

HOW TO CONDUCT A PROPER



HOME BUSINESS REVIEW

TRAINING MANUAL

The Basics
The Format
Visual Walkthrough
Video Content
Timing & Scripts
Resources

v20210309

Home Business Review Basics

Time is your most precious resource. The time you dedicate to building your business is way too important to be wasted. We can save you a lot of time by being very clear, at the very beginning of your new venture, what the most important income producing activities are, that you can participate in, that will bring you success as a professional network marketer in your new lifestyle business.

An HBR or Home Business Review is the backbone of a professional network marketing lifestyle business. It's also the leadership development factory for you and for your organization.

What is a Home Business Review? A Home Business Review is part of the foundation of a few clearly defined income-producing activities which leads to ultimate success and growth in your business. Creating and adding to your candidate list, learning how to invite people to your HBR, and keeping it simple by pushing play to present the business, are also parts of this foundation. A HBR is where you present the Kannaway lifestyle business to others (who have already indicated an openness to learn more) in the comfort of your own home using a clearly defined format.

We understand in some countries there are some cultures that don't ever invite people to their home and would prefer to do this in a more public space. If that's the case, then using the term 'PBR' or 'Personal Business Review' would be more applicable.

We also understand that technology allows you to bring people into your home virtually through video communication tools like Zoom. We refer to this as a Virtual Home Business Review, or VHBR for short. A Virtual Home Business Review follows the exact same operating principles and format as a live Home Business Review.

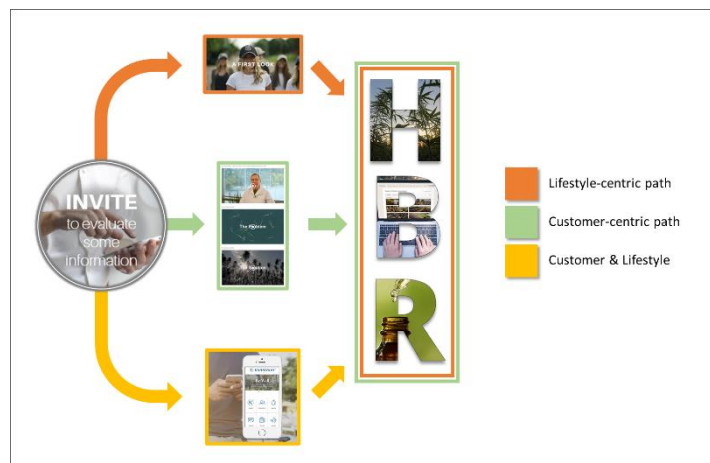
But it's important we share with you that our experience over many decades have shown that conducting a 'Business Review' in your home is always preferable to a public space or a virtual space. A home provides a different sense of belonging and comfort and peace and ease. It's always a better choice.

Before we outline the format of a properly conducted Home Business Review, we need to go over some basics first.

Before you can even conduct a Home Business Review, you would have had to first identify the candidates who you would then properly invite to your HBR. That means, for the candidates you have invited, there has already been some first exposure to the business. We highly recommend and prefer that you do not have people over to your home without having them learn the first thing about our company, our product line, or our opportunity. We want you to talk to people who want to talk to you. When a candidate has seen any one of Kannaway's corporate tools or short videos or when they have tried a product, then they have a general idea of what you will be discussing. They will come with their eyes and ears already open to a degree. This will ensure that you will have a warm, receptive, and responsive group of people at your HBR. So, we only want you to talk to people who want to talk to you. That makes this fun. It makes it easy.

Here is a visual of the beginning of the process *from invitation to enrollment*.

A **lifestyle-centric path** simply means that your candidate is more interested in evaluating information pertaining to your lifestyle business. A **customer-centric path** are for those candidates who want to first learn about the products.



As you can see, if you are following this process correctly at the beginning, every path from the *'invite to evaluate some information'* leads to an HBR (or VHBR). You will also discover that a properly conducted HBR will not only address the information requirements for both these candidate types, but it will also increase the probability of a customer-centric candidate becoming interested in your lifestyle business.

For a live Home Business Review, we recommend you pick an evening to open your home to invite people over to learn about Kannaway. Typically, a Monday, Tuesday or

Wednesday evening works best. You can decide to do this weekly, bi-monthly, or once a month. That depends entirely on you. Our experience has been that the more often you do a regular HBR, the more diligent you become adding new candidates to your candidate list, the better you become doing it, and the faster your business will grow. Just remember to set a rhythm and a regular schedule for yourself that you can respect and will follow.

Now, here are a few things that always make an HBR successful, and if incorrectly done, can stand in the way of that success. If we ask people to arrive between 7 and 7:15 for a 7:30 start, typically people begin to arrive between 7 and 7:15, almost exactly as described. It's not unusual to have a person or two arrive a little bit late and we do our best to accommodate that. But we always start on time!

For example, one of our candidates that's coming over with a group of others we have also invited, is John. We have invited John to be there between 7:00 and 7:15. Here's what will occur, whether John is there on time or not, we will start at 7:30. The first simple message to know is this – we start on time regardless of who shows up and when they show up. Why? Imagine if you are one of the candidates that showed up on time and in full earshot of you and the other guests who arrived on time - when it came time to start, the presenter said, *"Well, my most important candidate hasn't arrived yet and we're going to wait for her"*. How would that make you feel? What we do is we always start on time. We honor and respect those who were there on time. That simple bit of awareness of correct behavior changes the way everything looks and feels to the candidates who are there.

A few more basics when people come to your home. Be the perfect host. What does that mean in your business? In our business, it means that when a candidate walks into our home, it's clean, it's tidy, it feels good. When guests walk in, there's a sense of peace and ease and comfort. People feel welcomed into our home. That occurs as a result of, not just, the home itself, but it occurs as a result of the warmth of the greeting they receive when they walk in. For your guests to feel comfortable, you must feel comfortable. So, take all the pressure off. Make it fun, make it feel lighthearted.

When they walk in, we guide them into the kitchen area where there's a very simple set of snacks - typically sparkling water or iced tea, some cheese and crackers and maybe

some fresh vegetables. The budget for these functions should be less than 10 dollars. That's it! Why? Because everything that we are doing is teaching other people what they must do. It doesn't matter what kind of house you live in. From the moment they come in, they are having an experience. If a person walks into your home and it feels too expensive for them because of an elaborate setting of refreshments, the correct perception might be, *"Well, that was nice, but I can't do that"*. By the way, one might also walk into our home and say, *"Well, of course they can do it. They've got this home"*. Actually no, we got this home because we do this! The exact same thing is true for you. Engage in this process. You can begin to have financial possibilities that may otherwise not be available.



Here is an example of a setup for a Home Business Review with the refreshments ready and all the products on display.

If you are conducting a Virtual Home Business Review, then the products should also be on display so your attendees could see them to validate you are in business.

Another very important recommendation from our collective experience... Do not include alcohol in a Home Business Review. It doesn't ever work. People don't make better business decisions because they have a glass of wine or a beer. We know that it does nothing to help our business and it does not set a good example for the candidates who are there.

By the way, how do we dress? This is our home. We recommend casual but look professional and well groomed. Remember, it maybe our home but we are doing a lifestyle business presentation.

What else is important to know before you do a Home Business Review? What about your pets – your dog or your cat? We know you love your pets as much as we love ours. However, one of your candidates may not feel the same way. To avoid any

distractions or concerns, we highly recommend keeping the pets out of sight during a Home Business Review.

Take affirmative action to eliminate all possible distractions. Turn off the cell phone. Pay specific and complete and absolute attention to those who are there. And don't concern yourself with those who may not be there. Don't add chairs to any room. Invite people into your home and make the presentation in your home the way that you live in it. If more candidates show up than you had intended or anticipated, just add a chair when they arrive if you need to. What you want to avoid is putting out extra chairs that never get filled and take up unnecessary space. It just gives the wrong impression.

Also, have a screen or television or laptop prepared in advance to play videos. You want it setup so that you can easily push play on the videos and your candidates can comfortably and easily watch and hear them. Test the videos and sound to make sure everything is operating smoothly before your candidates start arriving.

Another important basic to create a perfect Home Business Review is knowing how many people should be there. Experience has proven that the perfect session has seven possible new candidates. That's perfect! Now if we don't have 7, we still go on and do our best irrespective of whether or not it's perfect. But 7 is the magic number. Why 7? It's 7 because now we can have interaction and make direct contact with each one. If it's more, we can't. If it's 7, we can talk to each one individually. We can learn a little bit about them. They become warm with one another. If it's 7, the probability is very high we will have one of them who will want to join us. If we don't have enough people, the chemistry is not exactly right. By the way, when we are inviting our candidates, we never say that a specific number of people are going to be there. But we do let them know that there will be a few others who have been invited. This magic number of having 7 attendees also applies to a Virtual Home Business Review.

Finally, the last basic thing to cover before we go over the format of a properly conducted Home Business Review is about ending on time. If we have invited people and told them it will be a one-hour presentation, then we are going to start on time and at no more than fifty-eight minutes later, we are going to conclude, respecting their time and letting them get back home. And if there are those who want to stick around for a New Member Orientation to enroll at that point, that's great. We will do so just for them.

The Home Business Review Format

Up to this point, we should now understand the basics of a properly conducted Home Business Review. Now let's walk you through the Home Business Review format.

So, we have properly invited our candidates to our home. They already know why they are there because they saw one or two of Kannaway's videos or tools. We invited them to arrive within a fifteen-minute time frame between 7:00 and 7:15. And we told them we would start at 7:30 (which is no more than a half-hour from when a candidate could first arrive). Each candidate is warmly welcomed at the door and brought into the kitchen where they find a few snacks they can enjoy before we get started.

We start on time, exactly at 7:30. And when we do, we simply say, *"Thank you for being here. We welcome you to our home. Because we would like this to be a conversation, it would be helpful for all of us to know a little bit about each of you. We would like each of you to know a little bit about one another, so that we can have a conversation"*. And then we ask each person to introduce themselves... *"Just tell us briefly in two or three minutes, who you are and why are you here?"*. We need to stress "tell us in two or three minutes". Quite frequently, after the first one describes who he or she is, we have to remind the others, again, two or three minutes... and we keep this very tight.

Having done that, we then briefly introduce ourselves. Sometimes people who are there know us and sometimes they don't. We keep it very short. Many of us start the presentation by saying... *"For us, this is a lifestyle choice. We have never found anything that causes so much enthusiasm as Kannaway does and we would like to help you understand why. So, let's start with a simple video that helps you see what cannabis is, what hemp is, what cannabinoids are, and understand the nature of this lifestyle business."*

And then we push play on the first video.

There are three very important points we need to stress about the HBR format. If you follow this format, it will be easy for you to do; and more importantly, it demonstrates to your candidates that it would be easy for them to do. Here are the three key points in

the format of a properly conducted HBR – (1) there are 4 videos to play; (2) each video should be short and no longer than 5 to 7 minutes; and (3) the information you share with your candidates in-between playing the videos should focus on your personal experiences with the company, doing the business, and using the products.

Never make product claims and stay away from being a product or health expert. Again, we can't stress this enough - the primary purpose of a properly conducted Home Business Review is to demonstrate to your candidates how easy it would be for them to do what you do, so keep this process simple. If some of your candidates want to learn more about the products, then point them to your Kannaway website. If they want to learn about the medical research behind the products and the health challenges that can be addressed by using these products, then point them to EchoConnection.org and let them do their own research on their own time. **Your income as a professional network marketer will come from conducting a proper Home Business Review.** You don't get paid to be a product or health expert so please don't be one during a Home Business Review.

Regarding what specific videos you should play, here's what you need to know. The videos you play are not nearly as important as the format that you follow. There are people who want what you have. And if you have a person in the room who wants what you have, you can use any one of several videos and get a positive outcome. If they don't want what you have, you could use the most brilliant video ever produced and it would not create a positive outcome. However, to keep it simple for you, the four videos you will play during your HBR are already built into the format and follows a logical path from problem, to solution, to opportunity.

So, the first video you play is called 'The Problem'. With that video people learn the facts. They learn about the differences between marijuana and hemp and that we all have an endogenous cannabinoid system that has been starved... and that's the problem. After the video finishes playing, you encourage a brief discussion by asking a simple question like *"What did you discover in that video that was new for you?"* and listen to their answers to gauge their interest.

After the brief discussion, you then say, *"Let's show you the Company of Firsts that has been leading the way from the very beginning"* and push play on the second video

called “Introducing Cannabinoids to the World”. In about 5 minutes, your candidates will learn that Kannaway introduced CBD to the world, what ‘soil to sale’ means, that Kannaway is a company of firsts, and the kind of medical research and energy that has been applied to understanding the health benefits. Then you simply pose a question like *“What piece of information in that video impressed you the most?”* to again encourage a brief discussion.

By this time in the process, you now have a chatty crowd. And again, after a brief discussion, you say, *“Let’s show the solution that’s making such a difference in the health and lifestyle of so many people”* and push play on the third video called “The Cannabis Opportunity – A Lifestyle Business For Everyone”. With this video, your candidates will learn about the cannabis opportunity, how important ECHO is to us as Brand Ambassadors and for the world, and the importance of getting started now to take advantage of this expanding global interest in the lifestyle business available with Kannaway. After this 5-minute video, again to encourage discussion, ask your candidates *“So, based on what you’ve seen so far, what do you think about Kannaway?”*

So far, extremely easy, right? Yes, but we still haven’t driven home what the business is. Many of us as professional network marketers remember when we were first introduced to the direct selling industry. All we heard was what it is and how great it’s going to be, but rarely was it explained and demonstrated what we would need to do to become successful. So, up to this point, we have watched three short videos, we have encouraged discussions among the candidates, and we have established a rapport and some context. We have also paid very close attention to what questions were being asked by the candidates and we listened intently to their answers and comments throughout the discussions. *But what we have not done yet is explain to them what the business is and how to do it.*

That’s where the fourth video called ‘The First 3 Steps (To Getting Started Correctly)’ comes in. There are actually 10 Steps to getting started correctly, but it would be way too long to cover all the 10 steps during a Home Business Review. Instead, we push play and only cover the first 3 steps. We introduce the fourth video with: *“I would like to share with all of you a very brief video that gives you a glimpse of the first 3 steps it takes to get started in a lifestyle business...”*

At the conclusion of reviewing the 'First 3 Steps' video, we now have candidates who have a better understanding of what the business is, what hemp and cannabinoids are, the amount of research that has gone in, and how special our product line really is. But more importantly, the candidates also know what a proper HBR looks and feels like *(because they just experienced it)* and they have a clear understanding of the correct getting started process for the first 3 steps. These candidates have more than enough information at this point to decide if they want to continue the process at a different time to learn more about the business with a 'New Member Orientation' where you will cover all the 10 steps and help those (who want to) get enrolled. Don't worry if you don't know how to do a New Member Orientation yet. You can watch a recorded visual [preview](https://hemplifystylenetwork.com/nmo) of the **New Member Orientation** here: <https://hemplifystylenetwork.com/nmo>

So, if you have done this right and followed this proven format, this is what always happens by this time of the Home Business Review presentation... You will notice at least one candidate who is nodding their head affirmatively the most, smiling and enthusiastic. At the conclusion of playing the first 3 steps, you simply point to that person and say, "*John, based on all you've seen and heard, what is your level of interest in this business on a scale of one to 10?*" And the number will never be low. It will always be high. It will be eight, nine or 10. Remember, you selected the one who's nodding affirmatively the most... The one who perhaps told you how eager they were to get started... The one who's expressed the most positive feedback as a result of the initial invitation... The one with the most positive chatter before the presentation began, the most positive voice interaction, and the most positive verbal and non-verbal interactions during the presentation. You will be able to easily identify the one.

For anyone whose interest level is higher than 7, I say "*Great! John, what you've heard so far is what the business is. We've had little discussion about how to do the business. What we'd like to do is make this personal for you. Let's get together sometime in the next 48 hours and go through a New Member Orientation... or in fact, we can help you with it at the conclusion of the present presentation if you'd like to*". Therefore, if John is ready to enroll that evening, we will do the enrollment at that time. We'll walk through a New Member Orientation and set in motion that same pattern again.

And then, what we do is find out what our other candidates want to hear. We simply pose a question, and we listen. And having posed a question or two, we then suggest

an additional video like 'A First Look (Feature Presentation)' that they can watch on their own time located here: <https://hemplifestylenetwork.com/afirstlook>. This is a great resource tool to help your candidate to open their mind to be open to change.

If we know what hemp and cannabinoids are... if we understand the amount of research that has gone into it... if we understand the special place in the industry that Kannaway has... If we have a general sense of the type of people who are involved in the business... If we have a clear idea in our mind of why we need to do something different because of where we find ourselves... If we now understand why network marketing.... Then we have arrived at a point where a decision can be made.

And what is that decision? The decision to agree to schedule a 'New Member Orientation' to fully learn how to do this business. You will schedule a 'New Member Orientation' with each candidate who has made the decision to move forward to fully understand how to do this lifestyle business (hint: it's doing HBR's with this format; doing 'New Member Orientations' with those candidates who want to; and following the '10 Steps (To Getting Started Correctly)'. There may be a few candidates who will enroll with you immediately following a Home Business Review, but 70% of your enrollments will typically come during a scheduled New Member Orientation.

If any of your candidates (who have experienced a virtual or live Home Business Review) are not yet ready to schedule a New Member Orientation with you because they still need more understanding on how to do this business, then invite them to watch the '**New Member Orientation Preview**'. You and your candidates can watch it here: <https://hemplifestylenetwork.com/nmo>. If they need more validation on the income potential of the business, then invite them to watch the '**Lifestyle Business**' presentation. You and your candidates can watch it here: <https://hemplifestylenetwork.com/lifestyle>.

And so, our simple format is to have each person introduce themselves so that it becomes a comfortable environment where we can all have a discussion with each other. We push play on a series of videos. At the end of each video, we have a brief discussion, and we listen. As we further master our skills and expand our knowledge and understanding, we will be able to select more specifically the right choice of

resource videos given the candidates in the room at any given Home Business Review to help move them to make a decision that is right for them.

Here are some final thoughts to consider... There are no new mistakes. But there are new people making old mistakes. And there are old people making old mistakes. One old mistake we often see is to apply too much urgency. There is no urgency. Here we are and we are here to stay. We want you to join when you want to join. We want you to place the first order when you want to place the first order. We want you to act when you want to act. If you fall into the trap of trying to convince your candidates that your agenda is the right agenda, there is very little likelihood of a positive long-term outcome. You want to help your candidates identify how this company, this product, this possibility, this lifestyle business can positively impact their life. You want to show them, within the constricts of their life, how they can put this business to work for them. If you set your agenda aside and serve the best interests of your candidates, you will have fun, easy-to-do, positive, highly rewarding, successful Home Business Reviews.

And the best part of mastering this simple and highly duplicatable process... The day will come not too long from now when you will look around in fascination and say, *“Wow, we invited a handful of people over to our home... and it was like we dropped a pebble in a pond... and the ripples are starting to spread... because today we have a friend across town who's having their own Home Business Review... and we've got another friend in another state who's doing a Home Business Review...”* And the time will come when you look around the world and say, *“Wow, we've got somebody in other countries that we never could have imagined being in association with... all because one evening we decided to open our home and conduct a proper Home Business Review”*.

As proven leaders with Kannaway, we are here to serve your best interests. Leverage our experience. You committed yourself to a process. Master this process and lead by example. Recognize how this process can enrich your life. Do these income-producing activities consistently, and along the way, take the time with your family and friends to celebrate your achievements and enjoy your success. We are right there with you!

The Home Business Review Visual Walkthrough



Example of a Home Business Review with light refreshments, a laptop or viewing screen, a table to sit around to have a conversation, within view of a display of Kannaway's products.



Example of a Virtual Home Business Review with 7 attendees plus the presenter and a display of Kannaway's products behind or beside the presenter that the attendees can see.



INTRODUCTIONS

"Share with us briefly, in two or three minutes, who you are and why you are here?"



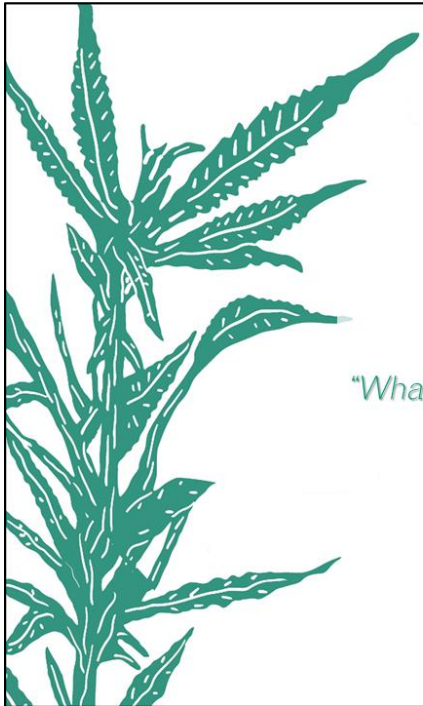
KANNAWAY™



“For us, this is a lifestyle choice. We have never found anything that causes so much enthusiasm as Kannaway does and we would like to help you understand why. So, let’s start with a simple video that helps you see what cannabis is, what hemp is, what cannabinoids are to better understand the nature of our lifestyle business.”

VIDEO #1 [3:36]

“The Problem”



DISCUSSION #1

“The Problem”

“What did you discover in that video that was new for you?”

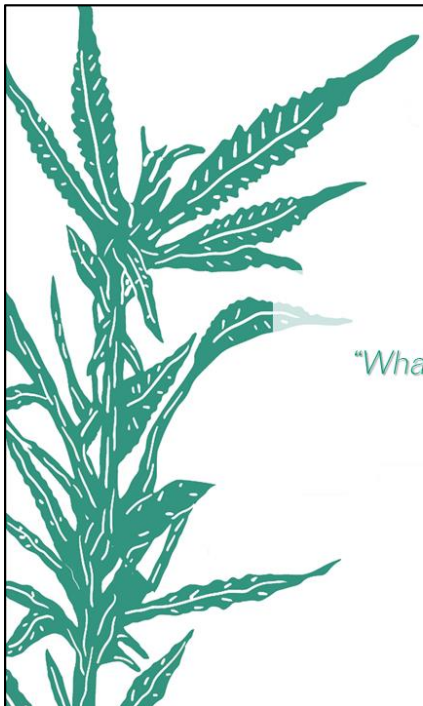




“Let’s show you the Company of Firsts that has been leading the way from the very beginning...”

VIDEO #2 [5:42]

- Introducing Cannabinoids To The World
 - From Soil To Sale
 - A Company Of Firsts



DISCUSSION #2

“What piece of information in that video impressed you the most?”

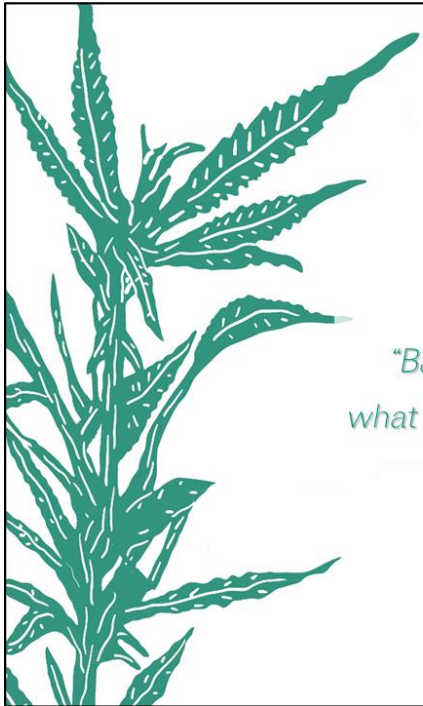




“Let’s now learn about the solution that’s making such a difference in the health and lifestyle of so many people...”

VIDEO #3 [5:12]

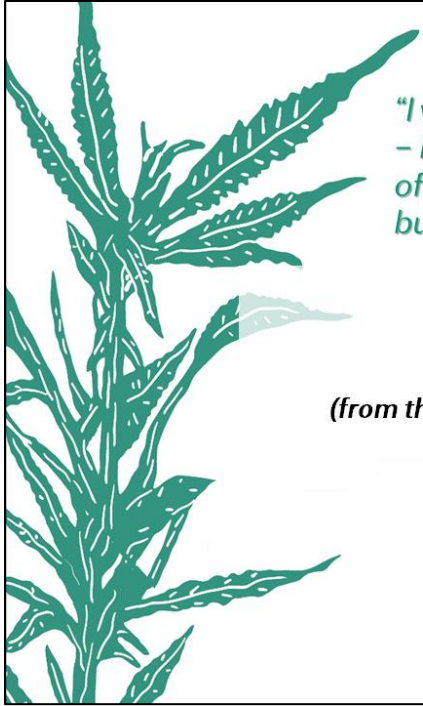
- The Cannabis Opportunity
(a Lifestyle Business for everyone)
 - Our Cause: ECHO
 - Getting Started



DISCUSSION #3

*“Based on what you’ve seen so far,
what do you like best about Kannaway?”*



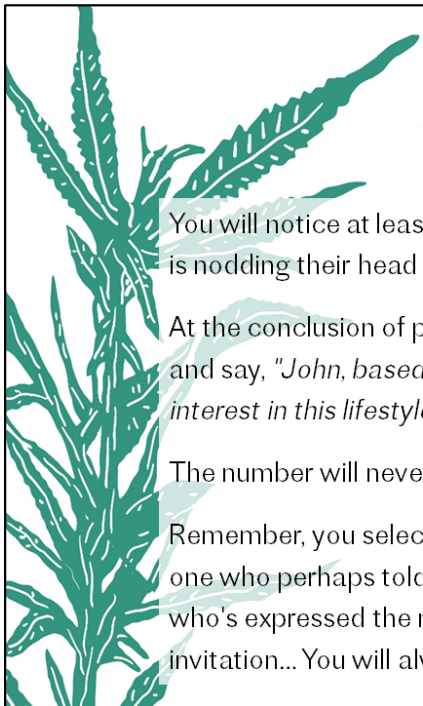


"I would like to share with all of you a very brief video – it's only 3 minutes long - that gives you a glimpse of the first 3 steps it takes to get started in a lifestyle business..."

VIDEO #4 [3:04]

- The First 3 Steps

(from the 10 Steps to Getting Started Correctly)




So, if you have done this right and followed this proven format, this is what always happens by this time of the Home Business Review presentation...

You will notice at least one candidate during the Home Business Review who is nodding their head the most, smiling and enthusiastic.

At the conclusion of playing the 'First 3 Steps,' you simply point to that person and say, "*John, based on all you've seen and heard, what is your level of interest in this lifestyle business on a scale of one to 10*"?

The number will never be low. It will always be high. It will be eight, nine or ten.

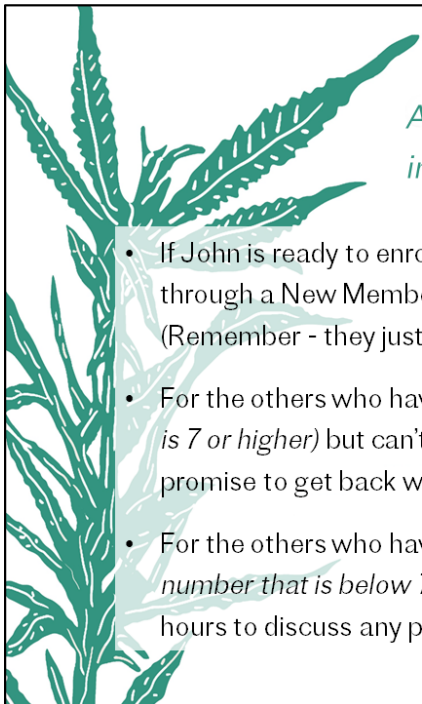
Remember, you selected the one who's nodding affirmatively the most... The one who perhaps told you how eager they were to get started... The one who's expressed the most positive feedback as a result of the initial invitation... You will always be able to easily identify the one.



And this is how you sort out who is interested in taking the NEXT STEP..

For anyone whose interest level is higher than 7, you say...

"Great! John, what you've heard so far is what the business is. We've had little discussion about how to do the business. What we'd like to do is make this personal for you. Let's get together sometime in the next 48 hours and go through a New Member Orientation... or in fact, we can help you with it at the conclusion of the present presentation if you'd like to".



And this is how you sort out who is interested in taking the NEXT STEP..

- If John is ready to enroll at this time, we will do the enrollment and walk them through a New Member Orientation and set in motion that same pattern again. (Remember - they just finished seeing the 'First 3 Steps' video).
- For the others who have expressed interest in our lifestyle business (*a number that is 7 or higher*) but can't stay for a New Member Orientation, let them go and promise to get back with them within 48 hours to schedule a NMO .
- For the others who have expressed little interest in our lifestyle business (*any number that is below 7*), let them go and promise to get back to them within 48 hours to discuss any products they may want to order .

The Home Business Review Video Content



VIDEO #1:

The Problem

<length of playing time> 3:36



VIDEO #2:

Introducing Cannabinoids to the World

0:00 INTRODUCING CBD TO THE WORLD

2:40 FROM SOIL TO SALE

4:25 A COMPANY OF FIRSTS

<length of playing time> 5:42



VIDEO #3:

The Cannabis Opportunity - A Lifestyle Business for Everyone

5:37 THE CANNABIS OPPORTUNITY

8:34 THE CAUSE: ECHO

10:04 GETTING STARTED

<length of playing time> 5:12



VIDEO #4

The First 3 Steps (To Getting Started Correctly)

<length of playing time> 3:04

These four videos are conveniently located and can be played directly on this web page: <https://hemplifestylenetwork.com/hbr>

Note: If you won't have Internet access for an HBR or a PBR (Personal Business Review inside a coffee shop for example), then you can download these videos from the same web page and play them from your laptop or mobile device.

The Home Business Review Timing & Scripts

The timing and scripts are applicable and fully compatible with an HBR and a Virtual HBR.

Welcome/ Introductions & Explain what they will experience during the meeting.

5-10
min

Segue into Video#1 by saying: *"For us, this is a lifestyle choice. We have never found anything that causes so much enthusiasm as Kannaway does and we would like to help you understand why. So, let's start with a simple video that helps you see what cannabis is, what hemp is, what cannabinoids are, and understand the nature of this lifestyle business."*

Play Video#1 [The Problem 3:50]

10
min

At end of Video#1, ask: *"What did you discover in that video that was new for you?"*

Segue to Video#2 by saying: *"Let's show you the Company of Firsts that has been leading the way from the very beginning".*

Play Video#2 [Introducing Cannabinoids to the World 5:36]

10
min

At end of Video#2, ask: *"What piece of information in that video impressed you the most?"*

Segue to Video#3 by saying: *"Let's show the solution that's making such a difference in the health and lifestyle of so many people".*

Play Video#3 [The Cannabis Opportunity - A Lifestyle Business for Everyone 5:13]

10
min

At end of Video#3, ask: *"So, based on what you've seen so far, what do you think about Kannaway?"*

Segue to Video#4 by saying: *"I would like to share with all of you a very brief video that gives you a glimpse of the first 3 steps it takes to get started in a lifestyle business..."*

Play Video#4 [The First 3 Steps (To Getting Started Correctly) 3:27]

10
min

At end of Video#4, point to most excited person and ask: *"John, based on all you've seen and heard, what is your level of interest in this business on a scale of one to 10"?*

Engage & Invite your candidates based on their rating: *"Great! John, what you've heard so far is what the business is. We've had little discussion about how to do the business. What we'd like to do is make this personal for you. Let's get together sometime in the next 48 hours and go through a New Member Orientation... or in fact, we can help you with it at the conclusion of the present presentation if you'd like to".*

Thank the other attendees (potential customers) for their time & participation. Customers will be personally followed up with within the next 48 hours to help them choose their products and they may have referrals for you!

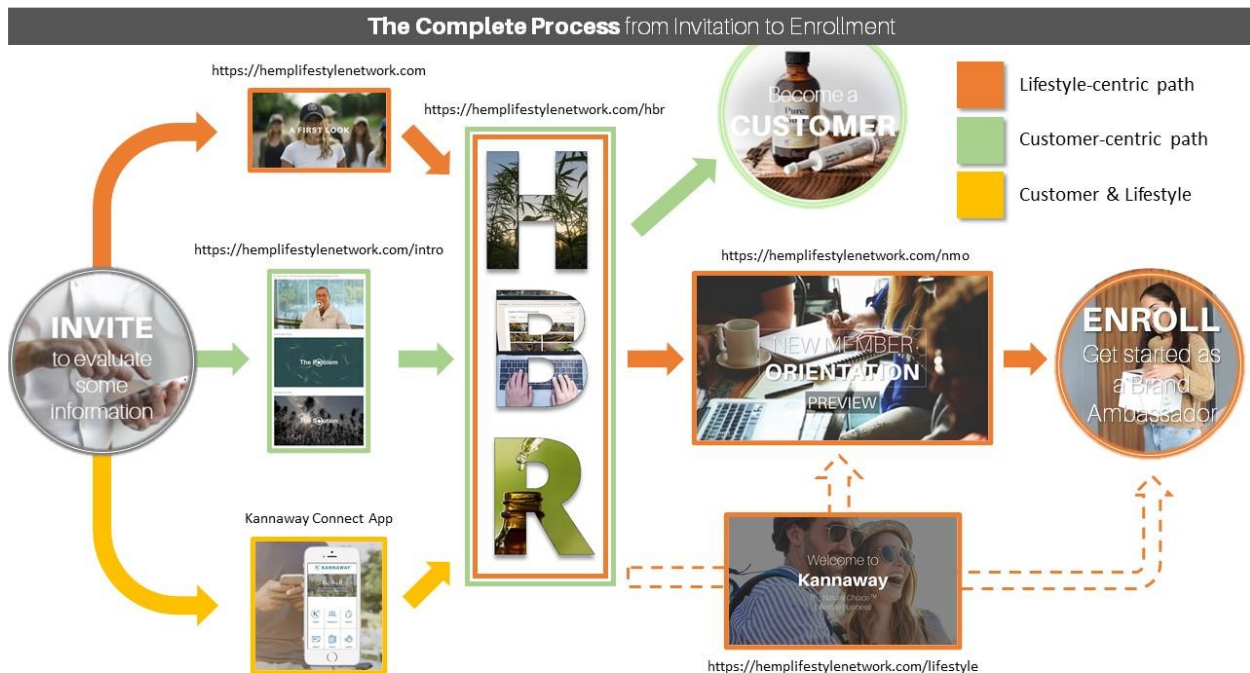
The Home Business Review Resources

Download the latest version of this **'How to Conduct a Proper Home Business Review'** training manual and the **'Executive Summary'** information sharing tool here: <https://ba.hemplifestylenetwork.com/checklist>

Watch the recorded training **'The Complete Process (from Invitation to Enrollment) & How to Conduct A Home Business Review'** here: <https://ba.hemplifestylenetwork.com/checklist>

Learn how to create and add to your candidate list and how to properly invite your candidates to a Home Business Review using these 3 resources - **'Growing Your Candidate List'**, **'How to Invite by Establishing Interest'** and **'Mastering the Art of the Invitation'**. These resources are all part of the **'RISE UP: Becoming a Network Marketing Professional'** series and it's available here: <https://ba.hemplifestylenetwork.com/checklist>.

The Complete Process to take someone from the invitation, to the HBR, to the enrollment (*as a Customer or a Brand Ambassador*), is web-based and video driven. Here's what it looks like **(and the links you can use)** to provide information that is either lifestyle-centric or customer-centric as your candidate goes through this process:



The **Lifestyle-centric** path include these links:

- A First Look (Trailer): <https://hemplifestylenetwork.com>
- A First Look (Feature Presentation): <https://hemplifestylenetwork.com/afirstlook>
- Videos for a Home Business Review: <https://hemplifestylenetwork.com/hbr>
- Lifestyle Business Presentation: <https://hemplifestylenetwork.com/lifestyle>
- New Member Orientation Preview: <https://hemplifestylenetwork.com/nmo>

NOTE: Enrollment of your candidate as a Brand Ambassador is done through your personalized Kannaway website or Kannaway Connect App. Enrolling a new Brand Ambassador is always accompanied with a personalized New Member Orientation you conduct with your new member.

The **Customer-centric** path include these links:

- Introduction to Kannaway: <https://hemplifestylenetwork.com/intro>
- Videos for a Home Business Review: <https://hemplifestylenetwork.com/hbr>
- Videos that explain various products: <https://hemplifestylenetwork.com/products>

NOTE: Enrollment of your candidate as a Customer is done through your personalized Kannaway website or Kannaway Connect App.

If your ‘customer’ still has questions about products after they have attended a Home Business Review, then refer them to your Kannaway website; or send them a link to a product video they want to learn about; or refer them to ECHOconnection.org if they need to confirm the benefits of using our products for any specific issue. **Leverage the tools to provide the education and explanations!** This is how you make our lifestyle business look easy with all your candidates.

Enrolling a new Customer does not require a personalized New Member Orientation, but you can always invite them after they enrolled as a customer to watch the ‘New Member Orientation Preview’ and the ‘Lifestyle Business’ presentation to have a better understanding of what our lifestyle business looks like. If they agree, then send them both links and recommend watching the business presentation first.

The Kannaway Connect App

You can share videos with your candidate directly from the Kannaway Connect App.

One major advantage of using the Connect App is that it will tell you if your candidate has watched the video that you shared with them.

One disadvantage is that the video content available through the Connect App is more product focused and therefore more customer centric.

To use this app, you must be a Brand Ambassador. Simply install it on your mobile device (*through Google Play or the Apple App store*) and then activate the app by signing in with your Kannaway Brand Ambassador ID number and password.

A training video from Hemp Lifestyle Network on how to use some of the features of the Kannaway Connect App is available here: <https://ba.hemplifestylenetwork.com/connect-mobile-app/>

