

FOR NETWORK MARKETING & WELLNESS BRAND PARTNERS

THE NETWORK MARKETING OPPORTUNITY BRANDSCRIPT

*A messaging framework where the prospective Brand Partner is the hero
and you are their guide into the business opportunity.*

1 Blank Template

A fillable 7-part BrandScript for recruiting messaging & business-side prompts.

2 Worked Example

A completed LifeWave-style opportunity BrandScript to model your own answers on.

3 Use It Everywhere

Turn this into opportunity calls, event invites, and recruiting content.

Companion to the Product/Customer BrandScript — this version speaks to the business opportunity.

YOUR OPPORTUNITY BRANDSCRIPT

PROSPECT = HERO | BRAND PARTNER = GUIDE

Blank Template - fill this in for your recruiting message

1

A CHARACTER

The prospective Brand Partner is the hero

WHAT DO THEY WANT?

- What does your ideal Brand Partner prospect want most - extra income, time freedom, being their own boss, purpose, personal growth?

3

AND MEETS A GUIDE

Your Brand Partner / Mentor

EMPATHY

- What can you say to show you've been in their shoes and understand the leap they're considering?

AUTHORITY

- What proof builds trust - your track record, team results, training, company reputation, rank/recognition?

5

AND CALLS THEM TO ACTION

Challenge or invitation

DIRECT

- What's the one clear next step you want them to take (apply, book a call, join your team)?

TRANSITIONAL

- What lower-commitment step builds trust first (free webinar, opportunity overview, coffee chat)?

6

THAT ENDS IN SUCCESS

Their happy ending

- List 4-5 specific wins they'll experience as a Brand Partner.

2

HAS A PROBLEM

CLAIM

What's the enemy? (financial insecurity, a capped paycheck, MLM skepticism)

EXTERNAL

The tangible problem they can name (stuck in a 9-5, no extra income, no free time).

INTERNAL

How it makes them feel (stuck, unseen, embarrassed to want more, afraid to try).

PHILOSOPHICAL

The bigger belief - why this matters beyond just them (everyone deserves ownership of their time and income).

4

WHO GIVES THEM A PLAN

PROCESS

- Step 1:
- Step 2:
- Step 3:

AGREEMENT



OPPORTUNITY
BRANDSCRIPT

7

THAT HELPS THEM

AVOID FAILURE

- List 3 costs of staying where they are - what keeps happening if they never say yes?

CHARACTER TRANSFORMATION

Character Transformation - who your prospect becomes

FROM

TO

CONTROLLING IDEA

EXAMPLE: LIFEWAVE OPPORTUNITY BRANDSCRIPT

PROSPECT = HERO | BRAND PARTNER = GUIDE

Filled-In Example - use this as a model for your own answers

1 A CHARACTER

The prospective Brand Partner is the hero

WHAT DO THEY WANT?

- Wants extra income without leaving their current job
- Wants time freedom to be present for family and life
- Wants to be their own boss and build something they own
- Wants purpose, community, and room to grow personally

3 AND MEETS A GUIDE

Your Brand Partner / Mentor

EMPATHY

- 'I remember sitting at my 9-5 wondering if there was more - feeling like I was trading my best years for someone else's paycheck. I get exactly where you are.'

AUTHORITY

- Years building a team from scratch, part-time, alongside a full-time job
- Proven, duplicable system used by our whole team
- Ongoing mentorship, training, and leadership recognition within the company
- A track record of real people building real supplemental income

5 AND CALLS THEM TO ACTION

Challenge or invitation

DIRECT

- Apply to become a LifeWave Brand Partner today

TRANSITIONAL

- Watch the free Opportunity Overview
- Book a free 15-minute discovery call

6 THAT ENDS IN SUCCESS

Their happy ending

- Builds a real supplemental income stream without leaving their day job
- Gains time freedom to be present for family and the life they want
- Develops real leadership and business skills along the way
- Becomes part of a supportive, purpose-driven team
- Feels proud owning something that's truly theirs

2 HAS A PROBLEM

WELAIN

A capped paycheck, financial insecurity, and the fear that network marketing is 'too good to be true.'

EXTERNAL

They're trading 40+ hours a week for a paycheck with no real ceiling on their time or income.

INTERNAL

They feel stuck watching life pass by, quietly wondering 'what if' - and a little embarrassed to admit they're even considering this.

PHILOSOPHICAL

Everyone deserves the chance to own their time and their income, not just people born with connections or capital.

4 WHO GIVES THEM A PLAN

PROCESS

- Try It - Experience the product yourself first
- Learn It - Attend a free opportunity overview
- Start It - Begin part-time with a starter kit
- Grow It - Get paired with a mentor and a simple, duplicable system

AGREEMENT

- No pressure to stock inventory, no unrealistic quotas
- Start and grow at your own pace - cancel anytime
- Real training and mentorship, not just a sign-up link



OPPORTUNITY
BRANDSCRIPT

7 THAT HELPS THEM

AVOID FAILURE

- Stays stuck trading hours for a paycheck with no real ceiling in sight
- Watches the opportunity go to someone else who said yes first
- Keeps wondering 'what if' instead of building something of their own

CHARACTER TRANSFORMATION

Character Transformation - who your prospect becomes

FROM

- Skeptical that network marketing could really work
- Financially stretched, with no path past their current paycheck
- Feeling stuck in a job with no ownership over their time
- Quietly wondering 'what if' but afraid to take the first step

TO

- A confident business owner building real income on the side
- Leading and mentoring a growing team of their own
- In control of their time, schedule, and financial future
- Living proof for the next person who says 'tell me more'

CONTROLLING IDEA

You don't need to quit your job or become a salesperson - you need a proven system and a mentor to help you build income and freedom on your own schedule.