2 ads in Craigslist or your ad(s) will likely be marked as spam and deleted.
8. DO NOT post your 1-800# in any ad or in any part of Craigslist or your ad(s) and Craigslist Account will likely be suspended.
9. **IF CRAIGSLIST DELETES YOUR AD OR SUSPENDS YOUR ACCOUNT (they wrongly judged your ad as a spam or scam).** Just clear your cache and cookies. Create a new unique email address. Create a new unique Craigslist Account using your new email address. Repost a new ad (steps 1-8 above).

### DON'T BE SEEN AS SPAM

Use this the following proven system when posting ads in Craigslist, Monster, Career Builder, etc. to ensure each company's software views you as a "normal" person posting a "normal" ad, in just one city (and perhaps a neighboring city). If their software detects one email address (one Craigslist account) being used to post several ads, in several cities, in several categories... their software will mistake you for "spam" and you're account will be suspended. Follow #9 above if this happens. Avoid being suspended by doing 1-3 above.

### ON MONDAY

On Monday post 1 ad in the same category (for example Sales), using your mondaybobhires@Gmail.com Craigslist Account. Do not touch your Monday account again until next Monday. On the next Monday, make a decision. Decide if you like the # of responses you received from your ad. If yes, click renew and be done. Or, if you decide you do not like the # of responses you received from your ad... do not renew. Instead tweak your ad or create a new ad. Follow this system for Tuesday as well:



	Monday	Tuesday
<b>Email / Account</b>	MondayToddHires@gmail.com	TuesdayToddHires@gmail.com
<b>City</b>	Your city or a city next door	Your city or a city next door
<b>Category</b>	1 Category: Sales	1 Category: Management
<b># of Ads</b>	1 ad maximum	1 ad maximum
<b>Use the “category name” in your ad</b>	Use the word “sales” in your Monday sales ad	Use the word “management” in your Tuesday management ad

If Craislist deems your ad as spam simply follow the directions in #9 above.

#### ONLY POST ADS IN YOUR CITY

Post your 2 ads per month in your city (and maybe in the city next door to yours). It’s important to build a local team by personally enrolling 4 people who work together with you and post ads with you. Your 4 generals, your 4 personally enrolled, who become Golds (allowing you to become a Platinum). Do not post ads, haphazardly, across the USA. Only post ads in your area and zip code, because the leads who call your 1-800# and join your Essanté Organics team will be in your city. You and they will be able to build rapport, bond, and work synergistically together. They can even present and close with you during group interviews. Only post ads in your city.

#### BEST CATEGORIES TO POST AN AD IN

1. Customer service / Sales
2. Management / Marketing
3. Small business for sale
4. Receptionist
5. Health Care
6. Realtors/Mortgage brokers
7. YOUR occupational background

These categories receive the highest traffic & they are skills you want your teammates to have. Yet don’t limit yourself. Your ad can start off with, “Teachers love working with our company. We want you! (and it can end with one of the prewritten ads)”. 1st, think about the qualities & skill sets you wish to attract, then post in those categories. Also consider *your* background because “birds of a feather” stick together and you will also bond more quickly and build instant rapport with your ad applicants during *The 8 Question Close Script*.

## HOW TO POST A CLASSIFIED AD

### COMPANY INFO TO ENTER INTO YOUR CRAIGSLIST ACCOUNT

Give Craigslist or Career Builder, etc. these answers:

1. Company name: use your own. IE: Mark Smith may use Smith Organics
2. Company Website: [EssanteOrganics.com](http://EssanteOrganics.com) (yet do not post the website in your ad. Hide to ensure leads don't view your website prematurely). If you have to option to say "no website" it's best to choose that option.
3. About: Year Established: 2009, Number of employees: 22
4. CEO: Mr. Michael Wenniger / President: Dr. J.J. Levine
5. Corporate headquarters: Phoenix, AZ
6. Global Operations: Yes, 40 countries
7. Contact # for Craigslist to reach you: Your mobile phone ONLY
8. Contact # that ad applicants see: Your 1-800# but DO NOT ENTER it into the Contact # Box until AFTER your ad is approved by Craigslist.

### WHERE TO PLACE YOUR 1-800#

When posting your ad, place your 1-800# in the Contact Phone # Box but only AFTER Craigslist approves your ad. Do not place your 1-800# in the body of any ad you post on Craigslist (or any other classified ad company). AFTER your ad is approved make sure everyone who reads your ad is forced to look at the contact number box and call your 1-800# listed there. Craigslist software does not permit 800#s inside any ads, and if their software detects a 1-800# in an ad, it will not be posted.

### WHERE TO PLACE YOUR EMAIL

Also, make sure everyone who reads your ad can email you. Craigslist offers the email relay for free. You enter your email address and Craigslist shows an anonymous email that directs to your real email address (this allows you to keep your email address private). If you receive an email send the applicant an email reply that says, "Thank you for responding to our classified ad. Please leave your occupational background at the tone to receive a phone interview: 1-800-xxx-xxxx." This way EVERY applicant hears the mandatory 1-800 corporate voice message and will be housed inside your personal 800# system. Again, you want each caller to hear your 1-800# (post it in the Contact phone # box AFTER your ad is approved by Craigslist. Never post your 1800# inside the body of the ad). ALL leads/applicants must hear the 1-800# corporate message 1<sup>st</sup>, because it prequalifies them and it is a mandatory part of this Classified Ad System.

## HOW TO POST A CLASSIFIED AD THE DO-NOT LIST

### NEVER POST THE SAME AD TWICE

When you discover how well these ads work you'll be tempted to copy and paste the same ad in 2 different categories of the same job search website. For example you may wish to post the ad titled IT'S MORE FUN HERE both in the Customer Service Category and in the Sales Category, inside Craigslist. This is a BIG NO-NO. It will red flag you. Craigslist and other job search sites have software to detect "overzealous" posting and they will inadvertently consider your ad spam or a scam. They will terminate your Craigslist Account. Establish a new Craigslist Account by following the directions on page 40. By always using a different ad and different phrasing you'll keep your Craigslist Account active. It's a good idea to look at the prewritten ad you're using and switch up a few minor words and phrases, just incase another Executive in our company is posting the same ad at the same time you are.

### NEVER ENTER THESE 3 THINGS IN THE BODY OF AN AD

Craigslist & other venues often inappropriately discriminate against network marketing, so do not put the words "network marketing" in your ad. They will learn it's network marketing when they call your 1-800#. Do not put website links in any ad. Do not put your 1-800# in the body of your ad. Put it in the Contact # Box AFTER Craigslist approves your ad. The applicant will hear "network marketing" 3 times in the 1-800# voice message & one more time in the *Booking The Appointment Script* (both tools prequalify applicants & are vital components to this system because we never bait & switch).

### NEVER SHARE YOUR WEBSITE IN AN AD OR DURING THE 1ST SCRIPT

Never share your personal website during the *Booking The Appointment Script*. Your objective is to schedule the business overview appointment in about 90 seconds. Your goal is to have qualified applicants (who earn \$30,000/year or more) meet with you for an in person group interview at a classy resort lobby near you. Face-to-face meetings close more applicants because of the live human factor. Sharing your website gives TMI & will cause you to lose the applicant in the beginning. They'll make an uneducated, pre-mature decision. If you are asked for a website say, **"The website is GoGreenGetPaid.com, now let's see if you qualify..."** and get right back to the *Booking The Appointment Script*.

### NEVER SHARE THE WORDS "ESSANTÉ ORGANICS" WITH CALLERS

Share your own business name during the *Booking The Appointment Script*. If a caller asks for the name of the company, have your personal company name ready, like SMITH ORGANICS. Make it simple & unofficial. Share your own company name, only when asked, and get right back to the *Booking The Appointment Script*. Don't share the name "Essanté Organics" because your lead/applicant will likely Google the name & you could lose your lead.

## HOW TO POST A CLASSIFIED AD THE DO-NOT LIST

### NEVER MAKE ILLEGAL INCOME CLAIMS IN AN AD

The Federal Trade Commission (FTC) will fine you and us heavily. This is a non-negotiable rule for all BUSINESS ads you create. To participate in this Classified Ad System the career seeker must be made aware that there is NO income guarantee or base salary when reading your ad. **Each ad must state “commission only”, “independent contractor”, “earn up to...” or “potential”.** No exceptions. If you personally create an ad outside of the approved classified ads provided in the booklet it must be pre-approved by corporate before it is posted. Submit each personally created ad for compliance and approval to: [customersupport@EssanteOrganics.com](mailto:customersupport@EssanteOrganics.com) People MUST be able to read your ad and know there is NO salary available. We ONLY want applicants who are willing to look at an independent contractor positions. This is required in all ads because we do not bait & switch, nor do we make income claims. We attract people with professional, truthful “commission only” ads because the truth is good enough. We ONLY want to spend time talking to people who are genuinely interested in what we have, people who prefer NO INCOME CEILING, people who prefer to be in control of their own business and schedule, etc. Don't waste your time trying to attract leads that want a salary.... Padding your ad with untruths or omissions will only:

**CAUSE ANGER** - The caller who is responding will be furious as they hear your “independent contractor” 1-800# message. They will feel hoodwinked when listening to a message that clearly is not a salary job.

**WAST TIME** - This Ad System works. The truth is good enough. “Commission only” & “Independent contractor” are truths that attract the right people, in the right way, for the right reasons.

**ALERT OTHER AD SYSTEM USERS** - Ours is like a “Neighborhood Watch” system. If you see a non-compliant ad, please take a screenshot and gather the contact # and email and send it to [customersupport@essanteorganics.com](mailto:customersupport@essanteorganics.com) Once reviewed, if not compliant, they will be warned and likely removed from this Classified Ad System. Help ensure the Classified Ad System and Essanté Organics remain viable and available to honest participants. Income claims are never permitted due to Federal Trade Commission (FTC) regulations, thus we maintain a ZERO TOLERANCE policy. If we locate an ad that was not approved, the offender risks losing their Essanté Organics Business too, because our Policies & Procedures clearly state “no income claims” are permitted. Stay in compliance. The proven prewritten ads in this booklet are the best. Use them because they work. Neighborhood Watch people are always kept confidential.

## **HOW TO POST A CLASSIFIED AD THE DO-NOT LIST & FDA DISCLAIMER**

### **NEVER MAKE ILLEGAL PRODUCT CLAIMS IN AN AD**

Never make product claims per the Federal Food and Drug Administration (FDA). This is a non-negotiable rule for all PRODUCT ads you create. The same consequences apply (as shown on the previous page in relation to the FTC). Add the following statement to all product ads that supply health benefits.

### **FDA PRODUCT DISCLAIMER**

The Food and Drug Administration (FDA) has not evaluated these statements. Products are not intended to diagnose, treat, cure or prevent disease. Always consult a licensed physician before beginning any supplement or exercise program.

### **NEVER DRAG YOUR FEET**

Never drag your feet because those who are surfing Craigslist are calling the next ad, and it could be another Essanté Executive's ad! Call your messages back immediately for the best results. You want YOUR ad and your 1-800# voice mail fresh in their mind. Book them into a group interview at a classy resort lobby near you if they qualify (if they earn \$30,000/yr. or more). Book an appointment time for them to view the video or presentation slides (in your back office under Tools/Training if they do not qualify (if they earn less than \$30,000/yr.). If you wait to call them back, they will keep dialing ads, they will talk with other recruiters, they will fill their week with other interviews (instead of yours) and it will be difficult and perhaps impossible to book them into an appointment to meet you and your company.

## BOOK YOUR FIRST CALLERS LISTEN TO REAL BOOKING CALLS

### LISTEN NOW - ANGIE BOOKS REAL PEOPLE

You'll hear her use the exact *Booking The Appointment Script* in this booklet!  
Tap and listen here: <http://gogreenetpaid.com/realexamples/>

### 90 SECOND BOOKING CALLS

Listen to two 90 second real booking calls in the blue link above. Then you will be ready to book your callers today, because you'll know the tone and pace to mimic. When your first two callers are in your 1-800# inbox mirror the professional no-nonsense quick pace you heard in the blue link above.

### TIP

Have your book open to the Booking The Appointment Script and read along as you tap the blue link above. Once you hear 2 recordings, where Angie reads the script to 2 people, you will then be ready to use the same script and book all your callers. Copy the professionalism you hear, because it increases the number of people you'll book to see the company. Do it like the examples & you'll book 90% of your leads. Do it your own way & you may not book very many people. Once you hear 2 bookings, you are ready to call your leads & book them to meet you at a group interview or see the company slides (located in your Back Office under Tools/Training).

### BOOK YOUR 1-800 CALLERS RIGHT NOW

Once you have heard 2 leads processed in the blue link above you are ready to read The Booking The Appointment Script, on your own, to all of your leads. Remember to call your leads back immediately, because they are already reading the next ad! You want your ad and your 1-800 voice mail to be fresh in their mind. Call them back FAST & they will remember your ad!

## **BOOK YOUR FIRST CALLERS**

### **THE MAID, THE HOUSEWIFE, & THE MILLIONAIRE**

PROCRASTINATORS LOVE THIS TRUE GAME-CHANGER STORY

Barbra Freundt was on the Oprah Winfrey Show during the filming of an episode about 'Female Multimillionaires And How They Made It'. Barbra is one of our mentors, a former up line in a different company, and a mother of 5. Barbra shared, what I consider, one of the greatest inspirational stories and it reveals a dynamite tip for any self-employed person or business owner who must be self-driven and is held accountable by no one but themselves.

First, I want to surprise you by sharing how Barbra started out in our industry. Her house maid, Martha, told her about NuSkin in the 1980's, when the timing was just right; the little known network marketing company she was looking at was in pre-momentum (just as you sit in pre-momentum right now with Essanté Organics). Barbra didn't have a clue about business or timing; she just wanted to be a better person; she wanted a mission.

When Barbra shared the infamous words 'NETWORK MARKETING' with her husband, he was angry and told her not to do it. Fortunately for both of them, Barbra ignored her husband's command and chose to do it. She went against his arbitrary "guidance" to stay away from NuSkin, and she joined anyway. G-d bless people like Barbra, people who don't listen to "advice" from people who have never done the thing.

Interestingly, Barbra's husband didn't want to be "tainted" or "embarrassed" (his words not mine) by associating with network marketing. You see, he had built and owned several insurance companies and was making millions annually. He pre-judged network marketing based on an assumption. He chose condemnation before investigation. I don't blame him. I would have prejudged him and Barbara too (at that point in my life); I would not have done what Martha, the house maid, did because I would have pre-judged and *assumed* the Freundt family didn't need network marketing.

So the two morals to this story are: Always be open-minded and listen to EVERY opportunity life offers you, then say yes or no. And never prejudge anything or anyone.

## **BOOK YOUR FIRST CALLERS**

### **THE MAID, THE HOUSEWIFE, & THE MILLIONAIRE**

#### **COMPARE COMPANIES**

Now I do listen & list out other company's opportunities and assets. I actually make a two column list so I can compare and contrast a competitor company right next to Essanté Organics. In the first column I list timing, corporate leadership, products, market, sustainability, supply, demand, problem, solution, cost of start up, cost of overhead operation, return on investment, pay structure, residual, training system, culture, and longevity. In column 2 I list those things in relation to Essanté Organics. In column 3 I list those things in relation to the competitor. If you didn't write all of those points down, consider it. Or photo copy this page and keep this paragraph in your wallet, because it's always a good idea to showcase your company's assets. 100% of the time, every time... Essanté Organics' assets outshine every opportunity out there! I always say, "If you find something better show me". I close people just by comparing apples to apples.

#### **OK, BACK TO THE STORY**

So, Barbra was raising their 5 young kids and getting away from their blended family on occasion by attending fundraisers, just for the social aspect. Barbra told me she wasn't proud of that, and I admired her for sharing the truth. It humanized her to me. Another moral to this true story: Be truthful when you share your story because it shows you don't need to be perfect to do this business.

Barbra shared her story with me and it stuck like bubblegum: "So I was married to my loving, self-made, multi-millionaire yet he would constantly tell me he disapproved of my business. I was raising 5 young kids and I was committed to making sure they were always my top priority, so I didn't want to do my network marketing business at night. I was attending fundraisers, not because I cared, I wanted a social life outside of my 5 kids. My favorite night of the week was Friday night, because it was our family-date-night and it meant the world to all of us. I knew I wanted to really start building my network marketing business AND I knew I was the world's worst procrastinator. My network marketing business wasn't growing, it wasn't happening... so here's what I did. I told myself at the beginning of each week that I COULD NOT go on family date night until I had my two one-on-one lunch appointments (to share the company) booked for the following week. And every week, right 2pm on Friday, boy I'd get on the phone and I'd book those 2 lunch appointments for the following week! Then I'd go on my family date night. I became a multi-millionaire by going to lunch twice a week for 2 years."



## **BOOK YOUR FIRST CALLERS**

### **THE MAID, THE HOUSEWIFE, & THE MILLIONAIRE**

This is one of my favorite work stories for so many reasons:

1. Barbra found a way to turn procrastination into a catalyst.
2. Barbra built her business doing just 2 lunch meetings a week.
3. She built her business in spite of negativity from her spouse.
4. She built her business without taking anything away from her 5 youngsters.
5. She built a million dollar a month business and was on Oprah Winfrey.
6. She didn't pre-judge network marketing or her maid, Martha, who shared it.

By the way, here's a huge takeaway I didn't share in the story:

Barbara's maid, Martha, became a multi-millionaire too. Martha Lowrey is one of our most down to earth mentors, and she too is a self-made multi-millionaire in network marketing.

## MULTIPLY YOUR CLASSIFIED AD FOR FREE CLASSIFIED AD SYNERGY

### THREE TIMES THE AD POWER... FREE

As you enroll your first 2 people you can create Ad Synergy! Imagine this...

1. You place 1 ad in your city in the Craigslist SALES section.
2. Your 1<sup>st</sup> lead-now-executive, Lisa, places 1 ad in the HEALTH section.
3. Your 2<sup>nd</sup> lead-now-executive, Rob, places 1 ad in the MANAGEMENT section.

### CLASSIFIED AD SYNERGY

The above is called Classified Ad Synergy; when more than one person, on the same team, is advertising in the same venue, each using a unique ad in a unique section. In the example above you now have 3 ads running (because every caller will end up on YOUR team and (as you are qualified with a 100-point monthly Easy Order) you'll receive a bigger Endless Team Bonus! You multiplied your advertising budget by 3 times yet you did not lay out any extra money to do it! Now, imagine when Lisa and Rob (above) each enroll THEIR first 2 people and, along with you, they assist their personally enrolled people to contact their warm market and use the Classified Ad System. Now you have yourself and a team of 6 Executives, who are all calling their warm market placing ads and receiving inbound calls into their 1-800# ([800link.com/Essante](http://800link.com/Essante)) inboxes! You can see how this can get big fast!

### SOCIAL MEDIA AD SYNERGY

Imagine you and your 2 team members all pick a date and time to host a PARTY! If you are all in the same town combine your efforts by picking one house that all three of you invite guests to. If you are in separate states.... pick the same date and time yet each of you host your own PARTY in your own home. All of you advertise on Facebook! You should advertise ALL THREE PARTIES (if they are in separate areas). Congratulations! You just created FACEBOOK SYNERGY! Post a photo of the party after it concludes! Show everyone who's Going Green!

## **MULTIPLY YOUR CLASSIFIED AD FOR FREE**

### **LEAD YOUR TEAM TO SYNERGIZE**

#### **EFFECTIVE AD SYNERGY - LEADER UP**

As a leader, decide to become the point of contact for your team. Call your teammates and invite everyone to work together with you. Share that you are excited to help everyone's business grow faster and that you are creating Classified Ad Synergy, an advertising blitz, with you as the coordinator and point.

#### **SEND TEAMMATES TO THIS BOOKLET**

Send everyone to this booklet and ask everyone to read it. Consider a group training where you assign each teammate to read one section.

4. Have your teammates pool their funds together & purchase a block of Monster.com ads or Jobbing.Com ads, etc. The more ads you buy from one venue, the cheaper the rate. We call this co-oping or cost sharing. Or simply ask everyone to post in Craigslist.

#### **ASSIGN EACH TEAMMATE**

Assign each team member a unique category & a unique ad. At the end of the week compare notes. Perhaps award a prize to the person with the most bookings, the most shows, or the most enrollments. Keep it fun and organized and you'll enjoy leverage and a greater amount of success! This is called management and leadership. Everyone appreciates a leader who has a defined plan of action, so go for it and watch your business grow faster!

#### **YOUR TEAM WILL FEEL THE LOVE**

Believe me, you're team will be excited to hear from you and they will be excited to meet each other and support each other! Otherwise, everyone is posting ads by themselves, they are each a lonely island unto themselves, they are likely procrastinating, and they won't feel the connected synergy or support vibes.

#### **THE BIG SYNERGY BONUS**

The big bonus to creating Classified Ad Synergy, besides boosting team morale and everyone's income, is you'll create a sense of camaraderie and connectivity between you and all your teammates. Happy bonding and great job!

# **Binder**

## **Leads That Call Me**

### **Inbound Call Tracking Sheets for the Classified Ad System**

This Binder Belongs To:  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Essante ID: \_\_\_\_\_

Make one copy of this Binder Cover Sheet and insert it into the front of a thin, 3 ring, black binder.  
Just leaving this binder out on the table in public can attract leads. Reread that title. Nice right?  
Make 25 copies of the following Call / Lead Tracking Sheet & place them into your thin black binder.

## BINDER SHEET - LEADS THAT CALL ME

### Inbound Call / Lead Tracking Sheet Page # \_\_\_\_\_

Date of Message or hangup	Name Phone # City State Time Zone	Answers to Questions 1-5	Notes	
__ / __ / __  ___ Left msg.  __ Hung up		1 liked best?  2 occupation/currently working?  3 best yr income?  4 why looking?  5 MLM experience?		Heard 800 vm?  Booked into:  Emailed appt form?
__ / __ / __  ___ Left msg.  __ Hung up		1  2  3  4  5		Heard 800 vm?  Booked into:  Emailed appt form?
__ / __ / __  ___ Left msg.  __ Hung up		1  2  3  4  5		Heard 800 vm?  Booked into:  Emailed appt form?
__ / __ / __  ___ Left msg.  __ Hung up		1  2  3  4  5		Heard 800 vm? _____ Booked into:  Emailed appt form?

- . **Make 25 copies of this form:** place in black binder, write caller's info. in each box (track non ad system leads also)
- . Each time you receive a message in your 800 inbox, place their info. on this tracking sheet **before** you call them
- . When following up, place the caller's name & tracking sheet **page #** into your calendar (for easy quick referencing)
- . As you have 1 in the holding tank, go back to those who said no & "**depth charge**": [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training)

## SCRIPTS

### BOOKING THE APPOINTMENT SCRIPT

- Call All Leads IMMEDIATELY, they are moving on to other ads & will forget yours.
- Hear 2 real appointments booked in 90secs: <http://gogreengetpaid.com/realexamples/>
- Have this script in front of you & read along, as you hear Angie book 2 real appointments.
- After you hear 2 appointments booked, use the same tone & pace & book your callers.

"Hello, may I speak with (1st & last name)? Hi, (1st name). This is (your 1st & last name). You responded to our classified ad, in regard to a position & six-figure income with our organic company. Do you have a quick minute?

**NO:** Well (first name), all I need is about 90 seconds of your time. I'm also very busy so I will make it quick. You could probably spend 90 seconds right now to prioritize a possible six-figure income, I imagine? Ok great (go to question #1 below)...

**YES:** Excellent. (First name), because you responded to our classified ad I can share many of our executives, even some of those in the *training* process, are earning significant income: \$2 to \$10 thousand per MONTH and our full-timers earn more. I just need to ask you a few quick qualifying questions &... possibly.... schedule you for an appointment to meet our company.... (go to question #1 below)...

1. First, (first name), tell me, what did you like *best* about what you heard on the 1-800 voice mail? (Refresh memory if needed: " we are a global organic company that allows you to work from home & we have a lead system that creates success - but it's ok if you don't remember the classified ad)

2. (First name), tell me a little bit about yourself. Briefly share your occupational background & **are you currently working?**

3. (First name), let me ask, in your VERY BEST YEAR, what annual income were you accustomed to earning, in your best year? Excellent, that's certainly attainable here even on a p/t basis... And what are **you currently earning now?** (wait for their answer) That's certainly attainable here.

4. (first name) what prompted you to respond to **OUR** ad, why are you looking?

5. (First name), have you ever been in sales or **network marketing** before?

**YES:** Ok, which company? Write down the network marketing company name on the Appt. Form.

**NO:** No worries, it's not a qualifier, because we have **an inbound call system** we train you to use.

**\$30K/YR. OR MORE QUALIFY:** Book them to meet you at a group interview in a classy resort lobby.

**\$29K/YR. OR LESS DO NOT QUALIFY:** Book them to see the company video or slides.

All deserve Essanté, yet we save time & increase closings by only meeting in-person & offering group interviews to people with enough disposable income to purchase a \$499 or \$199 Below Wholesale Go-Green Pack on the spot. One person without enough income to buy their own Essanté Organics opportunity can create a negative experience for everyone at the group interview, therefore they see us online.

Great, (first name), it sounds like you **may** have the skill set we look for. As I said, our executives earn high incomes: most of our Executives, work part time from their home office, about 7- 10 hours & they can earn about \$2-\$10 thousand dollars a month with our inbound call system. Many of our full time executives earn far more. Our executives do very well yet I can't promise you anything until we have you meet our company. And I'm going to make that really easy to do. Do you have a sheet of paper and a pen? (wait until they have a pen, have schedule in front of you: your schedule for live group interview at classy resort lobby near you, or 1 on Community Calendar)

**\$30K/YR+ EARNERS:** Ok, I'm going to grant you an appointment to meet our Top Regional Executive, (Mr./Mrs. \_\_\_\_). I'm going to put in a good word for you, based on our conversation. Let's see if we have availability left. Ok, I have 2 openings left (day time or day time). Which do you prefer? Ok great. Are you ready to write this down? You'll meet with (Mr./Mrs. \_\_\_\_). Your appointment will be at (     pm) sharp on (     day). You'll be meeting at (an in-person group interview give full address, zip code, clear directions. Meet at the resort's Reception desk). Now (    ), it's important to write this down too... please arrive 15 minutes early at (    :45 pm). You'll be greeted at the resort's front desk at (     pm) sharp & brought back to meet (Dr./Mr./Mrs. \_\_\_\_) for your appointment. Please read the date, time & address back to me. Mr./Mrs. (last name), this is a 6-figure income position so we have 2 requirements: (1) business casual attire is required, Ok? And we ask you to arrive 15 minutes early, at (5:45pm), the reason is we start promptly at (6:00pm) and anyone arriving **even 1 minute late** is simply asked to reschedule, ok? Excellent... Enter this appointment into your calendar now, arrive at the front desk early and hey, good luck to you ok? Great, bye-bye. Hang up abruptly right now.

**\$29K/YR OR LESS EARNERS:** I'm going to arrange an appointment for you to view our company, do you have Internet access? **NO:** 3way them on to phone recording now: 1-618-335-7333 **YES:** Great. We're scheduling you to see our company tour at [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com). Once again, that's [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) Got it? Ok, that's an exciting tour of our company; front to back, in about 10 minutes. Can you look at that (now, or tomorrow)? (at 3pm or 5pm)? Ok Great, begin viewing at exactly (day & time). And our commitment to you is, someone from our company will call you immediately after the video, just to see what your favorite part is ok?... Great so you're committed to viewing the company & 6-figure income at (day time) & then answering your phone right after to share your favorite part? Great. Ok Begin viewing at (day time) and we look forward to our scheduled call 15 minutes afterwards. Is that in your calendar now? Ok. Good luck & good bye for now. Hang up abruptly.

**DO:**

**Book the appointment in 90 seconds** & enjoy the rest of your day! This is your only objective.

**What's the website?** [GoGreenGetPaid.com](http://GoGreenGetPaid.com) (then get right back to this script).

**What's the name of the company?** Use YOUR own company name (& get right back to script).

**I have a Q:** "Great question, I'm just the appointment setter, but the presenter will answer that for sure."

**DO NOT:**

**Email people a link.** 98% of emails go UNOPENED. Have them write [GoGreenGetPaid.com](http://GoGreenGetPaid.com) on paper.

**Let people view the company whenever.** Always schedule an appointment time for them to view.

**Say you're calling them after the in-person interview.** We want applicants to enroll at interview.

**Be too friendly during this script.** It NEVER works. Quick & firm books more appointments every time.

**Deviate from this script.** If you do, you'll break the system & you'll experience a high no-show rate.

## SCRIPTS

### ANSWERING QUESTIONS

#### I HAVE A QUESTION

Oh, great question. I'm just the appointment setter, yet the Executive (or CMO) who gives the company tour will answer that for sure! I'm glad you qualify to meet our company, they're awesome to work with, I love it here. I do have a stack of appointments to book, so I'm gonna go, good luck and if there's anything not answered please write it down and the company executive will answer your question. Bye for now and & good luck to you ok? HANG UP.

#### WHAT IS THE NAME OF THE COMPANY / WEBSITE

**COMPANY** It's (Smith Organics), now as I was saying (get right back to the *Booking The Appointment Script*). Use your own company name. It does not have to be official, just use your last name and add the word organics.

**WEBSITE** It's GoGreenGetPaid.com, now as I was saying (Get right back to the *Booking The Appointment Script*)...

#### HUNG UP / DIDN'T LEAVE A MESSAGE

Call them anyway and use the same *Booking The Appointment Script*.

Hello, my name is Mr/ Mrs (\_\_\_\_\_). I see you or someone from this number responded to our classified ad and 6 figure income potential with our organic company, (Smith Organics). My first name is (\_\_\_\_\_) may I ask your name? Great, (\_\_\_\_\_)! We are currently recruiting a few skilled people who are interested in working from home and earning high commissions, do you have about 90 seconds?

**YES:** Perfect, thank you for calling our 800 line, I'm glad to be getting back to you. May I ask, did you get busy, distracted, or were you just flat out not interested? **Only if interested:** I completely understand, (\_\_\_\_\_), I get busy and distracted sometimes too, so I promise to only take 90 seconds of your time. I'm going to ask you a few questions, to see if you qualify to tour our company online or in person. (Go to the *Booking The Appointment Script / 5 questions*).

**NO:** Ok, I understand. When would be a better day? (Tomorrow) or (The next day)? Excellent, what time works best for you? (Time or Time)? Perfect, I will call you at (date time) please add me to your calendar ok? Your voice sounds great! Good luck!

#### I GOT A RESUME OR EMAIL VS. A 800 VOICE MESSAGE

Go to the chapter titled Text Ads, choose 1 and text it to the # on the resume. Or respond to their email with this: Dear Mr. \_\_\_\_\_, Thank you for responding to our classified ad. Your resume looks great. We wish to speak with you right away, kindly call us at 1-800-xxx-xxxx. Leave your occupation at the Sincerely, Mrs. Sally, CEO Windsong Organics (insert your name & your company name so they do not Google Essante).



## SCRIPTS

### LEAVING A MESSAGE SCRIPT & THE DOUBLE DIAL

#### LEAVING A MESSAGE SCRIPT

Based on your marketing budget, you may purchase leads. We recommend buying 10 high quality leads over 100 poor quality leads. For example: we recommend you buy 10 two-week-old, double opted in leads vs. 100 leads that are 90 days old and only single opted in. Here is the script to use (if you bought leads, or are calling people who posted their resumes online, or if you're leaving a voicemail for any other reason.

"Hi (first name),

You called our company, or submitted your information about (\_\_\_\_) days ago to our award-winning organic company in regard to (working from home and earning 6 figures part time). Because of your initiative, your name came across my desk in relation to the part time and a full time positions we have open at our global organic company.

You'd be processing **inbound calls** from the comfort of your home-office. All training is provided. Our independent contractor executives earn between \$1,000.00 and \$20,000.00 per month. Some of our full-timers earn far more in commission. Please call me back within then next 48 hours and share your business background at the tone. 800-xxx-xxxx. Once again dial 1-800-xxx-xxxx and share your occupational background. Good luck. Bye for now."

#### THE DOUBLE DIAL

Double dial everyone who does not answer at first. In other words, when you 1st call, the caller will 1st see your unknown phone number and city on their phone screen. They will likely decide, because they don't know you, not to pick up. YET... when they don't answer and you dial AGAIN (when you call back instantly a second time) this is called THE DOUBLE DIAL. And 8 out of 10 people WILL pick up the phone during that second dial. They're thinking, "Wow, this call must be important, I better pick up"... and they do! . The DOUBLE DIAL improves your connection rate and in turn your booking and closing ratios. It helps your team grow faster. I've made thousands of dollars implementing the DOUBLE DIAL and now you can too.

## SCRIPTS

### AFTER THE LIVE GROUP INTERVIEW APPOINTMENT SCRIPT

#### IMMEDIATELY AFTER THE LIVE APPOINTMENT

“Congratulations on qualifying to (view our video or) meet with our company! What part of the (Video or Slides by the CMO) and overview did you like best?”

“I liked \_\_\_ best”: Go to next page (The 8 Question Close Script & The Join Script)

“I didn’t keep my appointment”: “I’m shocked, not everyone qualifies to meet with the top of the company. They are very busy. I’ll give them a courtesy call right away & apologize. You had given me your commitment & I had put in a good word for you, **what happened?**” Shhhh... (Ask them what happened because your time is valuable, you are valuable, & it is NOT ok for someone to mistreat your time. Be quiet, let them feel the gravity of not keeping their word & allow them to explain. *If* you feel they’re worthy of another chance, offer them one more shot, by reading below).

#### RESCHEDULE THE LIVE APPOINTMENT

“I’m (going to/ calling to) offer you another chance. I’m offering you one more chance & appointment. But I have one question first... Did you miss your original appointment because you got busy or distracted, or are you flat out not interested in viewing our global organic company and the 6 to 7 figure income potential?... Ok, this video appointment shares our company, front to back, in about 14 minutes. Again most of our Executives work 7-10 hours a week, processing inbound leads from their home-office. Grab a pen & let me know when you’re ready. Ok, It’s [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com). Can you view that at ( am) or at ( pm)? Ok (1pm) it is. Place that as a (1pm) appointment in your calendar now & please keep this appointment. Is it in your calendar now? Great, an Executive from our company will call you at (1:15pm) just to see what your favorite part is. Are you committed to watching the video at (1pm) and answering our Executive’s phone call at (1:15pm)? They are busy & there’s no need to waist your time or theirs, so they won’t get your voice mail, right? Ok, good luck. Bye.” Hang up.

#### I’D LIKE MORE INFORMATION

“Excellent. Would you like more information on the company, the products, or how well we pay?”

- **Company:** Schedule them to view your website Careers Tab and follow up.
- **Products:** Schedule them to view your website Shop and follow up.
- **Pay:** Share [www.GoGreenGetPaid.com/6Paychecks](http://www.GoGreenGetPaid.com/6Paychecks) or schedule them to view your website Careers Tab and follow up.
- **All of it:** Share your professional, classy Essanté Organics website and follow up.

“How long do you need to review this information, can you review it (by the end of the day today) or (by the end of the day tomorrow)? Ok Great. I will call you to get your questions answered. Shall I call you at (5pm) or (7pm)? Ok very good. Place me in your calendar & I will ensure your questions are answered then. Bye-Bye.”

## SCRIPTS

### 8 QUESTION CLOSE SCRIPT

Always speak to your applicant **once**, yet **simultaneously** schedule 2 appointments back to back. The 1st appointment - is for the applicant to **view** the company (at a live group interview or online). The 2nd appointment - is scheduled **immediately** after the 1st appointment and it is the follow up appointment, where you ask what they **liked best** and complete the 8 Question Close Script:

### 8 QUESTION CLOSE

1. What did you **like best** about what you heard?
2. Tell me **what you do for a living** again? How would your skill set fit in at Essanté ? How soon until you retire?
3. Do you have **a plan B** maybe real estate or stock investments you'll be able to retire on or place in your will?
4. How much **money** would you like to make if you were to do this on a very part time basis?
5. How much **time** would you be willing to invest? (most work 7-10 hrs./week)
6. Could you see yourself doing this business **with my help**? Can you put a list of 15 sharp people together?
7. What **budget** do you have to start a new business? (are you leaning toward the \$499 pack or \$199 pack?)
8. Have you **heard enough** to make a decision?

Print this page and cut this box out. Keep this with you at all times (at every online and live meeting). Omit Question 8 if you are closing more than one person at a group interview. Tape a copy of this next to your work station. Key The 8 Question Close into your smart phone. Memorize it for greatest success.

"Hello (prospect's name), this is (your name). How are you? Great, I'm following up with you as promised to see what you liked best about (our video tour at GoGreenGetPaid.com) or (your appointment with Mr./Mrs. \_\_\_\_\_) our regional Exec.

**1.** (prospect's name), what did you like best about what you heard? Great! Affirm **their** answer. Make it all about **them**. For example:

- . I agree (Dave) Absolutely, \_\_\_\_\_ is one thing I like best as well.
- . I agree (Mike), the income is substantial. Our Executives make great incomes.
- . I agree (Lisa), the products are the greenest products on earth & they help people.
- . I agree (Tim) the demand & timing are huge, supplying this demand creates wealth.

**2.** \_\_\_\_\_, share with me again what you do for a living? How do you feel your skill set would fit in here with Essanté Organics? Do you work decent hours? Do you commute? Are you rewarded & recognized for your achievements? Are you paid what your worth? How many more years until **you will be able to retire**? (Paint a picture of what it would be like for **them** here at Essanté Organics).

3. Ok, \_\_\_\_\_, let me ask, do you have any other residual income sources, like real estate or investments that will support you if you can't work? I understand all too well (share your situation that you're getting out of thanks to Essanté Organics - Social Security benefits will be gone by 2033 - Medicare will be gone sooner by 2031, etc.). Our company can be an excellent fit for you. You can will or sell the residual income you generate at Essanté Organics. (I had a few investments working for me when I partnered here, yet they weren't performing well enough financially. I wasn't on track to...retire from my job... Or care for my aging parents... or put my kids through college, etc.) I knew Essanté Organics would allow me to earn what I needed, what I am worth, if I just worked 7-10 hours a week here. I'm glad to say, it did not interfere with what I was currently doing.

4. \_\_\_\_\_, if you were to partner with us, how much money would you like to make each month, just starting very part-time? Excellent, \$\_\_\_\_\_ per month is certainly attainable here, even on a part time basis.

5. Ok, \_\_\_\_\_, in order to make \$\_\_\_\_\_ (amount they just shared), how many hours a week would you be willing to invest? \_\_\_\_\_. Excellent, you should definitely be able to earn \$\_\_\_\_\_ as you work your Essanté business \_\_\_ hours a week.

6. Let me ask, can you see yourself doing this with my help & our online classified ad system & training? Ok great. \_\_\_\_\_, to make \$\_\_\_\_\_ (dollar amount they shared), could you put a list together of 10 to 15 sharp, entrepreneurial people like yourself, and allow us to contact them **professionally**, perhaps by sharing the **classified ad** you responded to or by sharing the **video** you saw? Ok, great. Well, \_\_\_\_\_, if you are serious about putting in \_\_\_ hours a week, & putting a short list of 10 to 15 people together, you're definitely a fit for this company & you should easily be able to make \$\_\_\_\_\_ (dollar amount they shared) in the next 30 days with our ad system and help.

7. \_\_\_\_\_, here's an important final question. To make \$\_\_\_\_\_ a month what budget are you willing to invest into your new business, are you leaning toward the \$499 or the \$199 option? (wait for them to answer). Great, well, \_\_\_\_\_, I know we can work together and help you earn \$\_\_\_\_\_ a month.

8. I'm impressed with your vision of business ownership and the direction you're looking to take to earn more & retire sooner with us. Have you heard enough to make a decision?

**YES:** "Great, it takes about 5 minutes to join (use your phone, laptop, or computer and open the JOIN & SAVE FORM at the top of *your* website)

**NO:** Sure. Would you like more information on the company, the products, our how well we pay?

1. Company: Share your website and ask "will it take you 1 or 2 days to review? Schedule appt.

2. Products: Share [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) and schedule the follow up appt.

3. Income: Share [www.GoGreenGetPaid.com/6Paychecks](http://www.GoGreenGetPaid.com/6Paychecks) and schedule the follow up appt.

4. All: Share your professional classy website & follow up. (See *More Information* Script for details)

## SCRIPTS

### ABRIDGED 7 QUESTION CLOSE (FOR GROUP INTERVIEWS) SCRIPT

#### IMAGINE

Imagine you're in a quiet nook of a classy resort lobby with Mike, Mary, John, and Jan (4 people who called your 800# and booked an interview with you).

- You just finished asking them to share their occupational background.
- You took notes on each of their APPOINTMENT FORMS.
- You played the Recorded Slides on your laptop and they watched.
- You showed your spiral bound Classified Ad Booklet & 800 text notifications.
- Now it's time to close. You would deliver *The 7 Question Close Script* like this:

1. What did you each like best about what you heard? (Mike? Mary?).
2. How does your future look at your current job, how soon can you retire (John? Jan?)?
3. Do you have a plan B maybe real estate or investments you can retire on Mike? Mary?
4. How much money would you like to make if you were to do this p/t? (Jon? Jan?) Great, certainly attainable here.
5. How much time would you be willing to invest? Most work 7-10 hrs./week. By show of hands who can work at least 7-10 hours a week on the side?
6. Could you see yourself doing this business with our ad systems leads that call you, and our presenters (Mike? Mary? John? Jan?)
7. And 1 final question to ask yourselves... What budget do you have to start a new business? Are you leaning toward the \$499 or \$199 Go-Green Pack?

Question 8 is omitted during group interviews.

#### ONLINE JOIN & SAVE FORM

"Please open your phones and go to [essanteorganics.com/\\_\\_\\_\\_\\_](http://essanteorganics.com/_____) (your website). Is everyone there? Great, now tap JOIN & SAVE at the top & select OPTION 3 so you can see the Packs. Assume the sale by saying, "It only takes 5 minutes to join, just complete the form. Raise your hand if you have a question." Make sure each person is in OPTION 3 viewing the packs. Point to the \$499 or \$199 packs on their phone screen based on Q7 above. Stay busy by looking at each attendee's APPOINTMENT FORM (review your notes on the back). Assist people who need help completing the online JOIN & SAVE FORM at the top of your website and invite people to enjoy the product display you have on a far off side table (display directions are below).

#### QUIET Q&A

During the CLOSE, if someone raises their hand, quietly go to them, kneel/lower yourself next to their chair & meet them at eye level. *Whisper*, "Hi, happy to answer your question." They will match your whispered tone. *Whisper*, "Great question" and give the answer. If you don't know the answer *whisper*, "Excellent question. I will gather the answer within the next 24 hours and let you know". Remember, questions are great, they indicate interest. If they still hesitate in filling out the ONLINE JOIN & SAVE FORM, invite them to discover and enjoy the product display.

## SCRIPTS

### INTRODUCE YOUR LEADER / UPLINE / 3-WAY CLOSER SCRIPT

Prepare to close like a champion on the phone! If you are on a 100-point Easy Order you can increase your closing rate in 2 calls. How? In advance, **schedule an appointment time** for your Up Line Leader or the President of Essante Organics, Dr. JJ Levine, to close 2 leads for you (as you just listen) so you learn how to close for yourself & your teammates. Ask the leader to use *The 8 Question Close Script* in this booklet (but do not chime in during *The 8 Question Close*).

#### PREP WORK

1ST - **Ask your leader to email/text you their bio (the bio is read by you during this script).**

2ND - Read their bio 2-3 times before the closing call appointment so you are familiar with it.

3RD - Gather your 800 caller's answers to the 5 Qs from the *Booking The Appointment Script* (their needs).

Call your Leader 30 seconds before the appointment time & have them on the line with you. Then dial your prospect/lead and say,

"Hi \_\_\_\_\_ (lead's name), we are extremely fortunate right now. I mentioned your name to one of our Top Executives (Mr./Ms. \_\_\_\_\_). They made it a point to arrange their schedule to meet with us right now to get your questions answered.

(Leader's name) this is (lead's name). They live in (city).

He/She found us by our (Craigslist ad / Instagram post, Text Message Ad, etc).

And they've looked at our company, they saw the (GoGreenGetPaid.com video or The Slides).

They are interested in (quickly share the lead's 5 answers to *The Booking The Appointment Script*, their needs & what they're looking for).

And (Lead's name), this is (Mr./Mrs. Leader's name). They are a top Executive with Essanté Organics. **READ THEIR BIO NOW & EDIFY THEM.** (reading the highlights of their bio is essential in helping your prospect/lead feel valued, plus it builds trust in you, the leader, & the company).

Mr. / Mrs. \_\_\_\_\_, please say hello to (Lead's name).

**Shhh. Mute your line, take notes, & please never interrupt the closer. Welcome to real time, on-the-job training... where you experience how top earners work fast on their feet & use *The 8 Question Close* to help guests close themselves. Open your website's JOIN & SAVE page, select option 3, and be ready to enroll your lead by entering their information & using the next script.**

Not edifying (not reading the up line or corporate leader's bio) will decrease your closing rate because your prospect will not have any point of reference to gain respect for the person who is speaking with them or the company. Reading the leader's bio creates a higher closing ratio for you. Create your own bio and send it to your teammates. When they ask you to close for them send them your bio. Edifying your Executive and Corporate Leaders with their bio is essential to a powerful 3-way call because it gives the lead a different set of acute listening ears. Most of the time your Executive Leader will be using the 8 Question Close Script, so follow along. Take notes because this is where you learn to answer questions & handle the 5 objections in network marketing. Also visit [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training): How To Handle Objections.

## SCRIPTS

### FILLING OUT THE ONLINE JOIN & SAVE FORM SCRIPT

- Go to *your* website & tap JOIN & SAVE at the top.
- Tap OPTION 3.
- Read this script & type their answers into the online form on your website.

"It takes about 5 minutes to join, first, I'm going to gather **a few pieces of information**, second, I'm going to activate your **global website instantly**, then I will schedule your [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training), the #1 tool to earn income quickly. So first...

- "What name would you like your Essanté Organics business in, your first & last?"
- "And what address would you like your income & products sent to?"
- "And is this ship to address the same as your billing address?"
- "And what is the best mobile # & email for you? Great. Here's my name, mobile #, and email."

"Ok, the company sends us income and annual 1099 forms, so what is your date of birth and social security number?" (If they wish to keep this private take them to your website's JOIN&SAVE button at the top of your website right now. Walk them through the secure online Join&Save Form).

"And what type of card do you like to use for purchases like this? Visa or Master Card? (we accept Amex, all major credit cards, debit cards, and gift credit cards). Ok. How does your name appear on the card, with a middle initial? Ok. And the number? Ok. What is the expiration date? And the security code? (3 digits on the back except for Amex which is 4 digits on the front). And the billing zip code?"

"Ok. **My** personal website is [www.EssanteOrganics.com/](http://www.EssanteOrganics.com/)\_\_\_\_\_ What would you like **your** personal website to be? I recommend keeping it short & easy to spell. Ok, (spell it bak to them). One moment. Great, your website will be activated in about 15 minutes & you'll be able to go to it. So write down your website: [www.EssanteOrganics.com/](http://www.EssanteOrganics.com/)\_\_\_\_\_".

"Now I'm providing you with a temporary password of 1234, so write it down, ok? Great, this will allow you to log in and it will allow me to show you how to view your back office. You can change it to a private password as I show you your back office. Great. What time would you like your website back office tour? (give 2 time appointment times & they choose 1). Ok put that in your calendar & call me then. I'm doing the same." (add this important appointment to your calendar)

"Perfect, I'm ordering your \$499 (or \$199) Below Wholesale Pack now. This is the best choice. You'll LOVE it! It will arrive in 5-7 business days. Call me as you receive it & we will go over the products together ok?"

"Now \_\_\_\_\_, it's best to set your future 100-point monthly Easy Order right now, so you don't miss any paychecks. I recommend #972 The Toxic Free Daily Use Products. Your monthly Easy Order

## SCRIPTS

### FILLING OUT THE ONLINE JOIN & SAVE FORM SCRIPT

will arrive next month, about 30 days from today, and you are in charge. You can edit or stop it any time. But... to receive commission you'll want to remain on an active 100 point monthly Easy Order like we all do. So, \$117.25 plus tax & shipping will be billed next month. You'll receive it next month. Ok?" (Set their Easy Order Date for 28 days from today to insure they receive commissions).

"OK! NOW YOU CAN CELEBRATE! CONGRATULATIONS ON YOUR NEW BUSINESS, \_\_\_\_\_! I'm thrilled to be the 1st person, of many on the team, to say welcome to your brand new green organic business!" (wait for them to say thank you.)

"You're very welcome, I love helping people live an organic life and earn more income. You will too. Now, the final step is simple & exciting. It will help you earn income quickly. When can you put a list together of 15 sharp people, today or tomorrow? Perfect, let's schedule a time to talk about those 15 sharp, ideally entrepreneurial, people. We will over how to professionally share our company video by text. Does a day appointment or evening appointment work best for you? Great, (6pm) or (7pm)? Put the date & time in your calendar and I'm doing the same." (This appointment must be within 48 hours of enrollment for the greatest success in launching your new Executive successfully).

"Ok here's the #1 tool to start earning income right now. This is your 30-minute homework ok? Ok, go to [www.GoGreenGetPaid.com/Training](http://www.GoGreenGetPaid.com/Training) and take the first How To Get Started Training, #1 ok? Good. It's fast, about a ½ hour, it is interactive and AWESOME. Listen to that recording & have fun! What date and time will you do this? I want you to do this before we talk about your 15 sharp entrepreneurial people ok? Great do you want to do your training (tonight) or (tomorrow)? Great. Do you want to do your training (tomorrow morning) or (tomorrow evening)? Ok, (9am) or (10am)? Great, you're committed to that appointment right? Ok, good. I request that you call me right after you're done with your Getting Started Training and share your favorite part ok? Awesome, \_\_\_\_\_. Have a great day/night and I'm looking forward to hearing about your favorite part of #1 The Getting Started Training on (day) at (time). Call me the moment you've finished, ok? Awesome talk to you soon, bye bye."

Inspect what you expect: Place their First STEP Training in your calendar too. Wait and let them call you, as you requested. If they do not call you after they complete their 30 minute training, call them. After their Getting Started Training is complete, ask them to share their Goals (what do they want to Fix, Avoid, and Achieve?). Ask them their favorite part of the First STEP Training #1: do they want to S.T.E.P. by using the video, or the slides, posting Classified Ads, or parties? Set a plan & go over their list of 15 sharp entrepreneurial people. Help them fashion a 4C or FORM invite for the first 5 people on their list. Their list will help them reach GOLD in their 1<sup>st</sup> 30 days. Share [GoGreenGtetPaid.com/Training](http://GoGreenGtetPaid.com/Training) – How To Invite. Go over the Text Ads in this book. End by scheduling the next call between you and them. Always end every call by schedule the next call.



## REQUIRED GROUP INTERVIEW APPOINTMENT FORM

- . Use this form for yourself to stay professionally organized during your solo & group interviews.
- . Send this form to your up line leader if they are providing group interviews near you.
- . Complete 1 Appointment Form per qualified lead (those earning \$30,000 per year or more).
- . Print 25 & enter your contact information in 2 spots: Presenter uses 1 & 1 is passed to your lead.
- . Text a photo of the completed Appointment Form to the Presenter immediately (1 per lead).
- . This form is accepted up until midnight the night before the interview occurs.
- . This form is NOT accepted the same day of the interview as it is unfair to the Presenter.

### Presenter & Business Overview (Single or Group Interview) Information:

Date / Time of meeting: \_\_\_\_\_

Location: \_\_\_\_\_

Presenter's name: \_\_\_\_\_

Presenter's mobile & email: \_\_\_\_\_

### Lead / Applicant Information:

First & Last Name: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Current annual income: \$\_\_\_\_\_ /year Former Network Marketing Co.: \_\_\_\_\_

Occupational background (5 words or less): \_\_\_\_\_

### Your Information (This lead belongs to the following Essanté Executive):

First & last name: \_\_\_\_\_

Essanté ID #: \_\_\_\_\_

Email address: \_\_\_\_\_

Fax #: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Your monthly order amount \$\_\_\_\_\_ The date of your last order \_\_\_\_\_

**FILL THIS OUT FOR THE PRESENTER: Presenter Cut & Pass To The Applicant As They Exit The Overview**

### Thanks for meeting with us today! Your Essanté Organics Executive is:

First & last name: \_\_\_\_\_

Cell phone: \_\_\_\_\_ Facebook.com/ \_\_\_\_\_

Email address: \_\_\_\_\_

Website: www.EssanteOrganics.com/ \_\_\_\_\_

*Extra questions? Wish to see what your pre-built global website will look like? Call your Executive above.*

## GROUP INTERVIEW APPOINTMENT RULES

- Most Essanté Executives Present for (host) their own single or group interviews. They invite their own callers/applicants to meet them near the reception desk of a classy resort lobby near their home at a **specific appointment time**. Then they walk everyone back to a quiet area of the lobby &, from their lap top, share the standardized slides or video (in the Back Office under Tools/Training) & this spiral bound booklet. The resort appreciates this as it brings in potential business. Many stay after the interview to eat, etc.
- Be on a 100-point monthly order **before** submitting an Appointment Form (above), to your up line presenter (if someone is presenting for your team). Executives don't have to attend the group interview but it is highly recommended. **Only** send people earning \$30K/year +.
- The Presenter provides a **standardized** group interview for themselves &/or their down line: (1) The Presentation Slides or Video is shown. (2) The spiral bound Classified Ad System Booklet, Lead Binder, & text messages received from [800link.com/essante](http://800link.com/essante) are shown. (3) The Presenter closes for all Executives who sent applicants to the interview appointment. They lead by example & are on a 100-point order & they are the best dressed in the room.
- The Presenter will **call you** after the group interview concludes (do not call the Presenter). **Do no rely on other presenters**, you should present to your leads in your city & you should present for your down line team (it causes your team to grow faster & be stronger).
- The Presenter calls each Executive **immediately** after the overview with their applicant's status.
- The Executive then calls their lead/attendee & uses the *Immediately After Their Appointment Script*. This script handles both types of applicants: those who DID view the company and those who DID NOT show up to the interview. **You** help them enroll on **your** website under JOIN&SAVE at the top. **You** are responsible for keying in **your** new attendee's information into **your** website's JOIN&SAVE page & placing them in **your** holding tank &/or onto **your** pay team/pay leg. Up line or corporate can coach you initially.
- The Executive will **personally welcome** their new teammate & **schedule their Getting Started Training** within 48 hours: [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training).
- The Executive **will follow up** immediately after the Getting Started Training is complete: they will share how to get The Classified Ad System **in their new Back Office** & ensure they are on a **100-point** monthly Easy Order. Point & direct everyone **do not** print books.
- Executives are encouraged to become Presenters: 1) provide a group interview overview, in your city, on the same date & time each week. For example Tuesdays at noon or at 6pm. Group interviews should be held at the classiest FREE resort/resort lobby available. Resorts LOVE this because it brings business through their doors (most enjoy food, etc. after the interview. 2) Dress in sharp business attire & meet with your leads & all your teammates' leads to grow your team. The people at the front of the room always receive the largest bonuses & residual income in network marketing.

## GROUP INTERVIEW DIRECTIONS

### PREP WORK

#### PRESENTERS

If you have an up line leader presenting in your city, great, you may book your 800# callers into their group interview presentations with their permission. If not, become the Presenter in your city because it's easy & rewarding (both socially & economically). Tandem presenting is great too, ask teammates to attend/assist!

#### IT'S EASY TO PRESENT

Simply open this book to page 69 and place it in front of you on a coffee table, in a quiet seating nook of a classy resort near your home. Download the latest Presentation (in your Back Office - Tools/Training) onto your laptop & follow the 4-part 30-minute standardized presentation outline on page 69:

- 1) Open - Welcome everyone & ask each attendee to share their occupational background.
- 2) Video/Slides - Show [gogreengetpaid.com](http://gogreengetpaid.com) video OR [Recorded Slides](#) on your laptop.
- 3) Booklet/Leads - Show the spiral bound Classified Ad Booklet & 800 text notifications.
- 4) Close - Read the *Abridged 7 Question Close Script*. Print it and have it next to you.

The full Presentation outline is on the last page of this booklet (page 69).

#### PREP WORK - RESORT

- Choose a classy resort lobby near your home (this is for *your* convenience).
- Place the resort's name, phone, and address in your smartphone contacts.
- Scout the lobby for a quiet nook with few distractions (check upper floors too).
- Ensure the quiet lobby nook has seating for 8 and a coffee table. Remove any extra chairs ahead of the interview if meeting with fewer than 8 applicants.
- Bring the receptionist a \$5-\$10 gift card (a write off, ask your CPA) & alert them you'll be meeting clients in the lobby near the reception desk.
- As the group arrives at the desk bring them back to the nook *exactly on time*.
- Ask the receptionist to lookout for latecomers and to tell them they'll be called and rescheduled. Do not allow latecomers into your meeting, it distracts & disrespects you and those who arrived on time. Focus on the punctual people.
- Remember, resorts are *thrilled* you are bringing in people to *their* lobby because it usually means *extra business for them* (many will stay & order food & drinks or they'll bring friends on another day to listen to live music, etc.).

#### PREP WORK - INTERVIEW SCHEDULE

- Choose one day per week to meet applicants.
- Example: Tuesdays at 6pm or Saturdays at 10am.
- Make it convenient for you & applicants (workers who need to interview).
- Let your teammates know the date, time, & address of your weekly interview.
- Ask teammates to submit 1 APPOINTMENT FORM per person on the day *prior* to each interview or earlier (it will have each 800 caller's occupational background on it). Do not accept APPOINTMENT FORMS on interview days.

## GROUP INTERVIEW DIRECTIONS

### PREP WORK

#### DRESS CODE

Be the best dressed person, in sharp professional attire, because this sets the tone and positions you as the authority. Applicants are coming for a 6-7 figure income. I've seen applicants exit the group interview without enrolling, and call back the next day to say, "I just couldn't get the presenters image & professional manner out of my mind. I want to join. I feel confident working with someone sharp like that." Psychology shows us people feel more confident when they are dressed up and the people who are in their presence automatically trust and defer to them. Exude confidence and a wealth of professionalism through what you are wearing when you interview 800 callers. Sloppy hats, chipped nail polish, greasy hair, scuffed shoes, shorts, t-shirts, etc. will cause applicants not to take you seriously. Instead these things will repel applicants, they'll exit instead of join. Executives who also attend the group interview are to wear the same type of classy, professional attire. Ties and heels are great but IF you forgo them DO ensure you are *the classiest dressed person in the entire resort*. Image matters. It will make or break your ability to close & grow your team.

#### DISPLAY

Prior to attendees arriving to your group interview, position a product display on a nearby side table so it will not distract anyone when they arrive at the quiet nook. Display your \$499 or \$199 Go-Green Pack of products, or at minimum display 1 Sweet & Shower Gel, 1 Super Reds, and the z3 Trio. Why is a simple product display important? Because it will help you enroll applicants. Let me share a story to help drive this psychology home. Imagine you're ready to purchase a new winter coat and you're at the coat shop. Seeing and touching the new coat makes it real to you. Now let's say the coat shop has a phenomenal find! The perfect coat for you! But it was in the back warehouse wrapped in plastic (basically invisible to you). You wouldn't buy it because you didn't see it. Now imagine your applicant(s). They are at your interview. They are excited about our company. Don't let them leave without seeing, smelling, and experiencing our organic products in a tangible tactile way. I've seen so many applicants stay, linger behind, pick up products, sniff, read labels, become enchanted, and then come back to the Presenter and ask for them to pull up the JOIN & SAVE FORM on their phone.

#### BACK TO THE WALL

Position yourself powerfully when you sit down with the group in the quiet nook. Position your back against a wall and fan out your chairs and applicants in front of you, facing you, so everyone is focused on you (not on people walking down the hall or in the pool outside the window).

## GROUP INTERVIEW DIRECTIONS

DAY OF (TO PRESENT - OPEN BOOKLET TO THIS PAGE, PLACE IT ON COFFEE TABLE IN FRONT OF YOU)

### START EXACTLY ON TIME

Meet all applicants at once, at the resort's reception desk, exactly on time at the top of the hour & not a minute beyond the exact appointment time. This conveys our high level of professionalism & respect for punctual applicants who are true to their word.

Immediately bring the entire group back to the quiet lobby nook **PROMPTLY ON TIME**. Applicants who are even 1 minute late are asked to reschedule. Let the front desk personnel know if you're expecting a late guest & ask them to please take the latecomer's name & number so they can be rescheduled. Give a \$10 Starbucks gift card to the front desk person who is helping you (buy gift cards in bulk & ask your CPA how to write them off as a business expense). See the detailed resort & lobby directions on pages 67-68.

### PEN & PAPER

Place both on the coffee table, in front of each applicant's chair, prior to their arrival. Optional: place water bottles too. Remember to position your back to the wall & fan out all applicants in front of you (& your laptop, booklet, & printed pg. 63).

### PRESENT IN 30 MINUTES OR LESS (NEVER LONGER):

#### 1) OPEN (5 minutes)

During the Open/Welcome, use each applicant's name often and ask each to share their occupation background & dream job in 60 seconds or less. Take notes on the back of each person's APPOINTMENT FORM.

#### 2) VIDEO / SLIDES (15 minutes)

Play the video or recorded slides on your laptop & make sure everyone can see the screen. Download latest Presentation version in your Back Office under Tools/Training - Presentation. After the Video or Recorded Slides conclude...

#### 3) BOOKLET / LEADS (5 minutes)

Show your *spiral bound* Classified Ad System Booklet & all the text 800# text notifications you've received. Edify the Classified Ad System & explain how well it works. *They* answered a prewritten ad, called the 800#, booked into this interview & are here. This proven system will work for *them* too.

#### 4) CLOSE (5 minutes)

Refer to the notes you took on the back of each applicant's APPOINTMENT FORM during the OPEN & show how Essanté Organics fills their needs. Ask all to grab their phone & go to the *proper* Essante Organics website (yours or the website of the Exec. who sent them). Ask them to tap the online JOIN & SAVE FORM at the top & select OPTION 3 to view the packs. Help them enroll. Invite them to enjoy the product display. Handle Q&A privately (use the *Abridged 7 Question Close Script* on page 63. Print it & keep it next to you if needed). SAME DAY - Immediately contact each Exec. who sent a guest & share guest's status.