

Big AI's

Super
Prospecting:
Special Offers &
Quick-Start Systems

by

Tom "Big AI" Schreiter

Big Al's

Super Prospecting: Special Offers & Quick-Start Systems

by
Tom Schreiter

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Printed in the United States of America

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ISBN 1-892366-09-6

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About the author

Tom “Big Al” Schreiter — Lumberjack?

The best way to explain Tom’s unique vision on training is to share one of his favorite stories.

An experienced lumberjack walked past one of the new recruits. The new recruit viciously chopped away at the large tree but only managed to bruise the bark. Seeing the hard work and wasted effort, the experienced lumberjack said, “Hey, why don’t you sharpen your ax? It will make you much more efficient.”

The new recruit answered, “No. I can’t take the time to sharpen my ax. I’m busy trying to cut down this tree.”

Many new MLM distributors suffer from the “dull ax” syndrome. They set goals, work hard, but never reach the success they desire. Why? Because they never took the time to sharpen their “ax” by learning new, effective skills. These distributors waste effort, waste resources, and waste their careers. If only they would take a little time away from their frenzied futility to learn the skills that would serve them for a lifetime.

As MLM expert Tom Paredes says, “You need training even if you get a job at McDonald’s flipping hamburgers. So why not expect to invest some time and effort in learning new skills for a career in multilevel marketing?”

What happens when new distributors venture into multilevel marketing uninformed? Let's go back to our new lumberjack.

It seems the new lumberjack finally got tired of beating his dull ax against the tree. In desperation, he went into town to the local hardware store. The manager of the hardware store said, "Yep. Your ax sure is dull. But, if I were you, I wouldn't get the ax sharpened. There is a new way of cutting trees that is even better than a sharp ax. It's called a chain saw."

"Just give me that chain saw and I'm outta here," said the new lumberjack. He took the chain saw and disappeared into the woods.

Two days later the new lumberjack returned to the hardware store. He was sweaty, had blisters on his hands, and looked very depressed. He found the store manager and said, "Hey you. You sold me this chain saw and promised me better results. I've been slaving away in the woods for two days and still haven't finished cutting down my first tree!"

The store manager replied, "Well son, just hand the chain saw over here and let me see what the problem is." The store manager examined the chain saw and saw nothing wrong. Then he grabbed the starter cord and gave it a big pull.

"B-b-b-r-r-r-r-r-r-o-o-o-o-o-o-o-o-o-o-m-m-m-m-m-m!"
The chain saw belched some smoke and began to run.

"Hey! What's that noise?" the new lumberjack exclaimed.

It seems that the new lumberjack never took the time to learn the features or even how to use his new tool.

The same is true in multilevel marketing. One must not only acquire new tools, but also the knowledge on how to use them. And, in this rush, rush society, it will take some discipline and time investment to perfect one's new business-building skills.

The payoff? Almost anything you want. All you have to do is be willing to change. After all, Michelangelo changed from painting floors to painting ceilings when he got the Sistine Chapel job. The same new opportunities await you with your brand new multilevel marketing skills.

Commercial Plug:

If you have read Tom “Big Al” Schreiter’s other four books (*Sponsoring Magic: Big Al Tells All, How To Create A Recruiting Explosion, Turbo MLM, and How To Build MLM Leaders For Fun & Profit*), you’ll certainly enjoy this new volume. It is the same no-nonsense approach on **how** to build your multilevel marketing business.

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How to turn ordinary people into hot, eager prospects

(Or, what do you do for a living?)

Distributor Joe waited patiently at the grocery store cash register. The lady behind Joe pleasantly attempted a little conversation while they waited their turn for checkout.

She said, “And by the way Joe, what do you do for a living?”

Wow! What a question. Here was Joe’s chance to tell her about his exciting MLM program, the Wonderful Company. There is so much to tell her. The great products, the superb training weekends, how MLM will revolutionize American economics, how buying wholesale was a smart move, the low cost of the distributor kit, the no-freight policy on larger orders, the upline support from experienced leaders . . . oh boy, just where should he start?

Joe blushed. “Uh . . . uh, well . . . you see . . . uh” and waved his hands in his attempt to speak.

The lady replied, “Oh, I see. You’re a mime. You’re one of those guys who don’t talk but kind of act things out, right?”

Disaster. Because there was too much to say, Joe couldn’t say anything. Boy, did Joe feel stupid. A great prospect and he didn’t even get to communicate what he did for a living.

“Maybe I should work on my approach,” thought Joe. “I’ll certainly do better next time. I’ll just come up with a better answer.”

Joe’s next opportunity to interest new prospects came later that evening. His nephew’s graduation party was boring. Distributor Joe stood alone in the corner. Not many prospects here. Besides, it would be rude to actively recruit at his nephew’s party.

Joe’s cousin, Ben, walked over and asked, “Hey, partner. What are you doing nowadays for a living?”

The pressure was on. Joe’s conscious began panicking. “Quick, quick! Come up with something. Don’t mess up like you did in the grocery store. Just tell Ben what you do in a simple, straightforward manner. He’ll surely see the wisdom and benefits of coming to an opportunity meeting.”

Joe answered, “I work for the Wonderful Company, an international lifestyle focus corporation, in an executive distributor capacity.”

“Oh,” answered his cousin. “I’m working for IBM. I feel job security is important in these times. By the way, great weather we’ve been having. Think it’s going to rain?”

Ouch. Joe blew it again. It’s easy to tell when your answer bores people. They’ll quickly change the subject to the weather or sports. “I really have to expand more on my answer,” thought Joe. “International lifestyle focus corporation doesn’t seem to spark enthusiasm in prospects. I guess it’s too vague.”

Later, Aunt Mary stepped behind Joe in the buffet line. She pinched his cheek and asked, “Well, how are things with my little nephew? What kind of work are you doing now?”

Great. Another chance to reel in a good prospect with a snappy answer. This time Joe's reply would expand on his company.

Joe blushed and said, "I'm an independent distributor with a nationwide company that specializes in health and wealth. Mainly, I focus on new distributor procurement and educating them toward upper level advancement in our tri-level, unilateral, PV volume marketing plan."

"Oh," nodded Aunt Mary. "And, how's the wife and kids?"

Definitely a bust. Aunt Mary's eyes glazed over as she reached for more food. She probably didn't hear another word Joe said. Maybe Joe's answer was too expansive and complicated. Aunt Mary certainly didn't look interested in the conversation. In fact, the rest of the evening Aunt Mary kept her distance.



"Ah, yes. I'm an intellectual. I don't have to do anything for a living."

Later, Joe's old classmate Eric asked, "Joe, haven't seen you for awhile. What are you doing now?"

Joe thought, "This time my answer will focus on benefits. That will get prospects interested."

Joe turned to Eric and said, "I'm independent now, in my own business of specializing in income diversification and incremental cash flow opportunities for potential entrepreneurs."

"Yeah, uh sure," Eric replied. "And, how about those Knicks? They're playing some pretty good ball lately."

Eric thought Joe's answer sounded like he might be a stealth insurance agent. Maybe talking sports would keep Joe from selling him a life insurance policy.

Joe drove home from the party. He thought, "Boy, what a dull party. No prospects there. None of those losers share my interest in MLM or getting ahead. I bet their idea of a good time is cable TV and popcorn. I wonder, where can I find some good prospects for my MLM business?"

One year later.

Joe's niece graduated this year. At the party Joe met his cousin Ben again. Joe asked, "Hey Ben, what are you doing nowadays? Still work for IBM?"

Ben answered, "I sell diet products that help people lose weight fast. Plus, I'm always looking for some additional help to spread the word. Seems more and more people today want to make some extra money on the side."

Joe replied, "Oh, really? How does the extra money part work?"

Ben explained about his MLM diet products and the MLM extra income opportunity. Joe commented, “You know Ben, I’ve been in MLM for years now. I never thought you’d be interested in MLM. I’m not interested personally because I already have an MLM opportunity, but I sure wish you success. By the way, why did you quit your secure job at IBM?”

Ben answered, “What security? I quit months ago. I’m full-time in MLM now. There’s no security working for someone else. They can fire or lay off employees anytime they want. I feel a lot more secure now that I’m in charge of my life.”

“What a change in attitude,” Joe thought. “Last year Ben wanted to talk about the weather. This year he’s an MLM maniac. I guess he could have been a good prospect after all.”

Aunt Mary walked by with a plate of food. Joe said, “Aunt Mary, haven’t seen you since last year. What are you doing nowadays?”

Aunt Mary replied, “I help people find good educational toys for their children and grandchildren. It’s lots of fun and my MLM business is growing. I’m always looking for some partners who would like to make some extra money with me.”

Joe gasped. “I never thought you’d get involved in MLM, Aunt Mary. What got you started?”

Aunt Mary said, “A friend of mine asked if I wanted to earn some extra money. Well, of course, I do. Doesn’t everyone? And I love working with people, giving toy parties, sponsoring new distributors. It doesn’t get any better than this. I only wish I knew about this a year ago.”

“Low blow,” thought Joe. “I had a chance to get her into MLM a year ago, but she didn’t show any interest. What gives?”

Soon Joe's old classmate Eric drifted by with a portable TV in his hand. "Hey Eric, haven't seen you since last year. What's happening?" asked Joe.

"Knicks are up by 10 points. I won this hand-held color TV from my MLM company. Say Joe, did you know that there are two types of people in this world? Those who get a word-of-mouth advertising bonus check once a month . . . and those who don't. Which group would you like to be in?"

Joe stuttered, "The first group, of course. The ones that get those word-of-mouth bonus checks. I never really looked at things that way. However, I'm already in MLM and glad you're taking advantage of MLM too."

"Gee, what gives?" thought Joe. "I'm depressed. My best prospects were stolen by other people into their MLM companies. How cruel and unfair this world is." Joe left the party suffering from acute perverse prosecution complex.

The prospecting breakthrough

Joe stopped at his local hangout and ordered a beer (vitamin-fortified, with a secret blend of herbs and spices, and non-alcoholic, of course). Across the room Big Al just finished a two-on-one recruiting presentation. The prospect smiled, grabbed his new distributor kit, and ran out the front door excited about his new business opportunity. It must have been a pretty good presentation.

Big Al yelled across the room, "Hey Joe, how's it going? Run across any new prospects lately?"

Joe winced. "Low blow, Big Al. I just found out that three of my best prospects started their MLM careers recently — with competitors! They weren't the least bit interested when I talked with them. Life's unfair. Why do other people get all the good prospects?"

Big Al smiled. “Other people get all the good prospects because they have better skills. They don’t practice stealth recruiting. Professional recruiters let people know what kind of business they are in and why their business would benefit the prospect. Joe, too many distributors never let their prospects know what they do for a living. Or, when they tell their prospects what they do for a living, they answer in generic, confusing, defensive, cryptic nonsense. Is that how you answer, Joe?”

“Generic, confusing, defensive, cryptic nonsense? Well yeah, that’s sort of how I’ve been answering prospects who ask what I do for a living. Let me see. Last year at my nephew’s party, all three prospects asked what I did for a living. I answered:

1. *“I work for the Wonderful Company, an international lifestyle focus corporation, in an executive distributor capacity. Whoops, I guess there aren’t many prospect benefits there.”*
2. *“I’m an independent distributor with a nationwide company that specializes in health and wealth. Mainly, I focus on new distributor procurement and educating them toward upper level advancement in our tri-level, unilateral, PV volume marketing plan. Yeah, that’s pretty confusing, cryptic nonsense.”*
3. *“I’m independent now, in my own business of specializing in income diversification and incremental cash flow opportunities for potential entrepreneurs. Boy, that sounds like it’s coming from a badly-dressed used car salesman.”*

Big Al said, “Joe, are you embarrassed about what you do? Or, do you have trouble explaining what you do?”

“I love what I do, Big Al. I guess I just don’t know how to explain it. I don’t want to answer that I recruit new distributors, go to opportunity meetings, put on training sessions, retail product, listen to tapes, attend rallies, etc., etc., etc.. Sounds too complicated and hard, especially in a social situation.”

“You’re right, Joe. That’s way too complicated. What do people want to know?”

1. What you do, and
2. If what you do would be of interest to them.

“That’s it. So why not answer their question with a strong benefits statement of what you do for a living?”

Joe scratched his head. “Sounds easy, but what would I say that would get people interested in what I do?”

“Let’s see, Joe. You had three prospects sponsored by other people recently. **They must like what their sponsors said** — after all, they joined after hearing their sponsor’s explanation. I bet they even use the same answer as their sponsor’s when asked the same question. So, what did they answer when you asked them, ‘What do you do for a living?’”

Joe said, “Well, they did have pretty strong benefit statements. Let’s see . . . they said:

1. *“I sell diet products that help people lose weight fast. Plus, I’m always looking for some help. Seems more and more people want to make some extra money on the side. Hmmm, there are two great attention-getting benefits there.*
2. *“I help people find good educational toys for their children and grandchildren. It’s lots of fun and my business is growing. I’m always*

looking for some partners who would like to make some extra money with me. Yeah, Aunt Mary had two great attention-getting benefits, too.

3. *“Did you know that there are two types of people in this world? Those that get a word-of-mouth advertising bonus check once a month . . . and those that don’t? Which group would you like to be in? Wow! That benefit even got me excited.*

“My three lost prospects gave great benefit answers when they were asked what they did for a living. They talked about how their product helped people and also checked to see if I was interested or looking for some part-time income. I’m starting to see a pattern here.”

“That’s right,” continued Big Al. “You don’t have to be offensive or pushy to let prospects know about your product’s benefit or that you have a part-time income opportunity. Just mention what you do . . . and if the prospects are interested, they’ll ask for more information. If they’re not interested, they’ll quickly change the subject to sports or the weather. Your interested prospects will have answers such as:

- ◆ “Hmmm. That’s interesting. How does the part-time income thing work?”
- ◆ “What kind of diet products? Will it help us non-exercisers?”
- ◆ “Really, a part-time business that won’t interfere with my work?”
- ◆ “Educational toys? I’m always looking for good gifts for my grandchildren.”
- ◆ “Do you have to have any special background to do what you’re doing?”

“All these replies are saying, ‘I’m interested. Tell me more.’ Isn’t that a great feeling when people *come to you* saying ‘I’m interested.’ And, you don’t have to be pushy.”

“Right!” answered Joe. “Sure would make sponsoring distributors a lot more pleasant for me and for the prospects. So, all I got to do is change my answer into sort of a benefit statement, right?”

“You’ve got the picture, Joe. Your three former prospects had great benefit statements. Let’s look at some answers to the question, ‘*What do you do for a living?*’ ”

- ◆ I show people how to get *bottled water* for only 3 cents a gallon.
- ◆ I show people how to lose weight without changing their eating habits.
- ◆ I show people how to have a high-vitamin, high-protein delicious breakfast drink for only 74 cents.
- ◆ I show people how to get rebates on their cleaning products.
- ◆ I help people get lower insurance premiums.
- ◆ I locate wholesale buying services so people won’t have to pay retail.
- ◆ I show people how to get a rebate and referral check in their mailbox once a month.
- ◆ I’m working my own part-time business. I wanted something part-time that would help me get ahead financially.
- ◆ I always loved skin care, so now I give mini-facials to people who want to upgrade and try new skin care products.

- ◆ I'm still an environmentalist. Now, I change people's cleaning supplies to biodegradable cleaners. Plus, it saves people an extra \$15 per month on what they're spending now at the store.
- ◆ I'm letting people know how they can get *wholesale* long distance rates, just like the big corporations. It saves folks about \$20 a month on their regular telephone bill.
- ◆ I show people how to feel great, like they're 16 years old, but with better judgment.
- ◆ I put people on the fast-track to retirement. I save them money and help them retire 15 years early.
- ◆ I show people how to lose weight while they're eating cookies. Plus, they get paid to eat!
- ◆ You know, there are two types of people in the world, those who get paid to eat . . . and those who don't. Which group would you like to be in?
- ◆ Ever wonder if you might pay too much for something? I put people in contact with an 800 number where you get the guaranteed lowest quote on any item you purchase.

“See the difference Joe? All these answers give benefits. If the prospect has a need, interest, or desire, the prospect will ask you some questions. Those questions could lead to an appointment to talk in detail, or an invitation to an opportunity meeting. All we're doing is announcing the benefits. It is up to the prospects to sort themselves into those who are interested in knowing more, and those who aren't.”

“I get it now,” said Joe. “My generic answers really didn't say anything. There's no way a prospect could get excited about the confusing answers I gave. From now on, I'm answering with a strong, strong, benefits statement.”

Big Al finished his drink (a caffeine-free, acid-free, biocatalyst nutritionally-enhanced coffee) and said:

“When you answer clearly with a benefit that may appeal to your prospect, you've produced a strong benefits statement. This makes the prospect *come to you* asking for more information. That's better than you pushing your information down the throat of an uninterested prospect. Plus, it's a more pleasant, low-key way to sponsor new prospects.”

Joe got up to leave the local hangout. On his way out, he asked the bartender, “By the way, what do you do for a living?”

The bartender replied, “I provide a variety of alcoholic and non-alcoholic beverages to patrons in a social setting to help induce an acceptable climate for conversation exchanges to occur.”

Clearly the bartender needed to talk with Big Al about his benefits statement.

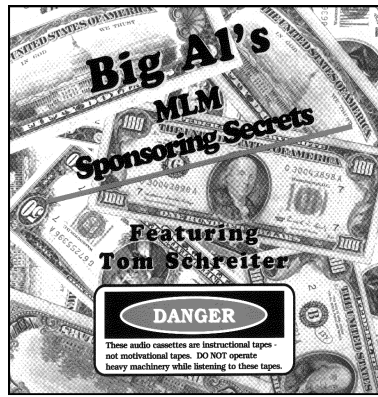
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What do you personally do for a living?

Can you answer that question in one sentence?

Does your answer provide a benefit that will excite your potential prospects?

Here is what I do for a living:



Big Al's MLM Sponsoring Secrets is Big Al's complete audiocassette tape library with the very best recruiting techniques for you and your downline. The information is awesome and easy to use.

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The introvert's way to getting opportunity presentations

How would you like an unlimited number of people asking you "What do you do for a living?" Wouldn't it be nice? Your prospecting challenges would be over.

All you would have to do is recite your prepared *benefit-laden* answer. Imagine, instead of accosting strangers, running expensive ads, or irritating people with telephone cold-calls, you could do all your prospecting by answering the prospects' question: "What do you do for a living?"

So, how do we get an unlimited number of prospects to ask us, "What do you do for a living?"

It's easy. We simply first ask them, "What do you do for a living?"

No matter if you meet a person in an elevator, sit next to a person on an airplane, or just make an acquaintance at a social gathering, this simple question works like magic. Your prospects' eyes dilate. They get excited. They get to talk about themselves. And, what's the number one, most interesting subject of your prospects? That's right. Themselves. They love to talk about themselves.

Not only will your prospects tell you about their work, but they'll give you blow-by-blow details of their last operation, the seamy details of their personal lives, their aspirations, their favorite sport teams, and their precise view on politics. All you

have to do is listen as the prospects drone on and on about their boring, MLM-deficient lives.

Then, what happens after the prospects finally run out of breath? Out of courtesy, they usually ask you the question, “So, what do you do for a living?”

That’s just the opportunity you’ve been waiting for. You give the prospects your benefit-laden description of your business opportunity or special product — and observe.

If the prospect says, “Hmmm, that’s interesting. Tell me more,” that’s your signal to continue with your interested prospect.

If the prospect says, “Oh, that’s nice. We sure have had a lot of bad weather lately,” — well, that’s your signal to go on and ask a different prospect, “What do you do for a living?”

How many qualified prospects do you want?

The amount of prospects who ask you what you do for a living is directly proportional to the number of prospects where you initiate the same question. So, if you want to have 10 prospects come to you with the question, “What do you do for a living?” all you have to do is ask 10 prospects that very same question. If you want 15 prospects, ask 15 prospects the same question.

Not only is asking this question effective prospecting, but it is also lots of fun. Since many prospects won’t feel a need for your product or opportunity, you’ll have the opportunity to learn about many new occupations, hear interesting real life stories, and have the chance to meet a variety of colorful people. And that’s just the downside to using this technique.

The upside is you will find many ready, willing, and able prospects just looking for your opportunity or product benefit. These prospects will gladly set aside time for a presentation at

their home or at a formal business opportunity meeting. These are the type of prospects that you won't have to beg to go to a meeting. They want what you offer.

This simple question really is a win-win opportunity. The prospects get an audience for their life stories and you get the opportunity to sort for qualified leaders. Life doesn't get much better than this.

103 Ways & Places To Sponsor New Distributors Manual

This giant manual is perfect for your distributors to get started fast. You'll find resources, where to advertise, and plenty of cost-free methods to build your downline locally and long distance. With over 103 different ways and places, you're sure to find a perfect method to build your downline that's right for you and each person in your downline.

For instance, some of your distributors might want to prospect and sponsor on the Internet. There are over 20 different Internet methods listed and how to do it. Or maybe one of your distributors wants to use national advertising. Again, there are over 25 different places to place his ad, complete with rates, contact information, what sections are allowed, etc.

Do you have a distributor who wants to build locally?

Why not use the local press release, breakfast club, two-on-one, or any of the more than 40 different local prospecting methods.

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It's only \$97 plus \$5 shipping. That's less than \$1 a method!

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How powerful offers can make your MLM business grow

Offer #1: Give me ten dollars.

Offer #2: Give me ten dollars or I will break both your knees, blow up your car, kidnap your spouse, scratch your CD's, and steal your dog!

You gasp, "Steal my dog? Oh, my! Here, take twenty dollars."

Some people are naturals when it comes to making powerful offers. Are you one of them? Or, do you make wimpy, wimpy offers that cure your prospects' insomnia?

In network marketing, we make offers every day. We make written offers if we advertise or use direct mail. We also make verbal offers to prospects. We ask them to buy our products, to come to an opportunity meeting, or to join our program.

On rare occasions, our prospects actually find the internal fortitude to refuse our well-meaning offers. They say "no" to our offer.

Let's take a look at our typical verbal offer to invite a prospect to an opportunity meeting.

Here's how our offer sounds to our prospect: "Come to our opportunity meeting and we'll take up two hours of your time."

Doesn't sound too exciting, does it? It's certainly not dripping with customer benefits either. We need to develop powerful offers that separate us from our competition. Our complacent competition isn't very tough, so if we do anything that is just 10% out of the ordinary, we're going to get great results.

If we don't sponsor our prospects into our MLM program at the end of our opportunity meeting, we should take a serious look at our offer. Maybe we are making a boring, weak, or inappropriate offer to our guests. Here is how most standard end-of-meeting offers are translated by our prospects:

- ◆ "Please join my MLM company." (Wow! My adrenaline is really cooking now.)
- ◆ "Please sponsor and get started today." (Yeah, so you can make money off my efforts.)
- ◆ "Give me \$50.00 and you get to be a distributor." (Ooooooh, I can wait to reach for my credit card.)
- ◆ "You must get in today before everyone else gets into our business." (Gee, I really do want to be first in line at the slaughterhouse.)

No wonder our brother-in-law, our co-worker, and our hottest prospects say "no" to our offer to join. All four of these standard offers have had their benefits surgically removed by a lazy speaker. We need to give our prospects reasons and benefits. That is what makes powerful offers and rich MLM leaders.

Let's take a look at the standard opportunity meeting offer, "You give me money and I'll give you a kit." Definitely not too exciting, right? However, let's consider what would happen if, at the end of the opportunity meeting, the speaker would make the following offer:

*"When you join this evening, you will receive our **head-start success package as follows:***

100s of pages of free
training tips and newsletters at
<http://www.fortunenow.com>

“**First**, you’ll get a 200-page distributor training manual, a high-powered recruiting video to build your downline f-a-s-t, a product information cassette to help you get profitable retail sales, customer catalogs, applications, everything you need to start earning those big monthly bonus checks.

“**Second**, you’ll receive **free** tuition to our \$295.00 weekend training spectacular. There are limited seats, but you’ll have a reserved seat in the second row. And the best part is . . . this upcoming training will be taught by the number one sales leader in the entire company. You’ll learn how to qualify for the top bonuses in less than 30 days. This is a once-in-a-lifetime opportunity, and it’s all **free** as part of your distributorship when you join this evening.

“**Third**, you will receive two **free** co-op shares in our weekly newspaper ads. You’ll get to share in hot, fresh new distributor leads weekly. Don’t worry, there’s **no cost** because we’re investing in your success.

“**Fourth**, you’ll receive our team’s *confidential insiders’ profit manual*. It can’t be bought at any price. We’ve invested tens of thousands of dollars in testing and improving these top sponsoring recruiting techniques, and you’ll be one of the privileged few on the fast-track with this step-by-step manual.

“**Fifth**, you’re going to get confirmed reservations for our next 12 leadership conference calls. You’ll immediately be associated with the top earners in our weekly teleconferencing calls.

“**Sixth**, you’ll get 10 certificates good for unlimited 3-way phone calls to sponsor your first 10 distributors. That’s right, just call your hottest prospect, patch in your upline sponsor, and listen while your upline sponsoring leader helps enroll your prospect into your business. Now remember these are unlimited calls until you get your first 10 distributors. All you do is listen while you make money.

“**Seventh**, you’ll be assigned a personal mentor, who will be your full-time consultant until you reach the top leadership position. You’ll have constant access to the best help and advice our company can offer. And, all this is yours when you enroll tonight.

“And finally, **eighth**, you’ll receive, absolutely free, our special introductory sponsoring cassette tape. Simply loan this informational cassette tape to friends and acquaintances. They’ll have the opportunity to hear about how they too can join our fabulous business and get all our wonderful benefits.”

Is there a difference between those two offers? Can you visualize prospects rushing to the speaker and saying, “Make me a part of this! This opportunity is for me!” Now when you bring your friend, relative or co-worker to an opportunity meeting, they will say, “Hey this is a fantastic opportunity,” instead of saying, “Fifty bucks . . . I get a kit . . . yawn . . . no big deal.”

So let’s say you are a prospect in the real world and you had to choose between two opportunity meetings.

At the end of Opportunity Meeting A, the speaker says to you, “Here’s the offer, you give me \$50, and I’ll give you a kit.”

Next door is Opportunity Meeting B where the speaker offers you these eight incentives to sign-up as a distributor. You would say, “Hey I want to go to Opportunity Meeting B because that’s where I’m going to get the best deal.”

Now that’s good marketing! ***And the best thing is that it doesn’t cost more to make the eight-benefit offer.*** All of the incentives are ***free***. We do all these benefits for our new distributors anyway. We run training meetings and help with three-way calling every week. We take these benefits for granted, but now we fully describe and package these benefits for our new prospects.

You see, we know all the benefits of our company. Unfortunately, we just assume our prospects know everything we know about our business. They don't. We have to romance our offers and educate our prospects.

Romancing the impossible

You can romance any offer and make it more effective. Prospects respond more to the romantic packaging than to the product or service. For example, MLM superstar Tom Paredes, author of *MLM War Stories*, used to be an Army recruiter. He could have described the Army opportunity as follows:

It's like going back to primary school. You will get yelled at by mean instructors, you'll have no freedom, and all you can think about is how to escape from boot camp. We're talking institutional food here. Basic calories, no taste. Dress code? Heavy combat boots and dull, ill-fitting uniforms. If you live through your boot camp experience you can graduate to become a moving target for enemy sharpshooters. Oh yeah, did I mention the pay? You'll receive the absolute minimum allowed by law.

Not very enticing, is it? Of course, Tom Paredes repackaged his offer and added a little romance. This is how he presented the Army opportunity.

Do you want fun, travel, and adventure? The Army will give you all that and more. In fact, they'll even pay you while you are having the time of your life. Think about it. You can travel to exotic places all over the world. And, you won't have to pay a single airline fare or hotel bill. The Army appreciates your participation so much that they even provide you with all your clothing needs with their unique designer fashions. Forget about those high clothing prices downtown. Never pay another health club membership fee again. You'll look forward to supervised exercise

instruction with a highly qualified personal trainer. You'll enjoy long nature walks and even your meals will be provided. Do you want even more excitement? The Army will place **live** ammunition in your hands as you celebrate your good fortune with fellow club members. And, as I said before, not only will the Army cover all your expenses, they'll even pay you money to insure that you are having the time of your life!

Hmmm. Which offer do you think recruited more prospects into the Army?

Final offer

Just a few minutes of planning can make your personal offers so much more powerful — your bonus income will skyrocket! All you have to do is make a resolution to set aside the planning time.

So, here's Big Al's final offer:

“If you don't start making powerful, benefit-dripping offers starting today . . . I'll shrink your bonus check, tell your friends not to join your business opportunity, take the chairs out of your meeting room, have your sponsor start calling you collect, and steal your dog!”

Project

What kind of offer do I make to my new prospects?

Can prospects understand the value of my offer, or is my offer using terms and concepts they are unfamiliar with?

Does my offer to new prospects give extra value if they start immediately?

What services do I normally perform for new distributors that I am not verbalizing in my offer?

My very best offer to a new prospect is:

Do I get excited with the above offer?

Recruit New Distributors Fast!

Over 240,000,000 Americans presently do not participate in MLM. Now you can sponsor this huge, untapped market with our newest recruiting tool, ***Are You Walking Past A Fortune?***

This 24-page mini-book sells your prospect on the benefits of MLM. All you do to start an effective recruiting campaign is:

1. Pass out this 24-page mini-book.
2. Wait a day or two for the prospect to read the book.
3. Pick up the book and sponsor the prospect.

The mini-book does the selling for you. Many of your prospects will be eager for you to guide them into an extra income opportunity in MLM. A few of the prospects will give the book back to you and admit they aren't interested. You can then spend your time with the eager prospects.

So make your recruiting career easy. Stop spending money on expensive ads, exotic mailings, or cash-depleting direct mailings. Let ***Are You Walking Past A Fortune?*** sort your prospects so you can spend your time helping those who want your help.

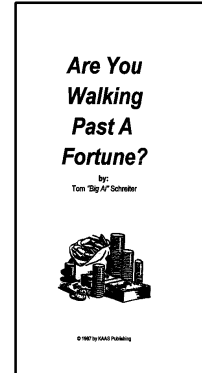
Are You Walking Past A Fortune?

30 copies for only \$12 plus \$5.00 shipping

To order contact:

KAAS Publishing
P.O. Box 890084
Houston, TX 77289

<http://www.fortunenow.com/catalog.htm>



The secret word in great offers

Every sponsor says: “Join my company!” but they never say BECAUSE.

That’s one difference between being selfish with no downline, and being a successful MLM leader with prospects lining up to join your group.

Instead of thinking of ourselves and our financial returns, let’s think about our prospect and his potential reasons for joining.

The key to out-recruiting the competition is the magic word, BECAUSE. If we put that word at the end of our offer, it forces us to think of our prospects.

Instead of saying: “Join my downline!” why not say, “Join my downline BECAUSE our co-op advertising campaign will guarantee you 11 fresh, new leads every week.” See the difference?

Your MLM prospect will not join your downline for *your* reasons, but will join your MLM downline for his reasons. Help him out by giving him strong, specific reasons to join your downline. Here are some examples of reasons you could use, by placing these reasons after the word, BECAUSE:

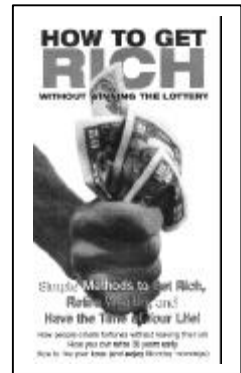
- ◆ We have weekly opportunity meetings 15 minutes from your house.

- ◆ I can give you full-time local support for in-home presentations.
- ◆ We concentrate on product knowledge and sales for a long-term, secure income.
- ◆ Our upline gives training sessions every Saturday.
- ◆ The last three people I sponsored, I helped each one earn over \$800 a month permanent income.
- ◆ I will be your full-time employee to assist your growth towards the manager position.

Just remember the word, BECAUSE, and you'll be on your way to better downline recruiting.

Feel a bit shy when approaching strangers? Would you like to turn acquaintances into hot, eager prospects? How can you approach potential prospects about your business without looking like a greedy salesman searching for a quick commission?

How To Get Rich Without Winning The Lottery, by Keith Schreiter is easy to read, easy to implement, and shows how anyone, a carpenter, a rocket scientist, a housewife, or even a lawyer (gasp!) can follow the simple principles to accumulate wealth. And the best part is that this book will show your prospects how to add network marketing to their wealth plan if they wish.



This is a gift that will build a long-term relationship. So leave a copy of this book with that cab driver who gave you good service, to that hotel employee who helped you set up your opportunity meeting, to the waitress with the million-dollar smile, and to your best friend who would like to be rich, but doesn't know how.

Once you read this book, your life will never be the same. You'll be on the direct road to financial independence even without the help of network marketing. And because you already do network marketing, you'll be way ahead on this million-dollar road to riches. The book is so good; you won't want to give away your personal copy.

Give the books away?

Yes. These books were meant to be given away as gifts that will instantly bond you with your prospect.

And the price? A little more than \$1 each in quantities. About the cost of an audiocassette tape, but so much more impressive.

The proof is in the results. First, you'll personally love the book as it will quickly direct you to the most direct road to wealth. Second, you'll love the instant relationships this book creates with your prospects. Now you have something really important to talk about. And third, the book pre-sells network marketing so that your prospect is ready to take advantage of your business opportunity.

1-9	\$4.00 each
10-99 books	\$2.50 each
100-499 books	\$1.38 each
500 -999 books	\$1.29 each
1000+ books	\$1.23 each

(Note: There is a \$5.00 shipping charge per order.)

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<http://www.fortunenow.com/catalog.htm>

Visa, MasterCard, Discover and American Express orders
Phone (281) 280-9800 or
Fax: (281) 486-0549

The case study for better offers

Better offers not only work in personal contacts, but in advertising as well. Let's look at the power of better offers using a newspaper ad for our case study.

You decide to advertise for distributors for The Wonderful Vitamin Company. Your ad reads as follows:

ATTENTION ENTREPRENEURS

Become a distributor for
The Wonderful Vitamin Company.
Call now!

This newspaper advertisement cost you only \$100. You received 10 responses to your ad. We know that not every response will join, but some will, most will not.

How much money did you invest to get a single response? Well you spent \$100 for the ad, received 10 responses, so divide \$100 by the 10 responses. Your answer should be that you invested \$10 to get a single response.

Hmmm. That seems to be a bit much to get a phone call from a prospect. Why not try to get more responses from your ad? That will lower your cost per response and make your business more profitable.

You try the following ad, which makes a better offer:

Free subscription to
Big Al's Recruiting Newsletter.
Visit <http://www.fortunenow.com>

ATTENTION ENTREPRENEURS

Become a distributor for
The Wonderful Vitamin Company.
Call now and I will send you a *Free* copy
of the book, *The Wonders of Vitamin A!*

Because of a good relationship with the book publisher, you are able to get paperback copies of *The Wonders of Vitamin A* for only \$3.

Your new ad with the better offer draws 50 responses. That's a lot more responses, but you did spend more because of your book purchases. Let's see what your total investment was for your new ad.

\$100	advertising paid to the newspaper
<u>\$150</u>	purchased 50 books at \$3 each
\$250	total investment

You spent \$250 to attract 50 responses. That means your cost no longer is \$10 per response, but only \$5 per response (\$250 divided by 50 responses = \$5 cost per response). The improved offer of a free book motivated more readers to pick up the phone.

Now, that's better marketing. Cutting your cost per response in this case means that your advertising dollars can go twice as far. In other words, if you invest \$1,000 in an advertising campaign, the first ad will bring you 100 responses (\$1,000 divided by \$10 cost per response). The second ad with the better offer will bring you 200 responses (\$1,000 divided by \$5 cost per response).

However, we are still utilizing old-fashioned marketing with weak offers. What if we talked to the book publisher and said: "Your book, *The Wonders Of Vitamin A*, really gets people excited about nutrition. I see you also sell books on Vitamin B,

100s of pages of free
training tips and newsletters at
<http://www.fortunenow.com>

Vitamin C, and Vitamin E. Selling these books at their full retail price of \$8.95 each could be very, very profitable for you.

“Here is what I suggest. Instead of paying cash for newspaper ads to promote your books, why not pay for your advertising with your books?”

“Hmmm,” the publisher thinks. “If I paid for advertising with my books instead of cash, it would cost me less. I only pay \$2 to get my vitamin books printed, so I’ll be saving on my advertising costs. I’d much rather pay for \$8.95 worth of advertising by giving someone a book that only costs me \$2 to print. That’s a lot better than paying hard-earned cash. It will like buying advertising at a discount.”

You continue. “Here is what I recommend. Don’t waste your money on newspaper advertising. Your best advertising is a satisfied reader who has already read one of your books. So, if you give me the book, *The Wonders Of Vitamin A* for only \$1, I’ll see that the book gets distributed to potential vitamin distributors for my company who answer my ads. Some of these responses will enjoy the book and order the rest of your fine books. Some will not. But, this will be a good way for you to advertise your books at a low, low cost. What do you think?”

The publisher says, “Why not give it a try? Sounds like a great idea. I’ll reduce my cash outlay for advertising, plus I’ll get some sample books into the hands of potential customers. Also, I’ll still be receiving \$1 per book to help cover my printing costs.”

So, with this agreement in hand, you run the same ad:

ATTENTION ENTREPRENEURS

Become a distributor for
The Wonderful Vitamin Company.
Call now and I will send you a *Free* copy
of the book, *The Wonders of Vitamin A!*

Again, you receive 50 responses. What is your new cost per response? First, there is the \$100 in advertising costs, plus, your new cost of only \$50 for 50 books, *The Wonders of Vitamin A*. Total cost is \$150 for your 50 responses. ***Now, your new cost per response is only \$3.***

While this isn't modern marketing, we are getting better. By lowering our costs to only \$3 per response, we can now get 333 responses for our group to follow-up — for the same \$1,000 advertising campaign. That's a lot better than our original \$10 per response cost that would net us only 100 responses for the same \$1,000 advertising campaign.

It gets better

You go to the local health club and ask them about their recent full-page newspaper ad that offered a free one-week membership. The health club proprietor says: "We offered a one-week free membership to get new people into our club. While they use our facilities during the week, our counselors educate them on the value of a one-year membership. Some of the guests join for one year, most don't. Trial memberships are a good way for us to get new, full-paying members.

"The full-page ad I ran in the newspaper was \$1,000. From that ad, we usually get about 100 responses for a one-week trial membership. Let's see, if I pay \$1,000 for advertising and get 100 responses, that means I'm paying about \$10 to get a new, trial member."

You suggest the following . . .

100s of pages of free
training tips and newsletters at
<http://www.fortunenow.com>

“Mr. Health Club Proprietor, I have an idea. First, do you pay for your advertising in advance?”

He replies, “Sure do. The newspaper always wants its money up front.”

You continue. “And, does the newspaper guarantee results for your ad?”

“No way. Sometimes I get a good response. Sometimes I get a lousy response. Either way, the newspaper gets the full amount up front.”

You continue, “Well, I have a great idea. How would you like to pay exactly what you are paying now for a trial member—only \$10 each? However, I can offer you at no risk, a guaranteed flat rate of only \$10 per trial member that comes through your health club door.”

The health club proprietor says, “That would be great. Could you arrange that?”

“No problem. And how would you like paying for your trial members **AFTER** they come to your health club? Wouldn’t that be a lot better than paying the newspaper for advertising space in advance?”

“You bet! No risk, deferred payment of my advertising. Guaranteed results. Wonderful! So, how will it work?” Your health club proprietor is getting excited about your proposal.

You continue. “I’ll run my regular ad in the newspaper advertising for vitamin distributors. In my ad I will offer a free, one-week trial membership for your health club. I’ll pay for the ad in advance, take all the risk, and all you have to do is pay \$10 for any trial memberships I send you after they arrive at your health club. Fair enough?”

The health club proprietor says, "I don't know how you can do this, but it sounds great. You've got a deal! I like the idea of guaranteed results, no risk, a flat \$10 cost per trial member, and I even get to pay after they arrive. What a great deal!"

With the health club owner's agreement confirmed, the next week you run the following ad in the local newspaper:

ATTENTION ENTREPRENEURS

Become a distributor for
The Wonderful Vitamin Company.
Call now and I will give you
a *Free*, one-week membership
at your local health club.

Now the responses really start pouring in. People like a free one-week trial membership in a health club a lot better than a vitamin book. You get 100 responses to your new, improved offer.

Now, here is the big question. How much was your cost per response?

Let's see. First, you paid \$100 for the newspaper advertisement. That was your entire investment.

Next, the health club proprietor gave you \$10 for each of the 100 responses who accepted the free, one-week trial membership. So, you **RECEIVED** a check **FROM** the health club for \$1,000.

Wait! You actually **MADE** money on your ad. You now have \$900 profit (\$1,000 from the health club less your \$100 ad cost) **before** you even tried to sponsor any of the 100 responses. (Just think of your total profit picture when bonuses start coming in

from the responses that you sponsored into your MLM program.)

You made \$9 profit (\$900 divided by 100 responses) per response. It no longer *costs* you to run recruiting ads for your distributors, it *pays* you instead.

So, could you give away these responses to your downline for a low cost? ***For free?*** Or, you could even pay your downline to give presentations to these ad responses. When you make a profit on your ad, the sky is the limit.

Now, if you made \$900 profit on every recruiting ad you ran, before you even sponsored a single distributor, how often would you advertise? Monthly? Weekly? Daily?

Creating powerful offers makes a big difference. This is why some MLM distributors make fortunes while others go bald scratching their heads.



Plan your offers and your bonus checks will grow.

Moneymaking Methods Exposed!

Do you want the secret marketing and prospecting techniques to supercharge your bonus checks? Well, now there is a way for you to get the best insider information from *Big Al* in the comfort of your own home.



Each issue of *Fortune Now Newsletter* meticulously exposes several marketing moneymaking methods so you get more prospects and earn bigger bonus checks.

A one-year subscription to *Fortune Now* is only \$97.00. This is a bargain since this is less than what a distributor ordinarily spends to drive to a mediocre training meeting, pay the tuition, have lunch and drive home.

Subscribe today by calling **KAAS Publishing** at

(281) 280-9800 or order on the web at

www.fortunenow.com/catalog.htm

Better product offers attract distributor prospects too

We take too much for granted. After hearing dozens of product testimonials and tapes, and after reading exhilarating case studies of our product's miraculous results, we simply assume our prospect feels the same way we do about our product. Wrong.

Our prospects *want* to be sold on the benefits of our product. Nobody wants to buy boring, me-too products.

Imagine that we are selling Fat-Eaters, the herbal diet aid from the Wonderful Company. If we take our product and its benefits for granted, our sales presentation might sound something like this:

Distributor: Buy this bottle of pills. It costs only \$29.95.

Prospect: I don't think so.

A prospect saying "no." Does this sound familiar? The prospect doesn't see any reasons or benefits of purchasing the mystery bottle of pills. We can turbocharge this mini-presentation by implementing these three techniques:

1. Tell the prospect exactly what your product does.
2. Add a little romance. Your prospect loves a story.
3. Make a powerful offer.

Let's give it a try. So, instead of saying, "Buy this bottle of pills. It costs only \$29.95," say:

"You'll love these herbal fat-burning tablets. Just take two tablets first thing in the morning and you can feel the fat melting away while you enjoy your all-you-can-eat smorgasbord meals. Your body fat will vaporize as you channel-surf with your TV's remote control. Not only will your appetite be reduced, but you'll have so much energy that you'll feel like you are 16 years old all over again, but with better judgment. These fabulous herbal fat-burning tablets were a Russian secret, closely guarded by the KGB. However, Fat Thighs of America collected funds for a secret mission to steal this closely guarded formula. After successfully smuggling this formula past the Iron Curtain and U.S. border guards, other obstacles had to be overcome. The Association of Overpriced Diet Clinics of America conspired to suppress release of this formula. They feared their overpriced gravy train of dieters would no longer need their services. But, the Wonderful Company defied the forces of evil, and accumulated enough raw materials to manufacture just three bottles of Fat-Eaters. Now, I'm making available to you, my closest friend, one of the three bottles in existence in the free world for only \$29.95. And that includes the free book, *The Wonders of Vitamin A*."

See the difference? Instead of announcing that we will trade a bottle of mystery tablets for \$29.95, we:

1. Tell the prospect exactly what your product does.
2. Add a little romance. Your prospect loves a story.
3. Make a powerful offer.

Look at the improved offer from the prospect's point of view. People love to brag about their purchases and show off their

knowledge. Comparing the following statements, which is more interesting when talking to friends?

A. I bought a bottle of pills for \$29.95, or

B. Not only will I be losing weight while I inhale all-you-can-eat smorgasbords, but 14 secret agents lost their lives to bring this formula to the free world.

Will all our offers be this powerful and romanticized? No. We don't want to set off the *hype detection alarms* in our prospects with exaggerated claims.

However, we do want to make powerful offers. If our prospects love our product, they'll love our MLM business opportunity.

Here's your chance to put a little romance into your offer:

Get All Five Books in the Big



#1 *Big Al Tells All, The Recruiting System (Sponsoring Magic)*. This is the original *Big Al* classic that details the entire *Big Al* Recruiting System. You'll learn about:

- ◆ Locating and qualifying new prospects
- ◆ Closing before you start your presentation
- ◆ The two magic questions
- ◆ Making fear of loss work for you
- ◆ The dairy farm syndrome
- ◆ The 25-minute presentation that works
- ◆ Strawberries as a selling tool
- ◆ Ridding your organization of the ten deadly myths
- ◆ And much, much more

This is the perfect book to **fast-start** your new distributor. If you were to read only one *Big Al* book, this should be your first choice.

#2 *How To Create A Recruiting Explosion*. This book contains more advanced recruiting techniques such as:

- ◆ Locating the fishing hole for the best prospects
- ◆ Too good to be true

AI Series Now for Only \$39.00

- ◆ The checklist close - the easy way to decide
- ◆ Trade show challenges and rewards
- ◆ Finding the best people
- ◆ Ad techniques that work independently
- ◆ Handling questions
- ◆ Street smarts
- ◆ Solving office problems
- ◆ And the all-time blockbuster recruiting technique, ***The Stair Step Solution!*** This is the way to build 20 to 30 new distributors ***F-A-S-T!***

#3 Turbo MLM. Accelerate your group-building with this third book in the *Big AI Recruiting Series*. Turbocharge your recruiting methods by using:

- ◆ The million dollar close
- ◆ Mail order recruiting cautions
- ◆ Handling money handicaps
- ◆ Sorting for true leaders
- ◆ Tales of two winners
- ◆ Dangers of over-training
- ◆ Why prospects don't join
- ◆ Talent isn't necessary
- ◆ Leadership test
- ◆ And, the all-time super income builder: ***The Presentation Ratings Game.***

#4 How To Build MLM Leaders For Fun & Profit

Build massive downline organizations by building independent motivated leaders. Your group is only as strong as its leaders. Special sections on:

- ◆ Cloning superhuman leaders
- ◆ The \$93,000 Recruiting System
- ◆ Piggy-back your opportunity
- ◆ Ninja mail
- ◆ The file drawer method
- ◆ Hype from the top
- ◆ The 2% myth
- ◆ How to get all the prospects you want
- ◆ Streamlining your business for extra profit
- ◆ Man Kills Family Pet principle
- ◆ And much, much more

Just pick from the many easy methods and systems to build your leader network fast.

#5 Super Prospecting: Special Offers & Quick-Start Systems, describes the A.S.K. recruiting system that puts your new distributor to work in less than three minutes. This no-wait system makes recruiting easy for shy, busy, or brand new distributors.

Plus, there are special sections on how to make your offers irresistible, how to get prospects to come to you, and more. It maybe the best *Big Al* book ever published!

Volume Discounts

All *Big Al* Recruiting Books are \$12.95 each. For the professional leader who wishes to take advantage of *Big Al's* surprisingly generous quantity discounts, the following schedule applies for any combination of his five books:

10-24	6.95 ea.
25-49	6.00 ea.
50-99	5.00 ea.
100-499	4.25 ea.
500 or more	3.95 ea.

(Note: There is a \$5.00 shipping charge per order.)

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Fax: (281) 486-0549

Sample offers to study

Let's take a look at some common offers. Many of these offers can be modified for your personal use. Allow your creative imagination to go to work.

Buy a new water filter for \$39 down and \$15 a month.

This offer takes away the price objection and minimizes the cost to the prospect. Prospects like to buy on terms. How many people pay for their home with cash? Most people make monthly payments on a mortgage. How many people purchase new cars for cash? Very few. Many people will lease or make car payments for four or five years.

Convenience and small monthly cash outlays make decisions easy to make. It is easier to make a \$39 down payment decision than a \$199 full price purchase decision.

Get super health and energy for only 50 cents a day.

Gee, that's less than a few cigarettes or a bottle of beer. This sounds like a real bargain.

The principle used here is called "reduction to the ridiculous." Your offer breaks the total cost of your product (health food or vitamin) or the total cost of your service (health club membership) into a small — almost ridiculous amount — to make the decision easier.

Let's say that your health club membership costs \$180 a year. Now, that will demand a big decision from the prospect. To make it easy for your prospect to decide, you divide the \$180

yearly membership by the 365 days in a year. That makes the daily cost only 50 cents, a much easier decision for your prospect.

Want to reduce the cost even more? Take the 50 cents a day cost and divide it by the 24 hours in a day. Total cost per hour? Only 2 cents. How could your prospect refuse super health and energy for only 2 cents per hour? Only two little copper pennies? Hey, your prospect probably doesn't even pick up the loose pennies he sees on the sidewalk while walking to work.

How can you use "reducing to the ridiculous" for your product or service?

Well, if you sell a \$60-a-month diet plan, it only costs a measly \$2 a day to be thin and beautiful.

If you sell a six-month supply of skin care for \$100, it only costs your prospect just \$16 a month! Or, your prospect can have young, healthy, great-looking skin for only 50 cents a day. Who wouldn't trade 50 cents a day to change their looks, turn back the aging process 15 years, or to rid themselves of acne?

If you sell a consumer buying service for \$180 a year, it only costs your prospect \$15 a month! Or, to put it another way, for only 50 cents a day, your prospect can be guaranteed the lowest wholesale prices on any purchase. Just two quarters buys peace of mind and guaranteed savings.

20% off all products in this catalog

This is a boring, unmotivated offer. Only 20% off? Have you ever walked down the aisles in a shopping center? What do you see on the windows? Signs pronouncing terrific sales. Some signs offer two-for-one offers or even three-for-one offers. You'll see signs of 50% off all inventory, 75% off everything in stock, or 80% off all summer wear. A 20% offer is a non-event — it won't get anyone's adrenaline pumping, no heart palpitations — only a yawn. You might as well keep the 20% in

your pocket as long as you are going to bore your prospects anyway.

***Come along to this evening's opportunity meeting
and I'll buy dinner on the way there.***

A great offer that especially appeals to overweight food connoisseurs. A good, filling meal helps the prospect relax (or sleep) during the opportunity meeting. At least this offer is better than the normal invitation, which implies: "Come along to this evening's opportunity meeting and I'll waste 2-3 hours of your time. Then, I'll high-pressure you into giving me money before I will give you a ride home."

***Would you invest \$100 in our program
if we invested \$200 in you?***

How? You, your upline, and your company will invest \$200 in training seminars, three-way calling, and person-to-person help sessions if your prospect is willing to invest \$100 in a starter kit and product. This certainly is an improvement from the normal offer: Give me \$100 for a kit and product and I'll be very happy.

You can lose 10 lbs. this month — without dieting!

This offer really promises benefits. If your product was an exercise bicycle, you could enhance and illustrate your major benefit by showing a picture of a satisfied user pedaling the stationary bicycle while eating a submarine sandwich. This offer goes directly to the prospect's heart with the promise of a 10-lbs. weight loss. Compare the above offer with a vague promise such as: Use our exercise bicycle to help you burn calories.

See the difference? *Specific* promises or benefits go straight through your prospect's mind clutter and gets his attention. Don't get lost in the fog of the 10,000 advertising images

exposed to your prospect. Stand out from the crowd with a *specific* benefit.

“Bottled water” — only 4 cents a gallon!

Again we are “reducing to the ridiculous” to take away the prospect’s fear of a large purchase such as a water filter. Plus, we grab our prospect’s attention with the major benefit — “bottled” or high-quality, good-tasting water. The prospect doesn’t want a water filter. The prospect wants clean, good-tasting water. This simple offer tripled one distributor’s water filter sales in just three days.

Free 24-page booklet when you answer our ad

The word “free” does get attention and results for your offer. Using a premium such as a 24-page information booklet will increase your response.

How could we have made this offer better? By describing the benefits or romancing the information contained in the 24-page booklet. Our prospects really don’t need an extra 24-page booklet at their house. Our prospects don’t suffer from a 24-page booklet deficiency. However, they may want and desire to know what’s in the booklet. So, let’s re-word this offer.

- ◆ Free 24-page booklet describing how you can travel free to our exotic convention locations.
- ◆ Free 24-page booklet describing the many wonders of vitamin E.
- ◆ Free 24-page information listing of the top health spas in the United States.
- ◆ Free 24-page report on how you can cash in on the booming network marketing phenomena.
- ◆ Free 24-page step-by-step guide to retiring by age 50.

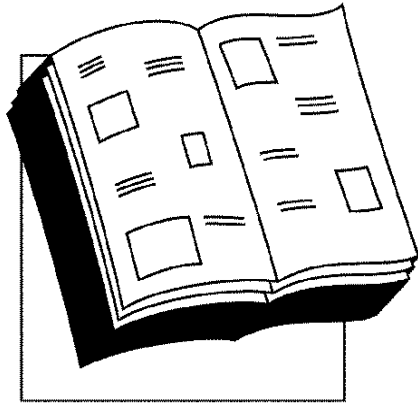
- ◆ Free 24-page instruction manual on how to use our power machine to lose weight.
- ◆ Free 24-page calorie guide when you order a 5-day diet program.
- ◆ Free 24-page tax strategy manual when you ask for our financial opportunity package.
- ◆ Free 24-page recipe book with your “Vegematic” appliance information package.
- ◆ Free 24-page mini-booklet showing the benefits of network marketing.

Get loads of prospects, customers, and new distributors by using specific benefit offers.

The above offer is for you. You’ll need to create your very own moneymaking offer that will fill your savings account. Make sure you isolate a great benefit for your prospect. Then make your offer very specific. And finally, if your product is perceived to be expensive by your prospect, reduce the price to a ridiculously minute sum by showing the actual cost per day — or per hour.

So, here’s your chance to write your great moneymaking offer:

It's FREE!



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training tips and newsletters at
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So, what kind of offer should I make for my product or opportunity?

Good question. You had a chance in the previous chapter to write down some offers that you like. The good news is that you took the time to write down some offers. The bad news is that you wrote down offers that *you* liked.

A key to really great offers is to make the offer focused on what the *prospect* likes. That could be very different from your tastes, your goals, your desires.

For instance, let's say you are an MLM superstar. You have the big mansion, the chauffeur, the cars, and occasionally you charter an airplane to take the family to Aruba for a few days of sun. What would you want? Your own private Lear Jet so you wouldn't be at the scheduling mercy of your chartered plane.

Your desire for a Lear Jet could be quite different from what a prospect desires when he first enters multilevel marketing. Maybe your prospect desires a \$500-a-month extra income to help pay for college expenses.

So, if you made an offer for prospects looking for your desires, such as a Lear Jet, you certainly would miss a lot of business opportunity-seekers looking for part-time income.

The point is, no matter how good we feel our offer is, the true test is how our market, our prospects would respond.

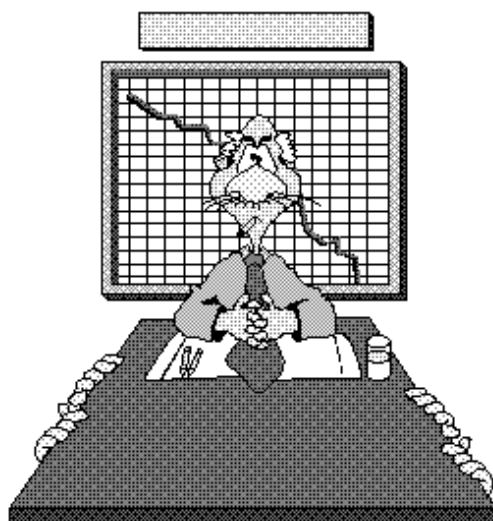
So, how do we find out what our prospects want? We ask them. This is our market research.

Who do we ask? Start by asking every prospect, who turned our offer down, the following questions:

- ◆ What didn't you like about my offer?
- ◆ What were you really looking for?

We should get some pretty good information from the prospects who refused our offer. However, don't stop there. Ask the prospects who joined our multilevel opportunity (or purchased our products) the following questions:

- ◆ Why did you join our multilevel opportunity?
- ◆ What was the main benefit that attracted you to our opportunity?



Weak or bad offers will make your bonus checks plunge to uncharted depths.

Now we have some super information to construct our next offer. It doesn't take a rocket scientist to figure out that if one benefit is bringing in new distributors by the truckload, that benefit should be the focal point of our offer.

For example, let's imagine that Mary sells a diet product that gives you extra energy, and can also be shared as a business opportunity with prospects. Mary's offer to new prospects is:

I've lost 10 lbs. with my wonderful diet product. I have more energy. You too can get these benefits and make extra money sharing the opportunity with others.

Nice offer. Some prospects join. Most prospects don't. After interviewing some of her prospects, Mary discovered that their number one concern was having more energy. It seems their jobs were stressful. They were committed to many outside activities in addition to a busy family life and social life. Most of the prospects just wanted a solution to their fatigue.



Great offers will accelerate your bonus checks to new, higher levels of wealth.

Now, Mary repositions her offer to say:

Get extra energy now! Stop being tired. You can feel great all day long. Plus, you can lose weight and earn extra money too.

Just by emphasizing the *energy* benefit more, Mary doubles her sign-up rate of new prospects. That's a 100% increase for the same amount of effort. So, is a little market research profitable?

You bet!

Smart fishermen know that if you go fishing for bass, use a bait that bass like to eat. Don't use your favorite food. It's the same principle in multilevel marketing. Make your offer emphasize what your prospects want.

Special 3-Hour Generic Workshops by Tom “Big Al” Schreiter

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See You In Your Area?

If you'd like a live **Big Al's How To Sponsor Distributors FAST Workshop** in your area, call Jean at (281) 280-9800 and she'll let you know when I'll be in your area.

Self-funding recruit-by-mail & advertising campaigns: The myth & the truth

Most recruiters want to know if they can break-even or make a healthy profit from their recruit-by-mail/advertising campaigns. Let's face it, we don't want to lose money, we want to make money. That's why most people enter MLM.

To understand "break-even," let's listen in on a telephone conversation with Big Al. It's from a not-so-famous, alleged expert, who is failing miserably as a recruit-by-mail fanatic.

To protect the guilty, we will call this mailing fanatic Homer. Homer wanted to recruit the entire United States on his new ground floor opportunity. Of course, this new ground floor opportunity was ten times better than the last ground floor opportunity, which was better than the previous 20 ground floor opportunities this year. Hmmmm, it seems Homer picks ground floor opportunities that are only one-story buildings.

But, that's another story.

Anyway, Homer could make a bonus override of approximately \$15 on every person who joined that month. He had just finished a 5,000 mailing where his letters, brochures, postage, printing and mailing expenditures totaled \$3,000.

Homer: Let's see here. Looks like I will make \$15 profit on every new recruit I get. So, to recoup my \$3,000 investment, I'll need to sponsor 200 people from my mailing.

Big Al: You expect to get 200 new recruits from a 5,000 mailing? That's not a 4% response — that's a 4% sign-up ratio. Even mail order liars don't claim that kind of return.

Homer: The mail list broker said I should get at least a 10% return. He said that this was his very best, personal list, the one he never rents. He only sold it to me because he liked me. But heck, I read a chain letter yesterday and they even predict a 5% response on mailings. I know my new hot program is better than a chain letter.

Big Al: Have you tested your mailing offer yet? What kind of response did you get on your test to your personal list?

Homer: No, I haven't tested the mailer. I don't have a personal list because they are all mad at me as a result of the last program. Besides, I can write a letter that will pull in new recruits faster than I can open the envelopes.

Big Al: Have you tested the mailing list? Did you mail out a hundred or so first-class to see how clean the list was?

Homer: No time for that. This program is hot. I'm sure I shopped around for the best list possible. What are you, some kind of party pooper? What's with all this testing?

Big Al: Just thought it would be a good idea to check things out before spending \$3,000.

From the initial conversation, things were looking bleak. Homer wanted 200 recruits to break-even on his mailing costs, and then expected an income for life while he sat by the pool. The price he was willing to pay? Five thousand letters through the mail. If life was that simple, everyone would be mailing 5,000 letters and quitting their jobs.

Three weeks later, the telephone conversation continued.

Homer: I lost everything. The list was bad. I have “return-to-sender” envelopes all over my living room. And nobody liked my offer. I only got four recruits. At \$15 bonus each, that’s only \$60.

Big Al: That’s not too bad of a start. Let’s see where we can go from here.

Homer: What do you mean? I’m desperate for money to pay off my credit cards. And, I just heard about this great brand new ground floor opportunity that’s really hot, a real money-maker. I need money to join this new deal before it’s too late.

Big Al: Let’s not be hasty. Breaking-even on an initial mailing is almost impossible, but at least you have a nucleus of four new distributors to earn a good return on your investment.

Homer: Even if all four distributors continue, I’ll only earn \$60 a month. At that rate, I won’t break-even until four years from now!

Big Al: What about follow-up and training? Is it possible you might help them get their own downline started so they earn a larger bonus too?

Homer: Yeah, I see what you mean. If I can get one or two to build a group, my monthly check would go up to \$400-500 a month. Maybe I should consider training and helping my new distributors. It’s a novel idea, but it just might work!

Big Al: At \$400-500 a month, you’d be making a profit in only seven months from this effort. Then, you’d be making pure profit thereafter. Not too bad, eh?

Homer: So, instead of looking elsewhere and joining yet another new ground floor opportunity, I should follow up my initial investment, right?

Big Al: Sure, but there's more. Did anybody write or call you for more information instead of sending their sign-up money?

Homer: I get it. I never contacted those people. I was too busy for curiosity seekers. You know, maybe I could recruit a couple of those hot inquiries too.

Big Al: And what about the people who looked at your program and didn't like it? What are they worth to a competitor?

Homer: You're right. If they hate my program but are interested in making money, maybe I could sell the lead or trade the lead with my local competitor. I'm sure he has similar leads I could use. Hey, I could break-even, even sooner now. You know, having four new distributors isn't that bad after all. But first, let me tell you about this new hot ground floor opportunity.

Big Al: Aaaaack!

SuperSponsoring Workshop: Home Study Version

Five SuperSponsoring Workshops were professionally recorded on audiotape. This Big Al audiocassette album has the best material from his *SuperSponsoring Workshops*, plus the album includes a 160-page manual, all for only \$97.

The one-hour section on “How to develop your first sentence” is priceless. You’ll learn why the first sentence causes your prospect to lean forward with a high level of interest and desire — or why your first sentence sets you up for failure.

Wouldn’t it be nice to have a great first sentence that was so powerful that it didn’t matter how well you presented the rest of the presentation? Think of how a great first sentence would help your downline overcome the fear of approaching people.

However, there’s much, much more. You’ll learn:

- how to instantly eliminate competition and comparisons,
- how to have prospects secretly reveal their real dreams, goals and desires,
- how to create prospects instantly instead of the long sorting methods you’ve used in the past,
- why downline training doesn’t change their results — and what you can do about it,
- how your prospect’s actions are simply a reflection of your actions (hint: if you don’t like what your prospect is doing, simply change your actions),
- how the duplication myth could be preventing prospects from joining your business, plus much, much more.

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What if your entire recruiting promotional budget was only \$600?

How would you spend it? Would you run one \$600 ad in the newspaper? Would you give your next door neighbor a \$600 bribe to join your program? Would you purchase 30,000 business cards and place them on the windshield wipers at the football stadium?

Or, would you think seriously about how to best *target* your \$600 recruiting promotional budget?

You can target your recruiting efforts for *short-term profits* or for *long-term income*.

Let's say you targeted your strategy for lots of new distributors (short-term profits). You want fast commissions and bonuses. You calculate that when a new distributor joins and orders some products, you would average \$50 in bonuses on each new distributor's product purchase. Short-term thinkers would say: "I need to get 12 new distributors at \$50 profit each to break-even on my \$600 promotional budget."

But that's short-term thinking and short-term focus. What about repeat sales? Is that distributor going to make one order and quit? Will that distributor ever attend training and sponsor more distributors? That's where your real profit is going to come — repeat sales and downline recruiting.

You want to locate prospects who will get excited about your opportunity and grow into a profitable first-level leader. **That creates long-term income — and that's where the profit is.**

If you're in MLM for the long-term, you might say something like this:

"I'm trying to locate leaders. Sure, I may sign up some distributors from mailings, advertisements, personal contacts, and referrals, but my real purpose is to locate MLM leaders who can take this opportunity and run with it. If a single MLM leader can earn me \$1,000 or \$2,000 a month in overrides, I won't care if I have to do several ads or mailings to find him."

That's one of the differences between *MLM bonus earners* and *MLM participants*. The larger money earners spend their time and effort to **locate** a prospect with the desire to work. And then, they help that prospect become a long-term producing leader.

So, how many responses will it take to break-even on your recruiting promotional budget? If you're a short-term MLMer, it will take quite a few. If you are in MLM for the long haul, it may take only that one response from a prospect who is ready, willing, and able to work.

The Secret Habit That Forces Network Marketers To Struggle Though Out Their Career.

Start with a cage containing five apes. In the cage, hang a banana on a string and put stairs under it. Before long, an ape will go to the stairs and start to climb towards the banana. As soon as he touches the stairs, spray all of the apes with cold water.

After a while, another ape makes an attempt with the same result – all the apes are sprayed with cold water.

Turn off the cold water.

Later, if another ape tries to climb the stairs, the other apes will try to prevent it, even though no water sprays them.

Now, remove one ape from the cage and replace it with a new ape.

The new ape sees the banana and wants to climb the stairs.

To his horror, all of the other apes attack him.

After another attempt and attack, the ape knows that if he tries to climb the stairs, he will be assaulted.

Next, remove another of the original five apes and replace it with a new ape.

The new ape goes to the stairs and is attacked. The previous new ape takes part in the punishment with enthusiasm.

Again, replace a third original ape with a new one. The new one makes it to the stairs and is attacked as well.

Two of the four apes that beat him have no idea why they were not permitted to climb the stairs, or why they are participating in the beating of the newest ape.

After replacing the fourth and fifth original apes, all the original apes that were sprayed with cold water have been replaced.

Nevertheless, no ape ever again approaches the stairs. Why not?

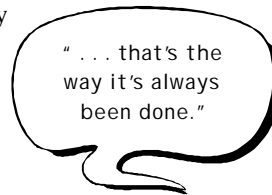
“Because that’s the way it’s always been around here.”

Are you tired of doing your network marketing business the same old way . . . with the same old results?

Get new, effective, and exciting new ways to build your network marketing business at Tom “Big Al” Schreiter’s two-day **Power Marketing & Promotions Workshop** on **September 29** and **September 30, 2000.**

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website: <http://www.fortunenow.com>



Make it easy to join.

News note:

Great Britain's Department of Health and Social Security saved \$2,069,000 in staff time in one year by introducing plain English application forms for aid. Cost: \$34,500.

Do you make your new prospect struggle through an endless stack of confusing documents such as distributor applications, product order forms, bank authorizations, co-op commitments, policy and procedure forms, automatic ordering authorizations and more?

Do you mail a prospect an introductory overview that contains a detailed marketing plan explanation of the 17th level co-operative bonus pool which is paid in alternate months beginning with the letter "J?"

Is your opportunity meeting spent explaining the exact process for unencumbered volume qualification?

Why not make the decision-making process easier for your new distributor prospect? Keep it simple. After all, isn't that what you would want?

People won't join what they do not *understand* — period.

Would you invest in an opportunity where you felt unsure of the facts? Uncertainty breeds hesitation.

Want proof? How many times have you heard a prospect say:

“Let me think it over and I’ll get back to you.”

What is the prospect thinking over? Everything. Maybe the prospect is just trying to sort out the 70 basic facts you presented. Or, maybe the prospect wants to weigh the advantages of each of the 43 possible ways of entering the program. Or, maybe your prospect wants to check the dictionary to find out what those nutritional terms really mean.

So, avoid reciting and preaching everything you have learned during your three years in MLM during your 30-minute presentation. Concentrate on the facts your prospect needs to know and understand in order to make an intelligent decision to join. Simply answer the prospect’s five basic questions (covered in detail in *Big Al Tells All — Sponsoring Magic*).

Keep your presentations simple and to the point. Your prospects will appreciate your courtesy and reward you by joining your MLM program.

Why people hate to sell

If you're like most people, you love to eat. Imagine that one Saturday night you and your spouse find a new restaurant. Once inside, a smiling hostess seats you at your table. The waiter approaches and says, "We have a fabulous buffet this evening. There are over 200 different gourmet foods plus a dessert bar of 35 terrific French pastries. Drinks are free. And, if there is any type of food you desire that is not on the buffet, our chef will be glad to prepare your special request. The entire buffet is only \$9.95 and your spouse's meal is free."

Wow! What a terrific deal. You enjoy your meal and go home.

Next Monday morning at work, what will you talk about? Raking leaves? The weather? Or, will you tell your fellow workers about the wonderful restaurant you visited on Saturday night? You'll describe in great detail the great selection and taste, the superb service, and the great 2-for-1 bargain price. Your fellow workers will start planning for Saturday night with their spouses.

Now, imagine your car's transmission breaks down on the freeway. A tow truck takes your car to a small mechanic shop. The mechanic says, "Most transmission shops would charge you about \$900 for a new transmission plus another \$200 in labor. That's because they don't know how to fix these things. However, I grew up with transmissions. Let me see if I can repair yours."

About 30 minutes later the mechanic walks out into the waiting room and says, "All fixed. I had an old transmission in

back and cannibalized a few of its parts. So, no charge for parts and let's say \$10 for my labor. Fair enough?"

The next time a friend needs transmission work, what are you going to say? You'll go on and on about your \$10 bargain and how well the mechanic treated you.

Imagine you purchased a magic potion from a friend. The potion helped you lose 40 lbs., re-grew your missing hair, removed all the wrinkles from your skin, and increased the mileage of your automobile by 15 miles per gallon. What a product! When friends asked you the secret of your new body and gas mileage, you would give glowing reports of this magic potion.

Now, imagine you've joined an MLM program that sells "wonder service." It's a nice service, you use it, it's priced fairly. Do you tell your relatives and friends about "wonder service?" No. You feel a bit embarrassed selling something to your relatives and friends. You don't want to appear to take financial advantage of them. You keep it a secret.

What's the difference?

Belief. B-e-l-i-e-f.

You are not completely sold on the "wonder service." The excitement's not there. The need to share the information to the world is not there. Your reaction to the "wonder service" has the same level of belief and enthusiasm as how you feel about the retail store that sells your socks.

Embarrassment and hesitation come from not being completely sold yourself. We hate to sell something just to make a buck, but we love to sell and share something that we feel will change people's lives.

So, how do we change? How do we change the sales hesitation of our downline distributors?

By building belief.

It's easy to do. Here are a few ideas.

Use the product or service personally. Sounds simple, but it is amazing how many MLM downlines concentrate so much on recruiting that some distributors never even use the product or service. Make it a priority to use your company's products or services.

When a new distributor joins, the first order is for the new distributor's personal use. If the distributor doesn't believe in the product or service, why should anyone else? If it is not good enough for the distributor, maybe the distributor should be selling something else.

If you are selling a food product, you might explain this concept to your new distributor like this:

Let's say you own a small grocery store. Every night you close up your small grocery store and walk across the street to your competition, the local supermarket. There you shop for your family's groceries. So, instead of buying groceries from yourself at wholesale, you purchased the groceries from your competitor at retail. You can't build a solid business with that kind of thinking. (This story is especially potent with experienced distributors who complain about their competitors doing so well while they are suffering.)

If you are selling a vitamin product, you might explain this concept to your new distributor like this:

Let's say you make a sales presentation to a friend. Your friend asks, "Well, what has the product done for you?"

You reply, “Uh, I don’t use it, but I thought maybe you should buy some.”

Not very potent salesmanship. Your friend is thinking, “Well if you don’t believe enough in your vitamins, I certainly will follow your example.”

Or, you make a sales presentation to a relative. The relative asks, “Just what exactly does the product do?”

You answer, “I don’t know. I’ve never used it myself. Let’s see here. Hmmm. It has some super ingredients such as lysine, niacinamide, salamander hearts, gobbledygook, and fairy dust. Uh, uh, I can’t pronounce the other ingredients.”

The sale is dead. You should be embarrassed.

Personal usage is mandatory in all but the most unusual circumstances. Sometimes you might have to use third party situations. For instance, if you are a man and sell cosmetics and lipsticks, you may not feel comfortable wearing your product to the office. However, you could say, “My wife uses the lipstick and I can tell you, it’s made her lips 150% more kissable. It has put magic back into our marriage.”

After we convince ourselves and our downlines to use the product or service, the next step is to become an expert. Why? Because it further builds our belief.

Find an expert on your product or service. Buy a cassette tape of his speech. Read books on why your product or service is the best. Attend seminars. Share freely, whatever information you know, with your downline.

When you believe that you have information that the world needs to know, embarrassment is defeated. You’ll become a missionary for your product or service. Isn’t that what you want in your downline organization? Missionaries? Yes! It’s the

missionaries who forge new markets, recruit new distributors,
and make retail sales.

Missionaries aren't embarrassed to share their message.

That's the secret to defeating sales call reluctance.

How much money can I make if I get into your MLM business?

Good question. Lots of answers. Your MLM prospects want to know how much they'll earn with your business. After all, if you were interviewing for a job, wouldn't you be curious what you would earn?

Our prospects' earnings depend on many factors, such as:

- ◆ How effectively they work
- ◆ How hard they work
- ◆ How many hours they work
- ◆ Who they know
- ◆ If they are respected
- ◆ What kind of personality they have
- ◆ Their business experience or background

While there are many more factors, the point is, our prospects' earnings can vary from riches to very little return for their efforts.

How do we present this range of earnings to our prospects? One way is by breaking up the business potential into three groups.

Group 1

You can simply participate in MLM just to save money on your personal purchases. Buying products and services at wholesale prices makes sense. Buying product and services at retail won't make you rich. In fact, if everyone knew they could purchase at the wholesale price, just by becoming a distributor, why wouldn't everybody already be an MLM distributor? Because they don't know. Become one of the smart consumers. Save money. Become an MLM distributor and purchase at the distributor wholesale price.

Group 2

Most people want a little more out of life. They want another car, a newer car, a different house, more vacations, and extra money for bills, retirement, or the fun activities available to people with available cash. You can have this extra money by working part-time in your own MLM business.

How much extra part-time income can you expect? Do you want \$500 extra per month? \$1,500 extra per month? Or, \$5,000 extra per month? You be the judge. It depends on the time you are willing to invest, and your skill.

Let's look at your time. Everyone has 24 hours in a day. Some people complain, "I don't have time for anything!" That's not true. These people have the same 24 hours a day that you do. The secret is how people *choose to allocate* their time.

If you allocate eight hours a day for cable TV, you won't have time to build your part-time business. If you allocate four nights a week to bowling, your available time will diminish.

Time is one-half the formula for your MLM success. The more time you can devote to your business, the more money you'll make. Some people allocate 3-5 hours a week to their business, others spend 10-12 hours a week. It's your decision how much time you can invest in building a permanent part-time income.

The other half of your formula calls for skill. *Skill can be learned*. When you join, you will have several mentors who can help you learn and improve your skills. Your sponsor, your sponsor's sponsor, and other upline leaders have a financial stake in your future. The more you are successful, the more they are successful. You're on the same team. Use your team members to help you succeed.

Your part-time business requires sweat equity (time and training). You're not risking thousands of dollars on a franchise or business, but you can still get the rewards. Maybe you build your business to \$300 a month and feel comfortable. Would \$300 a month make a difference in your lifestyle? It sure could.

The \$50 Payoff

I know of one instance where a \$50 monthly bonus check made all the difference in the world for one distributor. I had lunch with the young man several years ago. He was a vegetable farmer from Missouri. When his \$50 bonus check arrived in the mail, he was so excited he couldn't stop talking about it. I couldn't figure out why, so I asked him, "Why all this excitement over a \$50 bonus check?"

He answered, "You see, I'm a vegetable farmer. After all my expenses, I end up with about \$5 a month that I can call my own. That's it. Just \$5. Well, I got this \$50 bonus check, and that's 10 times more spending money that I usually have. I can take the family to a movie, have dinner out, or a dozen different choices I never had before."

He got me thinking. If your regular job pays all your day-to-day expenses, then any bonus check you receive for your part-time business is "fun money." It's not spoken for. So, if you have an extra \$500 bonus check a month, WOW! You could use it to make payments on a brand new car. Or, get a larger house. Or, take a cruise every two or three months. Set up an investment program and retire early. Or, ??? Hmmm. Extra

money really means more once your everyday expenses are covered by your salary.

The \$100,000 Problem

Sometimes the part-time bonus checks even exceed your full-time salary.

My good friend, Tom, had a problem. His regular job earned him \$50,000 a year. After working his MLM business part-time for three years, his part-time MLM bonus income neared \$100,000 a year. Now, I wouldn't think he had a problem, but he came to me with a worried face and said, "Tom, I'm just getting too busy. I'm afraid I won't be able to service both my job and my part-time business fairly, unless I give up one of them. I like giving good service and doing things first class."

Well, my friend had good MLM skills, his part-time income certainly was exceptional, but I really questioned his business sense.

I said, "If you are making twice as much part-time in MLM as your full-time salary, I think it would make sense to quit your full-time job and enjoy your \$100,000 part-time income."

He agreed. Now his part-time MLM income continues to increase and he has time to work out at the gym, spend time with his family, visit with friends on the telephone, travel, and yes, he still fits in his MLM business.

While he may have been confused originally on which career to give up, it does prove that you don't have to be a nuclear scientist to build large incomes in MLM.

The Conservative Approach

Another friend, Bob, used a conservative investment strategy to build a fortune from a relatively modest MLM monthly bonus check of only \$500.

How did he do it?

He said to himself, "My monthly job earnings pays all my bills, so I'll just use the extra \$500 a month to pay off my house mortgage faster." In only four years time his house was completely paid off. Now, he had an extra \$1,000 a month free because there were no more mortgage payments, and the additional \$500 a month MLM bonus check.

With the \$1,500 extra monthly spendable cash, where should he invest it?

Bob purchased the house next door. The tenants' rent payment paid the monthly mortgage. Bob invested the extra \$1,500 of his monthly cash flow to accelerate his mortgage repayment schedule. In about five years, the house next door was completely debt-free.

Now Bob's financial picture looked like this. His regular job paid all his living expenses, plus he had \$1,000 a month free because he had no mortgage on his personal residence. Rental income from the house next door added an additional \$1,000 of monthly cash flow. And, Bob's bonus check still averaged an extra \$500 a month. So what did Bob do with his extra \$2,500 in extra cash flow?

He purchased another house down the street. The tenants' rent paid the monthly mortgage plus Bob added an additional \$2,500 a month in principal reduction.

Soon Bob's financial picture looked like this. His regular job paid all his living expenses, plus he had \$1,000 a month free because he had no mortgage on his personal residence. Rental income from the house next door added an additional \$1,000 of monthly cash flow. Rental income from the house down the street added an additional \$1,000 of monthly cash flow. And, Bob's bonus check still averaged an extra \$500 a month. So what did Bob do with his extra \$3,500 in extra cash flow?

Well, you get the picture. Bob never earned more than an average \$500 bonus check, yet now, he is financially secure. Even if Bob were to lose his job and his MLM company go out of business, his monthly rental collections would support him nicely. As of today, his monthly net income is over \$5,000 from rental payments alone.

Group 3

Finally, there is a full-time career in MLM. It takes time. You have to develop and learn the skills, and it probably won't happen overnight. In fact, some people with great part-time MLM incomes never quit their jobs because they love their jobs. They love what they do. The extra money from their part-time income guarantees they will always have choices. Their choices.

However, many people jump at the chance to leverage their MLM incomes even higher by making MLM their full-time career. How much income do these experienced, skilled, full-time professionals make? A lot. If you pay your dues, you should expect to be rewarded. Many times you'll hear of certain MLM professionals earning unbelievable incomes of six figures a month. Well, these people are the exception. The real full-time success stories in MLM are those leaders who have time with their families, time for their church, time for their hobbies, and time for whatever they desire because they receive a four- or five-figure monthly MLM bonus check and now have the time to enjoy it.

So, how much can **you** make in MLM?

It's entirely up to you.

The insider's secret to MLM success

Why do some MLM distributors consistently make terrible choices, lose money, watch their MLM companies crumble, and lead a life of frustration with no results for their efforts?

Why do some MLM distributors make the right choices and build successful MLM businesses?

It's simple. Consider this situation.

You are standing in a room with three doors. Behind each door is an opportunity, a path that will lead you to either success or failure. You don't know what kind of opportunity or success lies behind each door, so you have three options.

- 1. You can stay standing. Don't make a choice or a commitment. Just don't do anything. Stay where you are in life.**

A lot of people make this choice. It's easier to watch TV, complain about your job, and hope that the government will raise wages, lower prices, and eliminate taxes. Yeah, that's a great business plan for success. Just cross your fingers and hope that something good will happen. After all, why take chances? Your neighbors and co-workers will only criticize your efforts to be different. They want you to stay behind with them. Misery really does love company.

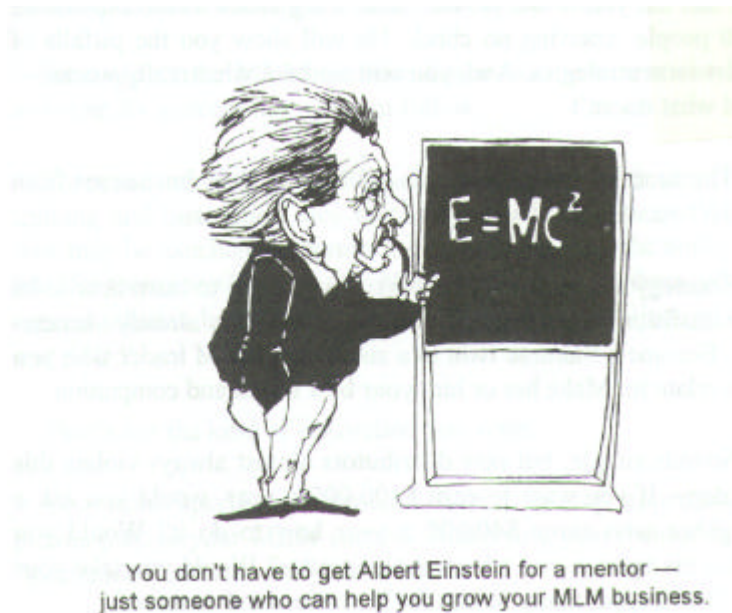
- 2. Blindly pick a door. Maybe you feel lucky, hope that hype will work in your favor, or**

feel good about the vibes from picking your lucky number.

Does trial and error work? Yes. But it works very, very slowly. If it takes a lifetime of mistakes to find the right path to MLM success, you won't have much time to enjoy the fruits of your labor. Should you re-invent the wheel? Should you repeat someone else's mistakes? "Practice makes perfect" really isn't true. Practice only perfects your ability to make the same mistake over and over again.

3. Ask someone what is behind those doors.

That's the power a mentor can add to your "desire for success." Doesn't it make sense to simply ask someone what is behind the three doors? Why take chances with your life? Why leave your MLM success subject to guessing, finger crossing, and a lottery mentality?



Finding a mentor can take years off your path to MLM success. A mentor can help you avoid disasters and make sure your work **accumulates** to your personal success. There is nothing more frustrating than lots of your effort wasted. Too many people work hard in MLM only to find that they have to start over again and again. Ouch!!!

Your mentor can share with you the experiences of others. While other people have paid the price of trial and error, your mentor can give these results for free. That sure beats getting a flat forehead from beating your head against a brick wall from frustration.

Your mentor can ask about your goals, time commitment, experience, and preferences. He will ask about your present and desired lifestyle, if you like to retail, or how comfortable you are with different styles of sponsoring and business building.

Your mentor can guide you through the minefields of “hype.” He can tell you if one person made a big check at the expense of 100 people receiving no check. He will show you the pitfalls of short-term strategies. And, you will find out what really works — and what doesn’t.

The successful big earners in MLM built their businesses from using two successful strategies:

Strategy #1 for MLM success: If you want to learn how to be successful in MLM, learn from someone who is already successful. Become a Siamese twin to a successful MLM leader who you can relate to. Make her or him your best friend and companion.

Sounds simple, but new distributors almost always violate this strategy. If you want to earn \$100,000 a year, would you ask a neighbor who earns \$40,000 a year how to do it? Would you value his opinion and advice in this matter? Would you take your \$100,000 opportunity to him for his review and decision?

No. Of course not.

If your neighbor knew how to earn \$100,000 a year, he certainly wouldn't be earning only \$40,000 a year. You wouldn't take your plumbing problems to your lawyer. You wouldn't expect your dentist to have the teaching skills to educate your children. And you certainly wouldn't go to your government for business advice — they only know how to produce deficits!

So, whom does the new distributor ask for advice on his new MLM opportunity? His neighbor who says the secret to success is to watch plenty of TV and to choose lucky numbers in the lottery? A friend who tried to build an MLM business but failed? Or, should the new distributor ask his attorney because he received a degree for memorizing law books and legal codes?

Your strategy for MLM success is to get advice and guidance from someone who knows how to be successful in MLM. So, find your mentor first, and then follow your mentor's advice. Don't take bad advice from unqualified friends and enemies.

Strategy #2 for MLM success: Learn from someone who has a system for success that you can follow.

There are many great athletes who are naturals. With very little training and instruction they reach high levels of success. While they may be excellent performers, they may not have the ability to transfer their knowledge to you. When you ask one of these gifted, natural athletes how they do it, they'll say, "Gosh, I just go out and do it."

That's not the kind of instruction you want.

You want specific instructions, a step-by-step approach, a proven path to your MLM success. Make sure your mentor has a "guaranteed" success plan that works.

How do you know your mentor's plan works? Simply ask for the names of people who have used the plan and observe their progress. If the mentor is successful, but his personally-sponsored distributors are struggling, what do you think will happen to you?

If the mentor is successful, and his personally-sponsored distributors are successful, that's the place you want to be.

It would be nice if you could learn MLM success from high school, a university, or from watching a Saturday morning TV. But you can't. If you really want MLM success, use these two-mentor strategies to turbocharge your MLM career.

The A.S.K. System

Joe Distributor moved in for the close on his prospect, Allen.

“Okay, loosen up, Allen. Let’s get your undivided attention for a change. I’m going to tell you why you need to be a distributor for the Acme Corporation.

“**First**, we pay bonus points on one-half the area volume of your personal group downline, excluding your qualified managers. That means you concentrate with the weaker, local distributors and you’ll make more money.

“**Second**, our Wonder Product is EPA-approved, FDA-approved, SEC-approved, endorsed by the Daughters of The American Revolution, and recommended by the Future Tinkerers of America. And our secret ingredient, Chrysanthemum, is patented and trademarked.

“**Third**, you will experience total mind and body training in the Acme Corporation’s weekend seminar. This is something you really need.”

“Wow! I’m in,” Allen shouted. Allen picked up his new distributor kit and went to see his best friend, Bob.

“You got to join now, Bob.” Allen was almost shouting. “I’ve only been a distributor for five hours myself, but boy, am I excited. You know why? Because of three very important reasons.

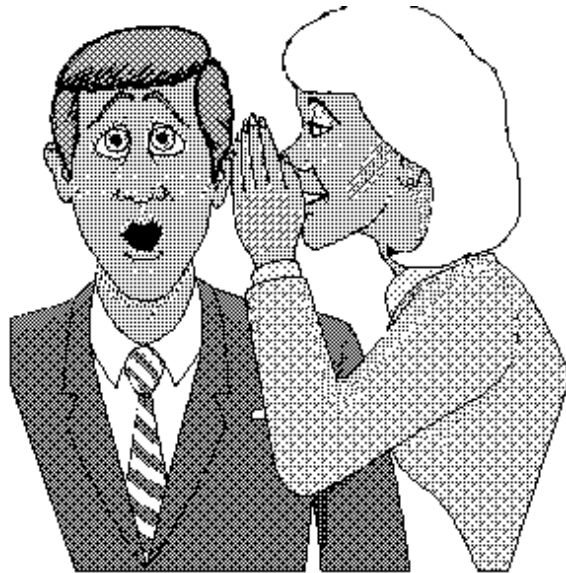
“**First**, we count some points you score when a group doesn’t have managers. And you get concentrates with local distributors.

“Second, our Wonderful Product is approved by the Better Business Bureau, local governmental agencies, the school cafeteria program, and it’s endorsed by revolutionaries! Plus, our secret ingredient, Kryptonite, will make anyone strong and healthy.

“Third, you’ll have an out-of-body experience at our company-sponsored trainings. You’ll go out of your mind at these weekend training seminars.”

“Wow! I’m in,” Bob shouted. Bob then picked up his new distributor kit and went to see his neighbor, Carla.

Bob made his first presentation one hour later to his neighbor, Carla. “You got to join now, Carla. I caught you just in time while the Acme Corporation is still offering its magic three-benefit plan.



“Well, I think it went something sort of like this, maybe.”

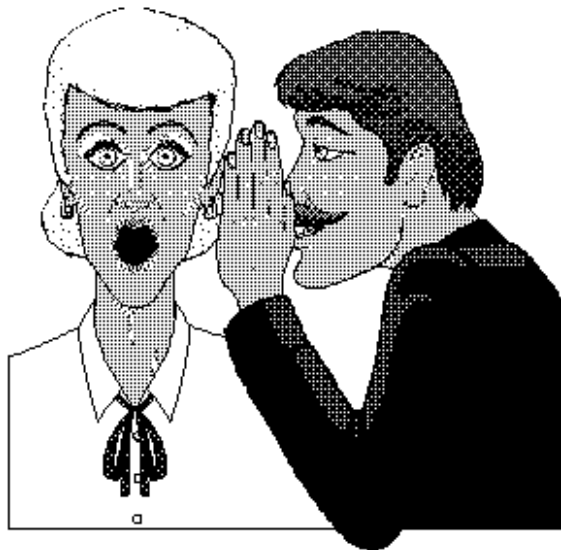
“First, the more points you score, you receive free product concentrates to give to local distributors.

“Second, we represent the Better Business Bureau and monitor school cafeteria programs to prevent a revolution in our schools. There’s been a conspiracy to put heavy metals in our children’s foods.

“Third, we’re a spiritual organization that help mentally disturbed people with out-of-body experiences. I guess you can compare us with the yoga masters.”

“Wow! I’m in,” said Carla. “My master’s degree in social work will fit right in with the company’s goals.” Carla purchased her distributor kit and went to see her mother.

Carla relayed the company information to her mother. “You got to join now, Mom. You’ll learn how to do three types of magic.



“Well, the way I heard it, I believe the story was along these lines . . .”

“First, you’ll learn to take a concentrated potion and distribute it via an out-of-body experience.

“Second, as a secret government agency to monitor conspiracies, we get to go to all the heavy metal concerts free! I’m not sure how we get the magic tickets, but I’m sure we’ll be on the front row.

“Third, we develop special powers because of our exclusive yogurt diet. We can use our powers for the good of all mankind.”

Carla’s mom said, “No, I don’t want to be a part of this. I’m looking for a part-time business opportunity. Maybe something MLM. Good luck with your secret mission Carla, but I got to find a way to earn some extra money.”

What happened?

Distributor Joe’s original three-point presentation gradually changed with each new distributor’s interpretation. Maybe this is why downline duplication doesn’t occur naturally. No one can remember a presentation word-for-word after a single seating. So, when a distributor tries to recreate the original presentation, it mutates into a different presentation. Soon, after just a few mutations, no true facts remain.

If the facts of our business opportunity makes sense and impel prospects to join, it is in our best interest to keep the original presentation intact. So, let’s mutate-proof our presentation in order that our new distributors, and their distributors, can consistently present the same business facts to their prospects.

How are we going to do it?

By constructing an A.S.K., an Automatic Sponsoring Kit. This kit can be duplicated and used by our distributors to present

our business opportunity's facts, concisely, truthfully, and with a minimum of complication.

For this example, we are going to construct an Automatic Sponsoring Kit, which consists of an audiocassette tape that explains our company's story. We might also include a product catalog, a new distributor application, and a product sample to complete our Automatic Sponsoring Kit. These additional items are all available from your MLM company, so we'll just concentrate on the audiocassette tape that explains our company's story and why the prospect should join our MLM program.

Why did we pick an audiocassette tape? What were our other choices to complete our Automatic Sponsoring Kit?

Well, we could have substituted a video cassette tape instead of an audiocassette tape. Videos have some advantages. A picture tells a thousand words, so your video can show and tell more of your company's story. A professional quality video is impressive to prospects.

However, videos have many disadvantages. First, let's look at cost. It could cost you \$20,000 or even \$60,000 to produce a quality video sponsoring tape. For that kind of investment, you could bribe your entire neighborhood to join your MLM opportunity. You'll need professional actors so it won't look like a home movie. You'll need expensive editing equipment, a story board, a director, and a host of other skilled people to get your video looking just right. Obviously, this is not an option for most new distributors because of the large capital requirements.

Why not use the video supplied by your company? Well, is it interesting? Does it impel the prospect to join? If it does — great. Use it. Unfortunately, most company videos are image videos. Nice pictures of factories, company management, pretty settings for nicely packaged products, but no real salesmanship and benefits to interest your prospect. Boring videos equal dismal results.

Plus, a company video isn't personalized. It isn't you or your immediate upline leader. The company is not going to help the new distributor. The company won't go with a new distributor to make an in-home presentation. The prospects want to hear from their future business partners — you and your immediate upline leader.

However, one company did personalize its corporate video. A distributor could go to the home office and record a short two-minute introduction that would be spliced at the beginning of the corporate video. A nice personalized touch.

Another problem with videos is that they are hard to watch while the prospect is driving home. Most cars don't have video players, and if they did, I'm not sure the driver could drive safely and simultaneously watch the video (although rush hour parking on some freeways would give the driver plenty of time to relax and even order popcorn).

Where else could the video be viewed? At home on the family's VCR. Now, let's see how the normal, minimally motivated wage earner feels about watching your video commercial instead of the family's favorite TV show:

Okay family, I have in my hand a video commercial for the Wonderful Company. It's only 45 minutes long and we will only miss two of our favorite TV shows. And guess what? I really don't feel like relaxing after a hard day's work, so I vote for the commercial. I'm not sure of the jerk who gave it to me. He seemed kind of flaky and even kind of pushy. He said I was sort of a loser for working a five-day-a-week job and that this video would correct my numerous errors in life.

After the first five minutes of boring company imagery, the family mutinies, storms the TV, destroys the video, and happily enjoys their favorite TV show.

Maybe not quite that bad, but the point is, prospects must make a concerted effort to watch the video during their prime leisure time. That's a big favor to ask.

Not only are videos expensive to produce, they are also expensive to duplicate. While an audiocassette can be produced for a dollar, videocassettes are much more expensive, especially when small quantities are ordered at a time. If you have \$4 or \$5 invested in a single videocassette tape, the number of videos you can afford in inventory is limited. Plus, you will want to pick up each and every \$5 investment so that you can recycle the video to other prospects.

Audiocassettes, being much cheaper, are easy and inexpensive to inventory for you and your new distributors.

What about a book or written material for your Automatic Sponsoring Kit?

Books can be terrific as part of your kit. While most of your prospects would rather listen to an audiocassette tape than read a book, books can give your product and opportunity lots of credibility.

Books are hard to read on the freeway while your prospect is driving home from work. And, if there was a choice between a book and a favorite TV show, in most cases the TV show would win.

Books are harder to write and must be produced in large quantities to be economical for inclusion in an Automatic Sponsoring Kit. It is easier to create your own audiocassette message than to write a book. We find it much easier to talk than to write.

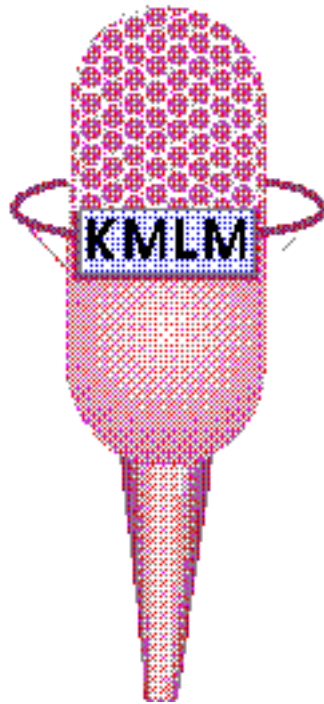
So, you might consider a book or videocassette as part of your personal Automatic Sponsoring Kit, but for illustration purposes, we are going to put together an Automatic Sponsoring

Kit that contains an inexpensive-to-produce-and-reproduce, audiocassette tape.

The duplication factor

Imagine that you had a short, 20-minute, motivating explanation of your business opportunity on cassette tape. You make several inexpensive copies and pass out this cassette tape to friends and casual contacts. If the message was good, some of the listeners would contact you asking for more information.

Wow! Wouldn't that be great? Prospects coming to you asking to be sold? That would mean no more personal rejection. No more call reluctance. No more fear of what your relatives might say. Sounds pretty good so far, doesn't it?



**Your audio
microphone
is the key
to your
personal
Automatic
Sponsoring
Kit.**

That's the secret of an Automatic Sponsoring Kit. It's a rejection-free way of prospecting for people interested in your MLM opportunity. The prospects simply listen to the cassette tape and decide for themselves if they are interested in the described business opportunity. If they aren't interested, they don't have to contact you. If they are interested — they're pre-sold!

Wouldn't you like to give business presentations only to pre-sold prospects?

You would save lots of time by only talking with interested, pre-sold prospects. Think of all the time you have spent giving presentations to people who really weren't interested. Yes, the Automatic Sponsoring Kit can be a great timesaver.

Now, what about your new downline distributors? Would an inexpensive Automatic Sponsoring Kit help them duplicate your success?

Sure. They may initially feel unsure about prospecting, answering questions, or giving presentations. They might feel they don't have the sales skills, the product knowledge, or the business background to approach and present the business opportunity to strangers. They may fear approaching friends and family too — as they can be the cruelest dream-killers of all.

Therefore, having an inexpensive Automatic Sponsoring Kit that they can loan or give to prospects can make your distributors' prospecting efforts a lot easier. In fact, they can effectively prospect their very first day in business. All they have to do is loan some cassettes with your concise, motivating, factual presentation of your business opportunity. Wouldn't it be nice for you to have your new distributors productive the very first day they join? Wouldn't it be for the new distributors, too?

This is true duplication — lots of distributors doing the same thing (loaning cassette tapes or complete Automatic Sponsoring

Kits). And, unlike our earlier example, the message doesn't mutate from person to person — the message remains intact.

The \$365-a-year promotional budget

What if a new distributor came to you and said, "I really want to build this business. I don't have a lot of friends or relatives. Actually, I'm an unadopted orphan with extremely bad breath. I don't know much about mail order or advertising. I'm afraid of using the telephone. What's the best way for me to start sponsoring new distributors?"

With the Automatic Sponsoring Kit, the answer is easy. Anyone can loan a cassette or complete kit to a casual contact, a referral, or to an advertising respondent. The Automatic Sponsoring Kit can be mailed to distant relatives and former classmates. It's so easy, even unadopted orphans with bad breath can sponsor new distributors.

The Automatic Sponsoring Kit can cost as little as \$1 — or slightly more depending on what you add with your audiocassette tape. Let's suppose that our Automatic Sponsoring Kit consisted of only a simple, 20-minute audiocassette tape that motivated the listener to get involved with our business opportunity.

Here's our plan for our personal sponsoring campaign. We will purchase 365 audiocassette tapes at \$1 each for a total investment of \$365. That's a pretty small annual promotional budget.

Next, we commit ourselves to loan a prospect a single audiocassette every day. That's seven audiocassettes a week. If we wanted to take the weekend off, we could loan three audiocassettes to different prospects on Friday. If we felt overwhelmed by the task of loaning a single audiocassette to a prospect a day, we could employ our spouse or children to help us out.

At the end of one year, 365 prospects would have been exposed to our business opportunity story on audiocassette tape. If the story was factual and motivating, how many of those prospects would want to know more about our business opportunity? 35? 45? 55?

And, of these pre-sold prospects asking for more information, how many of them would become new distributors? 10? 20? Or, even 30? That's a pretty good start for our personal sponsoring efforts.

In this example, we didn't even recycle or pick up any of our audiocassette tapes. What would happen if we recycled many of these audiotapes? We would get a lot more pre-sold prospects and new distributors.

Plus, we wouldn't have to recycle them ourselves. We could have our uninterested prospects recycle them for us. When we loan the prospects our audiocassette, we could say: "And, if you are not interested in the money-making opportunity on this cassette, would you do me a favor? Would you simply pass it along to someone else? Maybe they might find the opportunity helpful for their personal use."

Of course, everyone must determine his or her own pace. One distributor might feel comfortable passing out one audiocassette a week. Another distributor may want to pace himself, avoid stressful quotas, and pass out one audiocassette a month. Then, there are those potential leaders. They might set a personal goal of passing out 10 audiocassette tapes a day! They don't want to wait for success. They intend to make success happen on their own time schedule.

But, this is only the tip of the iceberg.

You can only personally sponsor a small portion of your ultimate MLM organization. The vast majority of your downline organization will be sponsored by other distributors in your

organization. This is where the real payoff comes. The Automatic Sponsoring Kit means that your new distributors can now duplicate your sponsoring efficiency. That is important.

Let's say you have 10 distributors in your MLM downline organization. Each of these distributors set a serious goal of passing out 30 audiocassette tapes a month. How many prospects will be exposed to your MLM opportunity by hearing a full, 20-minute factual business presentation? 300!

You will have plenty of new, motivated distributors developed from those 300 audiocassette presentations. In one year's time, your original 10 distributors would give 3,600 audiocassette presentations! Now, that's powerful group building.

All of this activity does not include your personal efforts. More importantly, all of this activity does not include the efforts of your new distributors developed from those 3,600 audiocassette tape presentations.

Duplication can be powerful. The key is to find a system that anyone can do. That's the Automatic Sponsoring Kit.

What happens when you don't use Automatic Sponsoring Kits?

Not much.

You are asking too much of your new distributors to develop a plethora of presentation skills overnight. They don't teach MLM in high school. Your new distributors must develop MLM skills from the training you offer after they join your company. If you want your distributors to be productive sponsors immediately, they'll need an Automatic Sponsoring Kit.

Here is what happens to new distributors when they don't have access to Automatic Sponsoring Kits. Let's call our new distributor John.

John attends your business opportunity meeting. He likes your program and asks for a new distributor application. He is excited. He has goals. He is ready to go to work as soon as he learns how.

When he signs his name on the new distributor application ...

magic happens.

Instantly John transforms into an outgoing salesman. He becomes the life of the party. Through a patented Star Trek Vulcan mind-meld, John assimilated massive amounts of product knowledge and is awarded the "expert status" by the MLM company. Through a simple handshake with his sponsor, a genetic transfer occurs that enables John to give perfect, error-

100s of pages of free
training tips and newsletters at
<http://www.fortunenow.com>

free business opportunity presentations. Finally, John announces to the group assembled in the meeting room that he loves rejection and can prospect without fear.

Yeah, and the Chicago Cubs will win a World Series too.

The truth? When your new distributor signs his application, terror reigns. He is afraid of failure, afraid of rejection, afraid of the unknown. And the unknown is massive. He doesn't know about the product line, the marketing plan, how to approach people, how to answer objections, in fact, things are pretty ugly.

Your new distributor wants to go home and hide in front of the TV. At least that is something familiar and non-threatening. He waits in front of his TV for his MLM skills to magically appear. In other words, he does nothing. He keeps his distributorship a secret.

After all, what could he do? He doesn't even know how to invite a prospect to a meeting yet. If a prospect came up to your new distributor and said, "I want to get into a part-time business. Could you help me?" what would your new distributor answer?

"Uh, uh, uh, I just started in this business. I know nothing about it. So, will you put your confidence in me? Would you give me money to buy your distributor kit? Please, please don't reject me. I just don't know what I'm doing yet."

Not exactly the kind of answer that instills confidence in a prospect. In fact, it's pretty pathetic.

It takes time to develop MLM skills in our new distributors. So, what do we do in the meantime? Provide a tool, the Automatic Sponsoring Kit, to build their business while they are still in the training stages.

Guidelines for your personal audiocassette tape

Let's start putting together our audiocassette tape that will pre-sell and pre-sponsor our listening audience.

How about starting off with the background of your company founder's sister-in-law. Then, continue on with descriptions of the computerized equipment ordered by the warehouse manager. Yeah, that will excite our prospects. Then, we can recite the chemical molecular changes in the long chain carbohydrates in Wonder Product #115. Several hours later we can wrap up our presentation with the company song. Yes, this audio tape will cure insomnia, but won't excite or motivate prospects to join our MLM company.

We don't need to present all the facts and features about our company and its products. This isn't the time or place. What our prospect wants is a simple overview of our business opportunity. Our audiocassette tape should tell the prospects why our company will benefit them.

That's it. If the benefits interest the prospects, they'll ask us for more details, facts, product literature or samples, informational brochures, etc. The primary purpose of the audiocassette tape is to sort for prospects who have an interest and direct them to us for more information. If our audiocassette tape is really good, the prospect might want to sign up as a distributor immediately and ask questions later.

So, here are some quick tips on how to make your personal audiocassette tape a winner:

- ◆ Talk benefits when describing key facts about your company.
- ◆ Testimonials are great as people love real life stories.
- ◆ Use different voices on the audiocassette tape to keep it interesting.
- ◆ Keep it short and to the point. Remember, your audiocassette tape is still a commercial, so don't overstay your welcome.
- ◆ Tell the highlights. Don't explain everything to the nth degree. You don't have to name the 250 sizes and colors of each product.
- ◆ Talk to or talk with the prospect. Don't preach to your prospect. Make your message sound like you are talking to a friend.
- ◆ Pick a spokesperson with a pleasant voice.



A little introduction music will give your audiocassette tape some character and a touch of professionalism.

It's all common sense. There are no fixed rules. If you find something that works well for you — use it.

For example, some distributors like to start their audiocassette tape with the “doom and gloom” approach. They recite negative facts such as:

- ◆ Social Security is broke.
- ◆ Big companies are laying off long-time workers.
- ◆ Inflation will make you poor.
- ◆ Taxes are increasing.
- ◆ The wrong political party is in office.
- ◆ Government is getting too big.
- ◆ Cable TV fees are rising.
- ◆ The beer tax is going up.

If that works for you, fine. Use it. But don't overdo the negative facts. You don't want your prospect to commit suicide before he gets to the second half of your audiocassette tape where you present the solution.

Other distributors may start their tape with strong product testimonials to grab the listener's interest.

You can be the judge of what is right for your personality and your business opportunity.

Just remember to do the best job you can when preparing your audiocassette tape. A good message is like bringing a professional from your company right into the prospect's home or automobile. So, don't be afraid to enlist the expertise or financial help of your upline sponsors. Your audiocassette tape will pay for itself over and over again.

Don't know where to start or what kind of message to put on your audiocassette tape? No problem.

Our next chapter gives a sample script of an audiocassette tape used for sponsoring new distributors. Please remember, this is only a sample — something to give you an idea or two. You'll want to create your own money-making masterpiece that will fund your retirement.

Ready? Let's go look at a sample script.

Sample script for your audiocassette tape

(Opening music, then fade.)

Woman's Voice #1

"My husband and I both had full-time jobs and there was still barely enough money to get by. Now, our finances are under control *and* we have a family life too!"

Man's Voice #1

"I liked my job, but it didn't pay enough. So this appealed to me as a part-time business. My last bonus check was \$3,400. Now I'm thinking about going full-time."

Man's Voice #2

"I'm not a very outgoing person, but when they showed me how I could earn an extra income by just changing where I purchased our family's cleaners . . . (pause) . . . you bet I was interested!"

Woman's Voice #2

"Only 84¢ for a vitamin-fortified, super nutritious breakfast got my attention. Our local supermarket prices for good food are going out of sight. This will save my family a lot of money. Just wait until my neighbors hear about this!"

Man's Voice #3

“I just told a couple of friends, ‘There are two types of people in this world . . . those who get a word-of-mouth bonus check in their mailbox once a month — and those who don’t. Which group do you want to be in?’ My part-time business grew into a full-time income, just from these few contacts.”

Announcer:

“What do these people have in common? They’re all independent distributors for **The Wonderful Company**. Have you ever wanted a part-time income to pay off some bills, your car note, your mortgage? Or, maybe you want to save money by buying quality products at wholesale? Would you like an exciting part-time business where you decide the size of your income? Maybe you’re tired of your present job and just want a change — where you can be your own boss. **The Wonderful Company** offers all these opportunities, and you don’t have to pay a franchise fee, mortgage your house or take financial risk. Your investment is your own personal effort, not thousands of dollars like in many businesses. That’s why I am excited about **The Wonderful Company** because it changes people’s finances, and changes their lives. What a fun business to be in!

“Hi. My name is (*announcer’s name*). For the next few minutes, I’d like to share with you the account of how thousands of people across the United States are adding financial security and a better standard of living to their lives.

“With taxes and inflation, it takes more money today than ever before, just to break even. Many families are looking for a way to get out of that paycheck-to-paycheck struggle and to get ahead financially. Some experts believe that owning a small business is the key to getting ahead financially. Let me tell you, owning a small business is not all it’s cracked up to be.

“Have you ever noticed who the first person is to open a small business in the morning? And, who’s the last person to leave at night? You’re right. The owner. That’s where we get the saying, ‘He’s married to his business.’ Most small business owners work longer hours and make less pay than their employees!

“Just walk up and down Main Street any day and count the businesses that have closed. The Small Business Association states that if you open a new business, the odds are that you’ll be out of business in less than five years. Does owning a small business sound like the ideal way to reach financial security to you?

“But the picture gets worse. Not only can the owners earn less than their employees, they probably paid thousands of dollars to get into their business for the privilege of earning less than their employees. Buying or starting a business from scratch can cost tens of thousands of dollars. A franchise can cost \$50,000 to \$250,000 to start! How many people do you know who have that kind of money in their checking account? And of course, the biggest problem is that most businesses won’t make a profit for the first couple of years. Try telling your bank to hold up on collecting your car and house payment for a few years — while you get established.

“Well, it’s true you can’t get rich working for somebody else. But there is a way you can be your own boss and work for yourself — without the financial investment and risk of a small business. So, put away that old, worn-out idea that you have to invest thousands of dollars into a hamburger franchise or some business requiring huge inventory investments, high rents, and expensive employees. This business is totally different.

“How do you get involved in this unique business? By becoming an independent distributor for **The Wonderful Company**.

Why **The Wonderful Company**? Because you can build a successful part-time business without leaving your present job, without investing hundreds or thousands of dollars for start-up expenses, and yet, earn a full-time income through its powerful compensation program.

“How do you do it? By leveraging and multiplying your time and effort — not by investing money. This is what we call . . . (pause) . . . the principle of duplication. By simply changing some of your buying habits, and showing others how to do the same, you effectively duplicate your purchases. As more and more people change where they buy their products, you are compounding your sales, and thus, compounding your income.

“Sound simple? It is. Thousands of people are taking advantage of this income opportunity — and you can join them.

“Why are **The Wonderful Company** distributors so successful? There are four big reasons that make this the ideal part-time business.

1. “the company gives support,
2. “the products are what people want,
3. “an earn-while-you-learn training program is available, and
4. “exciting part-time and full-time incomes are offered to distributors.

“First, a little about the company. **The Wonderful Company** is dedicated to natural health and ecologically sound personal and cleaning products. Whether it’s vitamins, natural foods, environmentally safe cleaning concentrates or any of the products **The Wonderful Company** markets, you can be sure they will be of the highest quality, and with the unique features that make customers want to buy.

“President James T. Kirk and Vice President Spock provide stable, experienced management. They’re totally dedicated to this business and to their mission for a safer, more humane world. It’s not an investment sideline. That’s important. You need a solid company and focused management to build a sound financial future.

“President Kirk and Vice President Spock have trained the finest, most efficient, experienced home office staff to help your business grow smoothly.

“Their sophisticated computer system can handle big business and has a tremendous distributor capacity. You won’t have to worry about start-up problems or untested methods. Dr. McCoy, our Director of Research and Development, searches the world not for good products, but for breakthrough products that people need now! With so many problems in the health care system, people are looking for safe, natural alternatives. Dr. McCoy travels around the country giving lectures at **The Wonderful Company** rallies and training seminars.

“The company offers a toll-free order line for you and your customers. To place an order with your credit card, simply dial 1-555-555-5555. They take personal checks. Yes, that’s right. They take personal checks for product purchases. They even take MasterCard, VISA, American Express, Shell, Texaco, Discover and The Diner’s Club card orders with no surcharge or handling fees.

“**The Wonderful Company** has worked out the bugs in distribution and marketing. This means more profit for you and your distributors. But **The Wonderful Company** product line is what makes this business so unique. Let’s hear from a few of **The Wonderful Company** distributors why products make the difference.”

Distributor #1

“I was listening to a recorded radio interview about *The WonderPlus Diet Shake*. During a commercial break, the lady gave the disk jockey a *WonderPlus Diet Shake*. When the interview was back on the air, the disk jockey said: ‘Boy, that diet shake sure was filling . . . and delicious! I can’t believe I’m full from just one diet shake.’

“The lady went on to explain that the diet shake was a special blend that gave you more protein and complex carbohydrates. It tasted great, contained high levels of fiber, had superior nutrition, and was extremely filling.

“All I heard was that the shake was filling. I was a little overweight and milk shakes were my second favorite food next to ice cream. So, I thought, gee, I can drink a shake, feel full, get lots of nutrition and **lose weight**. Talk about a winner — an all-shake diet!

“But this diet includes their special bon-bon snacks. I used to be able to eat 15 or 20 bon-bons at a sitting, but now, I eat only two or three because of their special high fiber ingredients. However, the diet shakes are the best way to get people hooked on the products. The taste is addictive. Just give a prospect a shake, and you got a customer or a distributor. The best part is, they can’t believe it’s a **diet** shake!

“A lot of housewives sneak good nutrition into their families by making the shake into pudding, or pie filling, but my theory is, don’t waste the shake on that stuff. Use it to wash down their delicious bon-bons.”

Distributor #2

“They told me to try this *WonderPlus* diet drink. It was better than a McDonald’s shake. I’m a chocoholic and this was g-o-o-o-o-d. It even tasted better than the 900-calorie blizzards I used to

drink. The diet plan stated that I could have a *WonderPlus* shake whenever I felt hungry — it was only 99 calories. First thing in the morning I had a chocolate shake. Around ten o'clock I started thinking about food again, so —I had another chocolate shake. Had another chocolate shake with my lunch. (If you like chocolate, you'll love the taste. It's the kind of thing you dream about at night.) Anyway, later on in the afternoon — had another chocolate shake. Then I enjoyed dinner but before I went to bed I thought —gee, why not have another chocolate shake. **Big mistake.** This stuff gives you incredible energy, now I know what the **Plus** stands for! So don't take any *WonderPlus* diet drink after 8 o'clock in the evening.

“Now, I'm laying in bed, staring at the ceiling and it's midnight. Since I wasn't sleepy, I got up, pattered around the house, balanced the checkbook — and started getting a little hungry. So, I had another chocolate shake. Didn't get much sleep that night, but really enjoyed those chocolate shakes.

Dieting is so much fun when you enjoy the food.

“If you want to help someone lose weight, just make a shake for them, and let them taste it. That's all there is to it. They'll lose weight and have a great time doing it.”

Distributor #3

“**The Wonderful Company's** Research and Development department has recently formulated an extraordinary new product called *Smoke-No-More*. Today's society is fully aware that cigarette, cigar and pipe smoking is a health hazard, not only to the smoker but also to the people affected by second-hand smoke.

“In spite of all the warnings regarding the potential long-term health risks, many of us just can't 'kick the habit'. Although we may have the desire to stop smoking, let's face it, it's just not

that easy. Smoking is an addiction. But, thanks to Dr. Spock and his research team, *Smoke-No-More* is now available.

“*Smoke-No-More* is an easy-to-use, effective, competitively priced, stop-smoking program. All you have to do is apply one drop of *Smoke-No-More* under the tongue six times a day. What could be easier! The *Smoke-No-More* drops come in a small, easy-to-carry plastic bottle that fits conveniently in your pocket, or in a woman’s purse.

“The next step in conquering this habit is equally easy. All you have to do is listen to the *Smoke-No-More* cassette at least three times a day. This ten-minute tape addresses both the physical and psychological aspects of smoking, and offers powerful positive reinforcement and affirmations.”

Distributor #4

“We’ve got a product called *WonderBrisk*. This product has made a dramatic change in my life. Before learning about *WonderBrisk*, my energy level measured about 2.5 on a scale of 1 to 10. After working an eight-hour shift, I would come home exhausted, drag myself to my easy chair and within minutes I’d be sound asleep.

“My weekends were spent pretty much in the same manner. I would do a little work around the house or in the yard for an hour or so, only to collapse on the sofa in exhaustion, The remainder of the day would be spent basically just sitting around. My wife, who is normally a very understanding person, soon got concerned and became a little impatient with my lack of energy.

“Having experienced excessive fatigue for several months, I talked to one of my co-workers about my problem. He informed me that he had a part-time business as a distributor for **The Wonderful Company**, and they had a product that he wanted me to try. The product, he said, was called *WonderBrisk*. He explained that he had been taking *WonderBrisk* for some time

and found that his energy level had increased dramatically. At the time, I was eager to try just about anything that would give me some energy.

“After taking *WonderBrisk* twice a day for three days, I could definitely feel a difference. Now after several weeks of taking this wonderful energizer, I work my eight hours and come home with energy to spare. The difference is unbelievable. I’ve even challenged my fifteen-year-old son and his friends to a game of basketball, after a hard day’s work.

“My wife is ecstatic, to say the least. Not only with the change in my energy level, but also with **The Wonderful Company’s** compensation plan. After experiencing first-hand the positive results of one of their products, we decided to give some of the other products a try. So we joined **The**

Wonderful Company in order to enjoy the benefits of the products, plus pay wholesale prices, while receiving compensation for using the products.

“My wife loves the cleaning products, and **refuses** to be without the *WonderFem* products. *WonderFem* is a complete product line for women, ranging from specially formulated vitamins for women, a ten-step skin care system, and cosmetics.

“My wife attends aerobic classes three times a week, and since using **The Wonderful Company’s** vitamins, she has experienced a significant difference in stamina while exercising. She proudly announced the other day, that after using the three-step skin care system for only a month, the dark circles and puffiness under her eyes had begun to diminish.”

Woman’s Voice #3

“**The Wonderful Company** also has an incredible product called *Grease Wizard*. This product cleans like no other degreaser on the market today. It’s environmentally friendly, and

safe to use. *Grease Wizard* does not have an obnoxious odor, so I don't feel the need to wear a surgical mask while cleaning like I did with my old cleaner. Plus, *Grease Wizard* is gentle to the skin — it doesn't chafe or remove the skin from your hands.

“With this product, cleaning is a breeze. Not only does it clean greasy stove tops, greasy ovens and greasy floors, it is also great to use on shower stalls and tubs. *Grease Wizard* doesn't leave a film and won't scratch porcelain, stainless steel or ceramic tile. *Grease Wizard* is also very economical to use. Just add one ounce to a gallon of water and you can clean an entire kitchen with minimum effort. *Grease Wizard* makes the unpleasant task of cleaning greasy surfaces fast, efficient, and very economical.”

Woman's Voice #4

“Our entire family loves the *WonderJuice*. The kids, of course, each have their personal favorite flavors. But since **The Wonderful Company** offers *The Wonder Juice Variety Pack* containing all twenty-four flavors — this is not a problem. *WonderJuice* is an ideal refreshment for any time of the day, especially for breakfast, school lunches, after school treats, or while watching television. Since we started drinking *WonderJuice*, the kids no longer ask, ‘Hey mom, can I have a soda?’ *Wonder Juice* is not only refreshingly good, it's nutritious too.

“But the best part is the price. We're paying a lot less now than we did at the local grocery store for soft drinks, and watered-down fruit drinks or sport drinks with all kinds of additives. Good nutrition at an affordable price. I'm all for that.”

Man's Voice #4

“I just wanted quality drinking water for the house. It boiled down to a choice of paying 79 cents a gallon for bottled water or spending almost \$200 for a water filter that only took out

chlorine and improved the taste. In these tough times, you have to be on the lookout for good value.

“**The Wonderful Company’s** water filter takes out arsenic, lead, and the other junk in our local water — and costs less than those cheap, ineffective filters that only take out chlorine! People are tired of paying too much. So, I decided I might as well become a distributor and save even more by buying my filter at wholesale. Now I get the best water and also have the wholesale savings.”

Announcer’s Voice

“There are a lot of unique, customer-pleasing products in **The Wonderful Company**. Some of the best sellers are WonderFirm aerobic exerciser, *WonderGerm*, an all-natural cold and flu remedy, and *WonderDerm*, a first aid treatment.

(pause)

“But even while the products can literally sell themselves, you may be wondering, ‘Can I learn to be a **Wonderful Company** distributor? What qualifications do I need? Is there a big investment to get into this business? How do I get training?’

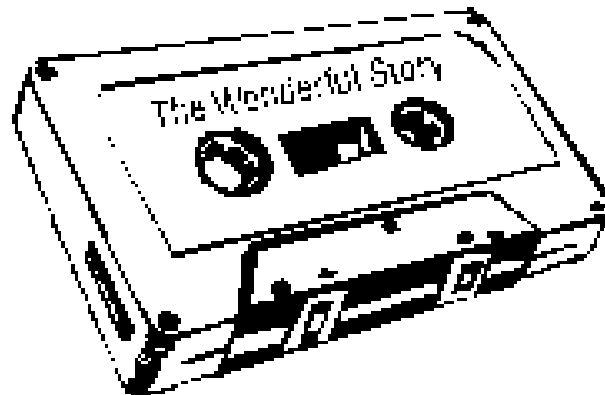
“Well, don’t worry. Every person who became a **Wonderful Company** distributor had these same questions. First, you don’t need previous experience, a sales personality, a college degree, or a rich uncle to get into this business. The only requirement is a desire to work. Everything else can be learned.

“**The Wonderful Company** has plenty of literature and tapes that you will assist you in learning about the program in the convenience of your home. Plus, there are Saturday and evening trainings given by experienced **Wonderful Company** leaders, in the local area.

“The best training though, is the on-the-job training. When you become a **Wonderful Company** distributor, you will have ten upline sponsors interested in your success. You are encouraged to work with them, observe their methods, and utilize their experienced efforts to help build your business. Once you have your business firmly established, then, and only then, should you go out on your own. You can truly earn-as-you-learn in **The Wonderful Company**.

“The best part is that you can build your **Wonderful Company** business part-time, without conflicting with your present job or income. Whether you wish to promote your business by direct mail, telemarketing, direct response advertising, or person-to-person contact, you’ll always find experienced help and guidance in your **Wonderful Company** upline organization.

“What does it cost to become a **Wonderful Company** distributor? Only \$75. That’s right. Your \$75 distributor information kit entitles you to purchase all **The Wonderful Company** products at distributor wholesale prices. Most new **Wonderful Company** distributors then order some products for their personal use, to get acquainted personally with the product



If your audiocassette tells a fascinating story, your prospects will love to listen to your opportunity.

line. You'll find dozens of products you can use from **The Wonderful Company** that you're now purchasing from your local retail store. It's a great idea to use the product line you represent. After all, you don't see Chevy dealers driving Fords. Don't worry, by transferring some of your purchases to your own **Wonderful Company** business, you won't put your local retail store out of business.

"As a distributor, you'll learn about the 15 different incomes you can earn with **The Wonderful Company**. Besides retail profits, there's the downline group bonus, the 80% retailer's bonus, the General Major Sergeant-At-Arms bonus, enroller retail bonus, the daily GoGetEm bonuses, that's right, you can get a bonus check every day, the downline GoGetEm and the personal expense bonus.

"This marketing plan has been perfected over the years to provide **Wonderful Company** distributors a fast financial start in their own part-time business. And you don't have the normal expenses many small businesses have, such as large inventories, employees, rent and overhead. But there are more reasons why people become **Wonderful Company** distributors. Here's what other distributors say about the income opportunity . . . "

Women's Voice #6

"I listened to how a lady in Dubuque earns seven and eight thousand dollars a month selling just the *WonderFem* products. I'm happy just loaning out the video a couple times a week to make an extra \$300 a month. This extra money makes my car payment. That's all I need from my **Wonderful Company** business."

Man's Voice #5

"I just wanted to be in business for myself and to control my own time. I never felt good asking my boss for time off or when I could schedule my two weeks' vacation. It was like being an

indentured servant for 50 weeks a year. Now, I have both the income I need — and the free time I wanted.”

Man’s Voice #6

“I get a GoGetEm bonus check every day. This is in addition to the regular monthly bonus checks. One of my first level distributors got so excited about the GoGetEm bonus program that he earned \$64 his first day, and \$31 his second day. He hasn’t even received his first regular monthly bonus check yet, but you know he’s excited!

“I’ve been in multilevel marketing before and made money, but I like **The Wonderful Company** because not only can I get a good bonus check, but here, my downline can too. That’s the difference. Everybody can earn good weekly and monthly bonus checks with this program.”

Distributor #2

“There are two types of people in this world: Those who get paid to eat — and those who don’t. From now on, every time you put food to your mouth, ask yourself, ‘Am I getting paid to eat?’ If not, maybe you should be a **Wonderful Company** distributor. My motto is: With **Wonderful Company**, you can eat your way to success!”

Man’s Voice #3

“One of my friends has been a **Wonderful Company** distributor for several years. I joined, but never really got the vision. What got my interest? My sponsor made over \$300,000 last year. Now that got my attention.”

Women’s Voice #6

“Everybody I talk to can either be a customer or distributor for **The Wonderful Company**. After all, who doesn’t at least

wash their clothes, clean their house, drink soft drinks, or use at least 60 or 70 different types of our products? And with retail markups up to 225%, I can make a great part-time income. I could almost make a living just by selling *WonderBrisk* to my friends with small children!

“In this business, there’s always something new. Every time the company introduces a new product, it’s like getting a pay raise.”

Man’s Voice #5

“To get ahead financially, you need to save a part of every paycheck and invest it wisely. But I was living from paycheck to paycheck and couldn’t pay my bills. Now, the income from my **Wonderful Company** business pays my bills, plus funds my personal retirement plan. I’m no longer risking my retirement on just social security and the company pension plan.”

Distributor #2

“The secret key is to help your distributors become successful. I’ve only sponsored a handful of people but now have thousands and thousands of distributors in my downline. You’re only as successful as the people you help. You don’t have to be a super salesperson or recruiter with this business.”

Man’s Voice #6

“Too many people depend on the lottery — or dream of being adopted by rich, dying millionaires as their plan for financial success. Five years — ten years from now — they’ll still be in the same shape they are today. Their dream home becomes a dream condominium, and then becomes a dream apartment.

“It’s sad, because all they had to do to change their future was to get involved with **The Wonderful Company**. I think this is the greatest plan in the world. My question to others is: ‘What

plan are you following? If your plan isn't working for you now, why not change to a proven plan that works?'"

Announcer's Voice

"There are many reasons to become a **Wonderful Company** distributor. Some people want better health. Others want a secondary income in case they lose their primary income through layoff or branch closings. Still others want an exciting full-time career and to be in control of their time.

"What do you want? Or better yet — what do you have to lose?"

"Don't wait forever. Now is the time to really get ahead. Join now with the thousands of successful **Wonderful Company** distributors to build your financial future and dreams."

(Music Fade)

END

Triple your A.S.K. (Automatic Sponsoring Kit) results

“Nyah, ah, ah!” Sleaze Shallowman’s evil laugh announced another brainstorm. Besides lacking the morals of a disbarred lawyer congressman turned credit card fraud artist, Sleaze was “1+ 1= 3” dumb. If there was a way to foul up a good system with stupid shortcuts, Sleaze would be your man.

“Why wait for success? And, why work hard passing out Automatic Sponsoring Kits one-by-one? I’ll just get my 365 Automatic Sponsoring Kits distributed in one day!” Sleaze was excited. Let the rest of the network marketers toil away meeting prospects one-by-one. Let them work hard. Sleaze had a brilliant plan.

First, Sleaze located the Zip Code of the wealthiest community in town. “Might as well go to where the money is,” thought Sleaze. Then, he chartered a small plane and pilot.

Early the next morning, Sleaze loaded his 365 Automatic Sponsoring Kits into the small plane. After a quick take-off, Sleaze showed the pilot which neighborhood to fly over. When the plane was in position, Sleaze opened the cargo door and dumped the 365 Automatic Sponsoring Kits onto the neighborhood below.

“Crash, ka-pow, thunk!”

The saturated bombing got the neighborhood’s attention. Some of the Automatic Sponsoring Kits crashed through living

room windows, some dented a few cars, but mostly they littered front lawns, gardens and driveways. “Hee, hee, hee,” snickered Sleaze. “It will be hard for those prospects to ignore my Automatic Sponsoring Kits!”

True, the neighborhood didn’t ignore Sleaze’s saturation bombing. His answering machine was filled with angry callers by the time he returned home. Maybe this automated mass marketing campaign wasn’t going to be so great after all.

The bottom line? Sleaze handled 180 complaints and did not receive a single interested inquiry to know more about his business. Ouch! Another brilliant shortcut to success proves to be a dead end.

What went wrong? Lots. However, the two main principles Sleaze forgot were:

- ◆ When giving a prospect an Automatic Sponsoring Kit, a lot depends on ***who you are***.
- ◆ When giving a prospect an Automatic Sponsoring Kit, a lot depends on ***what you say***.

These two principles can triple your sponsoring results. Let’s see how to put them to work for us.

Who you are

Imagine you are walking down the street and you see a drunk standing in the gutter. He has a bottle of cheap wine in one hand and is using his other hand to hold onto a parking meter, to keep his balance. This drunk shouts unprintable expletives to the pedestrians passing by. A small dog walks by and the drunk kicks the dog across the street. When you pass this drunk, he gives you an Automatic Sponsoring Kit.

What is your reaction?

Will you listen to the audiocassette tape? Will you eagerly track down the drunk the next day to ask for some marketing advice and additional information? After evaluating the drunk's living habits, what would you think of the business opportunity's ability to change people's lives?

If you're normal, you might pass up this particular business opportunity. You might be thinking what it would be like to invite your drunk sponsor over to your house for a business opportunity meeting with your friends.

However, there may be nothing wrong with the business opportunity described in the drunk's Automatic Sponsoring Kit. It might be a wonderful opportunity, but you won't pursue the opportunity because of ***who gave it to you.***

What if the late George Washington, the first president of the United States, was standing on the same street? As you passed George, he gave you an Automatic Sponsoring Kit.

Now, what would your reaction be?

You might think, "Hey, George is a pretty classy guy, a real leader. I think I'll check-out this audiocassette tape and literature and see what George is into nowadays. This could be pretty interesting."

See the difference? Same opportunity, same Automatic Sponsoring Kit. The only difference is ***who*** gave you the Automatic Sponsoring Kit. In the first example you received your information from a drunk, while in the second example you received your information from someone you respected.

The better the person (sponsor), the better the results.

If we want better results when we give a prospect an Automatic Sponsoring Kit, all we have to do is become a better person. No matter where we are today, we can always improve. How? Here are just a few ideas:

100s of pages of free
training tips and newsletters at
<http://www.fortunenow.com>

- ◆ Attend every company training meeting
- ◆ Get your sponsor as your mentor
- ◆ Take self-improvement courses
- ◆ Read self-improvement books
- ◆ Listen to self-improvement tapes
- ◆ Find out more about your product line.

First, become a better person. Then, you will get better results. It doesn't work the other way. You can't get better results and then decide to become a better person.

It's like the old riddle about the rich man who had a fabulous library. Some people would say, "Sure, I could be rich too if I had a fabulous library like that rich man." However, the truth was that the man became rich because he gradually accumulated and learned from his library.

It's the same for us. We get better results after we become a better person.

What you say

That's the second principle to getting better results when giving a prospect an Automatic Sponsoring Kit. We can pre-sell, give a sense of urgency, and motivate our prospect to listen to our audiocassette tape and to read the included literature.

When Sleaze Shallowman saturated the neighborhood with Automatic Sponsoring Kits, he never said a word to prepare his prospects. If we simply stand outside of a grocery store and stuff our kits into shopping bags as customers leave, they'll have little incentive or interest in reviewing our audiotape and materials. There's no relationship, no communication, no reason for the prospect to care about us or our opportunity.

However, imagine we gave a prospect an Automatic Sponsoring Kit and said, “The audiocassette tape has a great idea on earning some extra part-time money.”

This simple sentence primes the prospect and gives the prospect a reason to take time to listen to the audiocassette tape.

Could we do better? Sure.

Maybe we notice that a lot of our prospects procrastinate and never get around to listening to the audiocassette tape. When giving the prospect the audiocassette tape we could say, “Let me know what you think of the tape. I’ll come by and pick it up tomorrow night, okay?”

We just put an artificial time limit on our prospect’s review time. Our prospect feels he should quickly listen to the audiocassette tape before tomorrow night. Or, our prospect might say something like this as a response: “Tomorrow night? Oops. I won’t have time because I’m having university final examinations tomorrow. Is it okay if we get together for lunch on Monday and talk about it then?”

Either answer is fine. We just wanted our prospect to commit to a review time. If we left the review time up to the prospect, he would delay his review for weeks — or even months.

Want a few ideas on what other multilevel distributors say when passing out their Automatic Sponsoring Kits? Here are a few mini-presentations to prime your imagination:

“You won’t believe how this lady made over \$1,500 part-time in less than six weeks. You’ll really enjoy what she says on this tape.”

“Most people dread April 15th, the tax deadline. Want to hear how a couple of accountants beat the system?”

“Guess what? There’s a system where anybody can lose 10 lbs. quickly without dieting or exercise! You can listen to the details on the way home in your car.”

“Want to invest sweat equity instead of risking money in your own business? You’ll like the ideas on this tape.”

“This tape shows a powerful way to make some extra money. After listening to the tape, could you do me a favor? If the extra money idea doesn’t interest you, could you pass the tape along to another person?”

See the difference? Just a few words, a sentence or two, can really pre-sell your prospect to immediately listen to your audiocassette tape.

This is why giving a prospect an Automatic Sponsoring Kit *in person* can be so effective. Can the Automatic Sponsoring Kit be used as a response package for an advertising inquiry or a direct mail inquiry?

Sure. It certainly is better than mailing some brochures and hoping for the best. However, the Automatic Sponsoring Kit is **not** as effective when used as a cold, initial mailing package. Renting a 365-name mailing list and adding some postage usually meets with disappointing results.

The big problem is that you have no relationship with these out-of-state strangers who suddenly find an audiocassette and some business opportunity literature in their mailbox. Put yourself in these strangers’ shoes. Do you wake up in the morning and say to your spouse, “Gee. I sure hope we get some boring literature and an audiocassette tape in our mailbox today. I don’t plan to go to work, there’s nothing good on TV, and we do need something in our mailbox to hold those bills down so the wind won’t blow them away.”

Most people have lives. Unfortunately, their lives don't revolve around us. You don't know the people on this rented mailing list. They don't know you. They don't respect you. They don't care about you. They think you are some junk mail nut committing arborcide and filling up landfills with your solicitations. They say to themselves, "Hey, if your opportunity was so good, why couldn't you get anybody you know to listen to you? Or, why couldn't you get anybody locally? Do the locals feel you have a lousy reputation, or what? Is that why you have to resort to soliciting strangers in another state?"

Having no relationship with these strangers means you can expect to receive no respect and no results.

Person-to-person is the best way to distribute your Automatic Sponsoring Kits. Your prospects can attach the business opportunity with a real person — you. Plus, you get an opportunity to pre-sell the prospect.

Using the Automatic Sponsoring Kit as your response package to advertising or direct mail replies makes sense too. These prospects are expecting information from you.

And finally, if you want to triple your sponsoring success rate using Automatic Sponsoring Kits, remember the two key principles:

- ◆ When giving a prospect an Automatic Sponsoring Kit, a lot depends on ***who you are***.
- ◆ When giving a prospect an Automatic Sponsoring Kit, a lot depends on ***what you say***.

More A.S.K. (Automatic Sponsoring Kit) strategies

What are the first two things that new distributors want to know when they join your MLM opportunity?

- ◆ They want to know **where** they can find new prospects who they can talk to about their new business.
- ◆ They want to know **how** to talk to these new prospects.

Some distributors are afraid to talk with their warm market of family and friends because they feel that they have inadequate presentation skills. Or, maybe the new distributors just want to avoid personal rejection and want to market the opportunity to total strangers.

All these challenges can be solved by using the Automatic Sponsoring Kit. New distributors no longer have to give full presentations or try to convince their warm market to join their new business opportunity. All they have to do is to give their warm market an Automatic Sponsoring Kit and let their prospects decide if the opportunity is for them.

No personal rejection. No hard sell closing. The business of sponsoring becomes a simple task of allowing prospects to review information and qualifying themselves.

Your new distributors can see themselves prospecting successfully. Just the availability of an Automatic Sponsoring Kit might have been the key reason your new distributors joined. Your new distributor probably thought:

“Why join an ordinary business opportunity where I will have to quickly master presentation skills, make cold calls, and get constant rejection? This business opportunity has an Automatic Sponsoring Kit that will make my business profitable and easy. This is the business opportunity for me.”

The Automatic Sponsoring Kit will make your personal recruiting easier.

You need appointments

What is the key activity in building your business once you have distributed your Automatic Sponsoring Kits? Appointments. Without business opportunity presentation appointments, you're out of business.

Think of it this way. How much money would your dentist make if he didn't have any appointments? How much money would the local hairdresser make without appointments? Without appointments, most professionals are *unemployed*.

Appointments are the yardstick to measuring effective activity in a multilevel marketing business. When you have a downline distributor complaining about low activity, small bonus checks, and how hard it is to work the business, simply ask that distributor, “How many business presentation appointments did you set last week?”

Usually, they answer, “None.” They were busy watching cable TV, going to a football game, arranging their inventory, reading a book, or thinking about all the reasons they can't be successful in their own business.

This simple question, “How many business presentation appointments did you set last week?” takes the wind out of their sails. It puts the real activity necessary to do this multilevel marketing business into perspective. No appointments, no business.

I had one complaining distributor come up to me and say, “This business really stinks. I only signed up one new distributor in the last eight weeks!”

So, I asked, “How many business presentation appointments did you set-up last week?”

The complaining distributor answered, “Just the one.”

End of conversation.

What’s the easiest way to get appointments for your business opportunity presentation? Simply loan out plenty of Automatic Sponsoring Kits.