



# “The Play”

The AdzZoo Video Contact System



# Introduction

Congratulations on your decision to build a business with AdzZoo. In all of my years in business, I have never seen an opportunity as big or as exciting as the one we have in front of us.

To get off to a fast start and maximize this great opportunity, you must focus 100% on these key components of the system immediately to jump start your business:

- Run the AdzZoo Video Contact System/“The Play”
- Tie into all Opportunity Meetings- Live, One-on-One, or Online
- Identify your best potential new leaders with The 8 Speed Filters
- Match-Up with your leader to start building your Fast Start team

While you will need to study and apply all of the principles of the Leadership Format System Fast Start Guide, use this brochure to zero in on the key focal points to help you build a successful business with AdzZoo. We call it “The Play.” It is a simple strategy that will help you get off to a fast and successful start.

Every new person must immediately learn to run “The Play” using the current AdzZoo Contact Video or Opportunity Webinar. By mastering the simple principals of “The Play” you can jump start your business and put yourself in position to build a highly successful team.

We challenge you to focus 100% on running “The Play” and work closely with your immediate upline and your Area Director (AD) on the execution of these simple steps and you will be on your way to making your dreams come true.

# The Video Contact System Flow

## Pre-Contact Preparation

- Become familiar with your AdzZoo Self-Replicating Website, the current AdzZoo Contact Videos and Opportunity Webinar.
- Work with your Upline Leader to identify your Top 25 Prospect List with the goal of increasing your list to more than 100 names.
- Identify the 10 people you will contact this week.
- The best way to execute this is to use the company approved email below or your AdzZoo company-approved business cards to send the new prospects to your site.
- Remember the only thing you need to tell people in response to any questions they may ask is, “Just go to my site and watch the video.” Don’t get into any other details with them. Avoid the “Scenario of Disaster” at all costs.
- It is also important to go ahead and schedule the time with your Leader to do the Three-Way Teleconferencing Follow-Up within 24-48 hours after you do the drop.

## The AdzZoo Self-Replicating Website Invitation

You can’t fail. How complicated is it? You send the email or hand them your business card with the URL to send them to your site. It is that simple.

### 1. Email Invitation:

I am so excited about a new business that I have just got started with. It is a new company that is doing incredible things to help people and has the greatest income potential of any business I have ever seen. “I know you want to know more, so I would like for you to visit my new website at \_\_\_\_\_ .com to view a video that overviews what our company is all about and then, I will get back with you in the next 24-48 hours, unless you get back with me first. Thanks a lot. I look forward to talking with you more about this soon.” (Or you place the video/webinar link directly in the email itself.)

### 2. Business Card:

When you are on the move and run into someone you know or if you meet someone new, give them your company-approved business card with the URL of your AdzZoo Self-Replicating Website using the same wording above.

### 3. Search Engine and Other Internet Resources:

You can also drive traffic to your site by starting your own AdzZoo online campaign. This campaign will help you get traffic from major search engines and other websites on a geo-targeted basis just like we do for our AdzZoo customers.

*(Note: AdzZoo does not allow the use of spam or other forms of obtrusive marketing or lead systems.)*

# The Video Contact System Flow

## The 3-Way Teleconference Follow-Up

**The Purpose:** The objective of this 3-way call is to activate the “Greed” and “Curiosity” buttons of the new prospect to intrigue them to attend the Opportunity Meeting and sign-up with AdzZoo.

The first thing a new recruit has is a believability problem with their friends and associates. The prospect brings the “trust factor” and the upline Leader brings the “believability factor.”

**The Upline Leader calls the new prospect and says:**

“Hello \_\_\_\_\_ (new prospect), this is \_\_\_\_\_ (Leader). I’m a \_\_\_\_\_ (leader’s title) with AdzZoo and I’m working with \_\_\_\_\_ (new Associate), who is one of our top up and coming leaders in the area. When I asked \_\_\_\_\_ (new Associate) who were some of the most ambitious people he/she knew, your name was on the top of the list. I know \_\_\_\_\_ (new Associate) invited you to view the company’s overview video. Did you get a chance to go to the site and watch it?”

**If they say, “NO, I haven’t looked at it yet,” the Upline Leader then says:**

“No problem, but this company is attracting a lot of attention because of all the amazing things we are doing. I encourage you to go to the site and watch the video in the next day or two. Then you can decide if this is the right opportunity for you.”

**If they say, “YES, I’ve looked at it,” without hesitation, the Upline Leader then says:**

“Great, \_\_\_\_\_ (new Associate) and I are really excited about this. AdzZoo is doing fabulous things to help people, and has the greatest income potential of any opportunity I have ever seen. You’re not going to believe what a dynamic team \_\_\_\_\_ (new Associate) is building. At the pace he/she is going, he/she should be earning a second income of more than he/she is making at their full time job (or from their business) in the next six months. \_\_\_\_\_ (New Associate) is here with me now and wants to say hello.”

**Recruit then says:**

“\_\_\_\_\_ (new prospect), I have never seen anything like this. The income potential here is truly amazing, and you know if I can do it, you can too. I’m going to give you back to \_\_\_\_\_ (leader). What a great leader he/she is. \_\_\_\_\_ (Leader) is living proof that this business really works.

**Upline then says:**

“\_\_\_\_\_ (new prospect), I’m sure you want to learn how to double or triple your income over the next few months. You’ll need to rearrange your schedule to give an hour or so to check this out – on either this Tuesday or Thursday night. Which of those two nights is best for you?” (WFA) “Great \_\_\_\_\_ (new Associate) will come by your home around \_\_\_\_:\_\_\_\_ to pick you up or you can just follow him/her to the office. I look forward to seeing you \_\_\_\_\_ night.”

**If they say, “YES” with hesitation or if they resist, the Upline Leader then says:**

“\_\_\_\_\_ (new prospect) I know you’re busy just like everybody else, but I can tell you are the type of person who wants to make a lot more money while increasing your quality of life. Am I right?” (If they still won’t commit to attending a live meeting, but still seem interested you can schedule them for a One-On-One Meeting or an Online Meeting.)

**If they say, “YES” go back to the script.**

**If they say, “NO,” then the Upline Leader says:**

“I understand \_\_\_\_\_ (new prospect). \_\_\_\_\_ (new Associate) and I have some other calls to make, but we would love to get with you if your circumstances change. Worst case, we need to get with you to see if you know anyone who could benefit from the AdzZoo concept?”

# The Opportunity Meeting Presentation

The Opportunity Meeting Presentation is your key to selling the dream and the big picture of AdzZoo. The invitation to the Opportunity Meeting should be issued during the 3-Way Teleconference Follow-Up.

## Your role at the Opportunity Meeting:

### 1. **Be Prepared Mentally.**

Your enthusiasm, conviction, and team spirit will have a tremendous influence on the impression we make.

### 2. **Remember, people respond based on what they feel more than what they hear.**

Studies have shown that what is really communicated to people is based on the following:

- 7% content (verbal)
- 38% tone of voice
- 55% body language

We are not just attracting people to a business, we are going to attract them to our environment! The atmosphere of the office at the Opportunity Meeting or at any training session is crucial to a successful recruiting meeting. Arrive 1/2 hour before the Opportunity Meeting begins so that you and your guests can help create and benefit from the “MOZONE.”

### 3. **Professional Appearance.**

You must be dressed for a business meeting. Proper business attire is to be worn by all guests and team members.

### 4. **When you arrive, go directly into the Opportunity Meeting Room.**

Circulate and help create a friendly atmosphere. Make sure you personally greet each guest. Stay in the meeting room until after the announcements have been made and you are dismissed for classes, etc...

1. Do not hang around in the halls, lobby, sidewalk, parking lot, etc... If you are waiting for a guest, wait in the Opportunity Meeting Room only.
2. Do not neutralize the excitement of the environment with technical details or negatives.

### 5. **Have ALL guests sign the register, and get a name tag.**

(Use standard name badges – red for new guests, blue for existing associates.)

### 6. **Properly use “Leadership Edification.”**

Introduce your guest(s) to your leaders and the speaker. This helps develop a closeness between the speaker and your guest(s). Make sure to use your guest's name often during conversation with the speaker to insure the name will be remembered through association, and used in interaction during the meeting. Remember, the use of a person's name is a positive form of recognition.

### 7. **Find your guest(s) a seat near the front.**

Fill in existing seats before requesting new ones to be set up. There will be a chair monitor; you and your guests don't set up chairs.

### 8. **If you're not going to be staying in the meeting with your guest(s)...**

Tell them that while they're spending time with \_\_\_\_\_, you will be in the next room in the training class and that you will meet them as soon as the meeting is over, and to enjoy their time with \_\_\_\_\_.

### 9. **If you're going to be staying in the meeting with your guest(s)...**

1. Do not talk during the meeting.
2. Do not answer questions the speaker asks the crowd during the meeting.
3. Do not get up and leave during the meeting.
4. Remember, before and after the meeting is for the guests. If you have any questions, comments or things you need to take care of, wait until all of the guests are gone.

### 10. **Toward the end of the meeting, Area Directors and other leaders will be introduced.**

People who hold these positions have earned the right to be introduced individually and these leaders typically will be setting the Get Started interview.

# The Follow-Up (Speed Filters 1-4)

When the Opportunity Meeting ends the “The Follow Up” begins. These first 4 Filters are designed to help determine the commitment level of the prospect and to also help start them out on the right track. It is important you understand how the filters work and what your role is in them to increase your chances of success.

## Filter No. 1 – Stay After the Meeting.

If your guest doesn't want to hurry out the door, and wants to stay after the meeting, this is your first sign that you have a potential hot new recruit.

When the meeting ends, go directly to your guest(s), set a positive mood, and say: “Wasn't that great? Let's get a kit.” Don't ask them what they think, or ask them any other questions.

If they agree: Take your guest(s) to get a kit, then meet with your Leader to set up an appointment for a Get Started Interview. If they resist, or don't want to buy a kit, say: “Ok, but I promised \_\_\_\_\_ (Leader) that we'd say good night before we left.” Stay in control, and turn and walk toward your Leader. When you get there, say, “\_\_\_\_\_ (new guest) wanted to say goodbye.”

The Leader then says, “It was great having you here. Did you get a Decision Kit?” (WFA) When the prospect says “no,” the leader then says, “Why not?” (in a very polite manner). This question gives the experienced Leader the opportunity to identify and overcome any objections and/or questions that the prospect has that has caused them not to get a kit.

Worse case, if the prospect decides they don't want to join, the Leader can then set an appointment to determine if an AdzZoo Campaign is right for them or for someone they know.

## Filter No. 2 – Get a Decision Kit.

If your new recruit buys a Decision Kit, you know they are serious about learning more about the opportunity.

The reason we “sell” the kit to the new prospects instead of giving it to them is because everyone will take something if it's free. It would then be impossible to determine their level of seriousness.

The Leader will review the kit and explain why it costs \$5. The kit should include the following items in one envelope:

- AdzZoo Recruiting Brochure
- AdzZoo Compensation Plan
- AdzZoo Client Piece
- Fast Start Team Brochure
- Leadership Format System Fast Start Guide
- AdzZoo Fast Start Check List
- Any other appropriate brochures



# The Follow-Up (Speed Filters 1-4)

## Filter No. 3 – Set a Get Started Interview.

Setting a time to attend a Get Started interview is the next filter in determining the commitment level of your guest.

When setting the appointment, be supportive to the person making the appointment. Let the Leader handle any objections the guest might have.

If your guest(s) need to reschedule his/her appointment, tell them to call the person with whom they set the appointment, and to do so as soon as possible. Once you find out a need for rescheduling, immediately call your Leader and let him know your guest will be calling to reschedule.

## Filter No. 4 – Keep the Appointment and Sign Up.

This is the last, and most important, Filter in step 4 - The Follow-Up. When a new prospect returns for the Getting Started Interview with your upline and joins the company, it is the sign of a major commitment from a person who is very serious about the business.

**Step 5 The Start-Up**

**The Fast Start Challenge**  
Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of the Eight Speed Filters.

**The Get Started Interview Outline**  
The main focus of the Get Started Interview is to get the new person started and get them through Filters 5-8 and get them off to a Fast Start.

- You should have the following tools to conduct all interviews:
  - Get Started Interview Outline
  - The Business Plan Workshop
  - Fast Start Check List
  - Memory Jigger
  - Top 25 Target Market List Form
  - The Value Placement Report/Credibility Report
  - Compensation Brochure

**Key Focal Points**

- Make sure the Get Started Interview is conducted at the office during the alignment.
- The trainer should be present, if possible, and positively reinforce the Leader.
- Spend the first 5-10 minutes of the interview building a rapport with the new prospect.
- The following questions should serve as an outline for your interview. Ask these questions:
  - Tell me about yourself, where you're from, about your interests, where you work to submit your business background, etc...
  - From what you have seen and heard so far about AbiZoo, what aspects of it intrigue you the most?
  - If you were going to give this business a try why would you do so?
  - Do you have any questions about any particular aspect of our company or business?
  - From what you've told me, I can't think of one logical reason for you not to give the business a try can you?
  - Do you want strong Leadership or weak Leadership from me?
    - A weak Leader doesn't run the system and leaves everything to chance.
    - A strong Leader is someone who will walk you through each step and leave nothing to chance.
- There are four items we need to get completed right away to get you started:
  - Complete the AbiZoo sign-up process once the interview is complete.
    - Get the AbiZoo ARS filled out online.
    - Complete the Getting Started Check List.
    - Complete the Fast Start Check List.
  - Identify Top 25 Prospect List.
  - Get in the field with your Field Builder within 24-48 hours of being building your Fast Start Team — Teach them to Search Two and Churners.
  - Set a time to meet with the recruit and his/her spouse to develop their business plan and review their data to see which AbiZoo Online Campaign is right for them.

(See page 25 of the Leadership Format System Fast Start Guide)

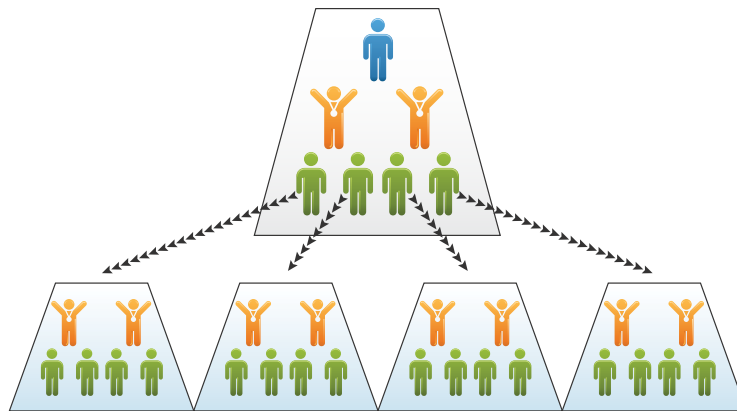
# Keys to Getting Off to a Fast Start

Your Area Director will be instrumental in helping you and your new recruits through the “Start-Up” phase & help them get on the right track.

Your first priority in building their business is to build a Fast Start team (FST) using the “Teach Two to Reach Two” method. You do this by recruiting two personal recruits and helping them each get two. Everybody knows at least two people they can recruit into this business so you will find this method simple and easy.



You and your leader will then help each of these leaders build their own FST by showing them how to run “The Play.”



In addition to building your FST's and running “The Play” it is critical that you make sure to:

- Get all of your recruits through “The 8 Speed Filters” as soon as possible:
  - Filter No. 5 – Develop a Prospect List
  - Filter No. 6 – Set Goals/Create Business Plan
  - Filter No. 7 – Match-Up with Field Builder to Start Building Your Fast Start Team
  - Filter No. 8 – Review Personal Online Campaign
- Be a “Director of Motivation” by making sure all of your leaders are registered for the next company event
- Get all of your people using their AdzZoo Self-Replicating website, as well as making sure they are checking their AdzZooMail.net email and are visiting all of the company websites for the latest news and other important information that will help build their business.
- Learn and follow the system...It works!

# Keys to Getting Off to a Fast Start

## Why Master “The Play”?

Here is what you can do using “The Play:”

Week	People	10 Videos	Move Twice	Recruit 20%
1	1	10	20	4
2	5	50	100	20
3	25	250	500	100
4	125	1,250	2,500	500
5	625	6,250	12,500	2,500

This is a hypothetical scenario for illustrative purposes only. There is no assurance that these results can or will be achieved. Cycles represent each distribution of Videos.

## Our Challenge To You

**Master “The Play” to build Fast Start Teams and then repeat this over and over again and you will be on your way to building a great team and making your dreams come true.**



# “The Play”

The AdzZoo Video Contact System

