CHAPTER 5
One of the limiting beliefs we hear the most is
“I don’t have very many friends. I’d never be able to build a big team.”

The size of your friends-and-family list, the size of your town or even the number of your social media friends all have nothing to do with your ability to build a team. We’re dedicating a whole chapter (and a lot of exercises) to show you how you can build a business through relationships. Sure, we’ll start with the people you already know, and we’ll expand from there in a very normal and natural way.

Envision your network of relationships like a beautiful fruit tree. There are two different types of fruit on your tree:

1. **Low-Hanging Fruit.** In the sales industry, there’s a term for easy sales called “low-hanging fruit.” This is the most easily accessible. You can reach up and grab them, without using a ladder. In this case, your “low hanging fruit” are friends and family—people you already know and with whom you have established a relationship.

2. **Out-of-Reach Fruit.** We all know these fruits: they look perfectly ripe and delicious but they’re out of reach and will require some work to get. Perhaps you’ll need a ladder or help from a taller friend. That said, it’s there for the picking if you’re willing to find a way. This “fruit” in your business will be relationships you haven’t made yet, but if you’re willing to put in some effort, they will be every bit as “delicious.”

As you tend your tree (your Nature’s Sunshine business), it will produce for you. If you nourish it with care, time and regular effort, it will thrive. This workbook is filled with the regular efforts needed to care for your network, so dive in!

**IN THIS CHAPTER, WE’LL HELP YOU IDENTIFY WHICH OF YOUR FRUITS ARE READY FOR THE PICKING AND WHICH NEED A LITTLE MORE NURTURING FROM YOU BEFORE THEY ARE READY.**

The Fast 15 exercise is designed to help you find your “low-hanging fruit.” By the end of three questions, you’ll have 15 people you can contact this week!

**Who do you already know that could benefit from Nature’s Sunshine products?**
(Consider people you know who have known ailments or health goals.)

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Who do you know that already reaches for natural health or home solutions?

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Who do you already know that could benefit from a small to medium-size paycheck (either as a primary source from home or in addition to another job)?

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SEE WORKSHEETS AT THE END OF THIS CHAPTER.

In the next chapter, we’ll talk more about how to invite people (what to say, when to follow up, etc.). For now, keep your brain thinking of contacts and relationships you can nurture.

You have your Fast 15 list, but it doesn’t stop there! You have the potential to grow your network through people you haven’t met yet!

Over the next 24 hours, we’ll challenge you to come up with 15 individuals, businesses or groups you could network with that may turn into business. You’re looking for two kinds of prospects: customers and builders. Customers will be drawn in by products while builders will be drawn in by profit. Both are valuable parts of your network, and both need to be nurtured.

CHECK OUT THESE IDEAS FOR POSSIBLE NETWORKABLE INDIVIDUALS AND GROUPS:

- Mom & Me Groups
- Companies and Organizations that Value Health, Wellness, Environmental and Natural Practices
- Chiropractic Offices
- Yoga/Exercise Studios
- Holistic Health Practitioners
- Massage Therapists
- Networking Groups
- Local Chambers of Commerce
- BNI (Business Networking International) BNI.com
- eWomen Network
- Ladies Who Launch
- BPW (Business & Professional Women)
- Networking Groups Unique to Your Area

Create your Flourish 15 list and identify individuals or businesses with whom you want to connect in the next two months. These relationships may take longer to build, but they are worth it. Start now! Every hour you invest in your network brings you closer to your goal!
STARTING CONVERSATIONS IS AS EASY AS WHO, WHAT, WHEN, WHERE AND WHY!

Don’t worry about what you want to SAY! Remember, it’s not about you, it’s about them. Ask good questions to start conversations. Here are some ideas:

**Product Questions**
- What supplements do you currently take?
- What are your health goals in the next 3-6 months?
- Have you ever tried a health challenge before?
- Who in your life encourages you in your health goals?
- What natural solutions do you already use in your home?
- How often do you take an over-the-counter pain reliever?
- What health challenges do you or members of your family currently face?
- Do you know your metabolic age?
- Do you know there is an herb/oil for that?

**Profit Questions**
- What are your financial goals in the next three months?
- What are your financial goals in the next year? Five years?
- What is the best financial advice you have ever received?
- If you had $100 to spend on yourself, how would you spend it?
- What could happen in your family if you were able to work from home?
- What would $500 more a month mean for your family?
- What would it take to be debt-free?
- If I could show you a way to (their need), would you be willing to give me 15 minutes of your time?

Questions are great because they help you show genuine interest in others’ personal health goals and needs, and they give you a natural way to start/continue a conversation. Often, a person will answer one of your initial questions above, and that will trigger a natural follow-up question in your mind. When appropriate (and with a lot of sensitivity), ask additional questions so you can best understand them BEFORE you immediately offer a product or business opportunity. Ask first; suggest second.

Building and nourishing relationships is the fun and rewarding part of building a business. If you always remember that you are solving a problem for a real person and not just selling a product, you’ll have better relationships, stronger connections and more dedicated customers. Your customers will know that you care about THEM and not the bottom line. Additionally, they will feel more confident about trying and using the products if they know you care more about their well-being than a paycheck.

Now you have some ideas about how to expand your network and meet new people. For some, this process is natural. Some people are naturally outgoing and don’t get nervous talking to those they don’t yet know. Others get nervous and hesitate to reach out. Focus on finding and filling a need for each person, and it will be so much easier to start and continue conversations.

Realize that some people will say no to your offerings. That’s normal and natural. It’s impossible for a tree to save and preserve 100% of its harvest. However, if tended and cared for, the tree always grows, bringing new fruit year after year. If you can keep brainstorming and expanding your network using these ideas (and some of your own), you’ll always have prospects to invite into the Nature’s Sunshine family.
This takes practice! It may not feel natural to you at first, but keep trying. The more you do it, the better you’ll get at making new friends, asking good questions and leading potential users and customers through good conversations. Remember these additional thoughts as you nurture relationships:

1. “Show up to serve instead of showing up to sell.” Great advice from Tiffany Peterson. If they feel like you have their best interest at heart, saying “Yes” will feel more natural than saying “No.”
2. Share your stories and personal experiences where appropriate. People can get lost in long lists of benefits or ingredients, but they’ll remember your story.
3. Remember to ask questions! Don’t start a conversation sharing information. Ask questions and then respond accordingly. Show them that you genuinely want to help them.
4. Be prepared for some people to say no. Be prepared for some to say yes! The more people you talk to, the greater chance you have of finding people who are ready for the products…and even some who are ready to build a business!

THE 4 SWs

“SOME WILL.
SOME WON’T.
SO WHAT.
SOMEONE’S WAITING.”

—Tiffany Peterson
Transfer the names from pages 31-32 onto this worksheet. Here you can easily keep track of contact information and notes from your conversations.

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FLOURISH 15 WORKSHEET

Every week think of 15 new names or groups that you can connect with and nurture.

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**ACTION ITEMS**

1. Ask a friend or neighbor who owns a small business to share his/her favorite networking groups.

2. Create a “job description” for your next builder as if you were placing a classified ad. Which traits or qualities would you like this person to have? Post it somewhere and refer to it often. When you know what you’re looking for, it’s a lot easier to find!

3. Print out The 4 SWs and put it somewhere in your home or office that will remind you to keep reaching out to friends old and new.

4. Make copies of the Fast 15 and the Flourish 15 worksheets. Whenever you need a new calling list, carve out 15 minutes to think of 15 new names or groups.

5. Create an MTO goal for how many contacts you would like to make each week. Use the worksheet to keep track of your contacts and conversations.