

# First Approach

## Empowerment Through Awareness

Once you understand that you're at the vanguard of a movement poised to revolutionize global commerce standards in the years to come and that you're bringing gifts to everyone you speak to, it becomes challenging to keep the fe-Commerce movement a secret.

Now, let's explore how simple and effortless it can be to inform and enable a local merchant to apply and become a fe-Merchant.

Below, you'll find a straightforward and effective approach for an ordinary person (for a professional it's even easier) to engage with a local business owner about the fe-Commerce opportunity.

Feel free to adapt this approach to your personality, mood, and individual style, using words and a tone that resonate with you and make you feel comfortable."

### Step 1: Introduction

1. Walk into the local business with a friendly smile.
2. Approach the owner or manager politely.

### Step 2: Opening Conversation

3. Begin the conversation by saying something like: *"Hello there! I'm a local resident, and I've been exploring the neighborhood, trying to get to know the wonderful businesses here. Your shop caught my eye, and I noticed something exciting that I thought you might be interested in."*

Or, another typical approach could be something similar to

## **this conversation:**

**You:** *Hello! I'm a local resident, I always shop at online stores that are part of the fe-commerce movement. Now, it's also expanding to local shops and businesses. Are you already a part of it?*

**Store owner:** *No, what is it?*

**You:** *It's a large consumer and shop movement that is rapidly expanding worldwide, and business like yours can join it for free.*

*In short, fe-Commerce consumers know they can buy from you and get cashback, and you can earn from your customers even when your store is closed, every time they make purchases at thousands of other online and offline stores worldwide. Would you like to join?*

**Store owner:** *Is it really free?*

**You:** *Yes, you just need to register through this QR Code and decide what commission to give for sales brought in by fe-Commerce.*

## **Step 3: Presenting the Opportunity**

4. Hand them **the trifold brochure with your QR Code ([CA & US Brochure](#) – [Other Countries Brochure](#) – [Italian Brochure](#))** and say: *"fe-Commerce offers significant benefits for businesses like yours, as well as the local community. This brochure provides all the details you'll need to join fe-Commerce in just a few seconds. It's not just a platform—it's a movement that connects local businesses to a global network of shoppers, boosting sales and customer loyalty. Plus, fe-Commerce can even help reduce your income taxes."*

**IMPORTANT:** before printing your QR Code, set up the landing pages you see in the "Local Merchant Campaigns" section of [your Landing Page settings page](#). Then download the QR Code of your preferred landing page and print it or save it on your mobile device.

#### **Step 4: Highlighting the Benefits (see previous lesson for more details)**

5. Briefly mention some key benefits listed in the brochure, such as:
  - Increased revenue through a stream of loyal customers.
  - Zero upfront costs or investments.
  - Earning commissions from customers shopping at other fe-Commerce locations.
  - Access to a global market.

#### **Step 5: Expressing Support**

6. Continue by saying: “I’ll leave this brochure with you, and you can scan the QR Code inside to learn more and start the application process whenever you’re ready. If you have any questions or need assistance, feel free to reach out to me. I’m here to support you every step of the way.”

#### **Step 6: Friendly Farewell**

7. End the conversation with: “Thank you for your time, and I hope you find this opportunity as exciting as I do. Have a great day, and I’ll check in with you soon!”

#### **Step 7: Follow-Up**

8. If the owner expresses interest but needs more time, return to collect the brochure and provide further assistance when they’re ready to apply.

This approach is friendly, informative, and non-pushy, allowing the business owner to explore the fe-Commerce opportunity at their own pace.

It emphasizes support and community, making it more likely for the owner to consider and apply to fe-Commerce.