

**IGNYT FREEDOM RUN**

# **AFFILIATE TRAINING GUIDE**

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## **The 5-Minute Conversation System**

*Help People First. Build Trust Second. Grow Your Business Naturally.*

**PROVIDED BY**

**LeadPowerAds.com**

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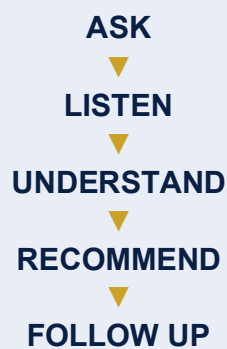
Version 1.0 — A simple system you can use again and again to turn Facebook leads into friendly talks.

## How To Use This Guide

This guide is built for one thing: to help you turn a Facebook lead into a friendly, five-minute talk. You do not need a sales background. You do not need to be smooth. You just need to be a kind person who asks good questions and listens.

Read it once from front to back. Then keep it next to your phone. When a new lead comes in, open it up and follow the steps.

### The Whole System In 5 Words



#### HOW THIS GUIDE IS LAID OUT

Each chapter is short and starts on its own page.

Gray boxes show you the exact words to say.

Blue boxes give you quick takeaways to remember.

Checklists let you tick off each step so nothing gets missed.

The last few pages are a Cheat Sheet you can print and keep close.

#### THE ONE RULE THAT BEATS EVERYTHING

People do not like being sold. People love being helped.

If you ever feel stuck, stop selling and ask one more caring question.

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## PART ONE

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# The Right Mindset

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## CHAPTER 1

# Welcome — You Are Now a Helper

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Congratulations. You are now part of a team that believes people deserve better health, more freedom, and a better future.

Here is the big idea this whole guide is built on:

### REMEMBER THIS

People do not like being sold.

People do like being helped.

Your job is not to talk anyone into anything. Your job is to have great talks.

When someone asks for one of our guides, they already took the first step. They are curious. They want answers. They want someone who will listen.

That is where you come in. You do not need to know every answer. You do not need years of practice. You just need to care about people.

## Your One Job

### YOUR MISSION

Help the person find out if IGNYT Freedom Run is a good fit for their goals.

That is it. No pressure. No chasing. Just helping.

## Quick Takeaways

- ✓ You are a helper, not a salesperson.
- ✓ Caring beats convincing every time.
- ✓ A lead is a real person who raised their hand.

## CHAPTER 2

### How a Facebook Lead Thinks

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Every Facebook lead is a real person. They have goals, problems, dreams, and questions.

When they filled out the form, they were not asking to be pushed. They were asking for help. That changes everything.

#### Why People Click an Ad

People do not click because they want a sales pitch. They click because something grabbed them. Maybe they saw:

- ✓ Lose weight naturally
- ✓ More energy
- ✓ Better health
- ✓ Extra income
- ✓ Work from home
- ✓ Money freedom
- ✓ A better future

Your job is to find out which one pulled them in. Never guess. Always ask.

#### What They Are Thinking Right Now

##### **RUNNING THROUGH THEIR HEAD**

*"I wonder if this really works."*

*"I hope this is not another scam."*

*"I would like to know more."*

*"I wonder who will reach out to me."*

This is why your first reply matters so much.

#### Why Fast Follow-Up Wins

Interest is highest the moment they ask for the guide. It cools off every hour after that. A fast, friendly reply tells them someone is paying attention, someone cares, and help is here.

Think about ordering something online. Would you rather hear back in five minutes or in three days? People love speed.

#### Why Questions Beat Speeches

Most people do not enjoy long pitches. But most people love talking about themselves. The more they talk, the more they trust you.

So instead of saying "Let me tell you about our company," you ask one simple question:

**SAY THIS**

*"What caught your eye most...  
the wellness side...  
or the income side?"*

Think of a good doctor. They ask questions before they give advice. Do the same. Ask. Listen. Understand. Then recommend.

**Quick Takeaways**

- ✓ A lead asked for help, not a pitch.
- ✓ Reply fast — speed builds trust.
- ✓ Ask first. People relax and trust you when they get to talk.

**COACH'S CORNER**

Your goal is not to impress people.

Your goal is to understand people.

## CHAPTER 3

# The 10 Golden Conversation Rules

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Every good conversation follows these simple rules. Learn them once. Use them every time.

1. Rule 1 — Smile before you text or call. People can feel a smile.
2. Rule 2 — Ask more questions than you answer.
3. Rule 3 — Use "this or that" questions. Not "Did you read the guide?" but "What stood out more — the wellness info or the business side?"
4. Rule 4 — Never interrupt. Let them finish.
5. Rule 5 — Keep your first call about five minutes. Leave them wanting more.
6. Rule 6 — Never pressure anyone. People decide better when they do not feel pushed.
7. Rule 7 — Ask one question at a time. Never stack three in one breath.
8. Rule 8 — Listen more than you talk. The best recruiters are the best listeners.
9. Rule 9 — Book the next step. Do not try to explain everything at once.
10. Rule 10 — Follow up. Most people do not join on the first chat, and that is fine.

## Checklist — Before Every Conversation

- Smile
- Slow down
- Have your questions ready
- Plan to listen
- Do not interrupt
- Take notes
- Stay curious
- Know the next step you will offer

### COACH'S CORNER

Curiosity builds trust.

Pressure destroys it.

## CHAPTER 4

# The 5-5-5 Rule

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This is the simplest speed rule you will ever learn. It can change your results fast.

**Within 5 SECONDS — the guide is sent to them automatically**

▼  
**Within 5 MINUTES — you send your first friendly text**

▼  
**Within 5 HOURS — you have a 5-minute talk or set one up**

## Why It Works

The person is still thinking about your ad. They remember the form. They know your name. So the talk feels natural, not random.

## Checklist — Your First Five Minutes

- Lead came in
- Guide was sent
- Send a personal text
- Use their first name
- Say who you are
- Mention the guide
- Ask ONE "this or that" question
- Stop and wait for their reply

## Do Not Do This

- Send a long pitch
- Explain the pay plan
- Send three texts in a row
- Push them to call right now
- Drown them in info

## Do This Instead

- Be friendly
- Be helpful
- Be curious

- ✓ Keep it short
- ✓ Let them do the talking

## Your Very First Text

### SAY THIS

*Hi {{first\_name}}, it's [Your Name].*

*I just saw your request for the triGLP / IGNYT Guide. Welcome!*

*I was curious...*

**Were you looking more at the wellness side, or the income side?**

*(Then stop. Wait. Let them answer.)*

### COACH'S CORNER

The shorter your text, the higher your reply rate.

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## PART TWO

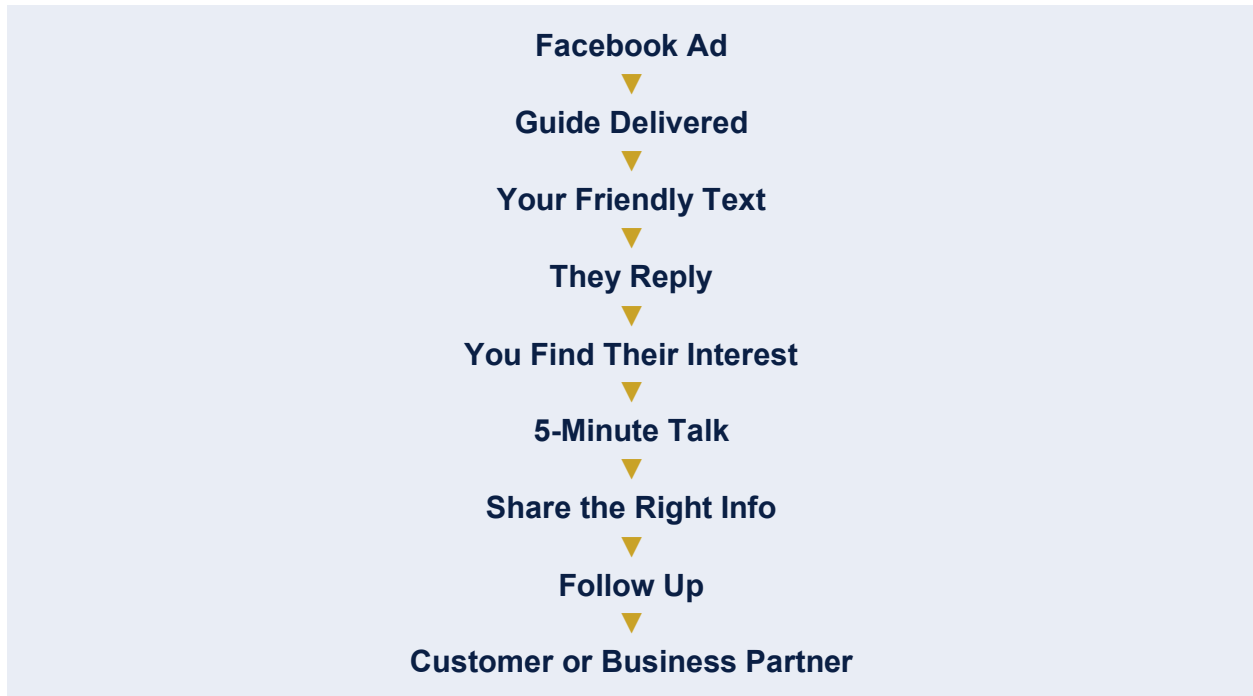
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# The Conversation System

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**CHAPTER 5****The Facebook Lead Journey**

When someone asks for your guide, they already raised their hand. They said, "I would like to know more." Your job is just to walk them through the next few steps.

**NOTICE THIS**

There is no "SELL" box anywhere in the journey.  
People buy on their own when they feel understood.

**Quick Takeaways**

- ✓ The lead already started the process by asking.
- ✓ You are a guide, not a closer.
- ✓ Every step just moves the talk forward one notch.

**COACH'S CORNER**

Do not think about enrolling people.  
Think about helping people make a good choice.

## CHAPTER 6

# The Text Message System

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Short texts get more replies. Long texts get ignored. One question. One purpose. Then wait.

### Text 1 — Right Away (within 5 minutes)

#### SAY THIS

*Hi {{first\_name}}, it's [Your Name].*

*Thanks for asking for the triGLP / IGNYT Guide. I wanted to welcome you.*

*I was curious...*

**Were you looking more at the wellness side, or the income side?**

*(STOP. Wait for their answer. Do not text again until they reply.)*

### When They Reply, Match Their Answer

#### IF THEY SAY "WELLNESS"

*Great, thanks for sharing. Out of curiosity...*

**Were you hoping to boost your energy, manage your weight, or both?**

#### IF THEY SAY "INCOME"

*Great, thanks for letting me know.*

**Were you looking for a little extra income, or something that could replace a full-time job over time?**

#### IF THEY SAY "BOTH"

*That is pretty common, actually.*

**Which would make the biggest difference for you over the next six months — better health, or extra income?**

### Text 2 — Learn A Little More

#### PICK THE ONE THAT FITS

*Weight: "Thanks. Can I ask — what have you already tried?"*

*Energy: "What has been the biggest challenge for you lately?"*

*Income: "What is making you look for another income stream right now?"*

*(STOP. Wait.)*

### Text 3 — Find the Feeling

**SAY THIS**

*"What has been the most frustrating part?"*  
(STOP.)

**Text 4 — Paint the Future****SAY THIS**

*"If everything worked the way you hoped, what would success look like six months from now?"*  
(STOP.)

**Text 5 — Move To a Call****SAY THIS**

*Thanks for sharing that. I think I know which info would help you most.*  
**Would later today, or tomorrow, work better for a quick five-minute chat?**

**NOTICE THE PATTERN**

You always give two choices: this OR that.  
You never ask, "Can I call you?" — that invites a no.

**COACH'S CORNER**

The shorter your text, the higher your reply rate.

## CHAPTER 7

### The Five-Minute Phone Call

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The first call is not a big speech. It is just a talk. Your only job is to understand the person. Five minutes. That is it.

#### Step One — Relax

Take a deep breath. Smile. You are simply talking to another person.

#### The Opening

##### SAY THIS

*Hi {{first\_name}}, this is [Your Name].*

*Thanks again for asking for the guide.*

*I only have about five minutes. I just wanted to learn a little about what caught your eye.*

*Sound good?*

#### The Six Easy Questions

Ask one at a time. After each one, STOP and listen.

11. When you asked for the guide, were you more interested in better health, more income, or a little of both?
12. What caught your eye about that?
13. Can you tell me a little more?
14. What have you already tried?
15. What has been the biggest frustration?
16. If things worked out the way you hoped, what would life look like six months from now?

##### LOOK WHAT YOU DID NOT DO

You did not explain products, pay, bonuses, or ingredients.

The person talked almost the whole call. That is exactly the goal.

##### COACH'S CORNER

The person asking the questions controls the conversation.

## CHAPTER 8

# Your Discovery Question Toolbox

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This chapter is your toolbox. You do not need all of these. Pick the ones that feel natural for each person.

### Health Questions

- What interested you most — weight, energy, or overall health?
- If you could fix one thing first, which would you pick?
- What have you already tried?
- What has been the biggest challenge?
- What has been the most frustrating part?
- How would fixing that change your day?
- Would feeling better help you more at work, or at home?

### Business Questions

- Were you looking for extra spending money, or long-term freedom?
- Would you rather start part-time, or build something full-time over time?
- What made you start looking now?
- If you earned an extra \$1,000 a month, what would that let you do?
- Would paying bills, or building savings, make the bigger difference?
- How important is income that does not depend on one job?

### Lifestyle Questions

- If you had more free time, how would you spend it?
- Would you rather have more time, or more money?
- What does freedom mean to you?

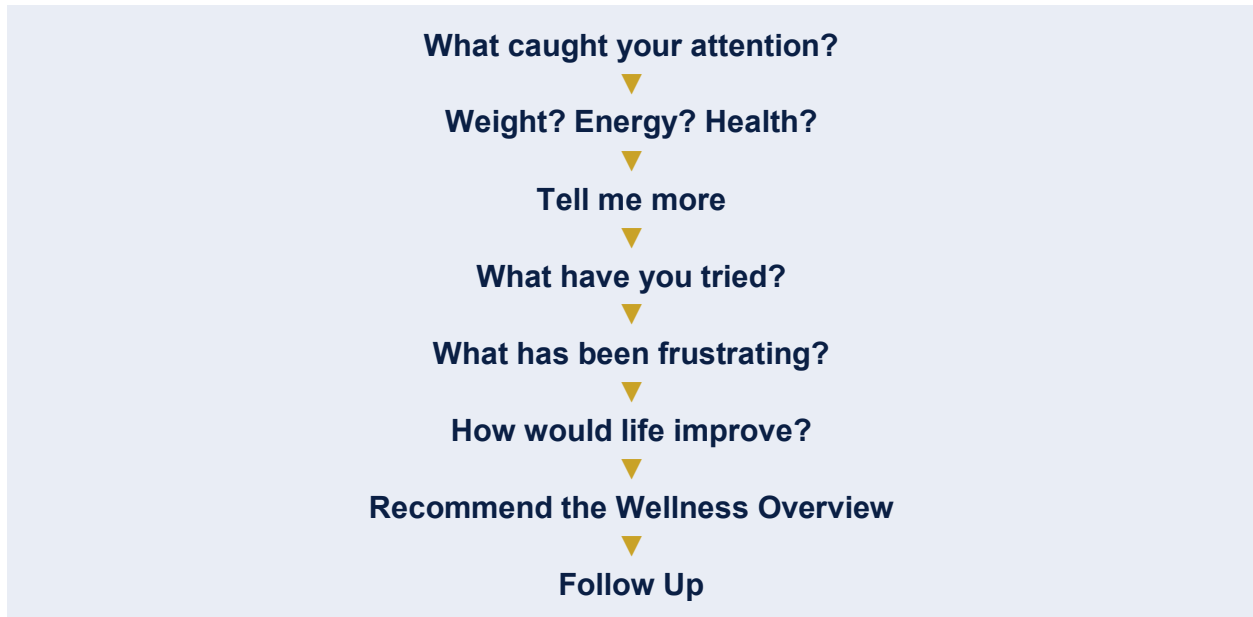
#### COACH'S CORNER

A good question opens a door.

Keep one or two of these on hand for every call.

**CHAPTER 9****Wellness Conversation Flow**

When someone cares most about their health, follow this simple path.

**Example Talk****HOW IT SOUNDS**

*Them: "I need to lose weight."*

*You: "I appreciate you sharing that. What have you already tried?"*

*Them: (answers)*

*You: "That makes sense. What has been the biggest challenge?"*

*Them: (answers)*

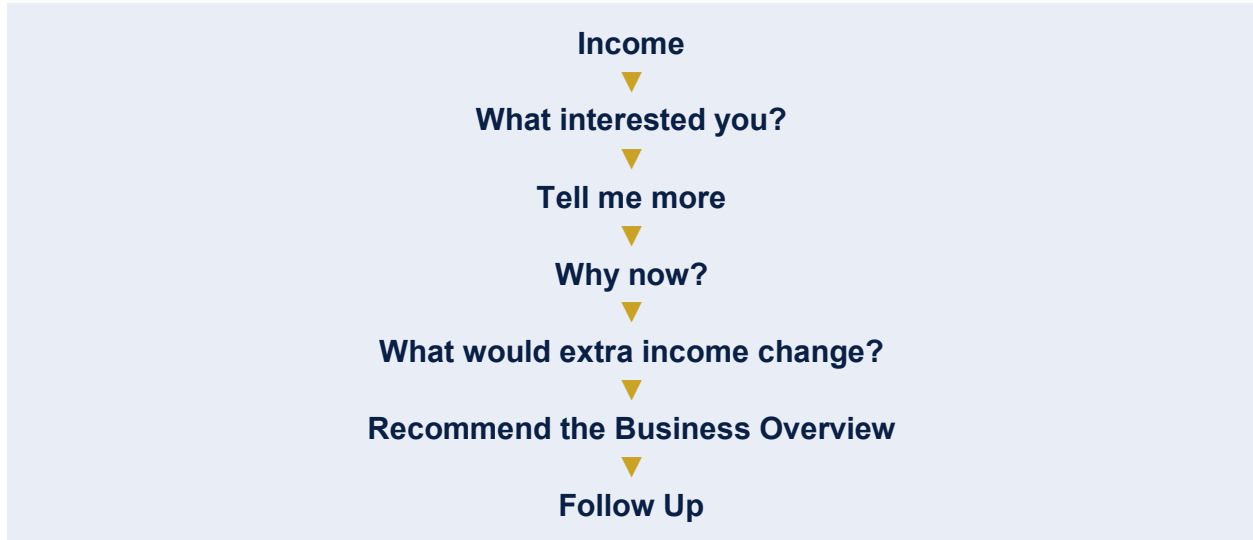
*You: "Thanks. Based on what you shared, I think the wellness overview would answer a lot of your questions. Would later today, or tomorrow, work better?"*

**Quick Takeaways**

- ✓ Let them name the health goal — do not guess it.
- ✓ Two caring questions, then offer the overview.
- ✓ Always close with a this-or-that time choice.

**CHAPTER 10****Business Conversation Flow**

When someone cares most about income, follow this path.

**Example Talk****HOW IT SOUNDS**

*Them: "I would like another income stream."*

*You: "What interested you most about creating another income stream?"*

*Them: (answers)*

*You: "What would an extra \$500 to \$1,000 a month let you do?"*

*Them: (answers)*

*You: "I appreciate you sharing that. I think the business overview would answer a lot of your questions. Would this afternoon, or tomorrow morning, work better?"*

**COACH'S CORNER**

Never rush to explain the opportunity.

The clearer you see what they want, the easier it is to point them the right way.

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## PART THREE

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# Replies & Follow-Up

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**CHAPTER 11****Common Replies — Keep the Talk Going**

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A big mistake is trying to "beat" objections. Do not argue. Get curious instead. Ask another caring question. People relax when they feel heard.

**"I'm just looking."****SAY THIS**

*"I completely understand. When you asked for the guide, were you hoping to learn more about the wellness side, or the income side?"*

**"I've tried everything."****SAY THIS**

*"I appreciate you sharing that. Out of everything you tried, what worked best, and what let you down the most?"*

**"I'm really busy."****SAY THIS**

*"I understand. Would mornings usually work better, or are evenings easier for you?"*

**"I don't have any money."****SAY THIS**

*"I completely understand. Is your biggest concern finding something affordable, or making sure it is worth it?"*

**"I need to think about it."****SAY THIS**

*"I appreciate that. As you think it over, are you leaning more toward the wellness side, or the business side?"*

**COACH'S CORNER**

Curiosity keeps conversations moving.

Pressure ends them.

## CHAPTER 12

# Setting the Appointment

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Never ask, "When are you available?" That makes them do the work. Give two easy choices instead.

### Do Not Say

- ✗ "When are you available?"
- ✗ "Can I call you sometime?"

### Say This Instead

#### OPTION 1

*"I think the next step is just seeing how it all works.*

**Would later this afternoon, or tomorrow morning, work better?**

#### OPTION 2

*"I'd love to show you exactly how this works.*

**Would lunchtime, or early evening, fit your day better?**

### Sell the Value, Not the Meeting

#### SAY THIS

*"I think you'll get your questions answered. It only takes about fifteen minutes.*

**Would today, or tomorrow, be better?**

### Quick Takeaways

- ✓ Always offer two times, never an open question.
- ✓ Sell the value of learning, not the appointment itself.
- ✓ Keep the next step small and easy.

## CHAPTER 13

# Voicemail Library

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Keep voicemails short, warm, and easy to reply to. Always end with a simple this-or-that.

### Voicemail 1 — Welcome

*Hi {{first\_name}}, it's [Your Name].*

*Thanks again for asking for the triGLP / IGNYT Guide. I wanted to personally welcome you.*

*Whenever you have a minute, text me back and let me know — were you more interested in the wellness side, or the income side? Have a great day.*

### Voicemail 2 — Check In

*Hi {{first\_name}}, [Your Name] here.*

*I just wanted to make sure you got your guide. I'd love to answer any questions.*

*Would later today, or tomorrow, be better for a quick five-minute chat?*

### Voicemail 3 — No Pressure

*Hi {{first\_name}}, [Your Name] again. No rush at all.*

*I just wanted to check in and see — is your biggest interest better health, or another income stream?*

*Whenever you have time, send me a quick text.*

## CHAPTER 14

# Email Library

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Emails work the same way as texts: short, friendly, and one easy question. Always ask them to hit Reply.

### Email 1 — Welcome

**SUBJECT: Welcome!**

*Hi {{first\_name}},*

*Thanks for asking for our guide. I'm glad you reached out.*

*I was curious — were you more interested in better health, extra income, or both?*

*Just hit Reply. I'd love to learn about your goals.*

*To your success, [Your Name]*

### Email 2 — Quick Question

**SUBJECT: Quick question**

*Hi {{first\_name}},*

*One quick question. If you could improve one thing over the next six months, would it be your health, or your finances?*

*Just hit Reply.*

*To your success, [Your Name]*

### Email 3 — Still Thinking?

**SUBJECT: Still thinking?**

*Hi {{first\_name}},*

*I wanted to check in. Many people ask for our guide because they're after a better answer.*

*What caught your eye first — the wellness info, or the opportunity?*

*To your success, [Your Name]*

## CHAPTER 15

# Messenger Scripts

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Messenger is just like texting. Keep it warm and short.

### First Message

#### SAY THIS

*Hi {{first\_name}}, thanks for asking for the guide. I wanted to welcome you personally.  
Out of curiosity — were you more interested in the wellness side, or the business side?*

### Follow-Up

#### SAY THIS

*Thanks for sharing. Can I ask — what interested you about that?*

### Move To the Next Step

#### SAY THIS

*Thanks. I think I know exactly where to point you.*

**Would a short overview, or a quick five-minute chat, be more helpful?**

## CHAPTER 16

# The 7-Day Follow-Up Plan

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Most people do not say yes on day one. That is normal. Stay friendly and steady, and you will stand out. Here is your simple week.

17. Day 1 — Send your first text. Have your five-minute call if they reply.
18. Day 2 — Send a friendly follow-up text.
19. Day 3 — Call and leave a voicemail.
20. Day 4 — Send an email.
21. Day 5 — Reach out on Messenger.
22. Day 6 — Call again.
23. Day 7 — Send a final, friendly check-in.

## Day 7 Check-In

### SAY THIS

*Hi {{first\_name}}, just checking back in.*

*Would now be a better time to look at the wellness info, or the business side?*

*Either way, I'm here whenever you're ready.*

## Quick Takeaways

- ✓ A no today is often a not-yet.
- ✓ Steady, kind follow-up wins the long game.
- ✓ Always leave the door open and friendly.

**CHAPTER 17****Daily Checklist & Weekly Scorecard****Every Morning**

- Review yesterday's notes
- Reply to every new lead
- Send every first text
- Return every call

**Every Afternoon**

- Send your follow-up texts
- Make your scheduled calls
- Send your emails

**Every Evening**

- Update your notes
- Plan tomorrow
- Celebrate a small win

**Weekly Scorecard**

Write your goal, then your real number. What gets measured gets better.

Activity	Goal	Actual
New Facebook Leads		
Text Conversations		
Phone Conversations		
Appointments Booked		
Overviews Watched		
New Customers		
New Business Partners		

**COACH'S CORNER**

Track your effort every week.

Steady effort is far easier to improve than on-and-off effort.

## CHAPTER 18

# Working Qualified Business Leads – Qualified Business Opportunity Leads

Not every lead comes from your Facebook ad. Some people asked, in the past, about starting a home business, making extra income, or working from home. We call these your Bonus Leads.

### WHAT WE CALL THEM

Bonus Leads.

You may also hear them called Working Qualified Business Leads, or Qualified Business Opportunity Leads. They all mean the same thing.

They may not remember where they signed up, and they may not know you. That is normal. Your job is not to talk them into anything. Your job is to say hello, make them a little curious, and find out if they still want a better money future.

## Your Mindset

### REMEMBER

Never think they remember you.

Be friendly and tell them why you are reaching out. You are sharing an idea, not bothering them.

## First Text

### SAY THIS

*Hi {{first\_name}}, it's [Your Name].*

*I'm reaching out because you once asked about earning extra income from home. I wanted to say hello and see where things stand today.*

**Are you still looking for ways to earn extra income, or have you already found something you like?**

*(Stop. Wait.)*

## If They Are Still Looking

### SAY THIS

*Great, thanks for letting me know. Out of curiosity...*

**Would you rather earn extra income around your current schedule, or build something into a full-time income over time?**

## If They Found Something

**SAY THIS**

*That's great to hear. Just curious...*

**Is it everything you hoped, or are you still open to other ideas if they offered something different?**

**If They Don't Remember****SAY THIS**

*No problem at all. Many people ask different companies over time.*

*I just wanted to say hello and see if earning extra income is still a goal for you.*

**Would you say that's still important, or have things changed for you?**

**The Five-Minute Call****SAY THIS**

*Hi {{first\_name}}, this is [Your Name]. Thanks for taking a few minutes.*

*I understand you once asked about earning extra income. I was curious...*

**What first made you start looking for another income stream?**

*(Listen, then...) "Has anything changed since then, or are you still hoping to create another income source?"*

**Pointing To the Overview**

Only after you understand their goals should you move forward.

**SAY THIS**

*Thanks for sharing that. Based on what you told me, I think you'd appreciate seeing what we're doing.*

*Rather than explain it all over the phone, I'd love to show you a short overview.*

**Would later today, or tomorrow, work better for a quick look?**

**A Word On Bonuses**

Our company offers bonus programs for affiliates who qualify, like the Elephant Bonus. Do not lead with bonuses. Use them to add value after you learn what the person wants.

**SAY THIS**

*Earlier you mentioned wanting another income stream. One thing people enjoy is that, besides the business itself, the company offers bonus programs like the Elephant Bonus for affiliates who qualify. Once you've seen the overview, I'd be happy to show you how those work.*

*Always be honest about bonus programs. Ask people to read the company's rules before they count on any bonus.*

### **COACH'S CORNER**

Bonus Leads are different from Facebook leads.

Say hello, tell them why you reached out, ask good questions, and earn a chance to keep talking.

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## PART FOUR

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# Print & Keep — Quick Tools

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**CHAPTER 19****The Pocket Cheat Sheet**

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Print this page. Keep it next to your phone. Follow the seven steps every single time.

**STEP 1 — Welcome: "Thanks for asking for the guide."**



**STEP 2 — Discover: "Wellness, or the business side?"**



**STEP 3 — Dig deeper: "What caught your eye?"**



**STEP 4 — Now: "What have you already tried?"**



**STEP 5 — Feeling: "What has been the biggest challenge?"**



**STEP 6 — Future: "If it all worked out, what would six months from now look like?"**



**STEP 7 — Next step: "Would today, or tomorrow, work better?"**

**THE 5 WORDS THAT RUN IT ALL**

Ask. Listen. Understand. Recommend. Follow Up.

## CHAPTER 20

### Quick Question Bank

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Stuck mid-talk? Glance here and ask the next caring question.

#### Openers (this or that)

- Wellness side, or income side?
- Better health, or extra income?
- Part-time, or full-time over time?

#### Go Deeper

- What caught your eye about that?
- Can you tell me a little more?
- What have you already tried?
- What has been the most frustrating part?

#### Future

- If it all worked out, what would six months from now look like?
- What would an extra \$1,000 a month let you do?
- Would you rather have more time, or more money?

#### Set the Next Step

- Would later today, or tomorrow, work better?
- Would a short overview, or a quick chat, be more helpful?

#### THREE THINGS TO NEVER FORGET

1. One question at a time, then STOP and listen.
2. Always offer two choices, never an open "when?"
3. If you feel stuck, ask one more caring question.

## CHAPTER 21

# Your Affiliate Commitment

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Read this out loud. Then live it with every lead.

### THE IGNYT FREEDOM RUN COMMITMENT

I will treat every lead with respect.

I will ask thoughtful questions.

I will listen before I recommend.

I will never pressure anyone.

I will follow up with care.

I will keep learning and improving.

I will help people first — because when I help enough people reach their goals, I will reach mine.

## Final Thoughts

Every conversation is a chance to help someone. Some want better health. Some want extra income. Some just want hope.

Your job is never to push. Your job is to listen, understand, and guide them to the next step. Do that again and again, and you will build real trust — and a real business.

**Welcome to IGNYT Freedom Run. Let's build something great together.**

### IMPORTANT NOTE

This guide is a training tool for IGNYT Freedom Run affiliates.

Income and bonus examples are for example only. They are not promises of money. What you earn depends on your own effort, skill, and time.

Always follow the company's official rules, product claims, and pay rules. Also follow the ad rules of every platform you use.

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