

L I F T BETA

Your First 30 Days

- L** Launch Yourself — Day 1
- I** Invite With Intention — Days 2–7
- F** Follow Through — Days 8–30
- T** Teach to Lead — Day 1 onward

Brand Partner: _____

Start Date: _____ Mentor (Sponsor): _____

Four steps. One direction. Up. You don't need to feel ready, you just need to start.

ASEA®

BEFORE YOU BEGIN

How to Use This Workbook

This workbook walks you through LIFT step by step: **Launch, Invite, Follow Through, Teach**. Work through it in order, complete the activities, and keep moving. You don't need to feel ready for the next page. Just finish the one you're on.

What is activation? Activation is the moment your business becomes real: you've personally used the product, shared your story, and helped at least one person say yes. Every step in this workbook is built to get you there.

How does it all fit together? Think of LIFT as your everyday action plan. Club One focuses on the behaviors that create success: share, mentor, and build. Activation helps you build on that momentum, while LIFT has the simple steps that help you put it all into practice.

What's inside

SECTION	TIMING	WHAT YOU'LL FILL IN
Launch	Day 1	Your six-question personal story, welcome video check-off, and your "I started" moment
Invite	Days 2–7	Your name list, sorted into customers & Brand Partners, plus space to draft each message
Follow Through	Days 8–30	A 4-week Daily 4 tracker, an objections worksheet, and your Day 30 readiness scorecard
Teach	Ongoing	Who you're mentoring, your 90-day pace, and a Keep/Start/Stop check-in

Keep this somewhere you'll actually see it. Momentum is built in small, visible steps.

DAY 1

L Launch Yourself

Get the confidence first. Three things, and you're launched.

☐ 1. Watch the 8-minute welcome video

Date watched: _____ One thing that stood out: _____

☐ 2. Build your story: six questions

Answer these in your own words about ASEA. These answers will help you tell your ASEA story naturally and in your own words.

1 What did life look like right before you said yes to ASEA?

The situation, feeling, or need that made you open to something new.

2 Who introduced you to ASEA, and what did they say that stuck?

The specific moment or sentence that got your attention.

3 What almost stopped you from saying yes to ASEA?

Your real hesitation. Chances are, others will have it too.

4 What made you decide to join ASEA anyway?

The reason you overcame the hesitation.

5 What are you hoping is different a year from now?

Your "why": money, time, health, community, whatever it is.

6 In one or two sentences, what would you tell a friend who asked what ASEA is?

This is the line you'll actually say out loud. Keep it short and honest.

Now bring it all together. Bring your answers above into a story you can share in 30 seconds or less. This is your story.

- ☐ Contact your mentor (sponsor) and read it to them. Fine-tune it together. Now you're ready.

☐ 3. Tell people you've started

A few easy ways: post your "I started" moment on Instagram or Facebook, share it to your Story, or just text one friend: "you won't believe what I just started."

Who did you tell first? _____ Date: _____

"Motivation is what gets you started. Habit is what keeps you going."

— JIM ROHN

DAYS 2-7 • THE 7-DAY SPRINT

1 Invite With Intention

Besides yourself, who else might be interested in this breakthrough technology and this opportunity? Scroll through your phone's contacts to get started. You might be surprised who comes to mind.

DATE	NAME	WHAT MADE YOU THINK OF THEM	INTERESTED	REACHED OUT	RESPONSE
			☐	☐	Y / N
			☐	☐	Y / N
			☐	☐	Y / N

Ran out of room? Good. Keep going on a blank page.

Draft your message

Use your 30-second story from Launch as the core, keeping it simple and conversational. You can end with a couple of easy ways to continue the conversation, like sending more information or hopping on a quick call. Use these examples as a starting point, then make them your own.

For a customer or potential Brand Partner (someone who might want to try it, or join you)

Example: "Hey [Name]! I found a breakthrough technology a few weeks ago and honestly feel so much better. Would you rather I send you some info, or is it easier if I just call you?"

For a close friend or family member (more personal, less formal)

Example: "Hey [Name]! I found a breakthrough technology a few weeks ago that's made a real difference for me. Coffee this week, or a quick call?"

Reminder: This step is about opening the door, not applying pressure. A short, honest message beats a long, polished pitch. And if someone says no, remember, it's a no for now, not a no forever. Leave the door open.

DAYS 8-30 • THE DAILY 4

F Follow Through

Meet the Daily 4: small actions that build momentum. This handy daily checklist keeps you focused on four simple things you can do each day to keep your business moving. Let's go!

ACTION	WHAT IT MEANS
Connect	Reach out to one new or existing name from your list
Share	Share your story, a result, or a product moment with someone
Follow Up	Circle back with someone already in conversation with you
Recognize	Acknowledge or thank someone: a customer, Brand Partner, or teammate

Mark a box each day you complete an action. The goal is consistency, not perfection.

Week 1 (Days 8-14)						
DATE	NAME	DAY	CONNECT	SHARE	FOLLOW UP	RECOGNIZE
		Day 1	☐	☐	☐	☐
		Day 2	☐	☐	☐	☐
		Day 3	☐	☐	☐	☐
		Day 4	☐	☐	☐	☐
		Day 5	☐	☐	☐	☐
		Day 6	☐	☐	☐	☐
		Day 7	☐	☐	☐	☐

Week 2 (Days 15–21)

DATE	NAME	DAY	CONNECT	SHARE	FOLLOW UP	RECOGNIZE
		Day 1	☐	☐	☐	☐
		Day 2	☐	☐	☐	☐
		Day 3	☐	☐	☐	☐
		Day 4	☐	☐	☐	☐
		Day 5	☐	☐	☐	☐
		Day 6	☐	☐	☐	☐
		Day 7	☐	☐	☐	☐

Week 3 (Days 22–28)

DATE	NAME	DAY	CONNECT	SHARE	FOLLOW UP	RECOGNIZE
		Day 1	☐	☐	☐	☐
		Day 2	☐	☐	☐	☐
		Day 3	☐	☐	☐	☐
		Day 4	☐	☐	☐	☐
		Day 5	☐	☐	☐	☐
		Day 6	☐	☐	☐	☐
		Day 7	☐	☐	☐	☐

"I am not a product of my circumstances. I am a product of my decisions."

— STEPHEN COVEY

Week 4 (Days 29–30+)

DATE	NAME	DAY	CONNECT	SHARE	FOLLOW UP	RECOGNIZE
		Day 1	☐	☐	☐	☐
		Day 2	☐	☐	☐	☐
		Day 3	☐	☐	☐	☐
		Day 4	☐	☐	☐	☐
		Day 5	☐	☐	☐	☐
		Day 6	☐	☐	☐	☐
		Day 7	☐	☐	☐	☐

Notes

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."

— DALE CARNEGIE

DAYS 8–30

Four hesitations you'll probably hear, and a way to start your answer

Not sure what to say when someone hesitates? Start here.

Use these examples as guides, then respond naturally based on the conversation you're having. If you're ever unsure, ask your mentor for help.

"I don't have the money right now."

"I totally understand. I had to think about it too. What I realized, though, was that if I didn't change something about the way I was making money, my financial situation was never going to change. But there's no pressure. I'm happy to show you what the options look like, and you can decide what makes sense."

"I don't have time for this."

"I get that. I didn't have a bunch of extra time either, honestly. What helped me was realizing I could start small and fit it in around the things I was already doing. If you're curious, I can show you what that's looked like for me."

"Isn't this one of those MLM things?"

"Yes, ASEA does use a network marketing model! I know that can come with some assumptions, though. For me, part of the appeal was a flexible way to add income without completely rearranging my life. I'd love to give you a breakdown of what my experience has been, so you can decide what you think about it."

"I could never do this, I'm not a salesperson."

"I get that. I didn't want to feel like I was selling to people either. What I've found is that I can just share what I'm experiencing, answer any questions, and let people decide for themselves. That feels a lot more natural to me. I can do that in less than 60 minutes a day."

Hesitations log

Write down what you actually hear, and how you responded, so next time it's not a guess.

HESITATION I HEARD	HOW I RESPONDED	WHAT WOULD I CHANGE?

DAYS 8-30

Day 30 Readiness Scorecard

Be honest. This tells you where the next 30 days should focus.

CHECKPOINT	YES	NOT YET
I can tell my story in under 60 seconds	☐	☐
I set a goal for how many people I'd reach, and hit it	☐	☐
I have at least one active customer	☐	☐
I have at least one active Brand Partner conversation	☐	☐
I did the Daily 4 more days than not	☐	☐
I've taught at least one person what I've learned	☐	☐

What I'll do differently in the next 30 days:

FROM DAY 1 ONWARD

T Teach to Lead

Success is bigger when you're not the only one having it. Don't wait for day 31. If you haven't taught this to one person yet, now is the time.

1 Teach one person what you just did.

Who did you mentor? _____

2 Walk them through this same workbook: Launch, Invite, Follow Through, Teach.

Don't just hand it over. Tell them about a specific challenge you hit and how you got past it, and what going through LIFT actually meant for you. That's what makes it real for them.

Notes on how it went:

3 Set your pace for the next 90 days.

Circle one: Building steadily | Pushing hard | Just staying consistent

That's an activation, that's a business. Every action feeds the next. What worked for you should transfer cleanly to the next person: simple enough to hand over in five minutes.

Keep / Start / Stop

A quick gut-check heading into your next 30 days.

Keep doing

Start doing

Stop doing

Confidence comes from action, not preparation. You don't need to feel ready, you need to follow the steps.

