

Recruiting

QUESTIONS & REFLECTIONS FOR IMPROVING YOUR NARRATIVE

with Executive Team Leader, **RACHEL CLARKE!**

Click [HERE](#) to watch the video!



Learn how recruiting starts with YOU!

Use the worksheets at the end of this document to reflect on these foundational questions and help improve your narrative and build your team! Join Rachel, the Top Recruiter in 2021, as she shares how she continues to successfully grow her business with integrity & joy!

#1: HOW OFTEN AM I SHARING THE OPPORTUNITY?

MORE OFTEN = MORE OPPORTUNITIES!

NOT JUST DURING KIT SALES!

Share:

- The perks for yourself.
- The daily joy of being a Consultant!

The more often you talk about it, the more conversations you'll have, and the more interest you'll gain overall!

#2: DO PEOPLE KNOW WHAT I DO? (AND THAT THEY CAN DO IT TOO?)

DON'T EXPECT PEOPLE TO KNOW WHAT YOU AREN'T TELLING THEM!

Do people understand what my job is, and that it is something they can do too?

- Share your online events on your personal social media.
- Tell them what it's all about!
- Share sneak peeks when placing orders.
- Include aspects of your daily life as a Consultant.
- Everyone loves a look "behind the scenes"!

Demystifying the unknown makes becoming a Consultant more attainable!

#3: DO I TRULY BELIEVE IN THIS OPPORTUNITY?

DON'T FAKE IT!

If you don't see the value, then how can you expect to share it with sincerity?

- Sharing genuine excitement, urgency, and joy will make a difference in how your conversations start and how they are received.
- Take a moment to explore the potential this opportunity has and how that makes you feel, and then **SHARE** those feelings!

#4: AM I "PITCHING" TO PEOPLE, OR AM I INSPIRING PEOPLE?

DITCH THE PITCH!

People are more likely to join because of a **FEELING** versus a sales pitch.



Sales and requirements should not be what you lead recruiting conversations with. Inspire action and excitement by showing people how Usborne can help them reach their goals and achieve their dreams!

#5: AM I PLAYING THE "LONG GAME" OR THE "SHORT GAME"?

SUSTAINABLE GROWTH VS IMMEDIATE RESULTS

Playing the Short Game doesn't always work out.

Recruiting for immediate results can come across too forcefully.

You could jeopardize recruiting the right people because it's simple not the right time.

KEYS TO LONG-TERM SUCCESS:

- Listen with your ears *and* your heart.
- Be honest and genuine.
- Don't pressure.
- Leave the door open for a follow-up.
- Don't be unnecessarily persistent. ASK people if they want a follow-up.
- *Don't forget to actually follow-up!*

Keep a list or use the follow-up feature within your Virtual Office!

Solutions, Support & Success *with* USBORNE!

#6: HOW DO I MAKE OTHER PEOPLE FEEL?

DO YOU MAKE PEOPLE AROUND YOU FEEL:

- Transactional or valued?
- Inspired?
- Encouraged?

Show them that you really care!

Have more conversations not related to business. Develop trust and rapport.

Get curious about how you make your community feel. Utilize social media & ASK!



PAUSE & REFLECT

Use the worksheets at the back of this Training PDF to answer each question!

Speak to your Sponsor about putting together some actionable steps in 1 or 2 of these areas!

Don't be afraid to change your narrative and try something different!



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For more resources and training visit:

USBORNEBOOKSATHOME.CA/CONSULTANT-DOWNLOADS

Questions & Reflections

FOR IMPROVING YOUR RECRUITING NARRATIVE

#1: How often am I sharing the opportunity?

GOAL SETTING: Could this be improved? (How often & what are you sharing?)

#2: Do people know what I do? (and that they can do it too?)

GOAL SETTING: Write down some creative ideas on how to share what you do.
Think outside the box!



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#3: Do I truly believe in this opportunity? Write down some of the benefits!

GOAL SETTING: What are YOUR goals within this company? What makes YOU excited about your potential with Usborne?

#4: Am I “pitching” to people, or am I inspiring people? Jot down some adjectives you can use to inspire action!

GOAL SETTING: Using your answers from #3, write down ways that you can share this excitement! List some talking points to use during recruiting conversations. Focus on learning more about your recruit and THEIR goals, and how Usborne can help achieve them!



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#5: Am I playing the “long game” or the “short game”? How do I feel after a recruiting conversation?

GOAL SETTING: Review your list of potential recruits. Write down a plan for following up, and nurturing relationships. Input your follow-ups & notes in your Virtual Office.

#6: How do I make other people feel? Write this down and see if there are any areas for improvement.

GOAL SETTING: Think about a recent conversation you had with a customer, host, or potential recruit. Was it strictly related to business? Write down some ways to further develop trust and report.



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