VMMA

VISION MEDIA MARKETING ALLIANCE

FOR NEW VMMA CLIENTS

Quick Start Guide

Read this first. Read it tonight. About ten minutes.

VISION MEDIA MARKETING ALLIANCE · JUNE 2026

Companion to the VMMA Lead Conversion System.
Full playbook in *VMMA_Lead_Conversion_System.pdf*.

For: New VMMA clients. Read this first. Read it tonight. Total time: about 10 minutes.

Then: Open the full Lead Conversion System PDF for the complete playbook.

Welcome

Carl Humphrey here. If you're reading this, you just joined VMMA — thank you.

Before you open your first lead, spend ten minutes with this guide. It'll save you weeks of trial and error.

Here's what this document does: it walks you through the system, in plain English, so by the time you're done reading you know exactly what to do with your first lead and every lead after that.

Let's go.

What You've Got

Three things come with your VMMA subscription.

One: Exclusive Real-Time, Validated Home Business Prospects. Real people who filled out a detailed questionnaire about working from home and validated their contact info. You get their name, email, cell phone, time zone, and the date they expressed interest — plus their questionnaire answers. These aren't list-broker leads. These are people who raised their hand and said *"yes, I want to look at this."*

Two: Your Video Magazine. Custom-branded for your specific opportunity. This is what you send leads after the first conversation. It does the heavy lifting of explaining what you do, so you don't have to give the same pitch 50 times a week.

Three: The Playbook. The folder of documents you're holding right now. The cadence, the scripts, the templates, the tracker — the entire conversion system. Most VMMA clients don't realize this is in their subscription. It is. Use it.

The One Principle That Matters

If you remember nothing else from this guide, remember this:

Speed beats everything.

When a lead expresses interest, you have a window. Industry data shows the chance of converting a lead drops by something like 80% if you wait more than an hour. By 24 hours, you've basically lost them.

Practically, that means: when a lead lands in your inbox, you **call within five minutes.** Not tomorrow. Not after lunch. Right now.

The whole VMMA system is built around speed. You get a notification, you make one call, you leave one voicemail, you send one text. Total time: under three minutes per lead.

If you can do just that — make a call within five minutes of every new lead — you'll outperform 90% of the networkers working the same kind of leads.

The rest of the playbook makes you better. But that one habit decides whether you make money or not.

The 90-Day Cadence

Don't let "90 days" intimidate you. The active work is the first 14 days. After that, the email tool runs the long-tail nurture automatically.

Here's the rhythm:

- **Hour 0** (within 5 min of the lead arriving): call → voicemail (if no answer) → text saying you just left one.
- **Hour 2:** an email goes out with your video magazine link.
- **Day 1:** second call attempt, at a different time of day. Called them at 10am yesterday? Try 6pm today.
- **Day 2:** friendly check-in text.
- **Day 3:** social proof email.
- **Day 5:** third call.
- **Day 7:** value-add text. *(This is where most networkers quit. Don't.)*
- **Day 10:** FAQ email.
- **Day 14:** final active call + a "stepping back" transition email.
- **Days 21 through 75:** five long-tail emails run automatically. You don't lift a finger.
- **Day 90:** one re-engagement call + final email. If still nothing, mark them dead and move on.

That's it. The full table is in **Part 1 of the Playbook** — the *Master Cadence Calendar* — keep it open on a second screen while you work.

Daily time investment: about 30 minutes for the first two weeks of a lead's life, basically zero after that.

Your Scripts

You don't have to figure out what to say. We wrote it for you.

Part 1 of the Playbook has six call scripts: the first call (with three branches for *they have time / they don't / they're hostile*), the voicemail, the day 1 follow-up call, the day 5 call, the day 14 "final" call, and the day 90 re-engagement.

The opener for the first call:

> *"Hi, is this [First Name]? [First Name], this is [Your Name] — I'm following up on the form you filled out about working from home. The team passed your name to me because I think you'd be a really good fit for what we're doing. Do you have just two minutes right now, or is there a better time I can call you back?"*

Look at what that does in 15 seconds. It references the form — they remember filling it out, and that immediately establishes legitimacy. It says *"the team passed your name to me"* — that signals selection, not random spam. It asks for *"two minutes"* — small ask, easy yes. And it gives them an out — *"or a better time"* — which they actually appreciate.

Text templates are in **Part 2 of the Playbook** — ten messages, fully written, copy/paste ready. Three outbound texts plus eight reply handlers for the most common responses ("Who is this?", "Send me the info", "How much does it cost?", "Is this MLM?", "I'm not interested", etc.).

Email sequence is in **Part 3 of the Playbook** — ten emails total. Four active (Days 0–14), five long-tail (Days 21–75), one final re-engagement at Day 90. Import them into MailerLite or your ESP and the long-tail runs itself.

Stop trying to write your own. Use these first. After 30 days, if you want to tweak them to match your voice, go ahead. But start here.

Your Tracker

Open `VMMA_Lead_Tracker.xlsx`. If you're a Google Sheets person, upload it to your Drive and save as a Sheet. If you're a Notion person, **Part 4 of the Playbook** has the Notion build instructions.

Five tabs. Here's the order you'll actually touch them.

Daily Action Plan. The only tab you open most mornings. It tells you — in plain English — which leads need what action today. *"Hour 0: Call + VM + Text." "Day 7: Value-add text."* That's your morning to-do list.

Leads. The database. Every new lead is one row. Name, phone, email, date received, status — five fields, takes 20 seconds per lead. Then every time you complete a touch, drop today's date in the matching column. That's how the system knows where each lead is in the cadence.

Opt-Outs. When any lead asks to be removed — by phone, text, email, any wording — change their status to *Opted-out* AND add a row here. This protects you legally. Read the Compliance section of the Playbook for why.

Dashboard. Eyeball it once a week. Pipeline counts, conversion rate, opt-out rate. If your opt-out rate is climbing, your messaging is too aggressive. If your booking rate is low, you're skipping the cadence.

No CRM bloat. No monthly fee. Free, simple, mobile-friendly. **Part 4 of the Playbook** is the full setup guide.

Your First 24 Hours

Here's exactly what to do today.

1. **Read the full Playbook PDF.** All 48 pages. Plan for about 45 minutes. Pay extra attention to Part 1 (the cadence + call scripts) and Part 6 (compliance — short, but it protects you legally).
2. **Set up the Tracker.** Upload it to Google Drive, save it as a Sheet, delete the example rows. Five minutes.
3. **Import the Email Sequence.** Part 3 of the Playbook has a step-by-step walkthrough for MailerLite. Plan an hour for this — it's worth doing right.
4. **Save Carl's number to your phone.** When the first lead drops you'll want everything one tap away.

5. **When your first lead arrives — call within 5 minutes.** Use Script 1 from Part 1. Don't overthink it.

That's day one. Do that, and you've already done more than most networkers do in their first month.

What's Going to Be Hard

You deserve to know this up front, because nobody usually says it.

Week one is exciting. You'll make the calls. You'll feel the system working.

Week two is when most people quit. You'll have leads that didn't pick up. You'll get your first hostile *"I'm not interested."* You'll feel like the system isn't working.

Here's what's actually happening in week two: the cadence is doing exactly what it's supposed to do. The non-answers are normal. The brush-offs are normal. The leads that convert in this business usually convert on touch 5, 6, or 7 — not on touch 1. The system is built to keep you in front of them until they're ready.

So the discipline isn't *"make more calls."* The discipline is **don't skip the cadence on the days nothing feels like it's working.**

Grind through week two. Week three is when the first booked calls start happening. Week four is usually the first conversion.

Just don't quit on week two.

When You Need Help

The answer is almost always in your Drive folder. Re-read the relevant section of the Playbook. Re-read this guide. The system is designed to be self-serve.

But if you're really stuck — text Carl. Number's in the welcome email. He'll get back to you.

Welcome to VMMA. Let's go build something.

— Carl Humphrey Vision Media Marketing Alliance

This Quick Start Guide is a companion to the VMMA Lead Conversion System. June 2026.