



**From:** Dr. Malmed <fandtmalmed@aol.com>

**To:** iridology@netzero.net

**Sent:** Wed, Oct 15, 2014 01:35 PM

**Subject:** Fwd: Super Saturday outline 9-27-14

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-----Original Message-----

From: fandtmalmed <fandtmalmed@aol.com>

To: michaelstern333 <michaelstern333@gmail.com>; fandtmalmed <fandtmalmed@aol.com>

Sent: Mon, Sep 29, 2014 5:30 pm

Subject: Fwd: Super Saturday outline 9-27-14

This is your guideline for the training, not for the associates.

*Dr. Foster and Terri Malmed  
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ASEA 2013 Business Builders of the Year  
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-----Original Message-----

From: drjlab@gmail.com <no-reply@evernote.com>

To: fandtmalmed <fandtmalmed@aol.com>; drplab <drplab@gmail.com>

Cc: drjlab <drjlab@gmail.com>

Sent: Fri, Sep 26, 2014 12:24 pm

Subject: Super Saturday outline 9-27-14

**SUPER SATURDAY - SEPTEMBER 27, 2014**

**INTENTIONAL DUPLICATION - ACTION STEPS FOR THE BUSINESS MINDED**

Intro

- We tell patients - Youâ€™re not here because youâ€™re sick; youâ€™re here because you want to be well.
- Why canâ€™t you do the same thing - change peopleâ€™s financial sickness to financial health.
- Nothing causes more stress and kills more cells than money worries
- Are you here because you only want to help sick people or because you're afraid to talk about the opportunity? We need to change the conversation and the comfort level on talking about the opportunity

Starting point

- What to do
  - Take 5 minutes & give names of 25 prospects - Business oriented prospects:
  - **WRITE** - Eric Worre Memory Jogger â€™ <http://networkmarketingpro.com/unlimited/memoryjogger.pdf> pp. 5-10
- How to do it
  - Eric Worre Invitation Worksheet â€™ <http://networkmarketingpro.com/unlimited/memoryjogger.pdf> pp. 66-70

Natalyn Lewis video

**(we skipped this part of the video) 0:00 - 7:17 - Natalyn intro**

**(play this part of video) 7:18 - 12:09 - Why people don't sponsor**

In a review of 27 companies - **WRITE** - 70% of new signups will never sponsor anyone

- If I want 3 builders I need to sponsor 10 people
- Why did the other 7 out of 10 not sponsor?
- 47% of those that don't sponsor - **WRITE**
  - Didn't know what to do
  - Didn't know how to do it
  - Had a "felt" experience - some disconnect - cognitive dissonance
    - Unsure
    - Ignorant
    - Alone
  - Was it a product of (**WRITE**) unintentional duplication?

**(play this part of video) 12:10 - 12:50 The "Felt" experience - WRITE**

- Unsure about...
  - Doing it for money
  - Network marketing industry
  - Product
  - Company

**(play this part of video) 12:51 - 18:57 Unsure about money**

- Money is not your enemy - money is your ally
- **WRITE** - What are your negative attitudes about money?
  - Millionaire Mind wealth files

**(play this part of video) 18:58 - 21:30 - Unsure about network marketing**

- **DRILL** - how do you respond to someone who says "Is this network marketing?"
- Mythbusters video

**(play this part of video) 21:30 - 24:00 - Unsure about the product**

- **WRITE** - What is *your* definition of ASEA when someone asks you?
  - Call on 3-5 people - write on whiteboard
  - These are great answers, and weâ€™re going to come back to this later
  - Why are we asking you this question?
  - INTENTIONAL DUPLICATION- why donâ€™t we come back later with something that we all feel comfortable in saying that is duplicatable, would everyone like that?
    - (Revolutionary opportunity that is in the health, wellness, athletics and anti-aging industries)

**(play this part of video) 24:00 - 25:50 - Get to the POINT**

- **DRILL** - Turning indirect approach into direct
  - Student
  - Stay-at-home mom
  - Retiree on fixed income
  - Entrepreneur
  - Doctor
  - Network marketer
  - "If you want X and a greater ability to have income to do X, we need to talkâ€™I need to tell you about a massive opportunity around a new health/athletic/anti-aging product"

**(play this part of video) 25:50 - 28:30 - Your WHY**

- **WRITE** - What do you love about this business? Why are you doing this? What have you gotten from this business so far that shows that you're on the right path?
  - Have a few people give theirs

**(play this part of video) 29:05 - 31:52 How is your approach/posture/energy?**

- **DRILL** - Talk about subject you don't like for 30 seconds (low energy) vs. a subject you do like (high energy)

**(play this part of video) 31:53 - 34:30 - Unintentional duplication**

- **WRITE** - Rank yourself 1-10 in all categories
- **WRITE** - Rank your team 1-10 in all categories

34:31 - 36:18 **CUT**

**(play this part of video) 36:19 - 41:27 - Being Ignorant/Training**

- Why train? Are you duplicating failure in the what & how to do?

- Training vs. success
- Stats - 23% vs. 2%
- Are you trained?

**(play this part of video) 41:28 - 43:17 Being alone**

- **WRITE** - Who is my upline?
- Getting Started document
- What are you not doing?

43:18 - 49:10 **CUT**

**(play this part of video) 49:11 - 49:29 - Change the "Felt Experience"**

- Unsure --> Confidence
- Ignorant --> Knowledge
- Alone --> Team
- **WRITE** - **WHAT HAVE YOU BEEN UNINTENTIONALLY DUPLICATING?**

**(play this part of video) 49:29 - end - Be intentional**

Closing:

- Reveal ASEA definition
- Go back to the list
- **WRITE** - 4 Categories for Followup
  - Hot List - people you need to contact right away
  - Lead with New Direct Approach
  - Lead with Worre Approach
  - Lead with Product

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Jennie Thomas - Drink It, Wear It, Share It 28 Day Challenge

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