



rain

BUILD WITH CONFIDENCE

RAIN CYCLE

C O N N E C T   W I T H   U S



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# RAIN CYCLE

## MAKING IT RAIN

The Rain Cycle is the proven, step-by-step process by which you can attain success and help others to do the same. By working with your sponsor - or someone who has experience - you can study, understand and practice the steps of the Rain Cycle. As you come to understand it, you can begin to train others. Your success in reaching your goals will be contingent not only upon your understanding of the Rain Cycle, but upon your ability to train others to follow these very simple, proven steps to success.

Rain is all about SEEDS. They are not only the foundation of our products, but the foundation of the company. Seeds are nature's Rain Cycle, and SEEDS is our basis for the Rain Cycle. Its acronym is:

**S**IMPLE **E**FFECTIVE **E**ducational **D**UPLICABLE **S**YSTEM

# THE RAIN CYCLE

**THE FUEL**

**THE FOUNDATION**

**THE LAUNCH**

**THE MESSAGE**

**THE RESULT**

**THE LIFESTYLE**





# THE FUEL

NAME: \_\_\_\_\_ ENROLLMENT DATE: \_\_\_\_\_

RAIN ID: \_\_\_\_\_ MYRAINLIFE.COM/ \_\_\_\_\_

## FIRST 48 HOURS

- Complete the Commitment Letter with your sponsor
- Study all of the information contained in your Starter Kit daily
- Begin to build the “Foundation” for your business
- Have everything in place to share and start “Launching” your business
- Use Rain products daily. Make sure your autoship is set up correctly in your back office.
- Make sure your commission payout method is set up in your back office and that your preferred payment option is selected and correct.
- Begin your daily communication with your sponsor.

## FIRST WEEK : CONTINUE TO EXECUTE YOUR LAUNCH PLAN

- Establish clearly defined “written goals”, your “why” and contact your support team.
  
- Track each person you share/follow up with and log this information on your Accountability & Tracking sheet. Always make sure you and your sponsor are accountable to each other.
  
- Have at least one Launch meeting.
  
- Order personalized Rain business cards ([gritt.com](http://gritt.com)).
  
- Prepare your schedule and participate in corporate calls and webinars. Set up conference calls or participate in another organization’s calls until you and your Sponsor set up your own.  
  
DATE\_\_\_\_\_ TIME\_\_\_\_\_
  
- DATE\_\_\_\_\_ TIME\_\_\_\_\_
  
- Schedule and participate in all of your apprenticeship calls and webinars with your upline.
  
- Review the Rain International website at [www.rainintl.com](http://www.rainintl.com). Plan to attend the next Rain Leadership Training Event.

# THE FUEL

## DREAM BUILDING

Take about twenty minutes, and answer the following questions in a notebook. What dreams do you have for your life as far as relationships, income, travel, career, and material possessions are concerned?

### **AFTER COMPLETING YOUR DREAM LIST, PLEASE GO ON TO THE NEXT SECTION.**

**1** Set a clean sheet of paper next to your dreams list. In one or two sentences, describe why you want each specific dream. Don't spend time on a dream you can't find time for. If a reason doesn't quickly come to mind, move on to the next one on your list. Take five to ten minutes for this exercise. Begin now.

**2** Cross out all the dreams you couldn't find a reason for. These dreams will stay on the "back burner" for now. Next to the remaining dreams write 1 yr, 5 yrs, 10 yrs, or 20 yrs, depending on when you optimistically think you can reach that goal. Take five minutes. Begin now.

**3** On a third sheet, write one or two sentences on what could come between you and each of your dreams. (Example: Lose 20 lbs./eat too many sweets; earn \$150,000 per year/not willing to work more hours; buy house/fearful of overwhelming process.) Take five minutes. Begin now.

**4** *On a fourth sheet, divide the paper into four boxes. At the top of each box, write one of the four of your most important dreams by which you marked 1 year. For example: Lose 20 lbs.; read 20 books; earn \$150,000; spend more time w/family, etc.*

**5** In each quadrant, write all the reasons why you absolutely must reach your goal or dream. Write down all the pain you will feel if you don't achieve your dream and all the pleasure you will get if you do. Finally, in the lower third of each quadrant, write as a positive affirmation as well as what you will do every day to drive yourself to your dream. Do this now.

**THIS IS A PROVEN SYSTEM OF GOAL SETTING THAT HAS BEEN USED IN ONE FORM OR ANOTHER BY GREAT LEADERS LIKE ANTHONY ROBBINS, ZIG ZIGLAR, W. CLEMENT STONE, NAPOLEON HILL, AND OTHER PEOPLE WHO ARE FOCUSED ON WHAT THEIR LIFE IS ABOUT AND KNOW WHAT THEY WANT.**

# ENROLLMENT PROCESS

## ENROLL ONLINE

To enroll someone online, simply log on to the sponsors site at [www.myrainlife.com/\\_\\_\\_\\_\\_](http://www.myrainlife.com/_____) or the corporate site at [www.rainintl.com](http://www.rainintl.com) and select “Enroll Now” at the top of the home page.

## OR

**FOR HELP, CALL CUSTOMER SERVICE  
@ 855.724.6606**

## THINGS TO KNOW WHEN ENROLLING

1. THE SPONSOR’S ID NUMBER
2. NAME OF ENROLLEE
3. IDENTIFICATION NUMBER FOR TAX PURPOSES
4. MAILING AND BILLING ADDRESS
5. EMAIL ADDRESS AND PHONE NUMBER
6. THE STARTER KIT
7. THE AUTOSHIP ORDER
8. SET UP A METHOD OF PAYMENT

Several different autoship options are available, each with varying price levels and commission eligibility. The recommended autoship order for business builders is the 100 CV or the +6 Program.





# THE FOUNDATION

Any building is only as strong as what it's built upon. The same holds true for your organization. That foundation will shape the rest of your business. In order to build it, you need to have a strategy and a plan. In building a solid foundation you need to start with the corner stones. In your business those corner stones are Family, Friends, Business, and Community. Follow the steps below and identify your network by creating a list of people who you know and associate with. The goal is to have a minimum of 100 names on your list. If needed the "Memory Jogger" will help remind you of people in each of these categories.

FOLLOW THE STEPS BELOW AND BUILD YOUR FOUNDATION.

In the beginning, don't try to figure out who will or will not be interested (it's very important not to pre-judge), just write the names of every person you can think of. You can talk later with your sponsor about how to categorize the names and the best approach to take with them. Some you may choose not to contact.

## BUILD YOUR FOUNDATION

### STEP ONE

LIST YOUR CONTACTS INTO GROUPS

#### FAMILY

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# MEMORY JOGGER

Below are ideas of people and places where many top prospects can be found. This list is meant to serve as a lead-generator, by bringing many of your current and former associations to mind, and to stretch your thoughts so you can come up with as many names as possible. It is estimated that the average person knows 250 people, and each of those people know, in turn, another 250 people. This means that for each new person you talk to, you gain access to a potential pool of 62,500 people separated from you by just two degrees!

## **BUSINESS**

- Succeeded in network marketing
- Entrepreneurial minded
- Didn't achieve what they wanted in network marketing
- Ex-bosses/colleagues
- Insurance sales people
- Local business owners
- Business/Money motivated
- Saved business cards
- Sell Avon or Mary Kay
- Money problems
- Own their own business

## **FRIENDS**

- Friends from vacation
- Friends from college
- Friends of parents and in-laws
- Friends from high school
- Old friends you've lost touch with
- Old Room Mates
- Parents of your children's friends
- Your mentor/people you look up to
- People from your social networking sites (i.e. Facebook, LinkedIn, Blogspot, etc.)
- Current friends and acquaintances
- Friends from current/former jobs

## **WORK**

- Co-workers
- People out of work
- People who are retired
- Consultants
- Business trips

## **COMMUNITY**

- Bank tellers
- Car sales people
- General sales people
- Dentists
- Do fund raisers
- Do volunteer work/humanitarian
- Doctors/nurses
- Grocery checkers
- In the military
- Members of church
- Mortgage people
- People at the gym
- Real Estate agents
- Restaurant servers
- The mail person
- Travel agents
- Wealthy people you know
- Mechanics
- Your accountant
- Your hairstylist
- Career women
- Your children's teachers/sports instructors
- Your electrician/plumber/landscaper
- Your neighbors
- Construction worker
- Stay-at-home Moms

## **GENERAL**

- Buy bottled water
- Buy supplements
- Concerned with aging
- Ex-girlfriends or boyfriends
- Fast food workers
- Individuals that have a lot of friends
- Health conscious people
- Help support you
- Very Social
- Fitness driven
- Health problems
- The park
- The beach
- The grocery store
- The mall
- Your softball (or other sports) team





# THE LAUNCH

It's time to get your hands dirty, to get things moving on your own Grand Opening. This is where your new business will get off the ground and begin to rise. Follow this system as close as possible and watch your business continue to grow every week!

## FIRST 14 DAYS

Within the first 14 days you need to complete 4 launches. Hold these meetings within 2-3 days of each other. These Launch Meetings can be a mixture of (2) launch types: Launch Meetings, or Launch Calls.

	DATE	TIME	LOCATION
1.	_____		
2.	_____		
3.	_____		
4.	_____		

### 1. LAUNCH MEETING (LOCAL)

A Launch Meeting is the opportunity for you to invite people who you feel could benefit from our products or the Rain opportunity. Remember you are the messenger not the message. Use your upline and a standardized presentation (Tip: Don't present to your own people, it's always more duplicable coming from someone else).

#### WHAT IS A LAUNCH MEETING?

A Launch Meeting is a small business meeting in a comfortable and relaxed atmosphere that will provide a way for you to share Rain's products and the Rain opportunity. We recommend taking immediate action by hosting your initial Launch Meeting within the first seven days of enrolling into your Rain business; this will allow you to build personal momentum preparing you for the group momentum that will come from new Rain Partners joining your team.

Close communication with your sponsor or upline Platinum Elite or above will be critical to your success. In Rain, your upline has a vested interest in you achieving your goals; so always let them know your calendar of events with sufficient notice so they can be available to provide the proper support.

#### WHAT IS A LAUNCH MEETING?

Home, apartment, clubhouse, office, boardroom, restaurant, library, hotel.

These are just a few locations Rain Partners have held successful Launch Meetings. The best location will always be in living rooms of your home. Relationships are key; the personal atmosphere your home provides will allow you to develop strong relationships with your new business partners and customers.

#### RECOMMENDED DAYS AND TIMES

Weekday Evenings: 7:00 pm Saturdays: Mornings

Important Note: Use the opportunity to invite to team and company meetings. These are great resources for additional information.

## HOW TO: LAUNCH MEETING

If you are building your business on a part-time basis and work during the week, become a Weekend Warrior by hosting or supporting multiple Launch Meetings in one day. Remember that supporting team and corporate events in your area is important, and should be attended. These events are a great opportunity for you to invite your Launch Meeting guests, so they can take another look at Rain and meet some of the other Rain Partners to assist in their decision-making process.

## WHO TO INVITE?

This is where having your Foundation put together will come into play! Look for those people who are:

- A. Self-Starters
- B. Influential
- C. Teachable
- D. Have financial resources

People who fall into these categories will be great customers, business partners or referral sources and will usually be at the top of the sub-groups you have finished in the Foundation. Invite as many people as you can, keeping in mind that couples count as one. When it comes to inviting, personal touch through a phone call or personal visit is proven to work best. Emails and text messaging work well as reminders only. People will respond to the excitement they hear in your voice more than the portrayed excitement they read about.

Your goal should be to have 5 qualified prospects attend.

## REALISTIC EXPECTATIONS

For a list of 50 people, here's an estimate of what to expect:

- 30 to 35 will answer the phone
- 15 to 20 will confirm
- 7 to 10 will show up
- Expect Everyone to buy SOUL

## SIMPLIFIED INVITING

Based on what topics are important to your audience, ask and customize the following questions:

1. Do you personally, or do you know someone dealing with \_\_\_\_\_?
2. How often has that been a problem?
3. What have they tried or what are they currently doing to improve their situation?
4. I ask because I am working with a product and company that may be able to help. Their products are changing people's lives and the company will even pay you to share the product!

# IMPORTANT DETAILS!

- ENERGY is critical! Having some music playing in the background can help increase the energy in the room
- You'll need Boxes of SOUL on hand and open
- TV and DVD player or laptop and projector
- The Launch Meeting DVD
- Pen & Paper for guests to take notes
- Your Rain Cycle Booklet to document your meeting
- Color copies of the Rain applications for everyone attending
- Launch Meeting brochures for everyone attending

"Welcome everyone! We are excited you are all here. Before we begin, please silence your cell phones so we don't have any interruptions. Please take notes and we will answer any questions once we have concluded."

## **7:00 - 7:15 \_ YOUR PERSONAL TESTIMONIAL**

Begin by sharing your personal testimonial regarding Rain and how it has affected your life. Be specific and share your excitement.

## **7:15 - 7:20 \_ VIDEO**

Play the first segment of the Launch Meeting video on your DVD player or computer.

## **7:20 - 7:40 \_ SAMPLE**

Hand out samples of product and invite the others to share their product testimonials at this time. You can always have someone call in to share their testimonial as well.

## **7:40 - 7:50 \_ VIDEO**

Play the second segment of the Launch Meeting video on your DVD player or computer.

## **7:40 - 7:50 \_ CLOSE**

Have any other Rain Partners in attendance take 30 seconds or less to share their name, background, and why they joined Rain. The goal is to show diversity of the Rain Partners and assist in validation.

## **7:40 - 7:50 \_ ENROLLMENT**

Hand out the applications. Help fill them out and answer any questions. Share your excitement about them joining Rain! Make sure the three options are explained along with the 4 simple steps to get their businesses going. Once you have concluded, help book a Launch Meeting for each person in attendance.

## 2. LAUNCH CALL (LONG DISTANCE)

This is for people who are not close enough or not able to attend your Launch Meeting. First, set up a specific time with your upline for a Launch Call or web meeting. Then invite your prospects so they can hear the details about the product and company from your upline.

	DATE	TIME	LOCATION
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

SHARE RAIN WITH PEOPLE INDIVIDUALLY, IN BETWEEN LAUNCHES. YOU CAN DO THIS BY:

## 3. THREE WAYS TO REACH OUT

### ONE: SIZZLE CALL

Invite them to two-minute pre-recorded snapshot of Rain - they can call anytime.

### TWO: LIFECONCENTRATED.COM

Here they'll find two videos with a product overview, powerful testimonials, and much more.

### THREE: 3 WAY CALLS

After you have directed someone to a call or a video online; let them know you will call them back when it is over. When you call back have your upline or another Rain Partner on the line with you to answer any of their questions.

## 4. DROP BY'S\*

Drop By's are effective when you have not been able to connect properly with a prospect. Always bring your sponsor to help. Keep these short and to the point. This is one of the most effective ways to share the opportunity. A lot of times it is a little bit harder to get people to come to a presentation or to meet you somewhere. In this scenario we are going to them, we can also give our full attention to the person or couple we are meeting with. Although it is a lot more time consuming it is very effective.

We do drop by's with people we have a good or close relationship with, not with someone we haven't seen or talked to in years. There are other ways to prospect in those situations.

*\*Remember to keep it simple and to not say too much!*

# 100% MONEY BACK GUARANTEE

OUR PRODUCTS COME WITH A 30-DAY MONEY BACK GUARANTEE. EMPHASIZE THIS IN YOUR CONVERSATIONS AS IT REMOVES POTENTIAL PURCHASE CONCERNS AND REINFORCES HOW POWERFUL OUR PRODUCTS ARE.

## 5. ONLINE

Your online Launch can happen anytime and can help you gain prospects who are not in your area. Use your social media site and e-mails as a way to get your prospects interested. Remember to keep control of the message. Don't give blind info and hope that someone will take the time. Always speak with your prospects before and after you send them a link to a video or send them any information.

# TIPS!

1. KEEP YOUR LAUNCH MEETINGS TO A ONE HOUR MAXIMUM AND REMOVE ALL DISTRACTIONS SO YOU AND YOUR PROSPECTS CAN FOCUS ON THE PRESENTATION.
2. IT IS EASIER TO BUILD FAST THAN SLOW IN THIS BUSINESS. SPEED AND MOMENTUM HELP FUEL YOUR GROWTH, SO TAKE YOUR LAUNCHES SERIOUSLY.
3. ALWAYS USE THE MOST UP TO DATE STANDARDIZED MATERIALS AND TOOLS.
4. MAKE GOOD USE OF YOUR UPLINE AND CORPORATE TOOLS. BOTH ARE THERE FOR YOUR USE AND SHOULD BE RELIED UPON HEAVILY.
5. HAVE FUN, BUT BE PROFESSIONAL. MAKE SURE TO HAVE APPLICATIONS AND OTHER MATERIALS ON HAND.
6. REFER BACK TO THE FOUNDATION OFTEN AND REVIEW YOUR PROSPECTS AND GOALS.
7. BE PROMPT, BEGIN ON TIME AND ALWAYS DRESS THE PART.
8. KEEP FURNITURE NORMAL FOR A LAUNCH MEETING. MOVE THINGS AROUND OR ADD CHAIRS ONLY AS NEEDED WHEN PEOPLE ARRIVE.
9. FOCUS ON THE GUESTS WHO ARE THERE AND NOT THOSE WHO DIDN'T MAKE IT.

**FOR MORE INFORMATION ON THESE PROCESSES,  
REVIEW ADDITIONAL TOOLS ON THE RAIN  
TOOLS SITE AT [TOOLS.RAININTL.COM](http://TOOLS.RAININTL.COM).**

# THE LAUNCH

## SHARE

Properly inviting someone to look at Rain is a crucial skill. Do it well, and you'll have people looking at the products and business - which directly leads to enrollments of business partners and customers.

## FOLLOW THE 5 C'S

### CREATE CURIOSITY

With a few sentences share what is going on and why you are so excited

### CONTROL YOURSELF

Remember you are the messenger not the message

### COMPLIMENT

Let them know why you genuinely thought of them

### COMMIT

Set the time up for them to get the detailed information

### CONFIRM

Right before the conversation ends reconfirm the details of the time set

## EXAMPLES

**1 You:** Hello Tim, the main reason I'm calling you is **(Create Curiosity)** I'm working on a project and have the chance to help expand and take a revolutionary product throughout the region **(Control Yourself)** **(Compliment)** I know that you are business minded and that's why I want you to see this. **(Commit)** When is the soonest you have 20 minutes so we can sit down and I can show you more?

Tim: I have some time tonight, 8:00 would work.

You: **(Confirm)** Perfect. I'll drop by at 8:00 tonight, see you then.

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**2 You:** Hi Kristy what are you doing tonight at 7:00?

Kristy: I'll be around, why?

You: **(Create Curiosity)** I want to stop by and tell you about this new product I have been taking. It's a breakthrough in nutrition and has made a huge difference in how I feel **(Control Yourself)** **(Compliment)** You have always been a great example of someone who lives a healthy lifestyle and that's why I thought of you. **(Commit)** I want to drop off a sample of this for you to try and will be in your area around 7:00, does that work for you?

Kristy: Sure.

You: **(Confirm)** Alright, I'll see you at 7:00.









































