

# GWP APP

## **GWP Connect is free mobile app for your smart-phone or tablet.**

It's a complete system to collect, expose and follow-up with your warm market prospects while you're on the go. It is a revolutionary way to leverage the high touch of networking, with the high tech of internet marketing. Download the app and begin inputting the names and email addresses of your warm-market contacts RIGHT NOW!

You can scan this QR code or go to [www.GWPConnect.com](http://www.GWPConnect.com) or go to the app store on your Smartphone and download the free app: GWP CONNECT.



## **Welcome to the new era of prospecting!**

Once you have downloaded the app, get familiar with the features. Then you can begin entering names. Decide which campaign category would be appropriate in GWP CONNECT for each contact (your sponsor & support team can help with this).

### **Warm Market Lead Generation**

Look through the script and review it a few times with your sponsor or trainer before making calls to let the contacts know that you will be sending over information to review.

SCRIPT EXAMPLE: *"Hi \_\_\_\_\_, this is \_\_\_\_\_. I just wanted to reach out quickly and let you know that I'm sending you over a short video email on my new Legal Shield business. I was hoping that you could take a peek at it when you have a few minutes. I just want people to know what our company does in case they ever need our assistance. Thanks and I look forward to your feedback!"*

Finish the call, enter them into GWP CONNECT (choose the campaign) and let the system start creating the awareness for you while you move onto your next Step #4 - The "L.E.A.P." System contact!

### **Cold Market Lead Generation**

The goal is to enter a minimum of 25 names into GWP Connect per week (or 5 a day). You will find that using the 3-foot rule is a very effective way to prospect while you are out and about in your daily routine and meeting people you may not already know.

**Step one:** Most importantly, make a friend by practicing the F.O.R.M. method. Ask questions about their **F**amily, **O**ccupation, **R**ecreation, and then convey your **M**essage.

**Transition:** Offer to send them some information that they might find of value. *"Let me ask you something, If you could call an attorney and ask them any question without receiving a bill, WOULD YOU?"* Their Response: Yes, or perhaps.

**Your Response:** "In a nutshell that is what our company does, here let me get you some more information." Pull out the app and enter their info.