The Coaching Record document is a template. Before using this template, select “save as” and put the name of your new team member as the document name and add the document to a “Coaching” folder on your hard drive or Cloud storage area (Google Drive, Dropbox, etc.) then delete this red text.

COACHING INSTRUCTIONS:

Establishing goals and committing to action steps with firm dates to complete them is the goal of every coaching session.

By the end of your coaching session, you will establish realistic goals, evaluate where your team member is now, set realistic time and money expectations, review business building options and marketing tactics available to them, then select 2 or 3 marketing tactics they’ll commit to using with the date they will start using them.

IMPORTANT: Be sure to set proper expectations with your new team members. Building a home business is a 6, 12, 18, 24 months + process. It is not 90-days to riches.

COACHING REPORT

Name:

Email:

Phone:

**Next**: Business Building Path on Page 2

**BUSINESS BUILDING PATH**

GPN Vision [ ] YES [ ] NO (put an x in one box)   
  
**NOTE: If your new team member is in BOTH envyTV and Lifestyle Connections, they are ready to effectively build and maximize residual income with the GPN Vision.**

**If they are in only one of the Core companies, point out the income potential of being in both companies and encourage them to add a second core company to their portfolio to fully leverage the GPN Vision and build multiple streams of income.**

**Joining both Core Programs does not have to be done right away, but as soon as they feel comfortable. Point out that this should save them additional money on existing expenses that they can use to fund the building of their business.**

LIFESTYLE CONNECTIONS LEVEL (put an x in the appropriate boxes):

[ ] **Customer** $39/mo - Customer subscription includes: Shopping Cash Back App, LSN Travel and Discount Program, Personal Financial Management System

[ ] **Pro** $59.95/mo - Pro Subscription Includes: Shopping cashback app - LSN travel and discount program - Personal Financial Management System - 25% Off nutritional products. Replicated website with fully functional business back office

*Minimum level required to build a business with Lifestyle Connections*

[ ] **Pro Plus** $99.95 - Pro Plus Subscription - Includes: Shopping cashback app - LSN travel and discount program, Business Financial Management System - 25% Off nutritional products - Replicated website with fully functional business back office

*Recommended level to build a business if your team member wants to maximize compensation on business-building activities. Can upgrade to Pro Plus from Pro at any time.*

**Next**: ENVYTV

ENVYTV LEVEL (put an x in the appropriate boxes):

[ ] **Customer**: 1-month envy service, 3 devices codes\* - $49.97 per month.

[ ] **Affiliate** (Basic Startup) $257 - Includes: 8 envyTV Member Starter certificate, 1st-month envy service - $257 and $49.97/mo after month one. Get 5 individuals to purchase an Affiliate Package and earn $250. Sell all your certificates and earn an additional $200 plus a monthly residual of $130 every month\*\*

*Affiliate is the recommended minimum level required to build a business with envyTV.* Your team member can start as a Customer and earn their way to affiliate; however, this dramatically reduces your team members' earning potential until they attain the Affiliate level by getting 25 customers or affiliates personally enrolled.

[ ] **Field Affiliate** $497 - Includes: 10 envy member starter certificate, 2 Affiliate Package certificate, 1st-month envy service - $497, and $49.97/month after month one. Get 5 individuals to purchase a Field Affiliate Package and earn $500.  Sell all your certificates and earn an additional $450 plus a monthly residual of $170 every month\*\*

*Recommended level to build a business if your team member wants to maximize compensation* on business-building activities.

[ ] **Senior Affiliate** \*\*\* $997 - Includes: (Leader Upgrade): 10 envy member starter certificates, 6 Affiliate Package certificates, 2 Field Affiliate certificates, 1st-month envy service - $997 and $49.97/month after month one. Get 5 qualified customers/Affiliate to upgrade to a Senior Affiliate Package and receive $1,000. Sell all your certificates and earn an additional $1,100 plus a monthly residual of $230 a month\*\*

\*Device Codes are the number of devices that you can view our service at the same time

\*\*Customers must keep their account active for you to be paid on their account

\*\*\*Must have 6 customers/affiliates enrolled to enjoy this upgrade package

**Next**: Set Income goals and establish the time available to devote to business building

**INCOME, TIME, AND MARKETING BUDGET GOAL**

MONTHLY RESIDUAL INCOME GOAL (put a dollar amount in each of the 3-boxes):

**NOTE: Ensure that your team member's money goals are realistic. Point out that the more money your team member wants to earn monthly, the more time, effort, and money they’ll need to invest to reach that level.**

6-Months [ $500 ] - 12-Months [ $1,500 ] - 24-Months [ $3,000 ]

TIME FOR BUSINESS BUILDING GOAL (Weekly) (put an x in the appropriate box):

**NOTE: Have your team members schedule the time to work their business in their calendar to establish consistency.**

Indicate hours available every week to work on business building and marketing activities. Should have a minimum of 2 hrs every week, consistently, week-after-week, to see results.

2 hours weekly [ ] - 5 hours weekly [ ] - 10 hours weekly [ X ] - 11+ hours weekly [ ]

FUNDING FOR MARKETING PER MONTH (MWR if $0 and W-2) (put an x in the appropriate box):    
**NOTE: Add the amount of money your team member can invest every month, consistently in marketing tactics.**

**BE SURE TO EMPHASIZE:** A key advantage of building companies that put money back in your pocket is that the savings ($150-300 on average) between both core companies can go towards covering your GPN membership and potentially some lead generation.

$0 [ ] - $50 - $100 [ X ] - $100 to $200 [ ] - More than $200 [ ]

IF W2 WAGE EARNER AND LOW FUNDS FOR MARKETING SUGGEST THE INSTANT PAY RAISE PROGRAM

- Low on marketing funds and W-2 wage earner [ ] YES - [ X ] NO

Benefits

- Money to build their businesses with potentially no out of pocket expenses

- Ultimate overturn for objection, *"I don't have enough money to start a business."*

**Next:** Establish Marketing Tactics

**ESTABLISH MARKETING TACTICS:**

**NOTE: Building through the GPN Vision and core company portfolio offering is vital to the success of your team members. Explain that if they don’t use the GPN service, they cannot share their experiences and stories to get people interested. Using the service as a marketing tactic is working smarter instead of harder.**

LEARN THE GPN VISION

Share the Vision of building multiple streams of income through companies that put money back in people's pockets on the things they buy every day - turning everyday expenses into an investment strategy and build a business on a team with a 75%+ success rate instead of the < 5% success rate in traditional home business.

Share Stories about Experiences Using the GPN Residual Income Success Platform with people you talk to and on social media.

USE LIFESTYLE CONNECTIONS

- Use the Lifestyle Connections cashback and Lifestyle Saving Network apps

- Cashback app <http://www.mylifestyleconnections.com/cashback.asp>

- Discounts on the Lifestyle Savings Network app <http://www.mylifestyleconnections.com/lsn.asp>

- Share Stories about Experiences Using the two apps with people you talk to and on social media.

WATCH ENVYTV

- Watch sports, movies, your favorite television programs, and more on envyTV.

- Share Stories about Experiences Using the service with people you talk to and on social media.

**Next**: More Marketing Tactics

LEADS (put an x in boxes before each marketing tactic if your team member will use that tactic.)

[ ] GPN Center MLM Leads Package

Many of our members find that working with people that have MLM experience is easier than working with people without experience. We have lists of people in MLM. Some will be interested, and some will not. If you're looking for people that can bring your business to the next level, this is the list for you. This Network Marketer Package is sold in batches of 1000 names for $150/batch. They'll be sent to you as a .csv file to work with after your order is complete.

* 1000 MLMers/ Batch
* Special Bonus: 1000 Traffic Visitors directed to your website (1000 Total), e.g., your GPN Vision/Core Company Landing page link of choice.
* You can order this package one time or monthly.
* Each lead contains first name, last name, phone number, and email.
* You'll receive additional leads (overfill) to cover any leads that cannot be contacted.

**NOTE**: This is a program where you are reaching out to leads yourself. You are responsible for calling/texting and emailing the leads to pique their interest and get them into a consultation with a GPN Business Building Consultant.

Order at GPNCenter.com > Log In > Click Building My Business > Then click the purple Leads Purchase Program button.

**Next**: Continue to review marketing tactics your team member can use to build residual income.

GPN VISION AND CORE COMPANIES LANDING PG MARKETING (put an x in boxes before each marketing tactic if your team member will use that tactic.)

**NOTE: Pay Per Click Marketing Training is on the GPN Blog at** [**https://gpncenter.com/blog**](https://gpncenter.com/blog) **for each of the core companies and the GPN Vision.**

**GPN VISION/CORE COMPANY LANDING PAGES ARE:**

GPN Vision Landing Page <https://residualincomesuccessplatform.com/MEMBERID>

GPN/envyTV Landing Page <https://paylessforcabletv.com/MEMBERID>

GPN/Lifestyle Connections Landing Page <https://earnmoneybyshopping.com/MEMBERID>

[ ] PAY PER CLICK MARKETING: Order at <http://bit.ly/gpn-order-ppc>

[ ] Paid advertising on websites that attract network marketers – e.g., [www.ibotoolbox.com](http://www.ibotoolbox.com)

**Next**: Continue to review marketing tactics your team member can use to build residual income.

SOCIAL MEDIA (put an x in boxes before each social media platform your team member will use)

**NOTE: A Social Media Marketing e-Book Training is on the GPN Blog at** [**https://gpncenter.com/blog**](https://gpncenter.com/blog) **for each of the core companies and the GPN Vision.**

[ ] Facebook

[ ] Instagram

[ ] Twitter

[ ] LinkedIn

Share Stories about experiences using the two Lifestyle Connections apps on your social media news feed, private messages, and groups - talk about the cash back and discounts you're receiving.

Share Stories about Experiences watching envyTV with people you talk to and on social media. Sporting events are excellent ice breakers when talking about envyTV.

Share Stories about your business building experiences using the GPN Vision and platform, a new paradigm in home business. Talk about how satisfying it is to put money back in people’s pockets on things they purchase every day, how easy it is to build a business when a professional sales team presents, follows up with and enrolls new team members into your team for you, and how “assured of success” you feel being on a team that has a 75% success rate instead of <5% typically experienced in a home business.

Join Home Business Facebook Groups and talk about your experiences with Lifestyle Connections, envyTV, and the GPN Vision (why you like it) to build interest.

**Next**: Review referrals as a marketing tactic your team members can use to speed up their residual income building efforts.

REFERRALS:

Referrals are the quickest way to build a business due to higher close rates, quicker engagement rates, and increased responsiveness of prospects. Referrals are the most effective marketing tactic you can use because the Know, Like, and Trust Factor is already established.   
  
It is also much more comfortable going to your warm market with how the GPN vision is creating 75%+ success rates and can help the average person create additional monthly income versus trying to pitch them on a business. Be sure to have your team member include at least a few referrals every month as part of their successful marketing program.

**NOTE: Before your first coaching session, have your new team member review the Referrals Training:**

**For GPN Vision:** <https://www.gpncenter.com/blog/gpn-vision-referral-marketing-training/>

**For envyTV:** <https://www.gpncenter.com/blog/envytv-gpn-referral-marketing-training/>

**For Lifestyle Connections:** <https://www.gpncenter.com/blog/lifestyle-connections-gpn-referral-marketing-training/>

CATEGORIES OF REFERRAL (put an x in each box, next to the referral category your team member has contacts in that they can contact. Be sure to add how many people they know in each category they select.)

[ ] People who have recruited you into their business in the past – How many? [ ]

[ ] People you know from other MLM companies – How many? [ ]

[ ] Leaders in other MLM businesses, you know - How many? [ ]

[ ] Business Owners/Professionals in your local community – How many? [ ]

[ ] People in your personal network and center of influence – How many? [ ]

[ ] Friends and family members – How many? [ ]

[ ] People you know who are looking to make extra income – How many? [ ]

[ ] People you know who hate their job and are ready for a change – How many? [ ]

[ ] Others: Add here [ ]

**Next**: review commitments and set dates with ACTION Steps

**ACTION STEPS (with dates):**

Marketing tactics: Be sure to choose ideally a minimum of 2 and a maximum of 3 marketing tactics your new team member will commit to using, consistently every week and month.

Copy the marketing tactics you checked off in the marketing section of your coaching call and paste them in the [BRACKET] next to MARKETING TACTIC 1, 2, 3.

**IMPORTANT**: Establish a start date that your new team member commits to after each marketing tactic.

MARKETING TACTIC 1: [ ] - START DATE: [ ]

MARKETING TACTIC 2: [ ] - START DATE [ ]

MARKETING TACTIC 3: [ ] - START DATE [ ]

Remind your team member that marketing requires consistent action on a regular schedule, over the long term, to see desired results. Be sure your new team member understands that lead generation needs to be done consistently in higher volumes to create results faster. Have them add their time commitments to their calendar.

MONTHLY PIPELINE SALES PIPELINE GOAL: (how many people will your team member commit to adding to their GPN sales pipeline per month?)

**NOTE: 2 people in the GPN Sales Pipeline per week (8-per month) is a realistic 90-day goal to set. Be sure to point out that referrals are the quickest path to building residual income in a home business.**

**IMPORTANT: Have your team member commit to a *minimum* of 1 referral per month (or more) in the GPN Sales Pipeline. By adding a *minimum* of 1 referral, PLUS leads from using other marketing tactics, every month; your new team member will create better results quicker in their business.**

MONTH 1: Number in the pipeline [ ] (add a number, e.g., 4)

MONTH 2: Number in the pipeline [ ] (add a number, e.g., 6)

MONTH 3: Number in the pipeline [ ] (add a number, e.g., 8)

ACCOUNTABILITY REQUESTED [ ] Yes or [ ] No

Ask your team member if they want you to keep them accountable for working their plan.

When the coaching session is completed, copy the action steps that you created and email them to your team member.

**Next**: Your follow up steps after coaching is complete.

**YOUR FOLLOW UP STEPS POST-COACHING CALL**

**IMPORTANT**: Be sure to set proper expectations with your new team members. Building a home business is a 6, 12, 18, 24 months + process. It is not 90-days to riches.

**Next**: Set a follow-up call in 2 weeks to make sure your team member is off to a good start and not having any trouble getting started.

**If they have not gotten started,** try to find out what’s holding them back, revise their timeline commitments, check back in 2-weeks to ensure they got started.

**Check back 2-weeks later to see if your new team member got engaged at the one month mark.** If they still have NOT engaged, get a time when they will take action and schedule a check-in call at that time. Call back at the time your team member committed to taking action. If still not taking action, wait 30-days more and check back again for the final time.

**If no engagement after 60-days.** Emphasizeyour team member is missing a HUGE opportunity to positively impact their financial situation with a consistent monthly income. Point out that you are not going to chase them any further and that we are creating success for over 75% of our members. All your team member needs to do is follow the plan they have developed to create success. Then tell them you will wait to hear back from them when they are ready to engage.

**For members who did start following the ACTION steps at the 2-week check-in - Follow up at the 30-day mark** to ensure your team member is still on track and has reached their first-month GPN Sales Pipeline Goals.

**After the 30-day follow up**, check-in at least every 30-days to see how your team member is progressing with business building and make sure they are growing their pipeline per their action plan to ensure they achieve their financial goals.