



About the Lead Form

The Lead Form is meant to assist you with structuring your day.

1. Get up and wake up. You never want to get on the phone half awake or unprepared. So, get yourself a cup of coffee and wake up before getting on the phone.
2. Set aside a place of business. This is a real business, your business. And if you are to become successful you have to treat it that way. If you expect to make this a success while the kids are screaming in the background, the TV is blasting, and the pot on the stove is boiling over, sadly you are mistaken. No business is successfully run that way and this one is no exception.
3. Have paper, pen or pencil, Corporate Phone Number & Contact Sheet, script and any other items you may need near you BEFORE you make your first phone call of the day.
4. Have your Lead Form near you and fill it out as you go along during the day. You should strive to get at least 5 new client leads per day. With a 5 day work week that will give you 25 leads per week. Call them back the next week along with your new calls.
5. You must dedicate at least 4 hours of phone time each day to your business. If you don't have at least 4 hours per day to focus on making yourself money so you can spend more time doing the things you want to do, you may as well stay on the daily grind of going to a job for 8, 9, or 10 hours per day.
6. This may seem harsh, but the reason companies stay in business is because they have structure. When you go to a job there are certain tasks you are expected to do. If you don't do them you will be fired. Your business is no different. You will either work your business well, and make money or you will slack off and not make any money which means you will in essence fire yourself.
7. This is not difficult. It is not rocket science. Simply make the calls, make some friends, and make some money. That's all there is!
8. On the Lead Form, write down the names of those people who sound interested. Some people you talk with will be interested but are not able to talk at the time you call. Ask for a time to call them back and make sure you call them at that time. Write their name and contact information on your Lead Sheet.
9. We have supplied you with one week worth of lead forms. You may want to copy another week for yourself. You may also want to create your own Lead Form, and that's just fine. But, use some sort of form to help organize your day and your call backs.
10. Be sure to always put your name, phone number and dates on your Lead Forms. There may come a time when there are others in your area making calls. We don't expect that anyone should cross another, but should there ever become any dispute as to who made the sale, your Lead Form will serve as a back-up of your claim.

See the sample Lead Form included.