

## New Distributor's Business Introduction Letter to friends and family

(With explanation & instruction)

Greetings!

Following this explanation is a form letter which has helped countless dealers sell thousands of our high-tech products. The "Warm Market Letter" will help you get your business off to a great start. The letter was originally written to help a new distributor that was a little shy about talking to people face-to-face. He sent the letter to 38 friends and relatives and the result was five retail sales and two new distributors! If you will *use* the letter and encourage your own new distributors to do the same, it can cause exponential growth of your business.

Several things happen as a result of sending the letter to your personal circle of influence:

1. It's a Commitment. You might not believe this but some people make plans to fail! Their thinking goes like this: "I have failed before at what I have begun and it was embarrassing. Therefore, this time I won't tell my friends and family what I am doing so that if (and when) I fail, no one will laugh at me." Obviously, the person who begins anything with this attitude will shortly fail. Long-term commitment is the first step to success in any human endeavor, whether it is marriage, physical development, education or business. Sending the (following) letter is an open announcement that I have made an intelligent decision to build a new and better life for myself and am committed to achieving my goals.

2. Most people admire and encourage a committed person. People who care for you will lend their assistance if they believe you are committed to a worthwhile goal that will improve your life. In fact, good people want to join others who have found a better course and possess purpose, direction and resolve -- it shows! Famous field leader Mike Jackson says, "People don't care where you are if they can see where you are going." Have you had trouble building a business? Your commitment and level of belief in what you are doing transmits as surely as a radio beam to you spouse, friends, prospective customers and distributors. The good news is that the problem is easily solved. We don't have to change our friends, prospects, and business partners; we need only change our own attitudes, re-consider our commitments and resolve to start anew. Our tomorrows need not resemble our yesterdays! It's true that some people may continue to pigeonhole us in their thinking but eventually even the most negative spouse, friend or relative will acknowledge that we are not the same person we used to be. More importantly, we will know the personal satisfaction that follows commitment and achievement. Your business is your vehicle to take you from where you are to the place of your dreams. Just follow the roadmap and you will get there!

3. Statistically, nearly everyone we know needs Vollara technology. Know anyone who washes clothes at home? Furthermore, our other technology addresses perceived needs in 70% or more of the households of everyone we know. Everyone would like to breathe clean air, everyone would like to drink pure energy-enhancing water. All of your new products solve common problems and improve the lives of others. And, while your friends and relatives may be distrustful of a stranger who offers them a free trial of our technology, they are likely to let you have their time, since they know you and hopefully trust that you will not rip them off. There is no stronger principle in marketing than networking. Everyone likes to have "a friend in the business", whether they are looking for a tax preparer, a car dealer or someone who may show them the latest technology. Yes, we are dealing with percentages but the percentages are higher using networking (and the resulting referrals) than any other way businesses find customers.

4. The letter is designed to create curiosity about both the product and the business opportunity with an **indirect approach**. We neither ask them to purchase anything nor do we ask them to go into business with us. However, both the product and the prospects of joining us are described in such a way as to prompt the reader to consider his own home environment and personal finances. While we are asking for referrals, it is no surprise that those who get your letter may ask questions about their own circumstances. For instance you are likely to hear questions like, "What do people have to do to work with you part time? How much do you think *I* could make?" It's a fact that most people don't like their jobs and the vast majority of people need (or want) to have more money. So, the bottom line is that many people you know would like a real opportunity to increase their income or become financially independent. Yes, they may be wary and have their guards up, but only out of self-protection, not from a lack of desire to improve their lives. Incidentally, this is another reason why it is good to become a "bringer" by introducing your distributor prospects to the company via your websites and your business partners. Your prospect may not think you are able to help them be more successful, but we can bypass that hurdle by having them see the extensive training and support system we enjoy.

5. Sewing seed for the future. Not everyone responds to our letter (or other approaches) immediately. Successful Vollara leaders will tell you that many of their best distributors did not decide to come into the business for months or even years after they were first approached. Likewise with retail sales -- Nathan Van Duyn once received a phone order from a man he gave literature to over a year earlier. People who get your letter will now know that you are in the indoor environmental

business and that you have an opportunity for people who want to earn full or part-time income. The one thing in life that is predictable is change. The same person who refuses to try a machine today may call to try one tomorrow. The same person who is content today may lose his job tomorrow or have some circumstance that causes him to want to earn extra money. The possibilities are endless but if people don't know what you have they will not think of you when their need arises.

6. Lastly, letting our personal circle of influence know that we are in business is not an MLM or network marketing thing, it is simply common sense for anyone who has begun a new business. If you opened a restaurant, car dealership, law practice, dry cleaners or practically any other business you would share the news with all of your closest friends and relatives. If you understand that you now own your own business and have an obligation (to yourself) to get busy building it, you will not keep your business a secret. You are the CEO, setting the direction for your business and providing the effort that will make your business a success.

### How to use the letter

The letter can be customized to suit your personality and circumstances but be careful not to add anything that would be against Vollara ethics policy (such as unauthorized product claims). Likewise, if you are not trained in marketing you should be careful not to delete something from the letter that may diminish your results. I suggest you send it to the list of people you would send a graduation announcement or wedding invitation to. Who would come to your daughter's wedding? They are your close circle of influence – your “warm(est) market” – the people most likely to care if you succeed or not!

If you are not new in the business but have decided that you want to ramp up your business income, you can modify the letter to say something to the effect that you have been associated with Vollara for some time but now are ready to spend more time building your environmental technology business. That statement will flow naturally into your request for help in getting started (in the form letter). Another approach for distributors that are not new is to let people know you are field testing (or introducing) a new technology.

**Follow-up on the letter is essential.** In the letter you tell them that you will be calling in a couple of days and now you need to do that. Be kind and not pushy but call with a positive expectation that you will be received. Let them know that it will only take 15-20 minutes of their time to drop off the machine (or install the LaundryPure) and show them how to use it. Remember that you are dealing in numbers. If you send out 100 letters and follow up, you should get 30-60 positive responses to your follow up call. **You might want to stagger your letters and send about 10 per week.** Both sales and referrals follow like morning follows the dark. You will have your business launched with new life and a lot of productive activity. And that is just the start since some of your new customers will become distributors or a source of referrals in the months and years ahead. The whole idea is to get started off right and trust that the efforts you expend today will bring short-term earnings and plant seed for a future harvest.

Lastly, it is important to follow through on what you told the prospect. Don't switch to a sales pitch once you get to their house. Let the machine sell itself! If they come to the conclusion that they would like to own the machine, let it be their idea and not the result of pressure from you. (That doesn't mean you cannot ask for the order! There's nothing wrong with asking, “Would you like to own this machine?”) Don't worry if some of your first prospects decide not to buy the machine; you will get better with experience and will not damage friendships if you are not pushy. Numbers = sales for *everyone* in our business. Just worry about getting the numbers and you will be fine. We plant, God provides the harvest. You may start out getting one sale from each four evaluations, but a few months from now you may average 8 out of 10 or more. Also remember that the person that evaluates the machine can be worth much more than a one-unit sale. He or she may have a small family and not think they need the product but they probably know people who they think would like to have one.

Enough talk! Let's get going and make things happen! Don't hesitate to call your business partner for support as you get started in your exciting and lucrative new career. The business announcement letter follows.

Yours for Success,

Dan & Debbie Gibson  
Vollara Presidential Directors

Dear \_\_\_\_\_

I am writing to announce some good news in the \_\_\_\_\_ family and to ask a small favor of you. Recently, we obtained a dealership from a new "green" electronics division of an 85-year-old manufacturing company. Vollara engineers and manufactures cutting-edge technology for commercial and residential applications. Some of our products include the latest ionized alkaline water technology, state-of-the-art air purification systems (very popular with people dealing with asthma, allergies, and pet and smoking odors) energy management systems and an exciting new non-polluting, no chemicals laundry technology.

At present, we are in training, learning how to resolve indoor environmental issues with our technology. We have been delighted to learn that the company shares our Christian ethics, commitment to service and responsible stewardship of Earth resources.

As to the favor I mentioned, we would appreciate your help in getting our business launched. No, we don't want to build our business by selling to all our friends and relatives, but we would appreciate your help in getting the word out about our new business plus you can have some fun being the first people in town to lay eyes on an important new technology. Our company is just now releasing this product which uses technology developed in conjunction with NASA. It has been in the design and test stage for over two years. We have been asked to gather opinion surveys on the product's performance in our area. The product pre-treats our laundry water so that we are able to wash and sanitize clothing without chemicals or hot water. I know, it sounds impossible - but so did the benefits we enjoy from telephones, computers, televisions and even our modern washing machines. \_\_\_\_\_ and I have been using our LaundryPure for (days, weeks, months, etc) and love it. And, of course, it pays for itself since we no longer buy detergent, fabric softener, and bleach or pay to heat wash or rinse water.

The product installs in minutes and then "seeing is believing". Completing our short satisfaction survey is all the favor we ask of you. Your opinion is valuable to us and I know you will be objective. Should you want to own the product, we are in a position to let you keep it far below the retail price. But we promise - no sales pitch!

Lastly, we are staffing our new business and have some excellent full and part-time position to fill. We know there are lots of good people who are unemployed or in need of extra income. We would appreciate your recommendations of any good men or women who want to earn full or part-time income working from home by appointment. Candidates should enjoy helping people, be teachable, honest, and be able to put in at least 5-10 hours per week. Those with management and leadership experience may qualify for a lucrative management position.

We very much appreciate any help you may give us as we launch our business. Furthermore, we think you will have fun being one of the first people in the area to field-test an exciting new technology. I will give you a call in a couple of days and look forward to seeing you soon.

Yours Truly,

\_\_\_\_\_

P.S. Check out some of the technology we are learning to use:

[www.getlaundryinfo.com](http://www.getlaundryinfo.com)

[www.getairinfo.com](http://www.getairinfo.com)

[www.getlivingwaterinfo.com](http://www.getlivingwaterinfo.com)