

Breakfast with Fran

Action Steps to Get Started

THE PROGRAM

The Breakfast with Fran program is really the best way to develop leads and friends within the business community. My dad always said if you want to earn somebody's respect – work for them. That's what you're doing when you start your own Small Business Owners Breakfast Club.

You get the privilege of creating a meeting place that will be a “Synergy Center” for the local small business owners in your area. You will see a magical transition happen for you, as you develop friendships and relationships in your pursuit of building your own business.

There are a few steps that you need to master so that you will achieve the results you desire. Keeping in mind that the Breakfast is only the beginning of the process and it's the follow-through after the Breakfast Event that creates the income and referrals.

Ok, so let's take a look at what you need to do before, during and following the Networking Breakfast.

BEFORE THE EVENT

- Picking a partner is the first and most important thing you will do. If you pick someone that is not committed you have set yourself up for failure. Also, this should be a team member, either up or down your line of sponsorship.
- Schedule a huddle up to split up the tasks. There's just too much for one person, so find a hard working partner and schedule your huddle up.

- Read all the updates in the PPLBIZPLAN.COM back office and order the system, footballs, emails, scripts and study the material.
- Picking a location is the second most important thing you will do. The wrong venue will make it very hard if not impossible to have a great event. The right venue could be the only difference in achieving an incredible experience or something of the opposite. Make sure you understand the difference. You want to pick a location where the ownership is supportive of your goals, they have buy-in and they also want to take ownership and their facility has all of the attributes you need to have a successful event.
- Technical equipment is required and must be able to work in the location you pick. So you need access to electric, a cell phone or land line access with ample signal strength. Try a call prior to securing the location to ensure it works.
- Where to work is easy, it completely depends on where you secure your location. Business owners are very busy and they won't travel too far to attend these breakfasts. So you must secure a location close to where you want to work or you will have to work near where your location is.
- Business Owners are the number one goal for inviting. They are the ones that can later purchase your membership and they have credibility above all others in referring you more business. Commissioned sales people also are good, but remember they probably won't be buying a business plan. However, if they are business to business sales pros, you're doing well to get them referring you more business. I'd like to add here that inviting government officials to round off the list of who to invite is also appealing, they are always open to meeting their constituents and business owners top that list.
- DO NOT - Invite PPL Associates

- Inviting is as easy as reading. Once you have subscribed to Breakfast with Fran, you will get an email that has a flyer with words that work. Simply invite them using the words from the bottom of the page and also right under the picture of Fran. These words will get guests to show up. Here's a sample:
 - "You're being invited to a Small Business Breakfast Networking Event. You will have an opportunity to expose your business to other local businesses and acquire new prospects and customers. We encourage you to bring promotional material and business cards to hand out. There will even be time for you to address the group and tell everyone a little about your business, experience and what separates you from everyone else in your industry."
- Flyers are important but not if they look poorly. You must make sure you're only broadcasting top level quality and professionalism. Flyers need to be full color, high quality is a must. Never leave these around in places that are unflattering to your image. Hand off flyers personally.
- Emails are your lifeline to your guests and members. This is also such a time saver and everyone is glad you reminded them. Emails should always look the same and have a common feel. You're branding your events and business owners like familiarity. If you keep the same feel and subjects in your emails, your contacts appreciate it. Always use BCC to attach more than one email address. People hate it when their email is visible by fifty other people they don't know. This is a sure-fire way to lose credibility.
- Phone calls are the ONLY way to get your Breakfast Events humming. If you want success, decide right now - you will make calls consistently and in enough numbers to work. I would suggest a minimum of 20 dials a day. Every day to get things rolling.
- Data Bases will be your best way of making the best use of your time. I still have my very first invitee saved and they receive my emails and phone calls regularly. Don't waste your time by not developing a data base of everyone that shows an interest in growing their business.

- Using a Call to Action like requiring a RSVP and asking for names of others that would benefit from attending the event.
- 1 week before the breakfast, you should be very excited so share this excitement on the phone and through emails.
- 3 days before you want to get out a comment about the Breakfast and remind them to RSVP if they haven't already.
- The Day before the event, get everything together. Electronics handouts, footballs and everything else. You should have an entire kit that stays together so you don't have to worry about anything at the last moment because it's in the kit. Send out 1 more email reminder and call everyone that said they were coming but this is their first event. Go to bed early.

DURING THE EVENT

- Day of event wake early. Be rested and ready. Don't be in a hurry or trying to find "The Stuff"
- Once you arrive at the location get everything inside. Fast!
- Greeting & Meeting is so important. So have everything set-up before people arrive. As guests show up get everyone to have a conversation with someone. Everyone will have a chance to learn about everyone else, but don't let anyone stand alone.
- The two documents, [Wheel of Fortune](#) and Event Survey are the keys to the money making activity. So far you have only put together a good party. Now you need to FOCUS on money making activity. So, get the paperwork done! Make sure EVERYONE fills out the paperwork and turns it in before leaving. You will use these documents to prioritize your meeting schedule.

- The call with Fran is when most guests will fill out the paperwork. This is important because it keeps them in their seat, so hand them out right before the call. PROMOTE how you will use these forms to help the attendee and their business friends. Encourage participation.
- Protect the doors during the call. Don't let anyone leave without turning in the paperwork.
- Once the call starts protect the door and take notes. If you pay attention to the call, others will too. Every month someone in that room needs to hear that call. Don't spoil it for them. Encourage by example.

AFTER THE EVENT

- Following the call, remind everyone that they are to use this meeting for their own benefit. Remind everyone that they don't need to try and sell the people in the room but merely learn about them and their business while they do the same with you. This guarantees that you will be telling the GoSmallBiz and LegalShield Story. They will decide if they need it or not, but you already know there are people who will definitely buy from you, so it is just a numbers game. If the Small Business Owner you're talking with likes you and you remain a professional, they will refer you, even if they don't buy.
- The next day you will contact and set up appointments from those that showed an interest.
- Repeat the process.