


LAUNCH SYSTEM



Your Resource Guide



Getting Started Checklist

- Sign up with enrollment pack & setup monthly subscription order of 100 PV to keep you qualified for commissions/bonuses
- If you haven't already, text keyword **Launch** to 725-900-8702 Complete the 1-2-3 system
- Download the Tranont GO app 
Login with Associate ID & password
- Get connected to Facebook Groups
(Read below to understand all the groups and how to use them.)

PROSPECT FACEBOOK GROUP

- **Healthy. Fit. Beautiful.**
 - Use the ATM method to share product info and testimonials with prospects
- **Make Money Online & Create Long-Term Wealth**
 - Use the ATM method to share business info and testimonials with prospects

ASSOCIATE FACEBOOK GROUP

- **Tranont Mentoring**
 - Stay up-to-date on trainings and business promotions
- _____: Ask your leader for any team group they may have available as a resource for you.

- Schedule your grand opening with your sponsor in first 72 hours to kick off your new business
- Make your first social media post from the 60-day social system
- Take before photos of your starting point today so you can use them to create your own testimony with before/after photos.
(Photos of your face, hands, skin, hair, scars, overall body, etc.)

The Referral Funnel

LEVERAGE THE SYSTEM

Welcome to our Legacy Builder Tranont Family!

The Referral Funnel is our simple system to help you network and build a successful business. It allows you to get to work quickly and **EARN WHILE YOU LEARN**.

You simply want to focus on adding more people to your funnel and let the system do the heavy lifting for you. This guide is created to assist you every step of the way, so keep it handy as you learn the skills it takes to generate leads for your funnel.



Who's the Expert?

Great Question ...
the **SYSTEM** is the expert!



CLICK HERE



Scan this QR code or click link to get a template for recognition posts for your team. It'll take you straight to Canva where you can replace the images and customize with names.



POST

Interested prospect



SEND

Send Information



VALIDATE

3-Way Chat



Pro tip: Following this system allows your new associates to duplicate easily when they get started as well.

How The System Works

CONNECT - SHARE - OFFER - EARN

CONNECT

As you start the 60-day social system with posting online, people will begin engaging and wanting to learn more. This is where you will take the conversation to messenger when it makes sense. For example, if you make a promotion post and someone asks for more info, don't just link information in the comments, write "Check your inbox."

Once in messenger you're going to connect with them before just sending information. Here's an example...

Hey, how's it going?

WAIT FOR
RESPONSE

If you don't mind me asking what made you comment on my post today?

Think of yourself as a professional conversation starter. You'll turn people off if you **ONLY promote. Asking questions is the most **POWERFUL** way to **CONNECT**!*

SHARE

Once you've connected and started a conversation, there will be a natural lead into sharing. In the example above, you can see the question begins to pivot the conversation easily. You will be able to now start sharing some information. You can also use the ATM method for sharing (*explained on page 6 of this guide*)

PRODUCT-RELATED POST

I am loving this product/service!
Here is what it's already been doing for me/my friend...*

BUSINESS-RELATED POST

I am loving this business and what it's already done for me. Are you currently making money online?

**Send a before/after photo of you/your friend's results and share what the product/service has done. Save a few of your favorite testimonials in your phone to access easily.*

OFFER

Making an offer is as simple as asking questions to find out what goals they have and offering the best product/bundles for their desired results.

PRODUCT-RELATED

What goals are you focused on most?
Energy, weight loss, skin, calming your mind, sleep, etc.?

BUSINESS-RELATED

If I can show you a simple system, how much money would you like to be making on a monthly basis?

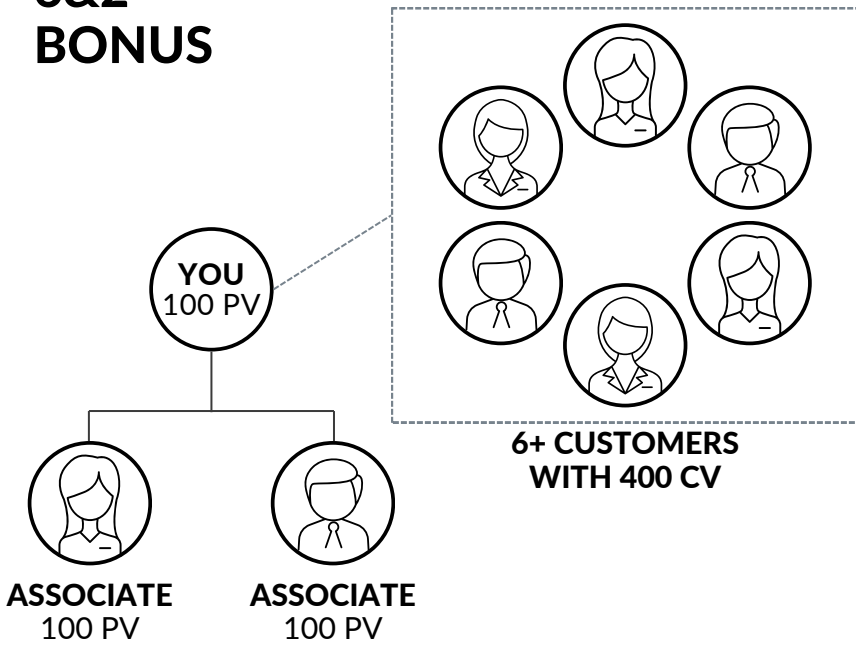


Pro tip: Don't underestimate the power of add-ons. You can simply do this by saying "You may also like these products for your goals and you can get additional discounts by bundling."

EARN

I think this section goes without saying, but now you get to begin earning customer sharing bonuses and launch bonuses. (*See page 4 for compensation info*)

6&2 BONUS

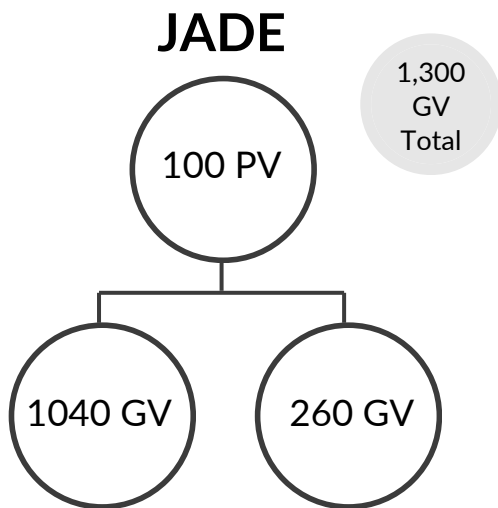


HOW TO GO JADE IN 30 DAYS: (ASSOCIATE PROGRAM)

To hit Jade, you need 2 personally sponsored associates, at least 100 PV and 1,300 GV. Keep in mind your 1,300 GV cannot all be in one team (or leg). You can have a max leg of 80% of your 1,300 GV in one team = 1,040 GV. (see example below) and the remaining 260 GV in team 2.

Your customer volume (CV) can also be counted toward your Group Volume (GV). For example, if you already have 1,200 GV from your team and you also acquire 100 CV, that 100 CV will be added to your GV for a total of 1,300 GV, which qualifies you for Jade.

**For full details, refer back to the full compensation plan.*



Team Bonus \$250 + Jeep Bonus \$350 = **\$600**

Let's set your - FIRST GOALS -

MONTH 1	POTENTIAL EARNINGS
6&2 BONUS	\$400
6 CUSTOMERS* <small>*Retail bonus on 15 products at \$10 retail bonus</small>	\$150
LAUNCH BONUS (BUILDER PACK)	\$100
JADE TEAM BONUS	\$250
JEEP STIPEND	\$350
TOTAL VALUE	\$1,250

**This is a hypothetical example based on accomplishing the 6&2 Bonus, reaching Jade in the compensation plan and enrollment packs chosen. The total amount could be more or less depending on how many customers acquired and associate packages enrolled.*

To learn more about the how to maximize the compensation plan, refer to the training in our community - legacybuilderssystem.com.

There's an abundance of people on social media, so you'll never run out of people to share with. It's crucial to follow a daily method of operation and connect with individuals. **Consistency is essential!** Here's how to maximize your time on social media with our **DAILY 5 formula**.

1. GROW

15 minutes of personal growth

2. CONNECT

Friend request 5 new friends

Comment on 10 new posts

Comment on 5 new stories

Comment on 5 new posts

3. MARKET

Post 5 stories

Post 1 value post

Go live 1-2 times a week

4. INVITE

2 business invites

2 customer invites

Add, Tag & Message (ATM) interested people

5. FOLLOW-UP

Follow-up with at least 2 invites

THE DAILY 5

A WINNING FORMULA

WORKSHEET

- GROW
- CONNECT
- MARKET
- INVITE
- FOLLOW-UP

THE CONNECTION STAGE

Tips to help you connect with individuals faster

ADD FRIENDS OR RECONNECT WITH 5 PEOPLE A DAY

Each day you want to focus on building relationships with 5 people. You're in the business of relationship marketing which means growing your audience and friendship base is critical for success.

Let's do some math...

Connect with 5 people a day for 1 year = **1,825 people!**

What if you had a team of 3 associates and you all connected with 5 people a day?

Your business would grow exponentially.

THE DAILY 5 A WINNING FORMULA

- GROW
- CONNECT
- MARKET
- INVITE
- FOLLOW-UP



Pro tip: Never send/receive a friend request without starting a private conversation with them.

Social media is a "give/gain" platform, meaning the more you **give**, the more you are going to **gain**. A common mistake people make is trying to **gain** without giving. The algorithm (code) serves up your content to the people you engage with most. This can be done via commenting on their page, but it's even better to start communicating in messenger. Have a mix of conversations with friends you haven't spoken to in awhile, existing customers and new friends.

Don't know what to say? Start a conversation related to what they posted on their wall and go from there.

IT'S AS SIMPLE AS THIS:

Hey [name]

It's great to connect with you! I noticed we have some things in common such as _____ (explain how you found them or why you requested) How are you?

YOU SENT FRIEND REQUEST

Hey [name]

Whoop whoop! So excited to be connected with you! Tell me more about you. What is your main reason for connecting with me? Are you looking to better your health/finances or you want to learn how to make money online?

THEY SENT FRIEND REQUEST

As you start the conversation and begin building the relationship, utilize FORM to best get to know who they are.

FAMILY

"Tell me about your family. Are you married/have kids?"

*Check the profile first! If you see family photos, adjust the question(s).

OCCUPATION

"What do you do for work currently?"

"Where are you working currently?"

RECREATION

"What do you do for fun?"

"What do you like to do when you're not working?"

MOTIVATION

"What motivates you to work so hard?"

"What motivates you in your career?"

THE DAILY 5

A WINNING FORMULA

- GROW
- CONNECT
- MARKET
- INVITE
- FOLLOW-UP

INVITE 5 PEOPLE A DAY TO LOOK AT INFORMATION

You will eventually shift the conversation into business when timing makes sense. There isn't a "perfect" time or magic formula as each relationship is different. Don't overthink it. You can still maintain a relationship if they are interested or not. "No", typically means, "Not right now" to most people.



Pro tip: You just have to **ASK** the question to pique interest and transition.

- If they want specific information on a product, ask if they would prefer a fact sheet or video. Then send accordingly from the TranontGO app.
- If they ask you if you are selling, say "**YES**" and "**Here's why**" - Sending the 10 min. overview from the TranontGO app.

ATM 3 PEOPLE A DAY

In private message is where you build relationships and then pivot the conversation to invite them to check out what we are up to, following the ATM method.



Pro tip: You can copy the post link if they missed it and paste in messenger which takes them directly to the content



Pro tip: Check out the GUIDES section where all the products are organized into specific categories or for business info.

Hey [name], great news! I added you to our private Facebook group. To see the content, you have to accept the invite. Let me know once you're in, so I can tag you in a couple of info posts about the products and testimonials.

The beauty is...all you have to do is add people to the exact same group I am adding you in. I know you said you were going to look at the videos tonight, so I will reach you tomorrow.

OTHER WAYS TO SHARE

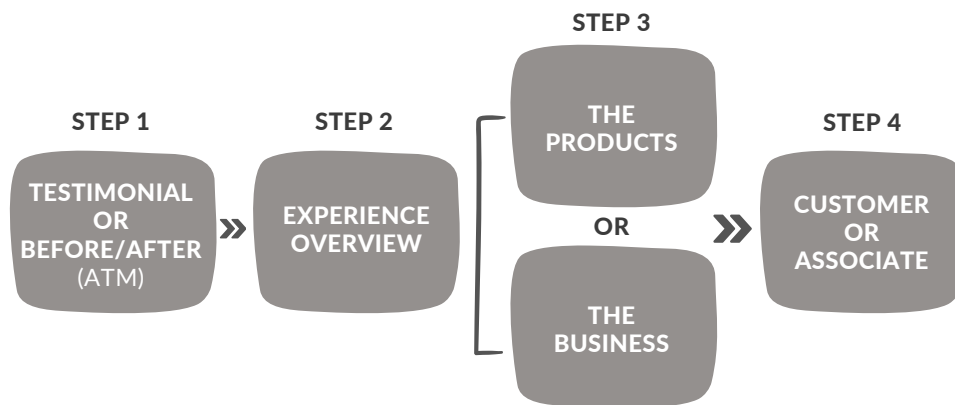
LIVE WEBINARS & VIDEO FUNNEL

Want to build fast? A live webinar is an amazing opportunity to share our business with many people at one time. It is a great way for you and your leader to really connect with them. Anyone who can't make a webinar can view a recorded webinar using our video funnel.

GOAL
10 people on
your live
webinar

- Schedule a LIVE grand opening with your leader in your first 72 hours
- Make a list of at least 30 people you care about the most
- Invite both online and offline

How to use your resources to create a video sales funnel...



What is an exposure?

- Sharing a video/demo on one of our products
- Sharing info from TranontGO app
- Having them hop on a ZOOM overview or attending an in-person event
- Sharing testimonials - Using ATM method
- 3-way group chats
- Calling and sharing information via phone/facetime

AFTER WEBINAR

Your job is not to sell/recruit every person you come across. Focus on interviewing people to identify who would be a good fit for your team and remember, you get to work with these people. Make sure it's someone you **WANT** to work with. When following up with prospects, ask the following:

What did you like best about what you saw?

Do you see an opportunity for yourself?

Are you ready to get started?

What would you like the next step to be?

What goal(s) would you have getting started? (get them to sell themselves on why they want to start a business or why they need your product)

On a scale of 1-10, 10 being you're ready to get started and 1 being you just want to be a customer, where are you now? (pause) What would get you closer to a 10?

HANDLING

OBJECTIONS

It's completely normal for people to have questions or concerns. Objections help you understand what's holding people back and most of the time, people just want to know they are not alone when they get started. It's your role to help them see the value in working with you.

"Treat objections as requests for further information." -Brian Tracy

I don't have the money.

That's exactly why we are having this conversation so we can help you earn more money.

Let me think about it.

Ok, I completely understand. What would you like the next step to be? When is best to follow up with you?

I don't have time, I'm busy.

I get it. How much time do you have? (wait for response) Great, that's perfect!

I need to talk to my spouse.

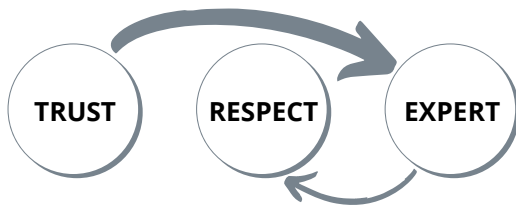
Great, let's add your spouse to the groups so he/she can take a look at the info. Also, let's set up a chat with all of us so we can be on the same page.



Pro tip: Qualify the objection before you spend time handling it. Ask "What do you mean by that?" when not sure.

LEVERAGE

3-WAY CHATS/CALLS



People **TRUST** you because they know you're a good person. They **RESPECT** you when it comes to your job, career, or relationships, etc., but they do not see you as in **EXPERT** in Tranont because you are just getting started. So, to make this easy, utilize their **TRUST** to connect them with the expert and let the expert build the **RESPECT**.

Once you've established a relationship and begin sharing information, your prospect may have a few questions. It's completely normal to feel a little intimidated when you're new and learning. **Don't worry - WE GOT YOU!**

THIS IS WHERE THE 3-WAY CHAT WORKS TO VALIDATE!

A 3-way chat is simply a Facebook messenger thread with you, your prospect and the mentor you're working with on your team. Your mentor can validate everything your friend is hearing and learning.

You set this up after your prospect has viewed some information and has questions. You can also use this if the person is indecisive, but you need some other validation of the products or business.

What to say: "That's a great question! I'm going to introduce you to some of the individuals I work with who can answer all of your questions. (edify your leadership)"



Pro tip: Use audio clips when possible so they can hear your enthusiasm! Also, this can be done as a phone call instead of just a messenger chat.

Scan the QR code or click link to learn more about 3-way calls

CLICK HERE



THE FORTUNE

IS IN THE FOLLOW UP

Most people don't join on the first exposure. Research shows only **2%** of sales are made on the first contact, which means **98%** of the people are not going to purchase or join you after one conversation. Timing is everything so the timing may be off, or they simply want to see how you do first. This is why establishing and nurturing a relationship is key.

People say "NO" because:

- They don't "KNOW" enough (more info needed).
- Afraid nobody will teach them.
- Not confident they can succeed.

Follow up is the best way to show someone you are serious about leading them to success and that you care!

Why Follow Up:

- 2% of sales are made on 1st contact
- 3% made on 2nd contact
- 5% made on 3rd contact
- 10% made on 4th contact
- 80% made on 5th - 12th contact

48% of sales people never follow up with a prospect. Persistence is not **pushy**, it's professional.

KEY TIPS TO SUCCESS:



Have integrity with your word. If you say you'll follow up tomorrow, be sure to do so.



Get organized and keep track of your contacts. Make a list, either digitally or on paper.



Keep them in the loop on product launches, special offers, events, etc.

BUILD YOUR BUSINESS FROM

EVENT TO EVENT

Knowing that most individuals do not join on their first exposure, promoting different events to expose them a second, third, or even fourth time to more information can help move them into getting started. Here's an example of how to invite someone to the next Super Saturday event. Look on page 12 for more example scripts on inviting to events.

"Hey [name]! Wanted to give you a heads up, we have a really great team training call scheduled for tomorrow at 11am PT. If you're available, you should totally hop on. We will have a couple incredible leaders sharing their stories and some of their best tips to create success with Tranont. I think you will love it, especially if you're serious about getting started soon, this will give you a glimpse of what we do and how we do it!"

"Diligent follow-up and follow through will set you apart from the crowd and communicate excellence." - John C. Maxwell

UNDERSTANDING THE PERSONALITY TYPES

The greatest skill in networking is the ability to communicate effectively with your prospect. If people like you, they will be attracted to your opportunity. But if they don't like you, then they will be repelled to the opportunity based on their feelings or the information presented. There are four types of people. The sooner you can figure out what type of person they are and relate to them, the better chance you have of influencing them and their decision.



Decisive | Goal-Oriented | Competitive | Leader | Big Picture Person | Natural Closer

Example: Salespeople or anyone who is really aggressive

Way to relate: Talk about money, the spotlight, or the recognition. Need strong and powerful language focused on success.

Strength: Aggressive builder

Weakness: Won't listen to you, hard-headed, competitive



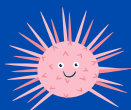
Enthusiastic | Outgoing | Fun | Very Likeable | Life of the Party | Lots of Friends | Limited Attention Span

Example: Club Promoters, Event Planners, Social Butterfly

Way to relate: Talk about how much fun they will have and the exciting aspects of your business such as company retreats.

Strength: Will bring a lot of people to the table

Weakness: Hard time following through with anyone or anything.



Organized | Professional | Detail-Oriented | Security & Stability | Needs All Information

Example: Engineers, Doctors, Lawyers

Way to relate: Facts and figures. Be patient and take extra time to create a step-by-step plan.

Strength: Brings credibility, will always do everything "right"

Weakness: Too analytical, not as coachable, moves slow, majors in minor things



Patient | Empathetic | Reliable | Supportive | Loves Helping People | Soft-Spoken | Money Not The Biggest Motivator

Example: Teachers, Coaches, Pastors, Community Leaders

Way to relate: Talk about helping people, making a difference, and supporting a cause.

Strength: Quality relationships and a lot of trust within their community.

Weakness: Very slow to take action, has a lot of fear and worry

SHARING MORE INFO RELATED TO

HEALTH

<p>Hey, I saw your post about <u>[insert health challenge]</u> and I've been researching the same. I came across an amazing product you might want to check out. I started using it and since then I <u>[insert results]</u>. Would you be open to checking it out?</p>	<p>Curious, are you a supplement user? (pause for response)... I found something that I'm super excited about. It's going to help me <u>eliminate all this cellulite on my backside/have more energy</u> <u>[insert goal]</u>. Would you be open to taking a look at the product(s)?</p>
<p>Hey, I just started my weight loss journey <u>[insert goal]</u> with some pretty unique products & since we like a lot of the same stuff, I had to share! Would you be open to look at some information?</p>	<p>Hey you have great skin, what is your routine or fav product? (pause for response)... I personally started this in my routine and love it <u>[share pic]</u>! Would you be open to some info for yourself?</p>

SHARING MORE INFO RELATED TO

FINANCE

<p>Do you have the exact day and time in your planner of when you're going to retire? (pause) Do you know how much money you will have coming in when you do retire? (pause) If I could show you a way how to build a tax-free retirement strategy, would you be open to learning for yourself?</p>	<p>Do you know the 5 keys to money mastery? (pause) It's make, manage, save, protect, and grow your money. The key to wealth building is how to have all these working simultaneously. If I could show you how to do this, would you be open to learning more?</p>
<p>Do you know your credit score? Do you know if it's positively or negatively impacting your finances? (pause) If I could show you how to increase your credit score would you be interested in learning how?</p>	<p>Have you ever heard of becoming like your own bank? (pause) If I could introduce you to a wealth specialist who can show you these strategies of the wealthy, would you be open to learning more for yourself?</p>

SHARING MORE INFO RELATED TO

BUSINESS

<p>Have you ever thought about another stream of income? (pause for response) I found an opportunity that can help me <u>work from home/create more time with my family</u> <u>[insert your goal]</u>. Would you be open to taking a look at some information?</p>	<p>Hey! You've got really good engagement online. Are you currently monetizing your social media? (pause for response) Would you be open to taking a look at some information on how you can?</p>
<p>Are you currently making money online? (pause for response) Would you be open to taking a look at some information on how you can?</p>	<p>When you see this comp plan, you won't be able to sleep. It's going to blow your mind!</p>

HOW TO INVITE TO

A LIVE OVERVIEW

<p>I've been thinking about you. You know how _____ [<u>insert pain point/goal you discussed</u>]? I found a solution and am connected to some people who are looking for amazing people like you to connect with! If I could show you a way to _____ [<u>eliminate debt, travel more, help you feel better, etc. - insert pain point</u>], would it be worth 20 min of your time to meet someone I know who has helped so many people just like YOU?</p>	<p>Do you keep your business options open? What're you doing on [<u>day</u>] at [<u>time</u>]? (PAUSE) I met this successful [<u>couple/individual</u>] expanding a business project here. [<u>They/He/She</u>] asked me if I knew of anyone sharp and motivated and I immediately thought of you because _____ [<u>you've always been a hard worker, you care about other people - insert why</u>]. I told [<u>them/him/her</u>] all about you and they are excited to meet you! Can I count on you to hop on zoom on [<u>day</u>] at [<u>time</u>]?</p>
<p>We've got a big event coming up and I know you mentioned you like some products I shared with you. At this event, you can learn from one of the top leaders who's helped many individuals like yourself create success with our simple system. Are you open to hopping on at [<u>time</u>] on [<u>day</u>] to learn more?</p>	<p>Hey, I've always admired your _____ [<u>heart for helping others, your hard working spirit - insert compliment</u>] and I want to connect with you about something major I'm working on. What are you doing [<u>day</u>] at [<u>time</u>]?</p>
<p>Listen... as a professional in the industry, you should check out what Tranont is doing. You are probably happy, but as someone that's been in the industry, I think it's always good to know what companies in the marketplace are up to.</p>	<p>I, first, want to say I love _____ [<u>your creativity, entrepreneur mindset, etc. - insert compliment</u>]. I love seeing good hard-working people like you win. If you're ever open and looking for an additional income stream, I'd love to share.</p>

HOW TO HANDLE INVITATION

OBJECTIONS LIKE A PRO

If you have invited to an overview webinar/event and are constantly getting rejections, you most likely need to paint more value for the person. Keep in mind, people value your relationship over any business, so focus on establishing a relationship first, explaining the value for them and you'll get less objections. Remember, we don't chase people, **WE PAINT VISION!**

<p>"I'm too busy!" - I know that is exactly why I reached out to you!</p>	<p>"Is this a pyramid?" - Why are you looking to get into one? "NO or YES" Great! You're going to love this!</p>
<p>"Is this Network Marketing?" - Absolutely, at its finest! What isn't networking today? If you're on social media, we'll teach you how to monetize it. You have to see this!</p>	<p>"Is this one of those things?" - What do you mean, what things?</p>

WHAT IF I GET

GHOSTED?

Never assume the worst. Always keep showing up with positivity and remember people have lives, so they possibly read the message and forgot to respond or they mean "NO, not right now." If you continually follow up and still don't hear back, feel free to change the subject or even ask them "Hey, are you okay?" Go to their profile and love on their posts. You may even find that something is going on in their life that's important at the moment. Here are some additional scripts if you get ghosted:

<i>Hey, did you decide on the best way for you to get started?</i>	<i>Hey, checking in before the end of the month. Did you want to take advantage of that promo?</i>
<i>Hey! Just following up. Were you able to open the link and view that video?</i>	<i>Did you have any additional questions about [product name]?</i>
<i>Hey! Check out these photos my friend just sent me on her results! We need to get you started.</i>	<i>Hey, just following up! I am putting in some orders now, I'll put yours in too. Which products would you like?</i>
<i>Hey [name], I wanted to reach back out and make sure I am providing you with enough information to make a decision. Did you need anything else?</i>	<i>Hey, I am so excited! We're bringing in some new people to the business. You ought to get started, some of them could end up on your team. Are you in?</i>

If you still get no response, feel free to take it away and you might be surprised. Don't try to read their mind, just let them tell you!

"Hey [name], I haven't heard from you. All good, I'm sure you're busy. I know I'm super busy. For now, I'll just cross you off my list, and if something changes, you know where to find me."

KEEP THEM POSTED ON

PROMOTIONS

<i>Look, no pressure, I just want to let you know that we've got this special happening right now...</i>	<i>I'm so excited! We've got this end-of-the-month promotion I think you will really love...</i>
<i>Hi! I'm reaching back out because you said you were interested in [product] and we have some awesome promos going on right now!</i>	<i>Hey remember we talked about some of your health goals? Well, we just launched this new bundle that I know you are going to love. Are you open to checking it out.</i>



Pro tip: Look for reasons to stay in touch by commenting on posts and/or stories, send message on birthdays, anniversary's, etc.