

## BUSINESS IN A BOOK

FOLLOW-UP 1 -4 -10 -10

*“The Fortune is in the follow-up”*

### FOR BUSINESS IN A BOOK – YOU WILL NEED:

- 2” – 3” Three Ring binder
- Set of divider tabs (5) – Labeled as follows:
  1. **MY ORDERS**
  2. **PROSPECTS**
  3. **MY LF TEAM DOWNLINE & UPLINE**
  4. **FORMS**
  5. **PRICE LIST**
- Set of divider tabs – Numbers 1-31
- Set of divider tabs – Jan. – Dec.
- Set of divider tabs (A-Z)

### FOR BUSINESS IN A BOOK – DO THE FOLLOWING:

1. Fill out a tracking form for all customers and members. Fill out a company Order Form for customers ordering from the company. Clip or staple together.
2. **MY ORDERS:** File your personal monthly order records including changes you have made.
3. **PROSPECTS:** File your warm market list, referral names and working list of prospects with contact information.
4. **MY LF TEAM:** File names, email and phone numbers of your business builders, upline, downline and sideline. Tracking notes on downline BV.
5. **FORMS:** A place to keep blank registration, price sheets, follow-up, placement change and accountability forms, etc.
6. **1-31 DIVIDER TABS:**
  - Upon initial purchase or registration, give them the ‘Fab 5’ and complete the health evaluation before their product arrives. Make notes on their form. File their forms under number of the calendar day which corresponds with their product delivery date.
  - **Delivery Day** - Call to see if they received their product and if all is OK. Questions? Make sure they are taking the amount recommended. Make notes on their form. File their forms under the number that corresponds with 10 days from now.
  - **10 days after Delivery Day** Call to see if they notice any benefits. Questions or Problems? Go over how to manage their autoship. Make notes on their form. File their forms under next agreed upon follow day.
  - **20 days after Delivery Day** Ask about autoship changes. Ask for referrals. Questions or Problems? Make notes on their form. File their forms under next month or 2 months from now.
  - **50 days after Delivery Day** Refer to ‘customer tracking form.’
7. **JAN. – DEC. DIVIDER TABS:**
  - **Continue to follow-up every other month or two.** Refile form in monthly index.
8. **A-Z DIVIDER TABS:** File forms of those who discontinue or who do not need monthly follow-up. Makes them easy to locate.