

WEEKLY BRIEFING RULES

- Associates should show up 30 minutes early. Be helpful in setting up, registration, and greeting guests. Associates should attend every briefing.
- Associates should be prepared to pay a small fee to cover the meeting room rental. Usually this fee is under \$10.00.
- Bring guests to every briefing. We have never had a guest not show up that was brought.
- Always talk about positive information. Never discuss negative issues. FORM Family, Occupation, Recreation, Motivation!
- Wear professional dress. Be sure and inform your guest of this as well. Don't have your guest embarrassed because they did not dress professionally.
- Do not bring children to the briefing. If you don't have a baby sitter—stay home.
- Turn off your cell phone or leave it in your car.
- During the briefing never talk or make comments. Actively participate by raising your hand, sitting up in your chair and being involved! The speaker gets energy from the room!
- Never get up during the briefing. Stay seated! Five minutes before the briefing begins – take your seat. Do not linger in the back of the room.
- The briefing should last about 45-50 minutes with at least 5 minutes of testimonials. The entire briefing should ALWAYS be less than one hour.
- If you are asked to share your story. Be precise and keep it less than one minute. Practice your story so that it is powerful and inspiring.
- After the briefing do not get up. Circle up your chairs and have the leaders assist in closing your prospects.
- After the briefing do not go up and talk to the guest speaker. They need to get with the guests and assist in closing.

Remember – You never get a second chance to make a first impression!