# Power Session 2: Build Your Business – The Size of Your Database Will Determine the Size of Your Bank Account

## Prep for Class
- Read the Power Session and Instructor notes completely, and prepare your lesson plan for teaching.
- Review the Mission for the day and preview the videos that Cappers in Training are watching.
- Prepare to show the in-class videos.
- Set the tone for an energized and successful class!

## Today’s Expectations
- Commit to expectations for the day’s Power Session.

## Action Reveal
1. Mission
2. Daily 10/4
3. Real Play Calls

- Hold agents accountable for what it takes to build and grow their business.
- Review and debrief the Mission
- Ask each person to report on their Daily 10/4 activities. Discuss wins and opportunities.
- Smile and dial!

## Exercise Names
- Q&A discussion about the Mission.
- Report Out on Daily 10/4
- Your Turn – Lead Generate for Business

## Time for …
- 30 mins minimum prep time.
- 5 mins
- 5 mins
- 5 mins
- 10 mins
- 5 mins
- Make Real Play calls for 20 mins
| Faculty Cappers               | Get Your Head in the Game          | Establish mindset for the day’s topic. Why is a database important? | 1. Discussion about databases | 1. 5 mins  | 1. 10 mins |
| Make It Happen               | Make It Happen                     | Maximize your database                                              | 2. Video “Benefits of an Organized Database” and discussion/ahas   | 2. 5 mins  | 2. 5 mins  |
| Putting It All Together      | Putting It All Together             | Prepare students for the work they will do before the next Ignite Power Session. |                                                                   |           |            |
|                              | • Action Plan                      |                                                                      | 1. Your Turn – Feed Your Database                                  | 1. 10 mins | 1. 15 mins |
|                              | • Prepare for Next Class           |                                                                      | 2. Your Turn – Classify Contacts                                   | 2. 5 mins  | 2. 15 mins |
|                              | • Recall and Remember              |                                                                      | 3. Items of Value                                                  | 3. 5 mins  | 3. 5 mins  |
|                              |                                    |                                                                      | 4. Your Turn – Stay Top of Mind!                                   | 4. 5 mins  | 4. 15 mins |
| Aha’s                        | From Aha’s to Achievement           | Discuss Aha’s from today’s session.                                  |                                                                       |           | 5 mins     |
| Resources                    | Enhance Your Learning               | Resources for further study, for job aids, and more.                |                                                                       |           | 5 mins     |

TOTAL SESSION TIME: Approximately 3 hours