

E = Engage

Below is our step-by-step format for how to Engage E in our C.A.R.E system, and naturally move into A.I.M.—our simple, duplicatable system for offering support and next steps based on what your contact shares.

When you reconnect, your goal is to *listen* and *learn* from their feedback.

Here's how to Engage:

- Ask: “What did you like most about the site?”
 - Let them share — They'll tell you what stood out: a health benefit, the business model, or who they thought about.
 - Listen for their “why” — health struggles, financial goals, or curiosity about what's possible.
 - From there, *you transition into the next step*: the **A.I.M.** process.
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A.I.M. = Add – Invite – Message

This is how you offer personalized next steps and connect them to more support.

A = Add

“That's a great question! I'd love to add you to our Facebook group, **Affordable Light Therapy 4 You**, and tag you in a couple of testimonials that relate to what you shared.”

I = Invite

“Then, I'd like to invite you to watch the *Discover X39* overview by James and Tina — it's on the website and goes over the key points I think you'll find really helpful.”

M = Message

“I'm sure you'll have more questions, so I'd love to put you in a quick 3-way text with the person helping me. They can answer everything clearly and share their experience, too.”