

Welcome to the Sponsoring Masterclass with Jennie Bellinger! First, let me thank you for investing in yourself and your business today. By the end of today’s workshop, you will:

- have clarity about who the right person for your team is
- know exactly what to look for to identify that person
- know when to start the conversation with them about the business opportunity

Let’s get started!

Step 1

In Column A, write five names of people that you admire greatly.

In Column B, identify the five characteristics/values that they display that cause you to admire them.

Column A	Column B
1.	1. 2. 3. 4. 5.
2.	1. 2. 3. 4. 5.
3.	1. 2. 3. 4. 5.
4.	1. 2. 3. 4. 5.
5.	1. 2. 3. 4. 5.



Stop! Do not go any further!



Step 2

List the qualities in order from the one that appears most often to the one that appears least often.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 3

Conduct the Passion Test (Danielle LaPorte) with the list above. Once you have identified your top five CORE VALUES, list them in order in Column A (below).

In Column B, rank yourself on a scale from 1-10 (1 = never, 5 = sometimes, 10 = ALWAYS) according to how well YOU display those values in your professional life. Please be honest and gentle to yourself.

Column A – Core Values	Column B – Personal Rank

What is your biggest takeaway so far?

What questions do you have for me?

“What you DO speaks so loudly that I cannot hear what you say.” – Ralph Waldo Emerson

Time to brainstorm... Core values are rarely instantly visible to others. What others DO shows us their core values.

List your core values in Column A. In Column B, brainstorm with your group/partner about behaviors that display that core value. Use a highlighter to highlight the top three behaviors that you see from the people that you admire and what you regularly see from those around you.

Column A – Core Values	Column B - Behaviors
1.	
2.	
3.	
4.	
5.	



Stop! Did you highlight the top THREE behaviors to watch for?



What connections do you see in the behaviors?

Now What?

Post your core values

Review this workbook for those behaviors

Create a list of people that you see regularly exhibiting those behaviors to have the sponsorship conversation with.

Have that sponsorship conversation!

Track your results.

- How did you do on the conversation?
- Did they say yes, no or not now?
- When did they say you could follow up with them?

Create a team binder/folder/Evernote/OneNote/Trello

- Team intake form
- Basic contact info/preferred method(s) of contact
- Five Love Languages
- Track their training, sales results, # of parties, growth of their team, etc.

What questions do you have for me?

Did we meet today's objectives?

If you are ready to Level Up your business and Level Up your life, I would like to offer you a Complimentary Coaching Session. 30 minutes focused on you and your business, your goals and where you want to go and how you want to get there.

Just go to <https://bit.ly/complimentary30> to schedule the day and time that works for you.

Thank you for investing in you and your business!