

ASEA®

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LIFT SUCCESS SHARING

LIFT

*Four steps. One direction. Up.*

A shared coaching framework for every Brand Partner — new or tenured — to  
tenured — to launch, build, and lead with the same rhythm.

ASEA NORTH AMERICA CONFERENCE 2026

## HOW IT WORKS

### The four steps

Each step hands you the words and the next move — you never have to figure it out alone.  
alone.

L

#### Launch Yourself

Six questions to build your own story, so you always know what to say.

I

#### Invite with Intention

Think of who you'd want on this journey — we help write the message for each one.

F

#### Follow Through

Relationships are built here. Consistency wins, every time.

T

#### Teach to Lead

Now share what you know to one person and watch what it turns into.

L

## Launch Yourself

- ✓ Watch an 8-minute welcome video
- ✓ Build your story in six guided questions
- ✓ Plug in to your network let them know you've started

ASEA DAY 1

### 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.*

I

## Invite with Intention

- ✓ Name the people who came to mind first
- ✓ LIFT writes a tailored message for each one
  - ✓ Sort your customers and partners

### Why a 7 Day Sprint?

- ✓ Everyone can commit to a week
- ✓ It's a real test of interest, not a guess
- ✓ No one's being asked to overhaul their life

ASEA 4

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 |
|------|------|-----------------------------|--------------------------|--------------------------|----------|
|      |      |                             | <input type="checkbox"/> | <input type="checkbox"/> | Y / N    |
|      |      |                             | <input type="checkbox"/> | <input type="checkbox"/> | Y / N    |
|      |      |                             | <input type="checkbox"/> | <input type="checkbox"/> | 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.

### It's a gut check

- ✓ Committed? You'll know by day 7
- ✓ Not ready? That's useful information
- ✓ Either way, you're not guessing anymore

# F

## Follow Through

- ✓ Circle back so no one falls through the cracks
- ✓ Hear firsthand what LIFT has done for people
- ✓ Discipline compounds — consistency wins every time

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DAYS 8-30 • THE DAILY 4

### 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                                                        |
|------------------|----------------------------------------------------------------------|
| <b>Connect</b>   | Reach out to one new or existing name from your list                 |
| <b>Share</b>     | Share your story, a result, or a product moment with someone         |
| <b>Follow Up</b> | Circle back with someone already in conversation with you            |
| <b>Recognize</b> | 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 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                    |      | Day 2 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

# T

## Teach to Lead

- ✓ Hand what you know to just one person
- ✓ Watch it turn into their own launch
- ✓ That handoff is what makes growth compound

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FROM DAY 1 ONWARD

### 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.

- Teach one person what you just did.**  
Who did you mentor? \_\_\_\_\_
- 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: \_\_\_\_\_
- 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

## THE JOURNEY

### Your first 30 days.

A clear path, from day one

ACTIVATE — CAN BEGIN AS EARLY AS DAY 1, NOT BOUND TO ANY ONE PHASE



DAY 1

**Launch**

8-minute welcome video, build your story, tell people you've started.



DAYS 2-7

**7-Day Sprint**

Picture the people — we write each message and sort them for you.



DAYS 8-30

**Find your Rhythm**

Four small actions a day build a rhythm, under an hour, every day.



DAY 31+

**Teach**

Teach one person what you just did. That handoff is what makes growth compound.

## The Daily 4.

*We asked our top builders what they do every day. It came down to four things — under an hour, starting the day after Launch.*

### Connect

Reach out and open the door.

### Share

Give people something worth talking about.

### Follow Up

Circle back — answer objections without guessing.

### Recognize

Celebrate the wins, however small.

# Two goals. Four steps to get there.

*You just walked the how. Here's the why, one more time.*

1800693277

Every Brand Partner who comes out of LIFT should be on subscription, loving the product, and have their first activation. Launch, Invite, Follow Through, Teach is simply how we get them there — nothing more to memorize.



# 1

## ACTIVATION AWAY FROM CLUB ONE

*If they've made it this far, that's exactly where they stand.*

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**What's next.** Once LIFT gets them activated, Club One is how we recognize and reward what happens next.