

## FOCUS GROUP CALL 12

- I. **Introductions/Focus Group Tracking Sheet Review – Asst. Team Leader then Participants**
- II. **Homework Review**
- III. **Maintain or Increase Momentum**
  - A. Keep methods of advertising going strong as you move into the next focus group. Up your plan if your not yet doing the full focus group plan.
  - B. Continue to fax in your Focus Group Tracking Sheet to your mentor/sponsor.
  - C. Continue to plug into the calls and keep all your forms updated. Be the leader and example for your team.
  - D. It's easier to go fast than slow.
  - E. Back to back focus groups for maximum growth and duplication. Momentum will carry you through the marketing plan.
- IV. **Celebration/Recognition**
  - A. Congratulations to all who completed the 12 weeks!
  - B. Who moved up in the marketing plan?
  - C. Who got new participants into the next round of focus groups? How many?
  - D. How did the focus group affect you and your business? What did you like the most?
- V. **Fix**
  - A. Is there anything that you would like to have seen in the focus group but didn't get?
- VI. **Discuss Current Topics, Promotions, and Events**
- VII. **Guest Speaker to close out the last 15 minutes of the call – Upline/Crossline Millionaire or President's Team Member**

***See you in the next round!***