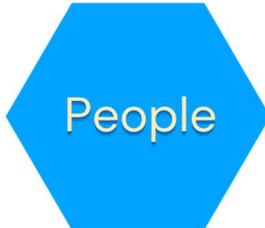




Group Leader	
Accountability	



People Table Module 2 Instructions

This month's leadership team:

1. Who received the card with a star in the upper right corner? Congratulations! You have been selected as the group leader for this month. As the leader, your role is to keep the group focused and on track to complete the module within the designated timeframe. The group lead will keep track of the group's progress over the next three weeks and present a summary of accomplishments at the module recap in week four.
2. Who received the card with a triangle in the upper right corner? Congratulations on being appointed as the group's accountability lead! Your role is to keep the group motivated and focused on achieving our collective goals. You will be responsible for reaching out to members and providing support and encouragement throughout the next 3 weeks.

People Table Instructions:

This month, the People Table will be focusing on tips and strategies for including your family and keeping them excited about your journey.



Group Leader	
Accountability	

Welcome to the People Table. At Missing Link Network, we firmly believe that building interpersonal relationships is crucial for mutual growth. By truly getting to know each other, both personally and professionally, we can better refer each other business.

Group Activity:

1. **Discussion Topic:**

- **Including Your Family:** Share your personal strategies for staying motivated and keeping your family excited about your work and journey.

2. **Goal Setting:**

3. **Apply Strategies:** Using the strategies we discussed in the group, create a project that involves your family's participation. If this doesn't apply to you, set a personal goal for the week.

Accountability:

- **Partner Up:** Choose an accountability partner from the group.
- **Regular Check-Ins:** Check in with your partner three times this week to track progress and offer support



Group Leader	
Accountability	



Profit Table Module 2 Instructions:

This month's leadership team:

1. Who received the card with a star in the upper right corner? Congratulations! You have been selected as the group leader for this month. As the leader, your role is to keep the group focused and on track to complete the module within the designated timeframe. The group lead will keep track of the group's progress over the next three weeks and present a summary of accomplishments at the module recap in week four.
2. Who received the card with a triangle in the upper right corner? Congratulations on being appointed as the group's accountability lead! Your role is to keep the group motivated and focused on achieving our collective goals. You will be responsible for reaching out to members and providing support and encouragement throughout the next 3 weeks.

Profit Table Instructions:

This month, at the Profit Table, we'll be creating a client avatar for your business. Client Avatars are fictional, generalized representations of your ideal customers. By learning each other's avatars, it will make it easier to identify potential referral opportunities.



Group Leader	
Accountability	

Welcome to the Profit Table. Missing Link Network is here to help your business grow through building relationships and helping each other with business challenges and celebrating wins.

As a group, discuss the following and execute for each other over the next week.

Buyer Personas or Client Avatars are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups. Buyer Personas can be created for customer service training, sales & marketing, and Negative Personas to recognize clients who may not be a good fit for your business.

As a Group:

- 1. Identify Your Ideal Customer: Collaborate to help each other identify your ideal customer.**
- 2. Create a Sale's Buyer Personas: Develop detailed Sale's Buyer Personas for each business in the group. Use these personas to understand and connect with potential clients.**
- 3. Leverage Buyer Personas for Referrals: Learning each other's Buyer Personas will help identify referral opportunities from your sphere of influence.**

Goal:

- Complete: This week, complete your Sales Buyer Persona.**
- Identify and Connect: This week, use your Sales Buyer Persona to identify 20 new potential customers.**
- Set Meetings: Reach out to these potential customers and arrange meetings.**

Accountability:

- Partner Up: Choose an accountability partner from the group and check in with each other**
- Email: Send out your completed Buyer Persona to your Hub so they can use it to identify potential referrals in their sphere of influence.**



Group Leader	
Accountability	

Name Your Avetar: _____

Sales Buyer Persona



Demographics

Age	
Income	
Location	
Education	
Gender	

Psychographics:

Goals	
Challenges	
Values	
Education	
Hobbies	

Challenges

Behavior Patterns

Communication	
Decision	
Purchase Motivation	

Background

To take a dipper dive and for additional info about client avatars email nate@missinglinknetwork.com



Group Leader	
Accountability	



Progress Table Module 2 Instructions:

This month's leadership team:

1. Who received the card with a star in the upper right corner? Congratulations! You have been selected as the group leader for this month. As the leader, your role is to keep the group focused and on track to complete the module within the designated timeframe. The group lead will keep track of the group's progress over the next three weeks and present a summary of accomplishments at the module recap in week four.
2. Who received the card with a triangle in the upper right corner? Congratulations on being appointed as the group's accountability lead! Your role is to keep the group motivated and focused on achieving our collective goals. You will be responsible for reaching out to members and providing support and encouragement throughout the next 3 weeks.

Progress Table Instructions:

- This month, the Progress Table will focus on growing the Hubs presence and reach on social media.



Group Leader	
Accountability	

Welcome to the Progress Table. At Missing Link Network, we believe that our success is your success. By contributing to the growth of MLN, you not only help others in your Hub expand their referral network but also benefit yourself by earning affiliate income directly from Missing Link Network.

As a Group:

- 1. Develop Marketing Strategies: Collaborate to create effective strategies for promoting your Missing Link Network Hub on social media.**
- 2. Share and Implement: Apply these strategies across both your business and personal social media platforms.**

Goal:

- Execute Strategies: Implement the developed marketing strategies on your social media channels.**

Accountability:

- Partner Up: Choose an accountability partner from the group.**
- Regular Check-Ins: Check in with your partner three times this week to track progress and offer support.**

Strategies:
