

Introduction

Welcome to this guide to prospecting and building your Zinzino business! Whether you're just starting out or looking to refine your approach, this guide will help you develop a strong foundation, create a winning strategy, and take massive action to grow your business successfully.

Table of Contents

01	The Importance of a Name List
02	Selecting Your First 10 Partners and Customers
03	Overcoming Mental Barriers (Ghost Stories)
04	The Art of Booking Meetings
05	Understanding Your Prospect Lists
06	The 4 Phases of Business Growth
07	Customer Acquisition Strategies
08	How to Approach Potential Partners
09	Managing Objections and Questions
10	Effective Follow-Up Strategies

1. The Importance of a Name List

The first step in your business journey is creating an **uncritical name list**. This means writing down every person you can think of—friends, family, colleagues, acquaintances, and even people you follow on social media.

- Why? When writing one name, others come to mind. This builds momentum.
- How? Use your phone contacts, social media, and previous work connections.
- Categories:
 - Hot List: Close friends and family.
 - Warm List: Acquaintances who know you.
 - Cold List: Strangers or distant connections.



2. Selecting Your First 10 Partners and Customers

Once you have your name list, identify the **first 10 partners and first 10 customers** to focus on.

- **Partners:** Choose those who are ambitious, positive, and open to new opportunities.
- **Customers:** Look for people who care about health and are likely to buy your product.

Pro Tip: Start with happy, optimistic individuals who are more likely to say yes!

3. Overcoming Mental Barriers (Ghost Stories)

Many people hesitate to reach out due to internal doubts:

- "They're too successful to be interested."
- "I'm just starting; they won't listen to me."
- "They probably won't say yes."

Reality check: You **don't know** until you ask. Many successful partners joined because someone had the courage to approach them. Don't let self-doubt stop you!

4. The Art of Booking Meetings

Meetings are **crucial** because people need to see a full presentation before deciding.

- Mistake to Avoid: Getting a 'no' before a proper meeting.
- Best Practice:
 - Start a natural conversation.
 - Ask if they have 35 minutes free (set a specific time!).
 - When they ask "What is it?" keep it brief: "I work with a listed Swedish company that has set a world record in testing. I really need to show you this properly."

Golden Rule: Never present the full opportunity over chat or in passing – always book a real meeting!

5. Understanding Your Prospect Lists

Your name list is divided into three levels:

- 1. Hot List People you interact with daily (easiest to book a meeting with).
- 2. Warm List People you know but don't speak to regularly.
- 3. Cold List People you don't know (networking, referrals, etc.).
- ightharpoonup Your job is to move people from cold ightharpoonup warm ightharpoonup hot before pitching.

6. The 4 Phases of Business Growth

- 1. Get Customers (Learn how to sell the product first).
- 2. Get Partners (Find your first 2-3 partners).
- 3. Teach Your Partners to Get Customers.
- 4. Teach Your Partners to Get Partners.

This creates duplication and exponential growth!



7. Customer Acquisition Strategies

Two approaches:

- Direct Approach: "I started something new and need to show you."
- **Expert Approach:** "I need your opinion on this you're great at health/business."

Examples:

"Mom, I just started a new business. Can I show you over dinner?"

"Hey, you're into health. I'd love your take on this."

8. How to Approach Potential Partners

★ Different Ways to Initiate Partner Conversations:

- Casual: "You seem like someone who'd be great at this."
- Curiosity-Based: "I need to show you something that could be big."
- **Future-Oriented:** "You once said you wanted more time freedom—this might help."
- Don't Explain Too Much Too Soon! Keep it short, book a meeting.

9. Managing Objections and Questions

When people ask "What is it?", don't go into details! Your goal is to get them to a meeting.

Response Examples:

- "It's a world record-breaking health company, but I need to show you properly."
- "I can't explain it fully over text, let's meet for 30 mins."

If someone pushes for more details:

Flip the question: "Do you like sales?" (If yes: "Then you'll love this!" / If no: "Then you'll love this even more!")

10. Effective Follow-Up Strategies

A NO today doesn't mean NO forever.

- Ask for permission to follow up: "Would it be okay if I checked in 3 months from now?"
- Keep them in the loop: Periodically update them on your progress.
- Engage on social media: Stay connected so they see your success.



Conclusion: Take Action Now!

Your business grows only if you take action:

- **W** Build your name list today.
- Book meetings consistently.
- Follow the process trust the system.
- ✓ Don't let ghost stories stop you.
- Keep prospecting and growing your network.
- **X** Success comes from consistent action. Let's get started!

