What is it?

**Basic “What is it ?”**

**The Purpose and usage of the “What is it” is to help you to be able to answer confidently and set an appointment.** (Please note there are many examples, but use below example until you have master it)

**Prospect**: What do you do?

**Distributor**: I am a/an ( your occupation) and

Option:  
1. an UnFranchise Owner.

2. A direct discretion:

* (I team people how to….) I teach People how to make money online
* (I help people …) I help people create an ageless lifestyle with Wellness Solutions

**Prospect:** What is an UnFranchise?

**Distributor:** It is an online internet Franchise call shop.com have you heard of us.

<< First to speak loose. SET APPOINTMENT IF INTERESTED>>

**(If they ask you for a little more explanation, otherwise change the subject)**

**Prospect:** Let me know more?

**Distributor:** We took the best of Franchise and combine with it with the internet.

**IF they PUSH for more answers, DO NOT engage. See Below:**

**If they ask for more information or press for an answer.**

**Distributor:** Joe, I would love **share with you what I do, but this is not a good time. L**et’s set up a time over coffee. When is good for you?

OR   
Distributor: Joe, I would love to share what I do, but I will do you and me a disfavor. And besides, it is visual. Let’s sit down for a cup of coffee, definitely share with you what I do.

**OBJECTIVE IS TO SET UP AN APPOINTMENT!**

2 min Commercial AKA WHY? (2 type: Product & Business)

A two-minute commercial, also known as the WHY is a testimonial of the real reason WHY you are doing this business or how the products have helped you.   
  
There are 2 min Commercial ( WHY)  
1) Product – A testimonial of a product you use from your personal experience or borrow one.   
2) Business

*Example:*

*Business*

*I was sick and tired of living month to month on a salary that never seemed to grow. I started this business to create a second income to take the stress out of the month*

*I started my UnFranchise® business to establish my children’s college fund.*

*Products*

*I had asthma for the longest time. After being on OPC-3 for 3 months I have noticed the reduction of my asthma attacks.*

**Example of Using What is it/What do you do?**

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| --- |
| **TRIGGER QUESTION** |
| 1. If out could change one thing in your job, what would it be? 2. Are you better off to day than last year? 3. How much money would make a difference your life on a weekly basis? 4. Have you ever seen these #s before: 1, 4,5,28,62? Where do you see yourself 5. Do you like makeup … health and nutrition? 6. Do you keep your financial option open 7. Do you create an annuity when you shop? 8. Does your shopping habits create an asset for you? |
| **FEEL FELT FOUND** |
| I use to **FEEL** the same way too, I **FELT** like I (relate to their needs) but I **FOUND** the Unfranchise. Have you hear of it? |
| **WHAT IS IT?** |
| 1. It is a business that allows people to work 10 to 15hrs a week, they make their own hours and within 6 to 3 years most people are about to earn a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ income. 2. A business for people that want and income that don’t want another jog. 3. Have you heard of shopping annuity? It’s a way of taking the dollars you are spending and putting them in and investment for yourself. I can’t believe you have never heard of it. 4. It is call shopping annuity have you heard of it? Basically I help people take money they are already spending on everyday stuff and turn into an investment that pays them on an ongoing basis 5. It is a product brokerage and internet marketing company that helps people turn spending into earning and create a shopping annuity 6. I help people create an ageless lifestyle with wellness solution 7. A way to make a lot of money on line 8. It is hybrid between franchising and internet marketing |
| **CLOSING QUESTION** |
| 1. Does that look like something that might interest you? 2. Is there any reason, you wouldn’t want more information about that? 3. Who do you know that might like some more information about that? |
| ASK FOR THE APPOINTMENT |
| 1. What I want is 45 min to share some information with you. I am not promising anything, but this is an incredible opportunity for the right person. Give me your number and I’ll give you mine, just in case one of us can’t make it , we can contact each there. 2. Let’s catch up over coffee. That will give me time to explain what I do, what works best for you? |