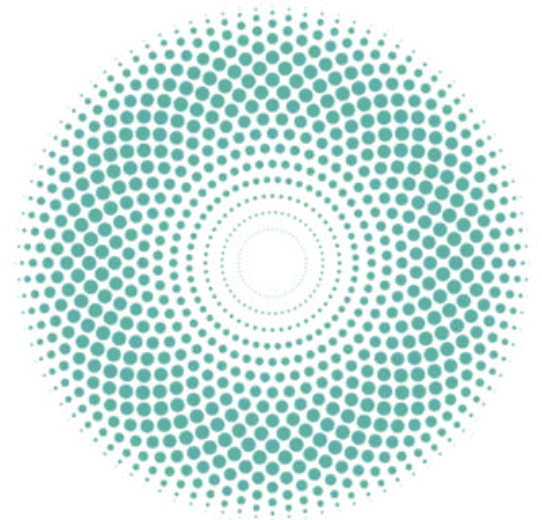


JANUARY, 2026

Part 2: Brand Partner Launch

Putting it All Together Step by Step:

Complete each step in order, alongside the videos and documents provided.



Step 1

DETERMINE YOUR WHY

This is Step One in the ThisIsItTeam 10-Step System.

- Picture your perfect life: no limits!
- Write it down clearly
- Visualize it daily
- Create a Vision Board
- A dream isn't a \$ amount
- Dream BIG! Small dreams don't create action

 Video: [Define Your Dream](#)

 Document: [Defining your Dream](#) Guide (coming)



Step 2

COMMIT TO YOUR GOALS

You began this during your goal-setting call. Now lock it in.

- Write goals for:
 - 48 hours
 - 1 week
 - 2 weeks
 - 1 month
 - 6 months
 - 1 year
 - 5 years
- Decide what you will do every day for your business
- Set your Daily Method of Operation (DMO)
- Decide your daily P.R.O. numbers

VIDEOS AND LINKS



Videos:

- [Set Your Goals](#) (Step 2 of ThisIsItTeam System)
- [Make a Commitment](#)



Document: [ALL-IN Commitment Card](#)
(voluntary, but powerful)

Step 3

CREATE AND GROW YOUR LIST, PROSPECTING

Your list is the lifeline of your business.

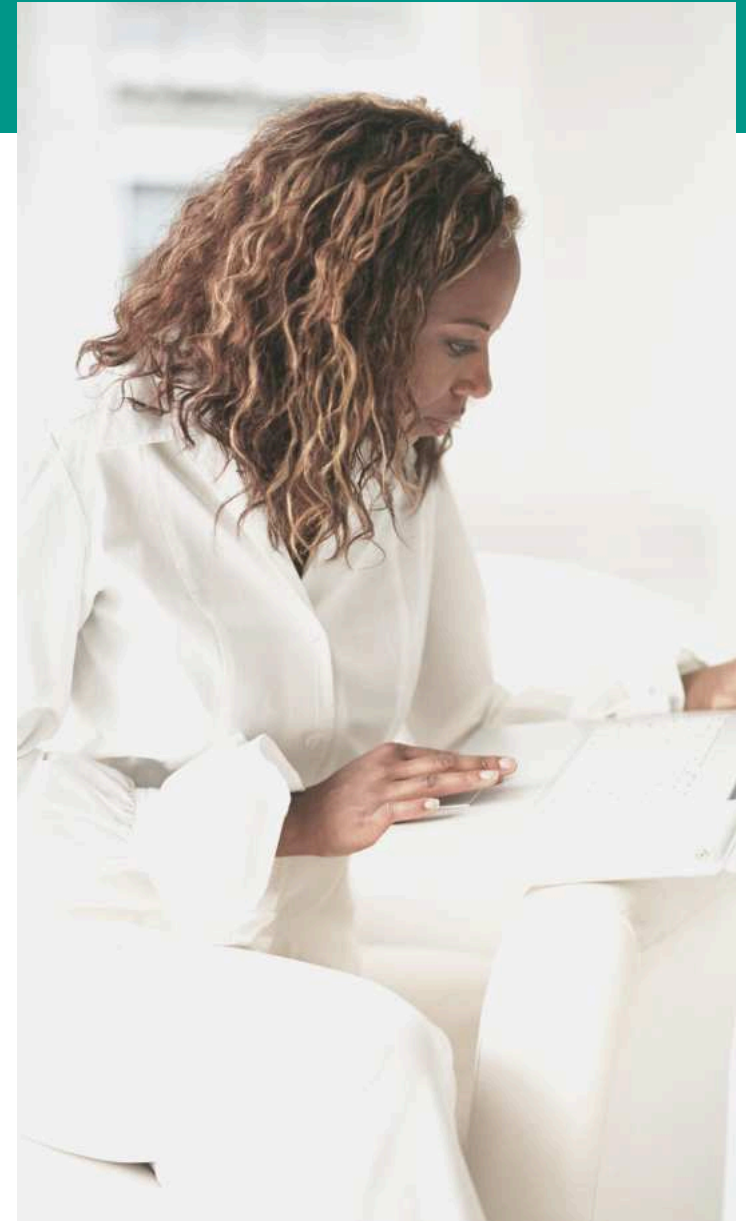
- Use one dedicated notebook or Excel sheet
- Add people daily as you meet them
- Don't pre-judge! everyone goes on the list

 Video:

- [Make Your List](#)
- [Importance of Prospecting](#)
- [Prospecting is a Life Skill](#)
- [Wear the Patch so Everone Can See](#)

 Document:

- [Memory Jogger](#) (download and use to build a LONG list)



Step 4

CONTACT, INVITE AND LAUNCH

Video:

- [Contact and Invite](#)
- [Jay Atkins 30 second commercial](#)
- [Presentations](#) to share, but ask upline for theirs also.
- [It's How You Say It](#)
- [Don't Prejudge](#)
- [Invite by Joe Navarro](#)

Document:

- [Sign in Sheet](#) for in-person events

SKOOL : sign up on the team site to have the calendar of events for all daily zooms.

LifewaveNOW App: consider signing up for this incredible ai tool for social media

Set your 2 first Launch Dates:
Momentum matters early.

- Decide:
 - Zoom launch dates or
 - In-person events or
 - Individual presentations + 3-way calls
- Work closely with your upline to choose the best method for you, learning from them as they do these launches for.
- Learn and practice initial contact scripts. These are calls, not texts.
- Use the Share-Show-Connect method and **Presentation**



KNOW ALL THE AVAILABLE WAYS TO SHOW YOUR PROSECTS THIS BUSINESS:

- In-Person Events around the country, or your own events: home, coffee shop, groups or one on one.
- Online Zooms daily: different times available for many time zones
- Recorded presentations are stored on [ThisIsItTeam YouTube Channel](#),
- Turpin [Share/Show/Connect Video](#)
- Brannan's live zooms Thursday & Sunday 9PM ET, links & recordings are on Light Warriors FB Group under featured tab
- Turpin live Zooms Tuesday 8PM ET see [fb group](#) under events
- Send them a video along with [Thisisitinfo](#) site
- Consider using [iDecide](#): an interactive presentation designed to allow you prospect to participate in what he watches

Step 5

FOLLOW UP LIKE A PROFESSIONAL

Follow-up is about relationships, not pressure.

- Follow up with:
 - Customers who need guidance
 - New BPs who need to launch their business
 - the undecided who are still thinking...
 - People who said “no” or “not yet” (NO business talk to these people, just followup on their lives and be friends.)
- Stay in touch as a genuine friend
- Ask Nos” if you can check in with them in 3–6 months
- ASK permission to send info because people appreciate being asked and not spammed.

 Video:

- [Revisit – Follow Up](#)

 Document:

- [PRO Follow Up Form](#)
- [20/20 Vision Form](#)
- [Believe in Your Team](#)

- Learn and practice follow up techniques
- Consider using [Teamzy](#) or other CRM for organizing follow ups and notes on each person
- Use Siri (or other) on your cell phone to put a follow up in your calendar. Makes it a “thinkless” process!

Step 6

HIT YOUR FIRST RANK GOALS

Your early focus:

- One Star Manager
- Two Star Manager
- Review the [1 & 2 Star document](#) with your upline
- Go over the 21 Day [Fast Start Program](#) (first 9 weeks = extra income, repay your investment) with upline as well
- Begin learning the Comp Plan, only focus on the Manager and Director info for now (no expertise required)



Videos:

- [Set Your Goals](#) (Step 2 – ThisIsItTeam System)
- [Make a Commitment](#)



Document: [ALL-IN Commitment Card](#)
(voluntary, but powerful)

Step 7

START PEOPLE THE RIGHT WAY

Support both customers and brand partners correctly.

- New Customers
 - Start them on X39
 - Share benefits of PC+ Program
- New Brand Partners
 - Start them with Part 1: Checklist
 - Some may watch & learn before building - that's okay, leave them space
 - 20/20 vision document and video

Customers:

 Videos:

- **PC+ Program (coming)**
- **How to Enroll as a PC**

 Documents:

- **PC+ Benefits** flyer
- **All Patch Catalog** (there will also be individual flyers for each patch on Patch of Light FB group)
- **PC+ Program** by Lifewave

Brand Partners:

 Videos:

- **Power of Lifewave X39**
- **How to Enroll as a BP**

 Documents:

- **Welcome to the Team**
- **Starting a New BP**
- **Part 1: Business Launch**

Videos:

- Counsel Upline
- Duplicate Yourself
- 20/20 Vision
- Power of a System

Document:

- 20/20 Worksheet
- Believe in Your Team

Step 8

DUPLICATE SIMPLY

Everything you do will be duplicated - good and bad

- Keep everything simple & duplicatable
- Check with upline before implementing new ideas
- Know your team and their goals
- Lead them to upline support

Step 9


LEARN TO PRESENT AND LEAD

Ownership = confidence.

- Learn to present using [team slides](#) (first download)
- Add your own personality and testimony
- Leverage leaders for validation
- Run presentations first together, later independently

 Next Rank Goal: One Star Director (4-3-4)

- Sponsor 4 builders (Advanced or above)
- Help 3 of them find 4 each
- Focus on helping others reach their dreams
- Leaders are Readers! [Book of the Month](#)
- Learn about [Tax Benefits](#) that you are entitled to now by owning a business

: More to learn on This is it: take your time, there are many videos on these 2 pages. Start with what you need to learn:

- [Team Advantage](#)
- [Network Marketing Keys](#)
- [Importance of Personal Growth](#)
- [Importance of Edification](#)

Step 10

Attend the Annual Events

LIFEWAVE CONVENTION

Usually in October, varying locations around the US

THISISIT @ WORRE STUDIOS

Takes place in Las Vegas, smaller venue with larger virtual attendees


THISISIT TEAM CONVENTION IN ORLANDO

Usually takes place in Orlando in July or August

SUPER SATURDAYS, BOOT CAMPS

various locations in the US and around the globe

 Video: [Event to Event Strategy](#)
Website: thisisitconvention.com

 **ACTION STEP:
CALL YOUR
UPLINE FOR A
LEADERSHIP
SESSION**

**Your Lifewave
Family Tree**



Benoit & Bridget Turpin

3 Star Directors

benoit@valecor.com (973)459-2617

bridget@valecor.com (973)459-2631

[Calendly Appointment](#)



Scott & Renita Brannan

2 Star Presidential



Steve & Gina Merritt

Lifewave's Captain America
& Wonder Woman

Thanks for taking the time.

We are grateful to have you
on our team!

