



# THE EASIEST CONVERSATION

## The Art of Building Rapport

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*"Finding common ground is the easiest way to build rapport, and building rapport is the quickest way to build trust. When people know, like, and trust you, they are much more open to taking a serious look at your business."*  
— David T.S. Wood

### SMILE

*"Hello."*



*"Where are you from? Where do you live?"*

### FOCUS ON THE FORMULA

**F** = Family and friends \_\_\_\_\_

**O** = Occupation (past, present, future) \_\_\_\_\_

**R** = Recreation (sports, hobbies) \_\_\_\_\_

**M** = Meaning (What gives your life meaning? \_\_\_\_\_)

**U** = Use open-ended questions (What is your favorite sport?) \_\_\_\_\_

**L** = Listen actively, and remember what you heard \_\_\_\_\_

**A** = Ask questions \_\_\_\_\_

### QUESTIONS FOR THOSE TRYING TO BUILD AN ISAGENIX BUSINESS

#### The 'Magic Wand' Question:

*"If I gave you a magic wand and you had all the money and time in the world, what would you be doing with your life right now?"*

#### The Direct Ask:

*"If you could solve one problem in any area of your life right now, what would it be?"*

*"If I was able to show you a way where you could ..."* (Repeat what they have shared in greater detail.)

*"Would you be willing to look at something? It only takes about 30 minutes. I think it would be beneficial for you."*