

- **Panel Makeup:** The goal is to appeal to the entire MC audience. It's important to have someone with a powerful life or business transformation story. Include at least one high-level individual (Mega) who encourages their team to attend BOLD®. Have a panelist who has attended BOLD® multiple times and a newer agent who is attending BOLD® for the first time and has seen impressive results.
- **Prepare Panelists in Advance:**
 - Request that panelists provide specific, impactful responses with energy and passion.
 - Ensure that all panelists are committed to attending the upcoming BOLD® event and are already registered for the FULL BOLD®. This adds credibility to the conversation.
 - Ask panelists to have a clear understanding of their numbers, including any growth they've experienced after attending BOLD® multiple times.
 - Encourage panelists to wear their purple bracelets to showcase their commitment.
- **Panel Presentation:**
 - The panel should follow an introduction by the Team Leader.
 - Present the prior MC results from BOLD®.
 - Mention the dates and venue for the upcoming BOLD®.
 - The Team Leader should share their vision for the number of BOLD® attendees, supported by the ALC.
 - Ensure panelists keep their answers concise and focused.
 - The questions below are intended to open the dialogue.
 - Timing: 3-4 questions with 3-4 panel members should cover all questions below.
- **Sample Questions for Panel:**
 - Tell us about your business prior to BOLD®? And then since BOLD®?
 - Specifically, how has BOLD® impacted your business and/or your life?
 - How many times have you taken BOLD®? If more than once, what has caused you to keep coming back?

- **Sample Questions for Panel:**

- (If they have a team) You made a decision to request that your entire team attend, what was your reasoning?
- How has BOLD® impacted those around you?
- What caused you to take action and enroll in BOLD®?
- You were sitting in a room like this or on the first day of BOLD® and something caused you to TAKE ACTION and enroll in BOLD®...what was that something for you?
- What would you say to someone that has a little voice in their head called their "limiting belief" that is hindering their thinking about BOLD®?
- What would be the biggest part of BOLD® that impacted you?
- There is surely someone in the room whose limiting belief is telling them things like, "I can't, I am too busy, I don't have the money, it won't work for me," even maybe "I did it before and it didn't work for me." What would you say to that person who has that voice going on in their head?
- What one BOLD® Law has impacted you?
- What ONE THING would you share with folks before we end our panel discussion?