

mPower **ME**
Playbook

Your
Playbook
For
Success!



STEP 1

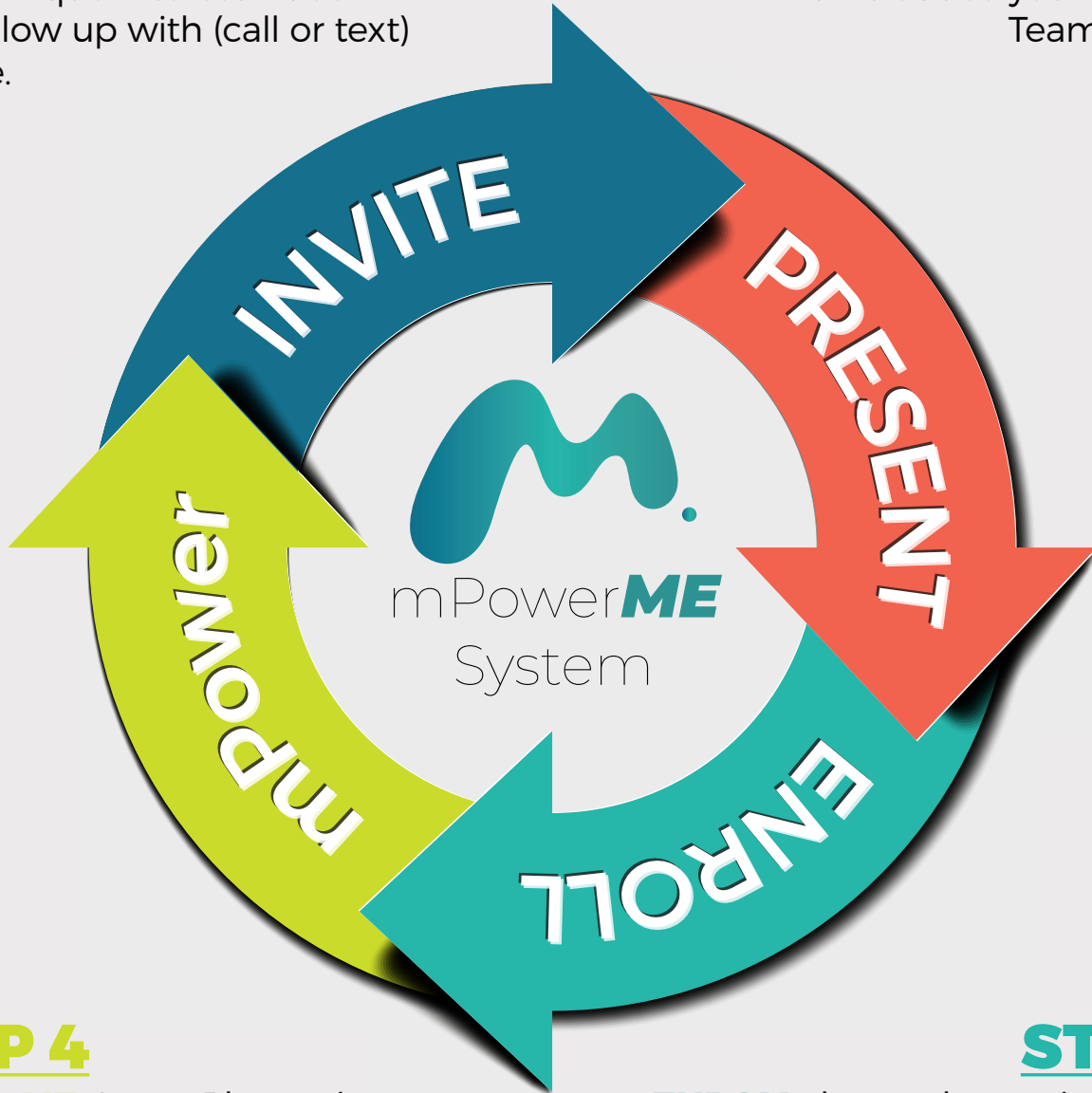
INVITE 10 Easiest and 10 Best to GO Meeting. Depending on relationship:

- 1.** Either make direct invitation by call or text.
- 2.** Send Pique Interest video then follow up with (call or text) to invite.

STEP 2

PRESENT using the GO Meeting script:

- 1.** Ask the initial question as guests are arriving.
- 2.** Introduce your Support Team Leader.



STEP 4

mPowerME Game Plan review:

- 1.** Set up meeting with them and your support team leader.
- 2.** The support team leader will get them started on their success journey with Step 1.

STEP 3

ENROLL those who are interested:

- 1.** Encourage them to complete the mPowerME Training within the first 24 hours.
- 2.** Follow up after they complete the training.

STEP 1: INVITE





This section of the mPowerME Playbook covers how to invite a person that is in your Hot Market. Remember, these are the people with whom you are closest with. This invitation can come by calling or texting them. If you normally call this person, then use the call invite script provided. If texting is your normal form of communication, then use the text invite script provided. With this group, you would not use the pique interest video. The GO Meeting you are inviting them to would be a group meeting and not an individual Zoom meeting. Your GO Meeting scripts are provided in the PRESENT section of the mPowerME Playbook.

INVITE - Hot Market (Call Invite)

(Remember: No pique interest video & available for your 1st GO Meeting)

Have normal conversation and at some point say,

"By the way, what are you doing _____ (your first Go Meeting day) around ____ (Go Meeting time)?"

Example

"By the way, what are you doing Thursday around 7:30?" (WFA - Wait For Answer)

When they say they are available, respond with...

"The reason I'm asking is I just started something I'm really excited about and I would love to get your opinion. Would you help me out?" (WFA)

"Great, and your participation could also help me get a promotion. I can count on you, right?" (WFA)

"Thanks, I'll text you the details."

What if they are busy or not available for your 1st GO Meeting?

"By the way, what are you doing Thursday around 7:30?" (WFA)

A: They respond back letting you know they are not available Thursday.

"How about Saturday morning at 10 or 7:00 Tuesday evening?" (WFA)

"The reason I'm asking is I just started something I'm really excited about and I would love to get your opinion. Would you help me out?" (WFA)

"Great, and your participation could also help me get a promotion. I can count on you, right?" (WFA)

"Thanks, I'll text you the details."



INVITE - Hot Market (Text Invite)

(Remember: No pique interest video & available for your 1st GO Meeting)

Start a new text message to this person. Start the text like you normally would any other conversation. If you normally include their name or say "Hey" do that. This should be a normal text conversation.

"Are you available _____ (your first Go Meeting day) around _____ (Go Meeting time)?"

Example

"Are you available Thursday around 7:30?" (WFA - Wait For Answer)

When they say they are available, respond with...

"The reason I'm asking is I just started something I'm really excited about and I would love to get your opinion. Would you help me out?" (WFA)

A: You bet!

"Great, and your participation could help me get a promotion. I can count on you, right?" (WFA)

A: Of course you can.

"Thanks, I'll text the details."

What if they are busy or not available for your 1st GO Meeting?

"Are you available Thursday around 7:30?" (WFA)

A: They respond back letting you know they are not available Thursday.

"How about Saturday morning 10 or 7:00 Tuesday evening?" (WFA)

A: Tuesday is great.

"The reason I'm asking is I just started something I'm really excited about and I would love to get your opinion. Would you help me out?" (WFA)

A: You bet!

"Great, and your participation could help me get a promotion. I can count on you, right?" (WFA)

A: Of course you can.

"Thanks, I'll text the details."

TIP: Text Zoom link the day of the GO Meeting to remind them.



This section of the mPowerME Playbook covers how to invite a person that is in your Warm Market. This conversation can happen by calling or texting them. If you normally call this person, then use the call invite script provided. If texting is your normal form of communication, then use the text invite script provided. With this group, you will use the pique interest video. The Zoom presentation you are inviting them to would be an individual Zoom meeting and not a group Zoom presentation. Your Individual Zoom Meeting scripts are the same as the GO Meeting scripts provided in the PRESENT section of the mPowerME Playbook.

INVITE - Warm Market (Call Invite)

(Remember: Use Pique Interest Video)

Have normal conversation and at some point say...

"By the way, if I send you a video, could you watch it now? It's about 90 seconds."

Example

"By the way, if I send you a video, could you watch it now? It's about 90 seconds." (WFA - Wait For Answer)

When they say yes, send the pique interest video. Respond with...

"I'll call you back in about 5 minutes. Thanks. <http://bit.ly/307bUgZ>"

Send the pique interest video and follow up in 5 minutes and ask if they watched it yet. If they haven't, say...

"Could you watch it now. I'd really like to see what you think."

If they say yes on the first (or second) call, ask...

"What did you think?" (WFA)

If they are interested then respond with...

"Do you have a few minutes Thursday at 7:30 to get more information? It only takes about 20 minutes." (WFA)

If they are available then respond with...

"Great, I'll text the details and remind you an hour before"

What if they are interested but aren't available at that time? Respond with...

"Do you have a few minutes Thursday at 7:30 to get more information? It only takes about 20 minutes." (WFA)

If they are NOT available then respond with...

"How about Saturday morning at 10 or Tuesday evening at 7:00" (WFA)



INVITE - Warm Market (Call Invite) Continue

If they say they are available for one of these times, respond with...

"Great, I'll text the details and remind you an hour before."

IMPORTANT: Invite to a scheduled GO Meeting or it can be a 1-on-1 Zoom presentation.

INVITE - Warm Market (Text Invite)

(Remember: Use Pique Interest Video)

Start a new text message to this person and be sure to include the Pique Interest video at end of text.

Example 1

"Take a look at this short video and text me back. Less than 2 minutes? Check it out here: <http://bit.ly/307bUgZ>"

When they respond with interest or curiosity, call them...

"Do you have a few minutes Thursday at 7:30 to get more information? It only takes about 20 minutes." (WFA)

When they respond that they are available, say...

"Great, I'll text the details and remind you an hour before"

If they are interested but aren't available at that time, say...

"How about Saturday morning at 10 or Tuesday evening at 7:00?" (WFA)

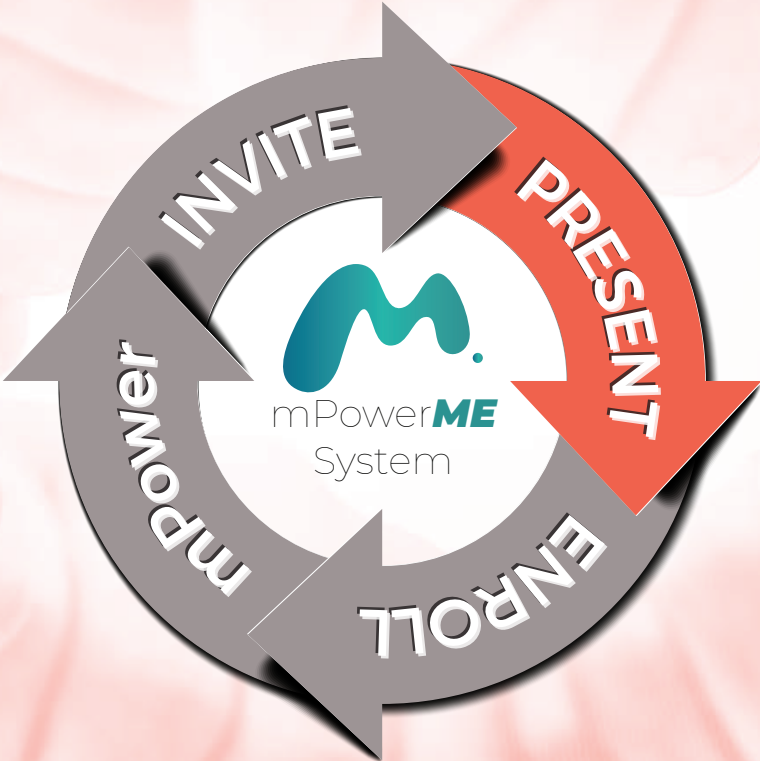
When they respond that they are available, say...

"Great, I'll text the details and remind you an hour before"

TIP: Text Zoom link the day of the GO Meeting to remind them.

IMPORTANT: Invite to a scheduled GO Meeting or it can be a 1-on-1 Zoom presentation.

STEP 2: PRESENT





This section of the mPowerME Playbook covers the roles and responsibilities when doing a presentation. If you haven't already, schedule your GO Meeting(s) with a Support Team Leader (STL). You'll want to invite your 10 HOT Market to the first one. Remember, these are the people with whom you have a close relationship with.

Send this text to the people who agreed to attend your GO Meeting 1 hour before it is scheduled to begin...

"Zoom starts at ____ (time). Here's the link: ____ (link) Thanks for your support!"

Host GO Meeting responsibility

You will want to welcome guests as they come on to the Zoom. When there are at least 2 guests, say:

"I'm expecting a few more people to join. While we're waiting, let me ask a question."

"If \$1,000 showed up in your bank account tomorrow that you had to spend, you can't invest or pay bills with it, what would you buy?"

"I'll start and there's no doubt I would buy _____. How about you Josh (guest name). What would you buy Sarah? (guest name)"

As additional people come on the Zoom ask the same question and provide the answers other guests have given.

"I'm expecting a few more people to join. While we're waiting, let me ask a question. If \$1,000 showed up in your bank account tomorrow that you had to spend, can't invest or pay bills with it, what would you buy? I said new golf clubs, Josh wants an iPhone and Sarah would take a vacation. What would you buy?"

Continue as new people join and when all are present, or no later than 5 minutes after your scheduled start time, it's GO time.

Important Note 1: Keep this section light, fun, and interactive. This is a group talking and dreaming with each other. Many of these people may know each other but some may not. Be sure to include everyone in the conversation.

Important Note 2: Also send text reminders to those that have not joined in on the Zoom meeting yet. Text reminder to send:

"Hey! Waiting on you to start. You're still able to jump on right?"



Host GO Meeting responsibility Continue

Begin meeting by introducing your support team leader:

"I want to thank each of you for supporting me (us if there's a significant other). I believe you will find this information as interesting as I did. As I already told you, I'm just getting started so I asked one of my support team to help me tonight. He / She is an expert and has the answers to whatever questions you may have. This is my _____, (Rank - Team Builder, Regional Builder, National Builder or Director), Mr / Mrs / Miss _____ (First & Last Name)"

Support Team Leader (STL) responsibility

Send a text message to the entire STL group of the SBA you are doing the meeting for and let them know the date and time of the meeting you are doing

Why do this? It is so this group knows to be on standby for a potential validation call with a new signup.

If GO Meeting is Zoom

- Use your Zoom account to schedule the meeting
- Text and/or email meeting invite to the host
- Use your device to control the meeting
- Share your screen when it's time to view presentation
- When Host introduces you, be sure to thank the guests for supporting the Host and let them know this indicates the host has what it takes to succeed with us. Here is an example of what you can say.

"Thank you Wayne, (host name), and I would like to thank each of you for supporting Wayne & Crystal (spouse/significant other) tonight (or today). You showing up indicates they have what it takes to be successful with us.."

"I would like to ask a small favor. While you are learning more about what we do, please be thinking of who you know that should hear this as well since it will help Wayne & Crystal. This only takes about 15 minutes and we're going to begin now."

- Play video presentation



Support Team Leader (STL) responsibility Continue

- When video presentation is finished you will want to thank them for attending and ask the following 3 questions.

"I want to thank you for taking time to see why Wayne and Crystal are so confident and excited about working with our company. We would like to end by asking you 3 simple questions. There's no need to tell us your answer but please think of one."

"Question 1 - How much extra would you need to earn per month to make this worth your while?"

"Question 2 - How many hours per week would you be willing to commit to make that much money each month?"

"Question 3 - If we can show you how to make that amount of money or more in fewer hours, you would want to do that right?"

"Based on what you've seen can you think of any reason that would keep you from going into business with Wayne and Crystal."

"Remember, it's as little as \$79 to get started."

"It only takes about 10 minutes to get your business set up and we can do this tonight and between 9 - 7 tomorrow. Just let us know in the chat what time is best for you and we will make sure to contact you at that time."

- Leave the Zoom up for a couple minutes, thank the ones who scheduled a time.
- Follow up at the time they asked you to.
- When they are ready to sign up, go to enroll section.

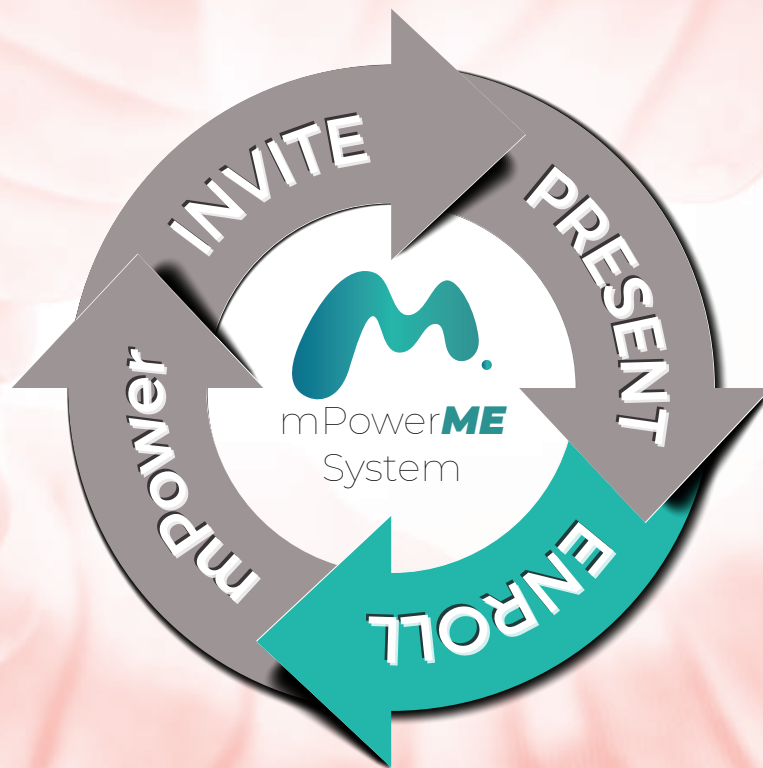
What do you do with the people who didn't respond?

Call ASAP but within 2 hours of the end of the meeting and ask if they have any questions or need more information. If they say they have questions tell them you are going to get your support team leader on with them so they get the right answer or information. Your Support Team Leader will answer questions and for those who are interested, they will help them enroll at that time.

Next step for those who are not interested in joining.

Register them for the Vortex, remember, it's free and saves them money.

STEP 3: ENROLL





What do you do when someone says they are interested in joining?

The support team leader that did your presentation will be the one to walk them through the signup process with you on the line. The reason for having your support team leader doing this is so they are able to answer any questions that come up throughout the signup process. DO NOT have them do it themselves.

Signing up a new SBA to the Junior Executive Program:

- You have them go to your Surge365 SBA Site and select join now.
- Follow the steps outlined below and walk them through the signup process. Do not expect them to do this by themselves.
- If multiple people (Clint, Duane, and Scott) are ready to sign up, create an order and let them know what order and time you are going in. As an example: You're starting with Clint now, then you'll give Duane a call in 10 minutes to get him signed up, and Scott you're after Duane and I'll give you a call in 25 minutes.

Signup Steps for Junior Executive SBA program signup

Send them the link the direct link to your signup site
(signup.surge365.com/ENDINGSBAURL)

Step 1: Select Products

- Select product then hit next

Step 2: Your Information

- First name
- Last name
- Email address
- Select next

Step 2 Continue: Your Information

- Select country
- Input their shipping address
- Phone number
- Ask them to select a password.
- Remember: This is case sensitive so make sure you confirm their desired password.
- Ask them to select their desired ending URL for their websites. This is a unique ending that they would use when sharing their site with a prospect.

Vortex & Travel Agency

- + After you put in their selection hit "tab" and wait for confirmation that their desired URL is available. A green checkmark will appear if it is available.
- + If their desired URL is not available, a message will appear below box saying the "URL is not available"



Signup Steps for Junior Executive SBA program signup Continued

Step 2 Continue: Your Information Continued

- Ask them to select their desired ending URL for their websites. This is a unique ending that they would use when sharing their site with a prospect.

SBA Site

- After you put in their selection hit “tab” and wait for confirmation that their desired URL is available. A green checkmark will appear if it is available.
- If their desired URL is not available, a message will appear below box saying the “URL is not available”
- Select next

Step 3: Agreements

- Have them read and agree to the Policies and procedures and income disclosure statement.
- Each of the 3 boxes must be checked prior to continuing.
- Select next

Step 4: Review & Payment

- Make sure they see that the \$79 is good for their first 30 days.
- The \$19.95 Monthly SBA fee starts after that and that date is noted on this page.
- If their shipping information is the same as what they entered previously, have them select the check box that says, “Same as Personal Info?”
- If their billing information is also the same as what they entered previously, have them select the check box that says, “Same as Personal Info?”
- + Note: This information must match the billing information of the credit card that is being used.
- Enter their Credit card information
- Select Complete Purchase

Step 5: Payment accepted

- If they say their payment was processed successfully say...

“Congratulations! So glad to have you on the team!”

“Are you able to take the mPowerME training now? It’s less than 20 minutes. If they say they do not have time now, get a commitment on when they can take the training.”

Let them know the goal is to get the training completed in their first 24 hours.

Note: If they told you they are ready to purchase one of the Executive Packages (TIP or TOP), they are able to activate in their back office.



Signup Steps for Junior Executive SBA program signup Continued

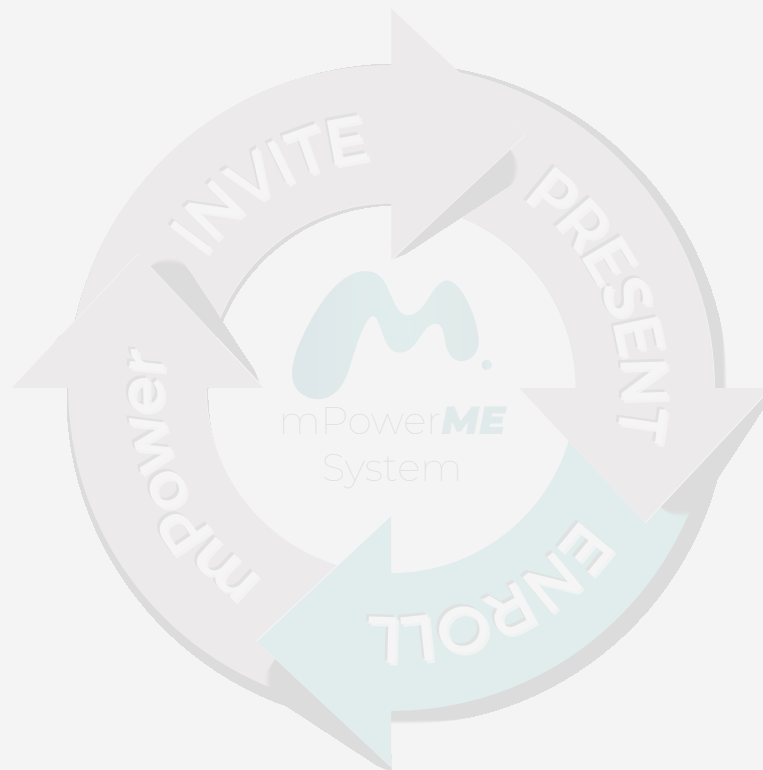
Bypass the mPowerME training and have them log in to their back office to do this first then take the mPowerME training. You will want to stay on with them and walk them through the steps to activate their TIP/TOP account.

Activating their account

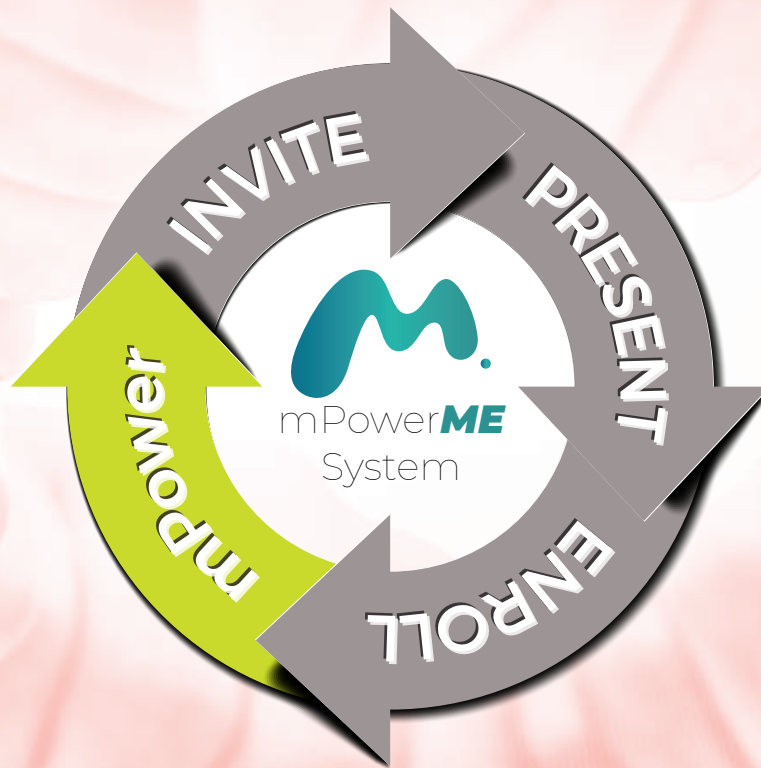
Step 1: Log in to the back office by going to: my.surge365.com

- Note: this is NOT mysurge365.com it is my.surge365.com (my DOT surge365 DOT com).

Step 2: Bypass the initial SBA training by selecting cancel on the popup window. You'll come back to this later.



STEP 4: mPower





"To empower someone means to give them the means to achieve something."
- Collins dictionary

What a great word, empower. It's the word that drives our mission statement.

*"We passionately pursue enriching the lives
of our business partners by
empowering them to succeed."*

There are 2 parts to the empowerment formula. The first part, "...give them the means..." is what we offer at Surge365. It begins with mPowerME training, the first step toward building your successful business. Part of this training is completing the mPowerME Game Plan, your 1-page business plan to help you focus on getting your business off to a solid start.

The mPowerME Game Plan contains the second part of the empowerment formula, which is your part, "...to achieve something." That something is what we call your "WHY" and it's vital to your success because your WHY is what drives you.

The next training you need to complete is mPowerME365. This occurs on the 2nd Saturday of every month. mPowerME365 is designed to provide a comprehensive understanding of what is available to our SBAs (those enrolled in the Jr Executive Program) and Executive Members. Your instructors include Surge365 Directors covering topics like:

- How to get promoted
- How to maximize your compensation
- How to use the mPowerME System
- Additional income opportunities of both Executive Packages
- Benefits that come with the Executive Packages
- How the IRS pays you to operate a home business
- How to create leverage

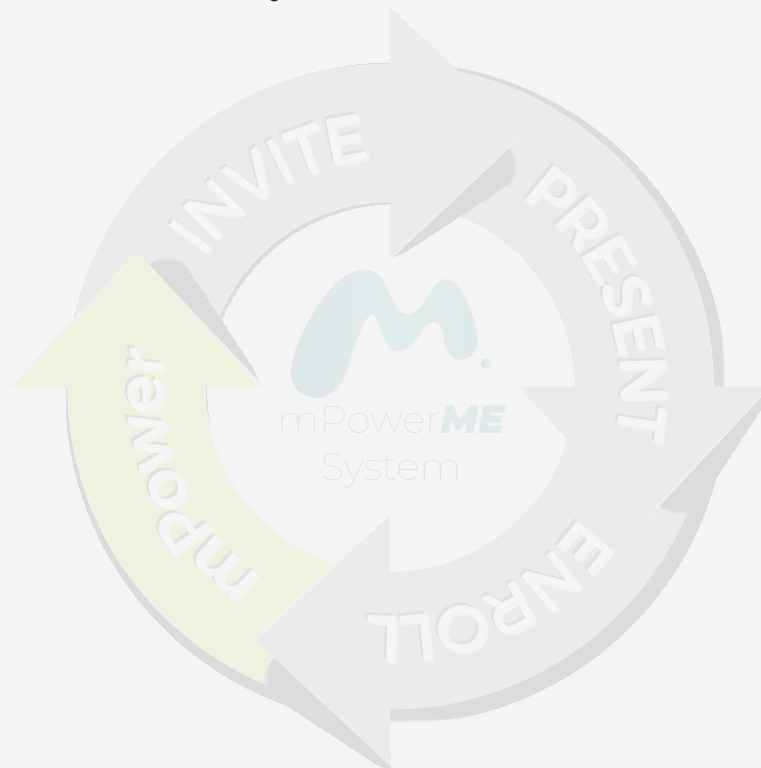
There will be testimonies, promotions and recognition that will both inspire and challenge you. This monthly training is a must for those who want to get the most out of their Surge365 business.

And you really need to catch Winner's Win Live with Dr. Christopher Cokley. This bi-weekly training is a must for those who want to take their business to the TOP. Every training is filled with leadership lessons learned over his 30 plus years in the industry. His success journey began at 19 with Primerica Financial Services where his mentor taught him the value of learning leadership skills. This translated into multiple records including the youngest to achieve Sr National Sales Director, a record that still stands today.



Chris sold his business and retired at 37 for what he thought would be the rest of his life. But one fateful day he was put on the phone with someone he knew and respected from his days with Primerica. It was our Visionary co-founder, J. Lloyd “Coach” Tomer who asked him a simple question that would change his future. He asked, “Are you ready to stand before your maker and tell him you’ve done everything you could do with all the gifts and abilities he’s given you”. That day Chris re-engaged with the Founders and a few years later Surge365 was born. Catch Winner’s Win Live with Chris every other Saturday and sharpen the leadership skills that will serve you well in all areas of your life. Like our billionaire mentor Art Williams would always say, “Show me anything that is successful; a family, a class, a team, a church, a business, it doesn’t matter what it is, and I’ll show you a leader at work’.

Additional mPowerME trainings will be available soon for those who earn promotions in our comp plan so stay turned in the coming weeks for these trainings. We want to end by asking you to remember we are a company of H.O.P.E. which stands for Helping Others Pursue Empowerment. And we invite you to become a dealer of HOPE with Surge365.





PERSONAL INFORMATION

Username: _____ Password: _____
 Back Office Login: my.Surge365.com
 SBA Site: www.Surge365.com/ _____
 Sponsor: _____
PHONE NUMBER

MY SURGE365 SUPPORT TEAM

Team Builder: _____
PHONE NUMBER
 Regional Builder: _____
PHONE NUMBER
 National Builder: _____
PHONE NUMBER
 Marketing Director: _____
PHONE NUMBER

UNDERSTAND YOUR GOALS

In order for you to be able to help someone else get started, you need to get yourself started, which means you need to understand your goals.

1. How much money will you make per month? _____
2. How many hours a week will you promote your Surge365 business? _____
3. If you won the lottery, what would you buy or who would you bless? This is your 'Why' _____

\$500
Training BONUS

Earned with 7 personally enrolled trained SBAs.

\$10K
In First 100 Days TRAINING BONUS

100 Trained TB SBAs in your first 100 days.*

**Signup Date Counts as Day 1*

CREATE CONTACT LISTS

WHO ARE YOUR 10 EASIEST?		WHO ARE YOUR 10 BEST?	
Name	Phone	Name	Phone

Download the Touch365 Mobile App

Available for download on iTunes | Android

Login information

Username: _____

Password: _____

Note: This is the same information as above

Create your Hurdlr Account

1) Set up your account in your Back Office. Select the Hurdlr ad and follow the steps.

2) Download the Hurdlr Mobile App Available for download on iTunes | Android

INVITE SCRIPTS FOR HOT & WARM MARKET

Complete call and text scripts for both your Hot Market and Warm Market are available in the mPowerME Playbook.

Hot Market Call & Text Invite

- The pique interest video **should not** be used with this group.
- Invite to your 1st GO Meeting.

Warm Market Call & Text Invite

- The pique interest video **can** be used with this group.
- Your Warm Market can be your second or third GO Meeting, or it can be an individual 1-on-1 Zoom presentation.

SPREAD H.O.P.E (HELPING OTHERS PURSUE EMPOWERMENT)

