



Pay It Forward Program: *Create a Campaign to Give Back to a Cause*

Your objective is to create a campaign to give back to a cause that is important to you.

Here's the most important piece for you to understand: it doesn't have to be complicated. What's **most important** is that your TIMING is ideal if you want it to be effective and that you share it was as many people as you know.

I'm assuming we have three specific objectives. First, some of you are focused on adding parties or on line parties to your November and December calendar, increasing the sales of those parties and a lot of online sales and outside orders. Second, some of you are focused on creative ways to increase your November and December sales outside of the party experience; through online sales and connections in your inner circle of influence.

You don't need to hold a crazy amount of parties or online parties to sell extreme amounts of product when you learn how to leverage the Pay It Forward Campaign model. Some of you are in network marketing, and you want many new distributors that join and continue to purchase your product. Stay tuned... I'll show you how.

Third, some of you are leaders and your objective is coaching your team on how to maximize the holiday selling season by mentoring your team how to explode their November and early December sales. We'll nail it all!

I will breakdown the content into three Success Principals that will increase your sales and decrease your time whether it's the holiday selling season, beginning of the year or the middle of summer. Our objective is huge results in less time.

First Success Principle: The greatest way to increase your income is to create short campaigns throughout the year (6 - 8 weeks)

There's this thinking in our industry that you have to do a lot to get a lot. Not true! When you create a quality campaign and create *extraordinary* experiences that engage others, you can do a little and get a lot. It's the quality versus quantity principle. I have hundreds of members I coach in

my Protégé Gold Program that have \$1,500 - \$2,000 live party averages and I have Gold members that strictly do several virtual parties a month in their pajamas and sell \$8,000 - \$10,000 a month. I have Gold members that see the value of doing both and have rocked their local business and on line business. And we have Gold members that are in network marketing that launch their new partners live & virtually and have grown a Rock Star Business.

You might be asking why am I telling you this? Because these members are constantly getting educated, giving back and throw campaigns throughout the year that are fun, engaging and GET RESULTS!

This webinar is all about the principle of service. Our training is about how to create a “Pay-It-Forward” campaign to give back to a cause from November 1st to December 15th.

Service is the highest activity to which we can aspire. This is the time of year that all of us think about giving back and the closer we get to Christmas the more we think about it. I can't remember a time in my life where there was such a gap between the wealthy and the poor. It's as if the middle class is almost obsolete. All of us know people who are experiencing hardship, and at our essence we all want to give back. It's a natural spiritual principle. Last year I had clients and members in my Protégé Gold Program who created some amazing campaigns, and their November and December sales were over the top, but simultaneously their experience of offering a “Pay It Forward Campaign” touched their hearts more than it touched their pocketbooks. My team and I were shocked over all the emails, Facebook posts and videos from our members. It was amazing!

Your objective is to create a campaign between November 1st and December 15th to give back to a cause that is near and dear to you.

Here's my suggestion and an overview of my training.

1. Create a campaign to give back to a family in your local community and give your customers and hostesses an opportunity to enter a family they know who is experiencing hardship in your Pay It Forward drawing. How? Any customer that orders \$100, takes \$100 in orders or books a live party or online party. I'll give you all the details in a moment.
2. Offer something special for your guests, hostesses, friends and family that either collect a \$100 in orders, hosts a live or virtual party or orders \$100. Think about how many people you know that could purchase a \$100 AND AND they get to enter a family in your Pay-it-forward drawing plus you want to do something special for them in service of supporting your Pay-It-Forward Campaign. What might that be? Your “5 Days Before Christmas” drawings, i.e., anyone who supports your campaign by purchasing \$100, taking \$100 in orders or booking a party is entered into your “5 Days Before Christmas” drawings for special products.
3. Find a comfortable way to tell others about your pay-it-forward campaign without being salesy. What might that be? Host your own Holiday VIP party early December and invite everyone you know. What you want is a comfortable way to tell others about your Pay It Forward campaign without being salsey, and the most comfortable way is to host your own

party. Why? Because what you want is a conversation with others and when you invite others to something special, it sets the stage for conversation. I'll give you all the details in a moment.

Here's the most important piece for you to understand. It doesn't have to be complicated. Sure you have to make your Pay it Forward flier, recommendation certificate and your props, but in theory it doesn't have to be complicated. What's most important is that your **timing** is ideal if you want it to be effective and that you share it with as many people as you know.

One of the reasons this program has been so effective in the past is that I actually give you a system of approaching others that's not salesy. It's about your ability to approach others at the right time. In my course, *Launching Your Greatest Holiday and New Year Ever* I give all my course participants my ideal scripts AND THEY LOVE THEM! I coach and train them how to create structure and then step into flow; how to listen, stay curious, interact and be authentic. That's how the conversion happens naturally. It's NOT PUSHED! It's a skill that all of you can learn.

Too many people and companies market their campaigns like a cheesy telemarketer. I notice it all the time. *"Do you want to round up your purchase and contribute your extra change to (whatever organization)" or "Hi Mary, this is Sue with XYZ company and I'm hosting a fundraiser for (???)? Would you be interested in..."*

Or you receive some brochure in the mail or from your children's school or club. That's not a bad thing obviously... however your conviction level is totally different when it's a cause that involves them and is up close and personal. What you want is an opportunity to share your compelling story and your passion about your cause while giving them an opportunity to experience an extraordinary fun activity and offer that interests them. It's all in the plan and the delivery.

Do you remember reading about my holiday "Pay It Forward" campaign in your registration email? Basically I said you'll have a blast checking in with friends, previous hostesses, and everyone in your circle of influence about your "Pay it Forward Campaign," your cause to give a few families experiencing hardship a holiday they'll always remember! Well what is a "Pay it Forward Campaign?" It's very close to a fund raiser except it's much more up close and personal, much more rewarding, much more appealing, and definitely gives others an opportunity to give back. Don't get caught up in the name. You could give it a half of dozen names and you'll realize that by the time I'm finished!

First step: Decide on your cause. Imagine paying it forward by giving one, two or three families a holiday to remember; an incredible meal, gifts for all the family members, decorations etc... basically *a memorable experience*. Now, imagine that you've experienced record breaking high sales during November and the first two weeks of December and had several friends and family members even contribute \$10, \$20 or \$50 toward your cause. What would that be worth?

One of my most memorable experiences was a client in my Protégé Program who involved her church choir in her holiday "Pay It Forward" campaign." She focused on one family and through her campaign she created an incredible experience for them; a delicious meal, wrapped gifts for each family member. The choir cooked, sang, decorated and gave each family member a very

special thought out gift. She involved her children who experienced the art of giving. The experience was simply amazing and the holiday spirits permeated into that family and everyone involved. And she had close family and friends writing her checks for \$20, \$30 and \$100 to gift to the family over and above taking orders or hosting a party. Your first step is to decide on a cause.

Second step: Create your ideal campaign. Several of my clients from previous years simply duplicated what I created and made it better. Something like this... all customers who ordered \$100, collect a \$100 in orders or scheduled a party/online party from November 1st through December 15th could enter a family they felt were experiencing hardship into the Pay It Forward drawing. One to three families were drawn from the entries around the 15th of December (give or take a few days). You decide whether you'll give back to one, two or more families. The benefit of choosing to give back to a family that's experiencing hardship is that your customers get to choose the family they want to enter into your drawing.

Of course part of the proceeds of the sales generated go toward the expenditures of providing the winning family/families with the special holiday experience. Remember you're promoting this to everyone. Imagine if you sold for example, \$10,000 in between November 1st and December 15th. If you're commission percentage is 35%, then you'd have a total of \$3,500 in commissions plus you might decide to ask family and friends to contribute to the experience. For example, several of my Gold members raised hundreds of dollars from friends and family members who contributed to the cause beyond ordering, hosting or collecting orders.

Also everyone that hosted a party, collected \$100 in orders or purchased \$100 in product during the reps Pay-It-Forward Campaign was entered into the reps "5 Days Before Christmas" drawings for an incredible product from their company's line (December 19, 20, 21, 22, and 23). If you choose to do this, you'll need to decide what items you'll contribute for your "5 Days Before Christmas" drawings. You could choose to give away items you have in stock or obviously you'll earn a lot of hostess credit for taking individual orders through your connection calls and Holiday Celebration Party. You'll understand that as we move more into the training. I talked with Jenny, a Gold Member, earlier this summer that said her business exploded after she took action on the Pay It Forward Program last year. She sold over \$10,000 in November and \$12,000 the first two weeks of December and has continued that momentum month after month from what she's learned in my Gold Program.

Third step: Create your invitation list. Ask yourself the RIGHT questions! Who loves my product? Who would I love to host a party for? Who would be talented in the business? Who would I love to see? Who do I want to get to know more?

I have a question for you... have you ever gotten a call, email, FB message like this *"Hi Julie. This is Karen from XYZ company! I wanted to check in with you to see if you were still considering having your own party. We have double hostess credits during December and some incredible hostess specials. Hello... telemarketer!*

Or how about this one, *“Hi Cheryl “This is Mary from XYZ company! I’m so excited about our new fall catalog and all the specials offered to customers this month. We have some amazing items that would be ideal for holiday gifts. My second “Hello” for the evening... telemarketer!*

Sorry, I *so don’t* resonate with that... the “all about me” bumper sticker!

Come on, do you realize how easy it will be to connect with your friends on Facebook, previous guests, previous hostesses and your connections in your circle of influence when you have a cause like a “Pay it Forward” campaign to offer them. It’s really a no brainer isn’t it?

Second Success Principle: Leverage your time by creating live or online events to promote your campaigns

So many people in our industry directly try to solidify the sale, book the party, or get the recruit without making a connection. It takes a lot of effort, turns people off and keeps you on the hamster wheel going around and around without any results. When you create extraordinary online events or live events to invite others to it give them a reason to talk to you, build a relationship and promote your campaign. Why? Because an invitation to an event isn't threatening or puts people on the spot! Have you ever had a neighbor or friend tell you they're not interested in coming to your barbeque, Christmas Party or couples wine and cheese parties? *Hello... it totally works!*

Fourth Step: Schedule one or two holiday celebration parties the first week of December or a special on line party with a Santa Giveaway theme.

Let's talk live for a moment. What is a holiday celebration party? It's simply an extraordinary holiday celebration party that you create for your hostesses, guests, basically everyone on your invitation list (Step 3) that you intend to have a conversation with about your Pay It Forward campaign. Here's the secret... it's a respectful, spacious approach that allows you to offer (keyword: offer) a fulfilling experience and engage them in a conversation about THEM. Did you hear that? About them, while sharing more about your Pay It Forward campaign. And through that rich fulfilling conversation, you'll have an opportunity to ask questions that will naturally elicit interest about purchasing, hosting or seeking interest about your business opportunity.

When you invite everyone on your guest list to an extraordinary holiday party experience, you will open the door for many conversations about your Pay It Forward campaign, and through those conversations, you'll attract orders, catalog parties, December parties and obviously January parties as well. Or if you're in network marketing you'll have many new people joining your company to get the product at a discount. It's all about the timing.

Ok, once again, Step 4 is to schedule one or two holiday celebration parties or a Santa Giveaway online party the first seven days of December.

I don't have time to cover all the details about this, but I cover it step by step in my course, "Launching Your Greatest Holiday and New Year Ever" course.

I will however give you the steps right now and know that I cover them step by step in my course and give you comfortable scripts to follow that are authentic and get great results.

Fifth Step: Schedule times to make magic connections with others.

I have some questions for you... on a scale of 1 – 10, how much fun are you having making connection calls, sending out creative cards with stellar invitations, sending engaging text messages, leaving an extraordinary message through instant messenger on FB or writing a Facebook post or messages?

Do others respond to you? Also, how do you feel about having magical conversations with others that has them say, *"Absolutely! I'd love to contribute to your Pay-It-Forward Campaign."* or *"I'd love to have a party"* or *"I'd love to connect with my friends and take orders"* or sure, *"I'd love to order."*

I know many of you are thinking...

"I don't know what to say. Hardly anyone ever returns my calls, or text messages or FB messages." Some of you are thinking, "I'm not sure how to engage others through social media. Or they don't like me! Or I don't want to be pushy! And even I'm not good at this business." Not true!

I believe in your mind or if you're a leader, the mind of those you lead, the reason you don't follow through with reaching out to others is most likely one or both of two reasons. First, you don't have a specific plan, scripts and tools. And most importantly, second, you have beliefs about what you think others are thinking of you and it steels your power to be engaging. Well it all revolves around your past experiences, conditioned thinking and the assumptions you make.

Many of you don't really know how to create a campaign, but I do. You don't have a plan or you don't really believe your own offer. Isn't that a trip? Deep down you don't see enough value. You haven't yet found your compelling reason or created a way of being that has you feel worthy. I coach our Gold Members around this in my course plus have a blueprint on how to **get ready, aim and then fire**.

This section would take me about 30 minutes, and no one is going to stay on the webinar for 3 hours with me, I'm sure! I need to focus on the most important content so that you know what you're doing however I have a course that provides the entire blueprint and I coach the participants around a process to break those beliefs.

A reminder to all of our new Gold members that are participating in our training; all of my scripts and customized Pay-It-Forward documents are already designed for you. The Pay it Forward sample flier, invitations, recommendation certificate, EVERYTHING is done for you. I want you to commit to completing the course offered in the Gold Program, "Launching Your Greatest Holiday and New Year Ever Course" by the middle of October and launch your Pay-It-Forward Program on November 1st.

I have one more Success Principle left. Yes, we'll talk language and scripts in a bit and a BONUS TIP on how to design your ideal props, but first I want to check in with you.

My hope is that you're realizing that when you amplify your belief, you have the ideal training and support, and you get out of your story and into action, there's nothing that can stop you from creating your ideal outcome. If you're feeling frustrated or challenged with your biz, the good news is that you're most likely ready for change. Stop right now and acknowledge yourself. You showed up! Hey, when I think back at the times in my life when I had achieved something outstanding I can clearly notice a challenge or strong frustration that happened prior to that success which was the catalyst that brought me to some sort of commitment.

Do you often feel exhausted and overwhelmed with the thought of having to constantly make connections online to generate sales or reach out to people to schedule parties or replace parties in your calendar and what you deep down want is to create a funnel that converts to online sales, new parties, online parties and new team members?

I know many of you work fulltime and struggle with the guilt of giving time to your business when deep down you don't have enough time for your family however the bills are piling up and you just want to be of integrity with your bills and what you really want is to figure out how to build your business, work your full-time job and take care of your family and eventually dump the job or hire things out; housekeeper, lawn control, personal assistant etc.

Do you find yourself thinking you've tried everything? You don't know what you're doing wrong! You want huge results! You want to increase your income and build a strong personal business without killing yourself and ignoring what really matters in your life.

What if you became so laser focused on the priorities and activities that brought you success and you learned best practices that ensured extraordinary experiences for others. Meaning, you learned how to take my practices and mold them to work for you by simply following the blueprint that has worked for thousands of Direct Sellers and Network Marketers?

"During our time together you've discovered....What you really want and why it's important to you! How Creating Campaigns Can Increase Your Income & Save You Time! How to leverage your time by following a proven system!

I have been training one small aspects of my four part series "Launching Your Greatest Holiday and New Year Ever Course," and I was blown away over the results hundreds of our course participants experienced last year.

Right now YOU have the opportunity to receive my entire blueprint so that you can experience your highest November and December sales and profits in your history of being in business and then launch your New Year with huge sales and profits. The Pay It Forward Program is just the beginning of what I have for you!

Right NOW you can receive instant access to my Launching Your Greatest Holiday And New Year Ever E-Course! *This course is ideal for you if want to MAXIMIZE Your holiday sales and begin the New Year with a Full calendar of live parties, virtual parties and JOB SECURITY!*

Imagine selling \$5,000 - \$15,000 a month during November, December and January without having to hold a crazy amount of parties!

Guess What? You will receive LIFETIME access to my Launching Your Greatest Holiday And New Year Ever Ecourse

PLUS the ENTIRE course is transcribed word for word with assignment, scripts and tools that make it easy to implement and will SAVE you a ton of time. This will make it super easy to get to your end result quickly and efficiently.

I've simplified the process step-by-step!

Here is a SNAP SHOT of what you'll receive from our Course!

- I'll coach and train you how to create your **Holiday Pay- It- Forward Campaign**. It gives you the perfect reason to connect with others about a cause to give back instead of an agenda that's about you, your business and your product. **You'll have so much fun connecting with friends, previous hostess and everyone in your "circle of influence" about your cause.**
- Most representatives report that they experience little success with catalog parties, however if you have a Pay-It-Forward Campaign you'll notice that most everyone you ask will be willing to show around the catalog to receive free shopping and support your Pay-It-Forward Campaign. **This alone could bring you up to \$10,000 of additional Holiday Sales.**
- How to host two Holiday Celebration parties during the first two weeks of December. The name of this game is conversations, conversations and more conversations. You won't believe the impact this will have on your December business.
- How to engage two hostesses to host a Holiday Celebration Luncheon or Holiday Happy Hour Party at work. **Last year I had hundreds of Gold Members in my program that had \$5K+ Holiday office parties** for hostesses who work with several employees. You'll receive my entire program, **"Huge Holiday Office Parties that Yield \$5,000+ in Sales."**
- Simple Secrets to creating **extraordinary Holiday theme parties** with exclusive drawings and a holiday table with special offers & pricing, complimentary gift wrapping, complimentary cards and holiday incentives that ensure extreme Holiday Sales.
- Do you have unique holiday invitations? You will after I get through with you. I'll show you how to create unique holiday invitations, with a picture of you and your hostess on the invitation. This simple idea will set you apart from 90% of the reps in our industry that settle for the salsy postcard invitations. It will increase your attendance more that you can believe.

- I can't wait to share my unique Holiday hostess coaching program that will **ensure you have your ideal number of live & virtual parties with strong attendances and high sales!** I'll train you how to create an experience for your January hostesses in December that will move, touch and inspire them to want to hold their January party. It's all about creating a Holiday experience for your New Year Hostesses in December that blows them away. You won't question whether your January hostesses will hold their parties

You receive Lifetime Access to our Course Library! That means next year we'll improve it and you'll do it better & bigger than this year!

All of this in three recorded trainings plus a bonus training on how to ROCK your December and launch your New Year!

All my scripts, tools, certificates, specific assignments and inspiration to keep you on track

I'll answer all your questions on Facebook! Plus...

Three BONUS webinars; Holiday Sales Secrets, Last Minute Holiday Sales & Exploding Your December over The Top!

The value of the course and bonus webinars are \$397 and you have an opportunity to get the "Launching Your Greatest Holiday and New Year" Ecourse for only \$67 and save \$330! See the special offer link on the "Extreme Holiday Sales" Video training page.

"The fact is that you have a lot of competition with Holiday parties, Holiday shopping, Holiday School events, Decorating etc. Average just isn't cutting it anymore! When you put out average, average circulates back to you and in this case it may be a call from your hostess saying "I'm so sorry, everyone is too busy and I'm going to have to cancel my party for December." The answer is to create an extraordinary live and or virtual party experience, extraordinary pay-it-forward campaign, extraordinary offers and a follow up program second to none that guarantees results." ~Steve Q. Wiltshire.

Third Success Principle: Successful people map out a plan and adapt their approach in each individual situation

There's this thinking in our industry that it's better to wing it. I'm constantly hearing "I need to be authentic!" or "That's just not me." Well how's that working for you? There's something that happens when you have a blueprint, a map, a plan, a process, a script, an approach or a series of questions. That's when you're able to be authentic with a proven process. It's a combination of the structure and flow.

For example, let's say you've had my two blueprints for engaging others to connect with you about your Pay It Forward program and what to say during a conversation. First, how to engage others (i.e., what to write in a card, what to write in a private Facebook message, what to post on their

timeline, what to write in a text or what to say in a voicemail or message through FB instant messenger). There's the structure and then you move into like water. Meaning, water is fluid. You can't pick it up. You can't hold it. That's how you want to be with scripts and outlines. There's a flow. You bring your authentic nature to it.

Or for example, let's say you had a sample script of what questions to ask and what to share when you have a conversation about your Pay It Forward campaign. Well there's the structure and then move into it like water. You adapt it. I call this principle "The Power of Engagement." Meaning if you were running a marathon, or had a lead role in a play or were in an important tournament, you'd go through some process of gearing up mentally and physically preparing for it to be your best, wouldn't you?

The principle is truth; *successful people map out a plan and adapt their approach in each individual situation.* Here's an example of that: we probably have thousands of you that are listening to me because you clicked on our Facebook ad about the webinar training and e-book. A few years ago you wouldn't have convinced me that I would have spent a dollar on an ad let alone a few thousand or several thousand a month on ads. The truth is that Facebook ads have exploded our business at Lifeline, but understanding it isn't easy. It's not easy to do a Facebook ad. There's so much to learn and instead of figuring it out myself or even having Amy who leads our social media and technology team figure it out, I purchased courses and paid for her to have a VIP day with social media expert Rick Mulready and she's crushing it. That's Just like you allowing me to train and coach you through my course!

Let me give you a freebee. I'll give you an example of what your voicemail or message through FB messenger might sound like if you were reaching out to a previous hostess about your pay it forward campaign and Holiday VIP Celebration Party.

Sixth Step: Create comfortable scripts to connect, engage and convert.

What might your voicemail sound like?

"Hi Janie, it's Steve Wiltshire. How's life! It's been a while. Last time we talked you were on your way to Hawaii. I can't wait to hear about your trip. Janie I want to extend a special invitation for you to join me for my "Friends Night out Holiday Celebration Party" on (Date). Every year I host an amazing party for a personally-selected special group of guests. I'm serving hot spiced wine, eggnog and have a very special evening planned for my guests. I'm looking forward to connecting with you. Janie, by the way, do you know a family who's experience rough times? This year I'm giving back during the Holidays by gifting a family in need with an incredible holiday experience they'll never forget. I can't wait to give you the details. Here are three times to reach me (Give them three specific times to reach you) Take care and be well!"

Don't hold back! Be dynamic!

During my course you'll receive the script on how to share your irresistible offer. You'll learn how to get everyone that you want to share your Pay It Forward campaign to reach out to you and

what to say during the conversation to engage them to place a \$100 order, collect \$100 in orders or schedule a party or online party.

Seventh Step: Design your extraordinary props

- Recommendation Certificate “Give a Family in Need a Christmas Celebration They’ll Never Forget.” You’ll want some kind of a document to give your customers who order \$100, take \$100 in orders or book a party.
- Extraordinary flier about your “Pay-it-Forward” Holiday Campaign
- Extraordinary invitation for your upcoming December Holiday Celebration

Lifeline is giving back and during the next month we're giving away all sorts of prizes for those of you that interact with me on my business page. Pop on over to my business page and share your greatest takeaway from this training and let's connect on Facebook at www.facebook.com/SteveWiltshireLifeline.

My vision for you to create your own strong economy, live abundantly and live a life of freedom and vitality. But most of all, to grow into your greatest capacity, challenge through your adversities and conquer dreams you NEVER THOUGHT POSSIBLE. Let me support you in taking your business to the next level. You have 15 minutes to jump into the course for \$67 and SAVE \$330 before it all goes away!

Love and success,

Steve Q. Wiltshire, CEO
Lifeline Coaching & Education, Inc