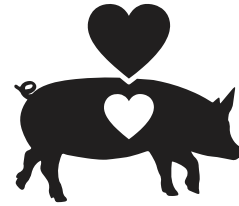


HUH? HMM... HEY! • The PLAN!

Know the difference between Leads, Prospects, and Customers. Get your Leads excited about the idea of you. Get them asking, "Huh, who are these guys?" Treat them special and turn them into Prospects, making that first purchase, saying, "Hmm... Let's try these guys! Then over-deliver on your passion & promises so they say, "HEY! I Love these Guys!" Then they'll become the Customers that bring you Leads.



**WHAT'S YOUR
BACON?**
MASTER HAPPINESS

HUH, who are these guys? (Leads)

<p>WHAT do you love to do?</p>	<p>WHO can you help?</p>	<p>HOW do I get their attention?</p>
---------------------------------------	---------------------------------	---

HMM... Let's try these guys! (Prospects)

<p>COURT! Let's get to know each other.</p>	<p>CLOSE! Land the first sale!</p>	<p>CONVERT! Welcome to the family!</p>
--	---	---

HEY! I love these guys! (Customers)

<p>RISE! Deliver your passion & promises!</p>	<p>REWARD! Celebrate your customers!</p>	<p>REFERRALS! Have any friends?</p>
--	---	--