



Pre-Interview Call Guide

Pre-Interviews – these crucial phone conversations can make or break your FastTrack business. Why do we say that? First, we only interview new members who have also joined Empower Network and integrated their blogging system with their FastTrack site. Why not? Because that's what it takes to succeed. Since most new members DO NOT get their blog (only 10-15% do) without talking with us first, the pre-interviews can more than double the number of candidates you interview for your BOD.

What is the primary purpose of a pre-interview? To set your new members/candidates up for success by having them join Empower Network, so they can integrate their Internet Blog with their FastTrack system. What are the basic steps for pre-interviewing your candidates?

1. **Make introductions.** Introduce yourself, engage in a little small talk, and introduce your sponsor. "So _____, before we go any further, I want to introduce you to my sponsor/mentor, [Firstname Lastname], who is another member of your support team. Since the three of us will be working very closely together, I wanted to make sure you got to meet him/her."
2. **Set the stage.** "I was on your site doing some quality control for you and its working well. (At this stage, you will want to point out any minor issues like spelling, phone, etc.) Is it correct to assume that, like the rest of us, you joined FastTrack to promote your _____ and _____ businesses?"
3. **Peak their interest.** Speaking from my own personal experience, I have been using the FastTrack system for about _____ years/months and I have personally sponsored (or I should say the system has automatically sponsored for me) over _____ new members in my business. Are those the type of results you're looking for?
4. **Provide an action plan.** "The first step in getting started on the FastTrack is to grab your Internet Blog and add it to your viral marketing sites. **(Only if you need to)** There are some important reasons the blog is so crucial ..." Think benefits here - can we name some of the benefits?
 - a. The blog works to promote your _____ business and is automatically marketed for you.
 - b. The blogging system also generates an additional income stream for you without any added effort.
5. Send them to your site and tell them join. Do you have a pen and paper to take down my site? Just go to the site and join. (Give them your Empower Network Join domain) Once you join, we will be notified and we will get back in touch and walk you through exactly how you can generate the same type of results we just shared with you.
6. Send the Follow Up Email from the Email Library.