frequense.

TEAM TRAINING · STARTING CONVERSATIONS

ONE CONVERSATION A DAY.

"your only job is to be a problem solver. make it about them, not about you."

BRYNN LANG · 10 YEARS IN THE INDUSTRY



SCARED? SHE WAS TOO

not 100 people in a day.
one, every day.

1	30	365
A DAY	A MONTH	A YEAR

10 · 0

brynn's 10 new people last month: 0 found her on social. she reached out to every one.

THE FRAMEWORK · DO THIS EVERY DAY

01 MAKE THE LIST

no judgment. add names every day.

02 START THE CONVERSATION

you reach out first. use the question below.

03 ASK QUESTIONS & LISTEN

make it about them, not you.

04 IDENTIFY THE STRUGGLE

tired? stressed? stuck? listen for it.

05 OFFER A SOLUTION

share what's helped you. give an easy out.

THE ONE QUESTION · AND WHAT TO SAY NEXT

THE MAGIC QUESTION

"HEY ___, IT'S BEEN A LONG TIME. HOW ARE YOU? GENUINELY?"

send it as a voice message so they hear your energy and that you care. people rarely ghost this one.

IF THEY SHARE A STRUGGLE · RELATE, THEN OFFER

"oh my gosh, i'm so sorry. i can so relate. a while ago i was _____. i found something that's really helping me with that. it might not work for you, but if you want, i'd be happy to send you some info."

IF THEY SAY "I'M GREAT, HOW ARE YOU?" · SHARE YOUR STORY

"i'm doing amazing. i made a big decision this year: _____. i feel like i'm doing something meaningful, and i get to help people feel good every day."

START YOUR LIST NOW

friends · family · parents at practice · coworkers · classmates · *anyone who engages with you*

CHECK YOURSELF

- [ ] i've talked to everyone i know
- [ ] i message everyone who engages
- [ ] i follow up (one yes took 17 messages)
- [ ] i talk to people daily, not just post

ASK THE EXTRA QUESTION

EVERY CUSTOMER. EVERY INTERESTED PERSON.

"would you also be open to learning about the business side?" if yes, invite them to the next opportunity presentation.