LEADS CLUB TRAINING | MODULE 3

The Taproot Success System



Get Multiple Recruits at Once

The companion guide to the video

leadsclub.leadpower.net

ABOUT THIS GUIDE

Welcome to Module 3

This guide goes with the Taproot Success System video. Watch the video first. Then use these pages to review it, fill in your notes, and put it to work this week.

Most training events never teach this. It does two things. It helps you **enroll more than one rep at a time**. And it helps your team **stay in the business longer**, because every person has people under them.

The Four Steps at a Glance

1 ENROLL
Sign up a new rep. Hold the form.

→

2 OFFER
Offer that spot to a prospect on the fence.

→

3 STACK
Offer the next prospect both spots.

→

4 PUSH
Last 5 or 6 days of the month: invite your best prospects.

About Your Trainer



Ron Malezis

Ron has 40 years in the industry, and 28 of them as a lead generation expert. In about 10 years in network marketing, he built three downlines of over 100,000 people with three different companies. He started LeadPower to give reps like you a steady flow of people to talk to, and the training to talk to them the right way.

How to Use This Guide

Watch the video once all the way through. Then go page by page. Write in the notes boxes. By the end you will have your own Taproot tracker and a list of people to call.

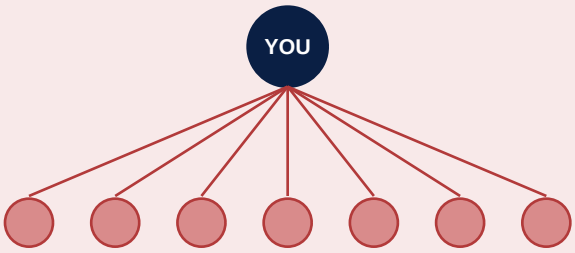
THE PROBLEM

The Big Mistake: The Pancake

Look at a real taproot. A carrot or a dandelion has one strong root that goes deep into the ground. Smaller roots grow out the sides. That deep root is why the plant is hard to pull out.

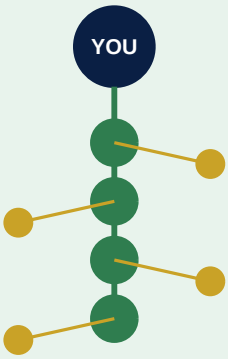
Now look at how most new reps build. They sponsor a bunch of people and put them all on their first level. The team looks like a pancake. It is wide, but it is flat.

THE PANCAKE



Wide, but flat. Nobody has a team under them. It is easy to quit.

THE TAPROOT



Deep. Everyone has people under them. They have a reason to stay.

Why the pancake does not work

You stay busy but you do not get anywhere. It is like a hamster running on a wheel. And the people you sponsored have nobody under them. No team means little reason to stay. So they quit.

	PANCAKE	TAPROOT
Shape	Wide and flat	Deep, with side roots
Who has a team under them?	Almost nobody	Almost everybody
Chance they quit	High	Lower. They have people counting on them.

MY NOTES: Is my team a pancake right now? How many people are on my first level?

THE SYSTEM

Steps 1 and 2: Hold It, Then Offer It

The Taproot works with every kind of prospect: your warm market, leads, social media, and referrals from all three. It is best for the person who watched your presentation and is still on the fence.

Step 1: Enroll a new rep, then hold the enrollment

You just signed up someone new. **Do not place them in your team yet.** Do not submit their forms yet. You are going to use this spot to help someone else say yes.

Step 2: Offer that spot to a prospect who is close

Think of a prospect who was almost ready and just needed a little push. Offer to place your newest rep under them **if they join right now.** When they say yes, do the same thing again. Hold their enrollment too.

SAY IT LIKE THIS

"Pat, I have a new person who just joined. If you get started today, I will place them under you. You would start with someone already on your team. Want me to set that up for you?"

Why people say yes: double motivation

SOMETHING TO GAIN

"If I join now, I start with people already under me."

+

SOMETHING TO LOSE

"If I wait, those people go under someone else."

Both feelings push the same way. But the second one is the stronger one. When people have something to lose, they are much more likely to take action.

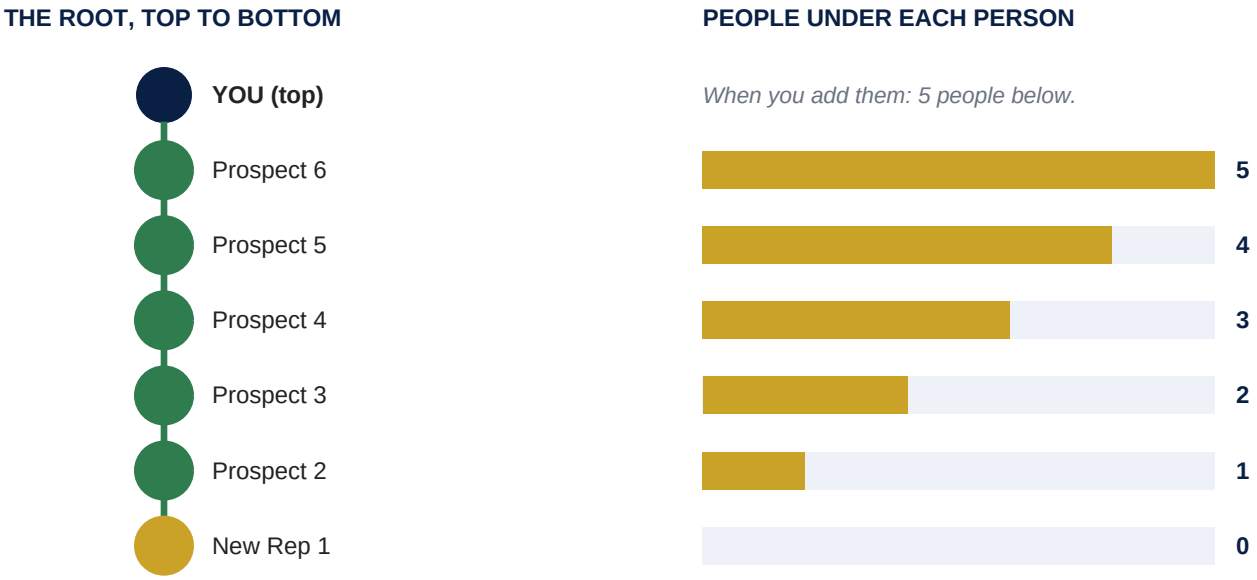
MY NOTES: Who is my newest enrolled rep? Which prospect was close to joining?

THE SYSTEM

Steps 3 and 4: Stack It, Then Push

Step 3: Do it again with your next best prospect

Reach out to the next person who is likely to join. Offer to place **both** people under their spot. Keep going until your root is 4, 5, or 6 people deep. There is no limit. The more, the merrier.



See how it grows? Each new person who joins gets everyone before them placed underneath. The last person in the line is the one who goes under you, with the whole root below them.

Step 4: Use the end of the month

A MONTH IN THE LIFE OF THE TAPROOT



- Enroll reps. Hold their spots. Offer each one to your next best prospect.
- Go through your undecided list. Pick the green apples. Offer them people under them right now.

In the last 5 or 6 days of the month, go through your list of undecided prospects. Pick the **green apples**: the ones with the best attitudes who seem ready to learn. Offer them the chance to join now and start with people already under them. The month-end deadline adds one more reason to act today.

MY NOTES: Who are my first 3 green apples?

SEE IT IN ACTION

A Simple Example

Here is how it can look over a few weeks. The names are made up. The idea is the same every time.

Order	Who joins	What they are told	Placed under them
1	Maria (new rep)	Her spot is on hold for now.	Nobody yet
2	Tom (was on the fence)	Join today and Maria goes under you.	Maria
3	Lisa (was almost ready)	Join today and Tom and Maria go under you.	Tom, Maria
4	Dave (green apple)	Join before the month ends and start with 3 people.	Lisa, Tom, Maria
5	You place Dave	Dave goes under you with the full root below him.	Lisa, Tom, Maria

What just happened

You enrolled four people in one stretch instead of one at a time. Every one of them started with a team, so each one has a reason to stay and a reason to build.

The sponsor's real job

One of the most important things you do as a sponsor is help your newest reps get their first person and start building a team under them. The Taproot is how you do that on purpose.

MY NOTES: How could I use this in the next 30 days?

THE SECOND PLAY

Ask for Referrals

Here is another way to use the Taproot. Say you have a prospect who likes your business but cannot decide yet. Ask them for names from their own warm market. Then offer to put any of those people **directly under them** when they join.



When to use it

Do not use this at the start. Save it for a good prospect you have built trust with, on a follow-up call. Ask only when you feel comfortable asking.

Script 1: Ask for the names

ON YOUR FOLLOW-UP CALL

"John, let me ask you a question. Suppose you decided to get started working together with me. Out of everybody you know, who comes to mind as somebody you think would be a good fit to join your team?"

Write down the names. Then tell John you will call them for him, and that any who join will go under him. You are not just saying you will work with him. You are showing him, right from the start.

Script 2: Call the referral

WHEN YOU CALL THE REFERRAL

"Hello, Chris. This is Pat. I am calling because we have a mutual friend, John, and your name came up. We were talking about ways to make extra money, and he thought I should talk to you. Do you have a moment?"

Then do a short qualification and give your presentation if it fits. When the person is ready, go back to John. Tell him his referral is ready to start and you want to place them on his team.

DO IT THE RIGHT WAY

Play It Straight

The Taproot is powerful. Use it with care. Your name and your team's trust are worth more than any one sign-up.

DO	DON'T
Check your company's rules on placement and enrollment timing **before** you use this.	Promise a placement your company does not allow.
Tell the person the truth about who they will have under them and when.	Make up people, or say someone is waiting when they are not.
Keep your promises. If you say they get the spot, they get the spot.	Hold anyone's enrollment so long that they miss a sign-up window or a pay period.
Make sure the person on hold knows the plan and is happy with it.	Use fake deadlines. The end of the month is real. Use that one.
Choose real green apples who want to learn and work.	Push someone who is not ready just to fill a spot.

Why this matters

Fear of loss works best when the loss is real. If you say it, mean it. That is how you build a team that trusts you and stays with you.

A note on income

Results vary. Nothing in this guide is a promise of income. What you earn depends on your effort, your skills, and your company's plan.

MY NOTES: What does my company allow for placement and enrollment timing?

YOUR TURN

My Taproot Tracker

Use this page each month. Write down who is on hold, who they will go under, and when you will call.

#	Name	Joined or on hold?	Goes under	Call date
1				
2				
3				
4				
5				
6				

My green apple list for the last 5 or 6 days of the month

GREEN APPLES: names of people with great attitudes who seem ready to learn

REFERRAL NAMES: people my prospects gave me

TAKE ACTION

Put the Taproot to Work

Your checklist for this week

- [ ] I watched the Taproot video and read this guide.
- [ ] I know how many people are on my first level right now.
- [ ] I know my company's rules on placement and enrollment timing.
- [ ] I picked one new rep to hold and offer.
- [ ] I made a list of the prospects who are close to joining.
- [ ] I marked my green apples for the last days of the month.
- [ ] I know the referral script by heart.

A word from Ron

A strong team is built one person at a time, and then one root at a time. You do not need to be perfect. You just need to start. Pick one person today and make the call. The rest follows.

Get the Tools to Do This

Get 25 free Leads Club leads

Use them to find new people to bring into your Taproot. Call them with the scripts from Modules 1 and 2.

leadsclub.leadpower.net/5daysfree

Live Dials training: join the weekly live call at livedials.leadpower.net.

Need leads built for your exact business? Go to leadpowerads.com and tell us what you do.

Up next: Module 4, 7 Steps to Becoming a Master Duplicator.

P.S. Want more free training on calling, following up, and building your team? Visit myuplineacademy.com.