

4x4x4  
4 calls a day  
at least 4 times a week  
for 4 weeks.....  
= SUCCESS 4 a lifetime!

1. Have a great 15 minutes every day

Here is the bottom line: you can't have your desired freedom if you insist on remaining in your known present (or comfort zone). You cannot capture success until you release yourself from being a captive of fear. You cannot taste freedom if you insist on avoiding discomfort, and you cannot have new things until you start DOING some new things. When you focus on relationship building, you will BUILD a successful business.

A. When you build relationships with people, they are more likely to become your customers.

B. When you build relationships with your customers, they are more likely to become your hostesses.

C. When you build relationships with your hostesses, they are more likely to become your jewelers.

D. When you build relationships with your jewelers, they are more likely to become your leaders.

E. When you build relationships with other leaders, you are more likely to be a successful leader yourself.

It really is that simple! Take some time TODAY to schedule 4 calls a day, 4 days this week for 4 weeks and at the end of the month, email me and let me know how you did! ([chrissyjacobs@columbus.rr.com](mailto:chrissyjacobs@columbus.rr.com)). You may not get results the first week or even two, but if you keep them on your list each week, you are MORE than LIKELY going to get them to book or answer eventually. What do you have to lose? Go ahead...give it a try!

2. The Focus: Pray before you make your list AND before you make your calls. Ask God to help you do these things for your business that seem uncomfortable but are the things that will indeed GROW your business!! He WANTS to bless you and do exceedingly, abundantly more than you hope for, dream for, or can even imagine (Eph.3:20). Isn't

that amazing? The great news is – even if you haven't done this all year, **YOU CAN START TODAY!** What's done is done – make today count and give it a try!!! I can't wait to hear from you at how this simple chart will become a habit that will save and grow your business to more than **YOU** can ever imagine!

1. **People in your downline:** "Hi Jenny, It's Chrissy. I only have a moment but I really just wanted to touch base and tell you a few things : I am so proud of you and I believe in you, I am so excited about 2010 (or Feb. or this quarter) and I believe in our business! I know that sounds funny, but you were on my mind, and I just wanted to tell you that! How's it going?" (If they have specific issues, you can talk to them about it then or schedule a time – but maintaining contact with your jewelers is **ONE** of the ways to maintain jewelers.

2. **Customers:** "Hello Kelly, This is Chrissy (your favorite jewelry lady). I know I've interrupted you so I am going to make this brief. Do you have 30 seconds? I just called to tell you that I appreciate your business and I'm so glad you are my customer. It's people like you who make my business fun and worthwhile. I was just checking to make sure you are loving and wearing your Premier jewelry and to make sure it's all ok. It's almost been about 60 days and I wanted to make sure your jewelry was great during this Golden Guarantee time period- if you need anything, please don't hesitate to contact me... I just want you to know you are appreciated!"

**OR**

"Hi Kelly, how are you? This is Chrissy, your favorite jewelry lady! I just called for 2 reasons, 1. I wanted to see if you were getting all kinds of compliments on the Bellissimo ensemble you bought! That is such a catchy set! (pause). Well, I hope you are loving it! Anyway, I also wanted to tell you that I have a special that any hostess who books this month for February or March will receive either the Blanca bracelet, the more imagination necklace, or the Hotcakes runway hot earrings for free, what do you think?"

3. **Prospects:** These are the least favorite, but the most productive for your business! These calls keep your business growing and create new revenue! These calls have 2 objectives: discover the prospect's level of interest, and if adequate, to set up an appointment to explain our opportunity. You might say something like this: "Hi Lori, It's Chrissy – your favorite jewelry lady, how are you? I am just calling because I can't stop thinking that you would be great at what I do. Have you ever thought about doing something like this? The reason I ask is because I would love to tell you a little bit about our opportunity, simply to see if it would fit any need you may have or want. (PAUSE AND LET HER ANSWER.) If she says no or not really, you can say "Well, I just think you would really be great at this and I wanted to tell you about our opportunity so you didn't kick yourself later and say, why didn't I ask her more about this jewelry business!" If she says yes, or possibly, set up a time right then and there. Have your calendar open and give her two choices within 24-48 hours!

4x4x4

Monday:

Phone #

Action

- 1.
- 2.
- 3.
- 4.

Tuesday:

Phone #

Action

- 1.
- 2.
- 3.
- 4.

Wednesday:

Phone #

Action

- 1.
- 2.
- 3.
- 4.

Thursday:

Phone #

Action

- 1.
- 2.
- 3.
- 4.

\*If you are leaving messages, tell them when you will try them again! Give specifics - "I know we are so busy these days - I'll try you on Thursday if I don't hear back from you over the next few days!"

Or

"I'm sorry I keep missing you - I really wanted to see if you were still interested in having some friends over to your house for a fun night out where you will get lots of free jewelry! I'm also going to email you some dates, so if I don't hear from you, look out for an email from me and you can either call me back or email me back to see what will work for you! I look forward to hearing from you and seeing you and your friends soon!"