



## **F.O.R.M.**

You can get people to ask you the questions by using a transitional conversation. This is a great method when contacting someone you haven't spoken with for a while or with someone who is a good acquaintance.

- F - Family
- O - Occupation
- R - Recreation
- M - Money

Example: "Hi Joe. I haven't talked to you in awhile. How is your FAMILY? (Response may indicate a health, financial, or occupational issue that would allow you to transition into a RESPECT, FEEL, FOUND, FEEL dialog. In this example, let's pretend the family is doing well.) "How are things at work (OCCUPTION)? (Response may indicate an opportunity to promote your business. But let's pretend their response was that things were good at work. The majority of times, they will ask you how things are with your work leading you right into Respect, Feel, Found, Feel. You respond "The economy has really created a lot of instability and concern at our office. I used to FEEL vulnerable until I FOUND a part-time business that I'm having great success with. Now I FEEL very secure about my future." The person you're talking to will ask you the question. "What is it?" Then you respond, "If you are interested, I would love to sit down with you and show you what I do. Does [day] or [day] work best for you?"