



WAVE BUILDER
PRO MEMBER GUIDES

A WAVE BUILDER PRO COMPANION GUIDE

Your Practitioner Call, *From Warmth to Win.*

A peer-to-peer playbook for the 15-minute phone call that turns a curious practitioner into a partner — and exactly what to do the moment they land on your calendar.

● Brand Partner Edition

20 minutes to read

Welcome — let's *get you ready*.

Practitioners will be landing on your calendar through your Wave Builder PRO system. The next step is the part only you can do: pick up the phone and have a real human conversation. That's what this guide is for.

You may have done sales work before. You may not have. Either way, this guide is built to bridge the piece that's specific to this industry: how network marketing actually works, why practitioners are an unfair advantage, and how a 15-minute call should flow when the person on the other end of the line is a chiropractor curious about something they've never seen before.

By the end of these pages, you'll have a complete blueprint — what to do before the call, during the call, and after.

What you'll walk away with

- ✓ **A clear mental model** for network marketing — what makes it different from other kinds of sales.
- ✓ **The pre-call ritual** for reading the AI conversation before you dial — so you walk in already inside their head.
- ✓ **The two-half call structure** that consistently turns 15 minutes into a booked Zoom.
- ✓ **Real psychology tools** — mirroring, labeling, strategic silence — that work whether the person knows you're using them or not.
- ✓ **Honest compliance guardrails** that protect your business while letting you speak freely about what you know to be true.

A NOTE ON PACE

This guide is about twenty minutes to read end-to-end. Take it in one sitting if you can — the pieces build on each other. Then keep it nearby. Most Brand Partners come back to it before every practitioner call for the first month.

Network marketing, *in ninety seconds*.

If you've spent a career in sales, you've probably closed deals where the win is the contract. Network marketing is built on a different math — and once you see it, every minute of every conversation makes more sense.

In traditional sales, the asset you build is a closed deal. You sell something, the deal closes, and the value of that work is locked in. Onto the next.

In network marketing, the asset you build is a **relationship network**. When someone says yes to becoming a Brand Partner, the real value isn't the sale itself — it's the trust you've earned with someone who will now experience the product, share it with the people who already trust them, and pass that trust outward. One yes can echo for years.

That's why this industry rewards people differently than transactional sales does. The people who win in network marketing aren't the slickest talkers. They're the ones whose **presence makes other people want to be in their orbit**. Warm, honest, real, curious about the person across from them. People you'd actually want to grab a coffee with.

THE ONE THING MOST BRAND PARTNERS MISS

The single reason most Brand Partners quit isn't lack of skill or product belief. It's that they run out of people to talk to. The pipeline dries up, the calls stop, and motivation collapses with it.

The whole reason Wave Builder PRO exists is to make sure that never happens to you. Your job is to be the kind of person worth talking to. The system handles the rest.

What this means for your call

You're not on a 15-minute clock to close a deal. You're on a 15-minute clock to **become someone this practitioner wants to keep talking to**. That's the win. Everything else — the Zoom booking, the eventual partnership, the practitioner bringing their patients into the picture — flows naturally from there.

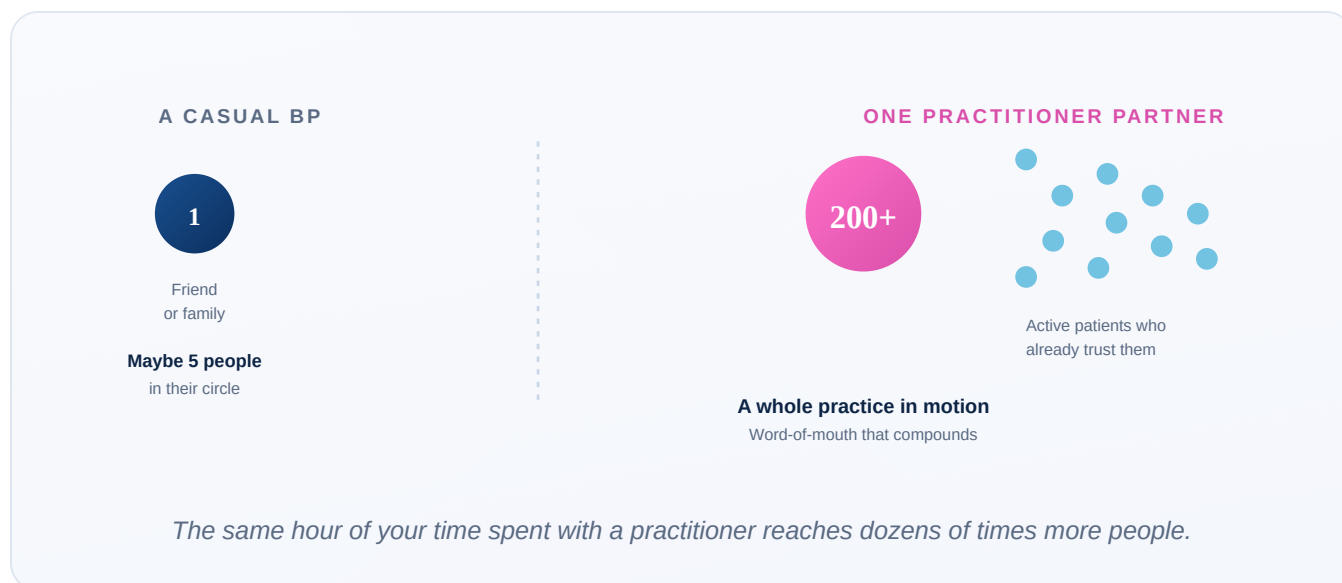
Trying to close in 15 minutes is what makes a call feel salesy. Aiming to connect — and then offer a natural next step — is what makes a call feel like the start of a real relationship.

Why *practitioners* are the smartest people to pursue.

Most Brand Partners in this industry spend their energy chasing friends, family, and casual contacts. We took a different route on your behalf. The reason matters — because once you understand it, you'll treat every practitioner call with the gravity it deserves.

A practitioner — chiropractor, massage therapist, physical therapist, nutritionist — carries something the average person doesn't: **a built-in audience of people who already trust them with their bodies.** A chiropractor with 200 active patients has spent years earning that trust. When they recommend something, those patients listen.

Now picture what happens when a practitioner adds light therapy to their practice. Their patients try it, many of them feel something real, and they tell their friends. The practitioner becomes both your partner and a quiet engine of word-of-mouth growth.



One practitioner partner is worth more than twenty casual Brand Partners. That isn't a sales pitch — that's just the math of how trust travels in the real world.

THE TWO-STEP STRATEGY WE'RE RUNNING FOR YOU

Step one is X39 — low barrier, high curiosity, fast belief-building. Once a practitioner experiences light therapy with their patients, the X2O hydrogen water machine conversation happens naturally. **Your job on this first call is to make step one feel inevitable.**

You're not selling. *You're sharing a tool.*

This page might be the most important one in the whole guide. If you internalize what's on it, the entire call gets easier — and so do all the calls after it.

The person on the other end of the line is a healthcare professional. They've spent years building a practice that helps people with bodies in pain or out of balance. They're a peer to you in spirit — both of you trying to make people feel better in their own skin.

Walk into the call with that frame. You are **not** a salesperson trying to convince a customer. You are a peer who has stumbled into something genuinely interesting and is sharing it with another peer who is uniquely positioned to benefit.

✗ THE SELLING FRAME

"I need to convince this chiropractor that light therapy works and that they should sign up as a Brand Partner. If I don't get a yes, the call failed."

✓ THE SHARING FRAME

"I've found something that's been good for me and seems to be helping a lot of practitioners' patients. I'd love this person's professional take, and if it's a fit, we'll talk more."

The second frame is the one that wins, and it isn't a tactic — it's the actual truth of the situation. You have found something. Chiropractors are uniquely positioned to evaluate it. The whole call is just a conversation between two people figuring out if there's something here worth exploring together.

Why this matters psychologically

People can sense when they're being sold to. Practitioners, especially, have heard pitches from supplement reps, device companies, and supply vendors their entire careers. Their guard is up the moment they smell sales.

What disarms that guard is when you don't try to disarm it. **You just show up as yourself, ask questions you're actually curious about the answer to, and share what you know honestly.** No pressure tactics. No urgency. No closing language. Just one person genuinely meeting another.

THE PRACTITIONER IS ALREADY HALF-SOLD

They booked the call. **Your job isn't to convince them — it's to confirm you're someone they want to keep talking to.**

The pre-call ritual that *changes everything*.

The most important moments of your call happen before the phone rings. The Brand Partners who consistently turn first calls into booked Zooms all share one habit: they walk into the call already inside the practitioner's head. Here's exactly how.

When a practitioner books onto your calendar, you'll get a Calendly notification. Don't just glance at it and wait for the time. Run this ritual instead.

1

Go to thewavebuilder.com

Open your web browser and type **thewavebuilder.com** into the address bar. Land on the home page.

2

Click "Login" in the top menu

In the top navigation, hover over **Login** and select **PRO Workstation** from the dropdown. That'll take you to your private workspace.

3

Find the practitioner on your calendar

Inside the PRO Workstation, locate the practitioner who just booked. Their name will be there along with the conversation history that led to them booking with you.

4

Read the entire conversation

This is the step most people skip — and the one that makes the biggest difference. Read every message your AI exchanged with this practitioner. **You are reading your own words.** Take in their tone, what they shared about their practice, what questions they asked, what made them say yes to the call.

5

Take three notes

On a sticky note or in a notebook, jot down: (1) one personal thing they shared, (2) one specific question or concern they raised, and (3) one thing you'll mention naturally early in the call to show you remember.

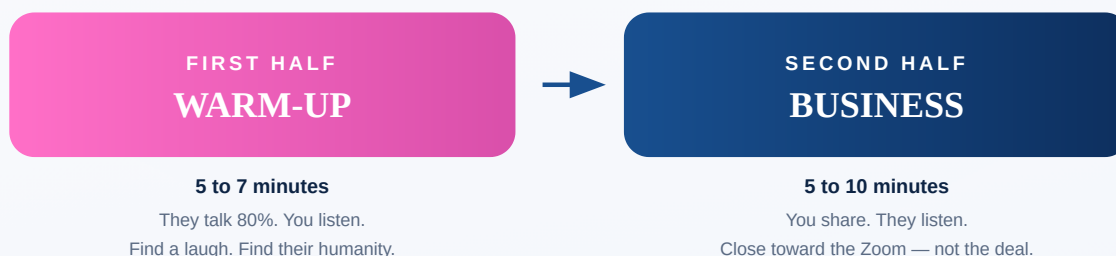
WHY THIS WINS

When you mention something specific from their earlier conversation — *"You mentioned you've been practicing for fifteen years in Asheville"* — you skip past the polite small-talk phase and signal something powerful: **you actually pay attention.** That alone separates you from 90% of the people they've ever taken a sales call with.

The two halves of a *winning call*.

A great practitioner call has a shape. There's a warm-up half and a business half, and the order matters. Get it backwards and the whole thing falls apart. Get it right and 15 minutes turns into 25 without anyone noticing.

THE 15-MINUTE CALL (THAT OFTEN GOES 25)



Two halves, one bridge sentence in between. The whole thing breathes.

Why this ratio works

The temptation when the clock is ticking is to jump straight into the business half. **Resist that temptation with both hands.** The warm-up isn't filler — it's the foundation that makes everything you say in the business half land differently.

A practitioner who feels seen as a human in minutes one through seven will hear your business half with completely different ears than one who felt cornered into it from minute one. The warm-up earns you the right to the business half. Skip it, and the rest of the call has nowhere to live.

IF THE CALL GOES LONG, THAT'S A WIN

Calendly is set for 15 minutes — but real conversations almost always run over. A 25 or 30 minute call where the practitioner is leaning in is a far better outcome than a tidy 15 minutes that ends politely. **Be respectful of their time, but follow the energy.** When they keep asking questions, you keep answering them.

How to *warm them up*.

The warm-up isn't small talk. It's the strategic build of human rapport that earns you everything that comes next. Here's exactly how to do it.

Open with their humanity, not your business

The first thirty seconds set the tone. Don't lead with your introduction or the agenda — lead with them. Something like: *"Hey [name], thanks so much for hopping on. Before we dive into anything — how's your day been? You wrapping up patients or just getting started?"*

That's it. That's the opener. Warm, casual, puts them in their day, invites a real answer. Now you listen.

Mirror their energy

If they answer in a few quick words, you match that. If they answer with a long story about their morning, you settle in and ask one follow-up. **People relax around people who match their rhythm.**

The questions to ask

Once they've given you a real answer, ask curiosity questions about their practice. Not to interview them — to actually understand who they are.

- ✓ "How long have you been practicing?"
- ✓ "What got you into chiropractic in the first place?"
- ✓ "What kind of patients do you see most these days?"
- ✓ "What's the part of the work you love most?"

The 80/20 listen ratio & the laugh

In the warm-up phase, they should be talking 80% of the time. Your job is to ask, listen, react genuinely, and ask one more question. And if you can get them to laugh once at something natural that came up — not a joke you forced — the emotional temperature of the call changes for good.

WHAT NOT TO DO IN THE WARM-UP

Don't pitch yet. Don't mention LifeWave or X39 yet. Don't ask "yes or no" questions. Don't use sales language like *"so what I'd love to do today is..."* — that resets the tone. And don't try to be funny if it isn't naturally how you are. Authenticity beats charm.

The bridge sentence that *changes the gears*.

Somewhere around minute five or six, the warm-up has done its work. They feel like they know you a little. Now you need to transition from rapport to substance — and the cleanest way to do it is to ask for permission.

This is one of the most important skills in the whole call: **the bridge sentence**. A single short line that gracefully shifts the conversation into the business half without losing any of the warmth you just built.

The bridge always does two things. It signals you're about to change topics, and it asks them if that's okay. That tiny act of asking for permission is what keeps the call from feeling like a pivot to a pitch. It feels like you're respecting their time.

Three bridge sentences that work

BRIDGE 1 — THE CLASSIC

"Hey, so I know you got curious enough to grab time with me — want me to share a little about what we're doing and how it might fit your practice?"

BRIDGE 2 — THE COLLABORATIVE

"Mind if I take a few minutes to walk you through what's caught my attention? Then I'd love to hear your read on it as a practitioner."

BRIDGE 3 — THE RESPECTFUL

"I don't want to take more of your time than you've got. Want me to give you the quick version of what we do, and you can tell me if it's worth a deeper look?"

Wait for their yes

This is non-negotiable. **After the bridge sentence, you stop talking and wait.** You wait until they say some version of "yeah, go for it" or "sure, I'd love to hear it." That tiny verbal yes is the green light. It also flips a quiet switch in their brain — they've now given permission, so they're going to listen more openly than if you'd just plowed ahead.

What to *actually* say.

Once you've gotten their yes to the bridge, you've got their attention. Now what? Here are the three pillars to communicate — in this order. Don't rush them. Don't crowd them. Let each one breathe before moving to the next.

Pillar 1 — The patch and your own experience

Lead with your story, not with the company. Tell them what got you into this in the first place, and what you've personally noticed since you started using it.

This is where your honest, personal truth matters most. You don't need to make claims about what the patch *does* in any medical or clinical sense. Just share what you've experienced. Sleep. Energy. Recovery. How you feel when you wake up. Whatever's true for you.

EXAMPLE FRAMING

"I started using these patches about [X] months ago. The thing I noticed first was [your honest thing]. I'm not going to make any wild claims about it — I'll just say it's been good for me, and I've gotten curious enough about it that I wanted to share it with people who could really evaluate it."

Pillar 2 — How patients tend to respond

Now move the lens to their world. Tell them what you've heard from other practitioners who've added light therapy to their practice. Patient response. Word of mouth. The way patients tend to ask for it once they've tried it.

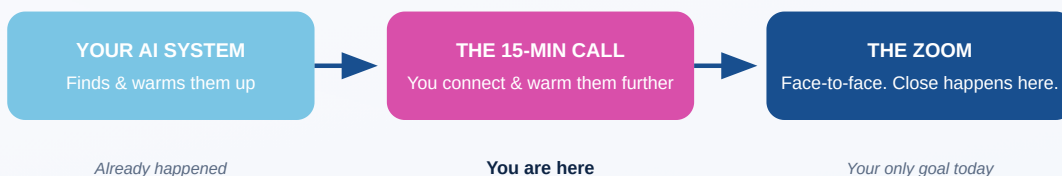
Pillar 3 — What this could mean for their practice

This is where it gets interesting for them. Light therapy isn't just something they could offer their patients — it's a path to a new revenue stream for the practice itself. When a practitioner becomes a Brand Partner and introduces these patches to their patients, the patients can order through them, and that creates ongoing income for the practice on top of the patient care they're already doing.

You don't need to throw specific dollar figures around. Just paint the picture honestly: **patients tend to love it, they tell their friends, and the practice grows in two directions at once.**

Closing toward the *Zoom* — *not the deal*.

Here's the single most important reframe of the whole guide. This 15-minute call is NOT the closing call. Trying to close on this call is the fastest way to lose the practitioner. The actual close happens later — on a Zoom — and that's by design.



The 15-minute call has exactly one job: get the Zoom on the calendar.

Why the Zoom is non-negotiable

The practitioner needs to see your face — voice alone doesn't build the level of trust a real partnership requires. The partnership conversation also has more substance than 15 minutes can hold, and asking them to commit to a Zoom is itself a small qualifier — it tells you who's serious.

How to ask for the Zoom

THE NATURAL ASK

"I'd love to keep this conversation going — the real depth of what we're doing is something I'd rather show you than tell you over the phone. What if we put a Zoom on the calendar in the next week or so — thirty or forty minutes, face-to-face, no pressure, just a deeper look?"

Book it before you hang up

If they say yes, **get it on the calendar right then**. Don't say "I'll send you some times." Pull up your calendar while you're still on the call and pick a time together. The moment you hang up without a booked Zoom, the energy starts cooling.

IF THEY DON'T WANT TO COMMIT YET

Some practitioners need a beat to think. **Don't push**. Touch base later and end the call warm.

Small levers, *big difference*.

These are the techniques used by world-class hostage negotiators, master therapists, and the best salespeople you'll ever meet. They work whether the person you're talking to knows you're using them or not — because they're rooted in how human conversation actually functions.

01

Strategic silence

After they finish a sentence, wait two beats before you respond. Most people fill silence with more information — often the real information. The pause is where the truth lives.

02

Labeling

"It sounds like..." or "It seems like..." Naming what you sense in their voice (uncertainty, excitement, hesitation) makes them feel deeply heard and lowers their guard.

03

Mirroring (the verbal kind)

Repeat the last two or three words of what they just said, with a slight question lift. It invites them to keep going and shows you're tracking every word.

04

Calibrated questions

Open-ended questions starting with "how" or "what." *"How do you see this fitting your practice?"* beats *"Do you think this fits?"* every time.

05

Status acknowledgment

Early in the call, name their experience. *"You've been doing this twenty years — you've seen everything come and go."* Acknowledged people open up.

06

The "we" frame

Once they're engaged, use language that includes them in a possible future. *"If we did this together..."* — not yet a commitment, but a verbal taste of the partnership.

07

Tell me more

Three words that work magic. Anytime they share something interesting, just say *"tell me more about that."* Watch what happens.

08

Smile through the phone

Your voice carries your face. If you smile while you talk, they hear it. It sounds small. It changes everything.

THE AUTHENTICITY FILTER ABOVE ALL OF IT

People can detect fake from a mile away — especially practitioners. **Don't use any of these as performance.** Use them only when they fit how you actually want to show up — to be more present, more curious, more real.

What you *can* say. What you *can't*.

Time for the honest section. LifeWave has strict compliance rules about what Brand Partners can say in public — on websites, social media, ads, anywhere broadcast to the world. Those rules exist because certain claims haven't been cleared by regulators yet, not because the things people experience aren't real.

In a private, peer-to-peer phone call, you have far more room to share what you know to be true from your own experience. That's standard practice in this industry. **The integrity burden sits squarely on you — speak honestly, never exaggerate, never promise what you can't deliver.**

What you CAN share, freely

- ✓ **Your personal experience.** Anything you've noticed in your own body since starting the patches is yours to share. Just speak as yourself, not as a medical authority.
- ✓ **What other practitioners have told you.** If you've heard from other practitioners that their patients respond a certain way, you can share that. Attribute it honestly.
- ✓ **How the patches work in general terms.** Phototherapy. Light therapy. Working with the body's own biology. These are accepted, general descriptions.
- ✓ **The business opportunity.** You can talk about the potential to earn, how the practice-revenue piece works, and what working as a Brand Partner looks like in a general sense.
- ✓ **Your conviction.** If you believe in this, say so. Belief is honest and it's contagious.

The two lines you don't cross — private call or not

There are exactly two things to never say, no matter how comfortable the conversation gets. Both protect you, your business, and the practitioner.

× HARD LINE 1: DISEASE CLAIMS

Don't say the patches "cure," "treat," "heal," or "fix" any specific disease or condition. No claims about specific medical conditions getting better. Your experience is your experience — not a clinical promise.

× HARD LINE 2: SPECIFIC INCOME GUARANTEES

Don't promise specific dollar amounts they'll make. "You'll make \$10,000 a month" is the kind of statement that creates trouble. Talk about potential, not promises.

Both of those lines are about **protecting you**. Stay inside them and you can speak freely about everything else.

This person could be a *million-dollar relationship*.

We want you to read this and let it land. It will change how you show up to every practitioner call you ever take.

A single practitioner partner — really partnered with you, fully bought in, sharing the patches with their patients — can become a million-dollar relationship over the course of your LifeWave business. Not because of one transaction. Because of compounding trust, patient word-of-mouth, the X2O conversation down the road, and the network they bring with them.

This isn't hypothetical. Top Brand Partners in this industry have built entire empires around two or three deeply committed practitioner partners. **The person on the other end of your phone today could be that person for you.**

What that mindset changes

When you internalize the fact that the practitioner on the line might be worth seven figures to your business over time, three things shift:

- ✓ **Your patience expands.** You stop trying to rush the call. You give them the full warm-up they deserve. You don't push for the Zoom if they need a beat to think.
- ✓ **Your follow-up sharpens.** You send the thank-you text. You remember the name of their dog they mentioned. You treat them the way you'd want to be treated by someone bringing you a million-dollar opportunity.
- ✓ **Your respect deepens.** You stop treating this as just another lead. You see them as the actual human being who could change your business — and whose business you could change in return.

The respect cuts both ways

We don't say "million-dollar prospect" to make you greedy. We say it to make you respectful. **Treat this person the way you'd want a stranger to treat your spouse, your parent, your closest friend, if they were the one on the other end of the line.** That's the standard. That's the only standard.

THE REAL MATH

One deeply engaged practitioner partner with 200 patients can outproduce twenty casual Brand Partners. **Twenty.**

The first *thirty minutes* after the call.

What you do in the half hour after hanging up is almost as important as what you did during the call. Here's the routine.

- ☒ **Within 5 minutes — jot down your notes.** While the call is still fresh, write down: their name and practice, the personal thing they mentioned, the questions or concerns they raised, the part of your conversation that lit them up most. Five minutes now saves you hours later.
- ☒ **Within 30 minutes — send a warm follow-up text.** Short. Personal. Mention something specific they shared. Thank them genuinely. If you booked the Zoom, confirm the time. If you didn't, leave the door wide open.
- ☒ **Within 1 hour — send any resources they asked for.** If they asked about earnings, send the full LifeWave Earnings Disclosure Statement so they have the complete picture.
- ☒ **Within 24 hours — update your PRO Workstation.** Log any notes that might be useful for future conversations. The AI will pick up the thread again if needed.

The text that works

SAMPLE FOLLOW-UP TEXT

"Hey [name] — genuinely enjoyed our chat. The story about how you got into chiropractic stuck with me. Looking forward to our Zoom on [day]. Talk soon."

If they need more thinking time

If you didn't book the Zoom on the call, the follow-up text is even more important. Don't push. Just stay warm and let them feel that you'd genuinely value a deeper conversation when they're ready.

IF NO ZOOM WAS BOOKED

"Hey [name], really enjoyed talking with you. No pressure at all on next steps — just want you to know the door's open whenever you'd like to dig deeper. Have a good rest of your week."

Real scenarios. *Honest responses.*

Not every call follows the perfect arc. Here are the most common moments that throw newer Brand Partners off — and exactly how to handle them.

"I'm interested but I want to think about it."

The worst thing you can do is push. The right move: *"Totally fair. Take whatever time you need. Would you mind if I sent over a short link from a chiropractor I mentioned, just so you have a peer's perspective while you think? And I'll touch base in a few days — no pressure."*

"How much money can I really make?"

Avoid specific numbers. Be honest: *"It really depends on how committed you are and how it fits your practice. There's real potential to earn meaningful income, but it's not a get-rich situation — it's a build. I'll send you the official Earnings Disclosure Statement so you can see the full picture for yourself."*

"I've tried a network marketing thing before and it didn't work."

Don't argue. Validate: *"That's super common — most people I talk to have a story like that. The reason this is different for practitioners specifically is that you've already got a built-in audience that trusts you. You're not cold-calling friends and family. You're sharing something with patients who already come to you for help."*

"What exactly is the patch doing?"

Stay in general, honest language: *"It's a form of phototherapy — light therapy — that works with your body's own biology. I can speak to what I've personally noticed since I started using it, and we can dig into the research side properly on the Zoom. There's actually a lot there once you know where to look."*

"I don't have time right now."

Respect it fully: *"Hundred percent understood. Want me to circle back in a month? Or would you rather I just send the resources over and let you reach out when the timing's better for you?"* Either answer is a win — you stay on their good side.

THE UNIVERSAL MOVE WHEN YOU'RE UNSURE

If you ever don't know what to say next, the universal move is: *"That's a great question — let's dig into that on the Zoom."* It buys you time, raises the value of the Zoom, and keeps you from saying something you didn't mean to.

You've *got this*.

If you've read this far, here's what we want you to know: this guide isn't really about technique. It's about showing up as a human being to another human being and offering something that might genuinely help.

Every Brand Partner who has ever built something real in this industry started exactly where you are. Some of them were terrified of their first call. Some of them stumbled through the warm-up. Some of them froze when they got to the bridge sentence. And every single one of them got better with each call they took.

The system finds the practitioners. Your AI warms them up. They land on your calendar already half-curious. **The piece that's just you — the human moment of one person meeting another and offering them something good — that's the part that matters most.** And it's also the part you're naturally equipped to do, once you trust yourself to do it.

The practitioner on the other end of the line is somebody's hope. They're somebody's hope to feel better, somebody's parent or child, somebody who spends their working life trying to make people whole. When you offer them this, you're not selling them — you're inviting them into something that could help the people they care about most.

That's a beautiful thing to be doing with your time. Take it seriously. Don't take yourself too seriously. Trust the warmth you already have. **And when the phone rings, just be the person you'd want to be on the other end of that call.**

IF YOU GET STUCK

Any time you want feedback on a call that didn't go the way you wanted, or you want to game-plan a tough one before it happens, we're here. Email support@thewavebuilder.com any time. We'd rather hear from you than have you stay stuck.

"We know that light always wins."

— Wave Builder

WAVE BUILDER MARKETING LLC

thewavebuilder.com · support@thewavebuilder.com

For PRO members · Internal companion guide