

Dani Johnson's Prospecting and Closing

Script Book™

Transcripts

*Develop the **Posture,**
Attitude and Skill Set
to turn you into a
Master Recruiter!*

“ *The Only Thing
that Determines Success
is Results!* ”

- Dani Johnson

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Dani Johnson's Prospecting and Closing
Script Book

CD #1 – Prospecting and Closing Secrets

Dani Johnson
Transcription January 19 2005
Phone Script CD#1

Man: I am very excited, Dani, I'm not going to be the one who introduces you tonight. And the reason is because I had John calling me for two or three weeks and sending me links to Dani's – every call she did, he'd send me a link. Dan you gotta call this lady, she's awesome, she's the best I've ever heard, she's inspirational, she's this, she's that. Every morning my computer screen would pop up and he'd say, you gotta call this lady! So, finally we did that. John has made it to one of the top people in his company. He's become a great friend, he used our system all the time with great success as you just heard him talking about. So John, I'd like to bring you out and have you do the introduction, since you've been so great about introducing me to Dani.

John: Well, thank you Dale, and like he says, I came across Dani's link on an email that I got and I clicked on her website and started listening to her trainings and ever since then, that was about a month ago, I've listened to every call that she's been on, and listened to over 30 hours of stuff on her website and Dani, I just think you're awesome. I have my whole downline listening to you and you're inspirational. You pump everyone up. The techniques you share with people. I mean I've implemented them into my business and they've had great results, and I'd just like to thank you for what you do for the

industry, and for your enthusiasm and dedication to helping us all succeed. And it's my pleasure to introduce you to the call.

Dani: John! Nice to meet you in person, or at least on the phone. This is an honor, to have been able to affect an industry and affect a business the way I had no idea that I had with you.

John: Yes, definitely.

Dani: Man, that is very exciting. For those of you that I have not yet had the opportunity to meet, my name is Dani Johnson, I am a child of God, a mother of five children and a wife, all of that stuff right there is at least a full time effort. Plus I started in my network marketing career when I was 19 I first heard about the industry, got serious when I was 20. And began in a business that I knew nothing about. I had absolutely no confidence, no abilities, no skill, no talent, no nothing. I was a loner all the way through high school, I was not somebody who had big dreams, I had no huge ambitions. Truly it was an opportunity that was given to me by somebody who believed in me. Believed in me about something I did not even believe in myself. And started in that industry. Quit my job, came in full time. Not knowing anything about this type of a business, knowing nothing about business period and I failed my first 6 months, because I had no training. I didn't have the skills, I didn't have the abilities, I didn't have anything that I truly needed to be able to succeed in the business at all. I failed the first six months until I came across a training seminar that completely changed everything for me.

And after attending that training seminar, I learned a whole lot about the business and a whole lot about myself. And how I was to interact in this type of a business. And was truly equipped in those two days. And out of those two days, came out and made \$4000 in 8 days. Brought in 25 people to my business which was more than I had done all six months before. And that first seminar cost me \$1500. I had to fly, stay in a hotel, plus the fee of the seminar, plus food – all those expenses. It was expensive and I didn't have the money. It was very short notice. I had just a few days notice to be able to go to

that training seminar and I almost didn't go, which so blows my mind.

There's no doubt in my mind that I would have quit my business. I would have quit. There's no question that I would have quit and failed longer if I had not invested that \$1500 into my education in this business. And ever since then I've earned a professional level of income because I got professional training and learned how to do this the right way. There's lots of different ways to do it, but I learned in a professional way, how to make this happen and to turn it almost like a doctor has a profession, this was my new profession. What a blessing it's been.

You heard Hans share my story, that I went from living out of my car completely homeless, and being \$35,000 in debt. I lost it all. I had built a nice little business, got married, and the husband I that was married to took off with everything. Drained my bank account, maxed out my credit cards, left me with a \$35,000 debt. I was 50 lbs overweight, living completely homeless in Hawaii. I was destitute in every way, shape and form. I really had given up on my life, my dreams, I'd lost all passion, any bit of fire or spark that had been planted in me the year before, was really just an ember was all that was left.

I remember the day I got really mad at myself for allowing my life to go where it went. Once I got to that place, of just being mad, and I stepped out on faith to try again. To try just one more time. And I made \$2000 the first 10 hours. The next month, actually the next 30 hours, it wasn't a complete month, made \$6500. The next month was 10 grand and it was my first full time month. I'd walked away from a cocktail waitressing position and made over \$10,000 working hard. I made a tremendous amount of money, I was 21 years old at the time. Broke all the international sales records inside that company that had about 400,000 active distributors in 15 different countries around the world. It was a 2 billion dollar company.

That was a shocker. 21. No education. All I had was some training the year before that taught me how to take my business seriously and how to really work it. Like a business and give it the same kind of respect and honor that, say, the President of IBM has given his company. Went on to make a quarter of a million dollars that year in that business, and within two years made my first million dollars and went on to do that a couple more times as well.

Now this all happened in my twenties which is amazing in the midst of having five children, getting married, also started my own network marketing company in 1992. Sold that company in 1996, retired in 1999. And then was forced to come out of retirement last year because of somebody who just had heard about my reputation in the training venue, in the form of First Steps to Success – they said you've got to be helping people.

So if that can happen for me, then what can happen for you? Because 99% of you that are on this call with me right now, you are starting from a much better platform than where I started. I just hope that this is an inspiration to you to say, you know what? Next your excuses!

I don't care if you think you're fat, you're ugly, you're stupid, you're a moron, you're crazy, you're uneducated, you don't look right, you don't act right, you don't talk right, you don't have the right personality, you have a bad past, you have a good past – I don't care what your excuses are. If this homeless cocktail waitress can bootstrap it, so can you. I'm going to give you a long list of things to focus on, to become awesome at recruiting. And then I'm going to actually demonstrate and John, I'm going to use you as the guinea pig! I'm going to role-play with you on the phone.

John: Okay.

Dani: If that's okay. Everybody write this down. Here's #1 -- is that you gotta check your attitude body language and authority. That is #1 – not 1 through 3.

Attitude, body language and authority. This is everything. Now I'm a mom. But even before I was a mom, I had learned that I needed to step up with the kind of authority that was kind of a commanding authority – I'm not talking about dictator or anything like that. What I am talking about it that you don't take no for an answer. Or you don't mess with me.

And it's not an arrogance. You can be very sweet, very cordial, very kind, very gentle, very caring and still have an authority that says, don't mess with me. My husband's grandfather is that way. He never speaks but man, he just has this authority. You're just not going to cross examine the guy. And that's the kind of authority that you want when you got on the

phone. When someone says, well, Dani, I don't have that kind of authority. You know what? This is where you have to put it on, just like you put on your pants today. Because if I were to get on the phone with the authority of a homeless cocktail waitress, how far would I have gotten? I wouldn't have gotten far at all. That's the reality. If I put on the attitude of that homeless waitress, if my body language was a \$35,000 in debt and 50 lbs overweight, hello? How far would I have gotten? By the way I had a 90% closing ratio that very first time on the phone. With cold leads.

You have to put it on. Something has to switch for you, so your attitude and your authority has to be this: That you are running a multi-million dollar empire. Don't you realize, that's what you're building? You are building a multi-million dollar empire. The way I saw this business after that first seminar was this: That I was no different than the CEO of IBM. That I was building a multi-million dollar empire, I had my product developers, I had my executive staff – think about it – that's what you got when you signed up. You bought an executive staff, you bought product developers, you bought legal counsel, you bought a graphic designer, you bought web designers, you bought IT departments, you bought huge, sprawling offices and sprawling – thousands and thousands of feet of manufacturing, you bought growers. That's what you've got when you paid that ridiculous, small, stupid fee when you started in your network marketing business. And really, what we got for what we paid for – it doesn't even come close to adding up.

But man, that clicked with me. I went, “Oh! Okay, I'm in business! I'm a business developer! I'm not a salesperson.” And that's what you have to realize. You gotta cross over and have that authority of a CEO. I'm the founder of a company. Because you are building a multi-million dollar enterprise and you have contracted in these people to help you build this multi-million dollar empire. That's Number 1. That has to happen. If you have a challenge there, you need to come see me in First Steps To Success.

Number 2. You have to decide what you're looking for and want you to imagine – can you imagine Bill Gates. Just imagine for one second, Bill Gates, hiring! He's doing interviews. Could you imagine Bill Gates saying, [in a wimpy, timid, pleading voice] “Please, please, please come! Please, I'm doing a meeting! It's at 7 o'clock. And please, you'll be really excited about it, wait 'til you see, I'm going to build this incredible, million dollar

enterprise. It's going to be fun! Please? You're gonna show, right? Right? Are you sure? Yeah? Yeah? Oh, okay?" Come on it would never happen in a million years. Would Bill Gates offer to pay for someone's gas? No! Would Bill Gates beg somebody to get on a conference call? Nooo! Then neither should you.

You are looking for people with desire, not people with excuses. Not whiners. You're looking for people who want to do extraordinary things with their lives. You're looking for people who are sick and tired of being sick and tired. People who are just downright tired at going to the grocery store and looking at 2 cans of beans, one for .39 and one for .41 and guess which one they pick? Yeah! We know. Why? To save a couple pennies! You're looking for people who are disgusted! Sick of it! Tired of mediocrity. Tired of the bill collectors. Tired of living in a house that's too small. Tired of driving cars that keep breaking down. Tired of the nagging wife because she can't go buy what she wants. Sick and tired of not being able to support his family the way that he desires to. That's what your looking for. You're looking for desire. Looking for someone who wants to go to work, not for someone you have to beg to go to work.

So, could you imagine – listen – if somebody called you and let's say you are a CEO or you're a Bill Gates, right? Somebody calls you and this is what they say: [in a limp, indecisive voice] You know, I really don't know, I just can't afford the gas to come down and check it out." Hello? Next!

And yet we get challenged by those people and we want to convince them that they need to do this. No! They need a normal J-O-B. They don't have what it takes to go out and build a dynasty. To build an empire. To get themselves out of debt. That kind of a person has a hip in their step, they have a glide in their stride, they are upbeat and they're like, let's go, let's do something. Let's make something happen!

Number 3. You need a smile when you're on the phone. Get a mirror, put it in front of the telephone. This is sooo important, I can't even tell you. It has people's closing ratios raise by more than 50% by smiling. It changes everything. Smiling changes your posture. Completely changes your posture! Smiling says I know where I'm going even if you don't! [laughing] Smiling says, I'm excited – I have energy! And I'm going over there, with or without you! That's what a smile says. A smile says I'm approachable. A

smile says that I'm interested. That's what a smile says. Listen, conformity happens to the telephone. You smile, they smile. If they don't, get off the phone! If they're negative, goodbye! You're looking for a fast 15 second no. You're looking for the quickest way to get off the phone with somebody who is negative, draining, not interested and filled with excuses! Don't waste your time there. So make sure you smile on the phone and how you start the phone call really makes a big difference on where the phone call goes and how well it goes.

Number 4. You need to have energy while you're on the phone. I'm not saying you have to be a spaz like me. There is a reason that I talk the way I do, I'm half Nicaraguan, a quarter Italian and Irish – that's just hot-blooded, okay? When I get excited, I talk faster. Well some of you let's say, are German. You don't have all that hot, spicy, stuff inside of you. And you don't have that kind of high energy level. I'm not saying you have to have my energy level. I shouldn't have said that! I know I'm going to get mail on this one. My husband German by the way and he does excited.

But you've got to raise it up, just a little bit. Have a little bit of energy, project while you're on the phone and make sure that your tonality is confident. Even if you have to put that one, put it on! And then you'll see that you like the way it feels and then decide to keep it on. Just like your favorite pair of jeans. Or sweats. Actually, in this business I think its boxer shorts is what people talk about building their business in.

Number 5. You need to realize what you're not. And that is a salesperson. You are not a salesperson. This is not a telling and selling business. You are a business developer. When you realize that you are not a telemarketer, that you're not a salesperson, then all of a sudden, you have to have a whole different game plan. Most people when they get on the phone – it's interesting, I've coached many people. I do one on one coaching and I get on the phone with people and I say, I want you to recruit me. Guess what? They're "Oh." And I'm like, "Hello!" Why are you doing that? And what's funny is they immediately sound like a salesperson.

Now what I want you to do is this: Record yourself. Listen to how you sound. If you sound like the telemarketer that you hung up on last night, change your format completely! Change what you're doing. Because you do not want to come across as a salesperson because they're immediately guarding their checkbook. They will not give you their credit card number if

they feel like they're being sold. So do not be a salesperson. Which brings me to

Number 6. Be yourself! Very important for you to be yourself. If you're yourself, then your guard is down and guess what? That's the way you're led into the call with a smile, your guard is down. Guess what? Theirs is too! You want to build a relationship with the person and this is what I call "friends first". I learned this many years ago. When I get on the phone and I'm being myself, the whole goal is to build a friendship with the person on the other end of the phone. I start my conversation off in a very friendly way and that builds trust right away. If they trust you, they're going to join you in this business venture, in this enterprise that you are building.

If you're being yourself, they can tell. Come on guys, you all know when someone is being fake. And you appreciate people who are real. You don't appreciate people who are not real. You don't appreciate people who are salesy-slick-snake-oil-type sales-type people.

In fact, I had an email come across, this man had spent 26 years in sales, been to every very expensive – I mean, Tony Robbins, he's been to Tommy Hopkins, I mean you name it, Zig Ziglar, he spent a fortune in his sales career, got a hold of these 10 CDs from North Carolina that I recorded last September, and his sales have gone through the roof. Sends me this email saying, "I am no longer a slimy slick salesperson!" He said, I have done terrible in sales for 26 years, and 8 years of network marketing having little to no success, and here this guy just got it! He absolutely got it that he was not a sales person, learned how to build a relationship and after building relationships his closing ratios have skyrocketed. He said that he's having fun on the phone and that people actually like him! He's not getting people hanging up on him any more.

And I know all of you, don't like that feeling of trying to sell someone, or saying everything right, be yourself. Just totally be yourself, which is why I encourage you to get a thousand cheap leads. Because by the time you get through a few hundred of them, you are being yourself. You're comfortable with yourself, you found your flow and you get good at it, and then you watch your numbers actually go up. So you need to build friends first, you need to build trust by building the relationship with this person and truly being genuinely interested in what they are interested in! When you

can focus on the needs of your prospect, they feel like you are serving them and they can't help but hand you a MasterCard. And get started obviously, because you're filling their needs.

8. Sort. Don't beg and convince. Listen we are not in the begging and convincing business. We've kind of already glassed over that one. But you're in the sorting business which brings me to the next one. Of do not get attached to "yes's" and "no's". This is sorting; you just want to find out who is who. Are they qualified or are they not? Most people when they get on the phone, when they're amateurs in the business, they are looking for "YES'S", and man they are just begging for those yes's. They're doing anything they can, you know, magic, praying over it, whatever they want to do, to try to convert a "no" into a "yes". That's like converting a woman into a man! Hello? Without a surgery, it aint gonna happen! Don't expect that to happen on the phone with somebody. Either they see it or they don't. Either they are or they are not. Either they have desire or they don't. And that's what you have to not be attached to, is you cannot be attached to a yes or a no. No, you need to just qualify to see what category they go in. do they go in the yes category or do they go in the no category. And you just very unemotionally – and this is woman saying this to you! – very unemotionally categorize it! That guy's a yes, that guy's a no!

You know in the beginning I used to go, guy didn't see it! That guy's blind! That's how it was in the beginning. Now I don't have to do that anymore, I just realize it's a total numbers game and that's all it is. And it is fun! I promise you. Once you get through the hump of getting over the emotional roller coaster, oh my gosh, it becomes a blast, it's no longer a burden to pick up that phone. Dale, you mentioned earlier 40-50% of the people not calling their leads. Let me tell you guys something. Industry-wide, Dale, if that's your company numbers, you guys are doing amazing.

Dale: No, I made it up! I know...

Dani: [screams!] I happen to know that 90% of all statistics are made up on the spot. But this is not a 90% statistic, this is actually a real life statistic. It's 60-75% of the people who purchase leads never call them.

Dale: Wow.

Dani: Blows my mind. Absolutely blows my mind. And I think why it blows my mind the most is this: Man, when I first started, I was starving. So a lead came in, that was a crumb That was some flour to bake some bread man, that was like possible food, I gotta jump on this sucker right now. It blows my mind that people buy leads and don't call them. That is like foreign to me. We are in business, guys. We are in business and if we're going to invest into purchasing leads which you must do on a monthly basis, otherwise you are in big, deep trouble, if you're not working leads every single day and I don't care if you're working a 100 grand a month, your business is sliding in the wrong direction if you're not actively working leads at whatever level it is that you're in.

I've made that mistake myself where I'm like, hey, I'm making 100 grand a month, I don't need to make any calls, I don't need to build myself – I'll just support everybody. The wrong answer! The checks slid, immediately! You gotta be actively in the game! So get good at it and have a good time.

Let's go now to my script! I'm going to do my script, I'm going to do this with John, I'm going to practice with John, I'm going to show you guys how we do it – now John, this is the way that I work when I role-play on the phone. I'm going to say, pause. Because I'm going to explain everything that I'm doing with you. And so, that everybody can really understand the psychology behind it, they can understand why I'm doing what I'm doing. They really can get it. Because often, someone can read a script, you know, they're tuning out, they're watching Oprah. Or Fox News Network or whatever. But in this case I'm going to say "pause" so I hope you don't offended with me interrupting you every once in a while here. But I just really want to make sure they truly get what I'm trying to share with them. So John I want you to go ahead and answer the phone.

John: Hello?

Dani: Hey John?

John: Yes!

Dani: Hi, how's it going?

John: Great! Who's this?

Dani: This is Dani, I'm calling you back.

John: Dani who?

Dani: Dani Johnson, sorry!

John: Okay.

Dani: How are you doing today?

John: I'm doing great, how about yourself?

Dani: Good. Doing awesome. Hey. You requested some information about working from home.

John: Okay.

Dani: What can I do for you?

John: Well I was actually looking for something to spend more time with my daughter. I'm a single parent. I have custody of her, and I was looking for something that I could do from home a couple hours a week, and then possibly in the future, turn into something I could do full time.

Dani: Wow, John, that is so admirable. How awesome that you have your daughter full time.

John: Thank you.

Dani: That is incredible, a lot of men don't do that.

John: Well, you know. She didn't ask to be born into this world, someone had to take care of her. That was my lot in life I guess.

Dani: That is so awesome. I so admire you.

John: Thank you.

Dani: That's really amazing. Okay, let's pause right here. Alright now. The first thing I did if you notice, is I just said, hi John. I assumed it was John answering the phone. You want to do that when you get on the phone and here's why: Actually let me tell you in the form of a story. I had a gentlemen who had heard a conference call just like this one, and actually went to a training seminar that I had done near him. This guy spent years in the network marketing business, couldn't sponsor anybody. Could not make it happen to save his life. Heard about what I just did with John. Changed one little tiny thing. Sponsored 20 people in 30 days. After years of not sponsoring anybody. Isn't that awesome? And this is what he changed. When he used to call, he used to say this:

He'd say, "Hello, this is Walter Jackson from XYZ Corporation, I'm looking for John" – and guess what John is going to say?

John: Hang up.

Dani: And that's what happened and he got a lot of hang-ups. Because it immediately sounds like a telemarketer. Well, I disarmed John right away. I came in in a friendly way, and it made him go, who is this? Who is this? Now very rarely have people say, "Who's calling?" Most of the time I have people just go along with me while they're trying to figure it out, because they feel like it's a friend on the phone. And they don't want to offend their friend, so they keep wanting you to talk until they can figure it out. And so that's what happens most of the time that causes them to go- uh uh uh – who is this?

And then, oh, oh, oh okay! That's usually the response. That's the first thing I did, is I disarmed my prospect by coming in in a friendly way and him not thinking that I was a telemarketer. This is the first thing. If he did not answer the phone. Carl?

John: Yeah, hi.

Dani: Okay, you ready? I'm going to call and I'm going to ask for your room mate John. Ready? Answer, the phone!

John: Hello.

Dani: Hi, John?

John: No, it's Carl.

Dani: Oh, hi Carl. Is John in?

John: Yeah, just a moment.

Dani: Thank you. You did it exactly how it happens. Because here's the deal. Because I started in a friendly way, Carl, let's do it again. Go ahead, say hello.

John (pretending to be Carl): Hello.

Dani: Hi, is John Oliveri in, this is Dani Johnson calling from XYZ corporation.

John: Uhhhhhh. I'm not sure! [laughing]

Dani: [laughing] And isn't that just what happens? If the guy's friend assumes that you're a telemarketer, he's sitting there, you know he's looking at John going, it's a telemarketer, it's a telemarketer! And John's saying, I'm not home!

Guys. That's where 90% of the people mess this up. Right there on the initial deal, that first 10 seconds on the phone is where they mess it up, because they're putting their wrong foot forward. So Carl, he assumed that I knew John. Why? Because I assumed I knew John. That's why he said, yeah, hold on a second, I'll go get him for you. That's how you want to do this.

The next thing I did is I put the ball in John's court. And I said, John, what can I do for you? I came from a customer service standpoint, not from a sales standpoint. And so I'm saying, what can I do for you? I'm calling you back, you requested info, what can I do for you?

And John did say what 99% of the people say when they hear that question. And that is, uh – uh – uh – uh...well – actually – I was looking – and that's what they do.

Then the ball's back in your court. Now, you need to write this down, the one who controls the conversation is the person asking all the questions. If you are the one asking the questions, you are winning this ball game. If you are the one doing all the talking and you immediately go into telling and selling, you've lost the game completely, you are now on the defense. You can only score on offense, guys. That's the only way you're going to score points in this game is by staying on offense and offense is the one asking all the questions. Again, I said, what can I do for you? He says, I'm looking to spend more time with my daughter. I have full custody of my daughter, I would like to start off working a few extra hours from home so I can eventually transition to working full time from home so I can be at home with my child. Boom. That is the man's need. I write that down. You want to take notes on everything that the man is saying.

In fact, you need to have a call log, that has their name, telephone, address, has the comments, appointment date, follow up appointment date. You want to have a sheet that says stuff – you just kind of go straight across in filling out those answers to the questions that are at the top of that page. Here's the deal. Most people miss it right here. And what happens is, after John came in and said I'm looking to spend more time with my daughter and his need was already out in the open. Immediately. This is where most people mess it up. They immediately go into selling John on how this is a perfect opportunity for him. No. This not what you do. This is where you get John to talk about himself and his need far more. And here's why. I said "friends first". You're not a salesperson. A salesperson is at the very first opportunity, going for the jugular vein.

That is not what you are. You are building a business. And when you build a business, you want to build relationships and build a rapport and have systems like the ones you guys are a part of, to take care of all of that. But the reality is, is if they feel like they're a number and this is a cattle call,

you can forget it. You'll lose it. For the first five minutes or so, three to five, some people spend ten. Let the guy talk about himself. Let him go on and on and on and on. And some people don't. And that's okay, if you're not clicking with the person, get out of the phone call. There's nothing you can do to make it click, you can say, here's my website, go check it out, if you call me back, great, if you don't, that's fine too. And you're out of there.

So here's my next question I'm going to ask him. In fact, because he gave me the lead about his daughter, I'm going to run on this lead about his daughter because I'm going to ask him a lot of questions about himself, and get him talking about what's important to him. So John, how old is your daughter?

John: 13.

Dani: Oh, wow! I have five children myself, and I have a 12 year old, so I understand what you're going through.

John: Okay.

Dani: Yeah! 13 year old daughter. That's gotta be fun!

John: Yeah, especially, she's just turning a teenager.

Dani: Yeah! Is she boy crazy?

John: Yup.

Dani: Then that's gotta be hard for daddy.

John: Sure is.

Dani: Oh, man, I can't even imagine. That is amazing. Awesome! Now how long have you had her full time?

John: Since she's been 3.

Dani: Oh, wow! I'm telling you. You need an award!

John: Thanks.

Dani: That's incredible. I call the threes the "thundering threes".

John: Why is that?

Dani: Because they're thundering. Everything is screaming at three. Was she a good three year old? Do you remember?

John: Yeah, definitely.

Dani: Better than she is at 13?

John: Wish she was still 3!

Dani: Do you? I know, they're so cute at that age. They're really fun. Easier to control.

John: Definitely.

Dani: Than they are at 13, for sure. Now, do you have a piece of paper and a pen?

John: Sure.

Dani: To save us both time, I need to ask you just a few quick questions to figure out which information to direct you to and how to get you there.

John: Okay.

Dani: Are you currently working from home?

John: No. Actually, I'm in the printing industry.

Dani: Oh, really! How long have you been doing that?

John: Twenty one years.

Dani: Holy smokes! That's incredible. That's a long time. Do you love it?

John: No.

Dani: Oh really? You don't love it?

John: No. No. I started right out of high school and I just grew into the job. But you never get rich working for someone else. I always wanted to own my own business, and I just saw something on the Internet and I filled out to see what was available.

Dani: Uh huh. That makes sense. Okay, let's pause right here. Now John, Carl and Dale, you guys are all going to agree with me, this is where everyone is foaming at the mouth. Going, "JUST PITCH HIM ALREADY!!!"

No! No nononononoonnnooooo! That's what amateurs do! NO Noononono! If you want to be a true professional and be a true business developer, you're going to let John keep going. He just gave me the whole deal. I don't want to work for anyone else, I've been doing it for 21 years, my daughter's expensive!

John: They're too easy for you.

Dani: No, and people are! And this is what's interesting John, that you say that. Is people really are that easy. If you just let them talk. Most people don't let the prospect talk.

John: I don't know if this makes sense but right on my desk I have a card that says, Make A Friend Today.

Dani: Awesome.

John: So when I call people that's what envision, you know.

Dani: Awesome. To go on further on that, this is not where you pitch him. This is where you let him keep talking and giving you all

his needs. Do not blow the bank right here. I know you're foaming at the mouth, you really want to really bad! But don't! This is not the place to do it. Nor the time. So he says he doesn't like his job, he wants to own his own business. This is what I would say. You know what John, you sound similar to my father. Obviously you're nowhere near my father's age, but he started in the printing industry. He's actually a book binder.

John: Oh really?

Dani: Yeah. 18 years old. First job when he came into this country, and worked in a bindery and now he runs his own bindery, but he doesn't like it. It owns him.

John: Yup.

Dani: And it's hard work.

John: It sure is.

Dani: It really is. Labor intensive.

John: Dirty.

Dani: Can be some crazy hours during deadline time.

John: Yup, that's right.

Dani: That's really wild. Well, I really admire the fact that you have been doing something for 21 years.

John: Well, thank you.

Dani: That shows a serious commitment level.

John: Thank you.

Dani: Yeah. Good for you. What do you like about your job?

John: What do I like about it?

Dani: Uh huh.

John: Well, it is a good income, I get health benefits. It does have some security but you know, the idea of working for someone else, being away from daughter, these are the years you really have to be there when they're 13, coming home from school. It is a dirty job and I'm just tired of doing it.

Dani: Awesome. Now are you thinking of replacing your current income or just supplementing it.

John: At the beginning, supplement it and then eventually replace it.

Dani: Okay. Have you ever been self-employed before?

John: No.

Dani: You've never owned a home-based business?

John: No.

Dani: Now what level of income are you accustomed to?

John: I guess about four or five thousand a month.

Dani: Okay. What kind of income are you looking to generate in the next 12 months?

John: I'd like to make \$100,000 a year.

Dani: That would make things more comfortable for you and your daughter?

John: Definitely.

Dani: Yeah, it sounds like you guys would be able to have a little bit more fun.

John: Yeah, we wouldn't be living paycheck to paycheck.

Dani: Yeah. Yeah. That's a challenge for sure. When you're raising kids. John, our company has quite a standard for the people that we're looking for. And there's a lot of work on our part on setting someone up in a home-based business successfully. So we're really looking for people who are absolutely serious about building a home-based business. So how serious are you?

John: Very serious.

Dani: Tell me why.

John: Why? Because I'm really looking to change my life, taking control of my life, and I don't get involved in something just to get involved. I like to be successful at it and reach my goals and be determined to achieve what I'm looking for.

Dani: Okay. Alright. Sounds good. Let me pause right here. Obviously, this is why I ask him this question, why? The more this prospect can hear himself, talk about what he doesn't like about his job, what he does want out of a home-based business, the better. He's selling himself on doing something. He is creating his own desire to make something happen. The more I let this guy talk the more he's just going to get right into it. That is honestly how this conversation would go. No question. This is the way it would go.

Okay, so at this point, I've got all the information that I need and I say, okay, great. Let me tell you a little bit about my company. Now it depends on how you guys are working your business. Some of you do one on one presentations. You do home presentations. You do group presentations, that's all live. Belly to belly.

Others of you work systems where you have websites, replicating websites, auto responders, others of you do everything on the phone where you have conference calls several times a day and you're just flooding people through the conference calls, or pre-recorded messages. No matter,

which way you're doing it, or – those of you that like to pitch it right on the phone. At this stage in the game this is what I would say to him. I'd say, let me tell you a little bit about my company. I would give him about 30-60 seconds max. I would just give him the facts. You know our company is 14 years old. We've done 100 million dollars. We're in 18 different countries. That kind of thing. You want to give those kinds of stats.

I would say, now John, the person that we are looking for has 3 main qualities. They're a team player, self motivated and dependable. Do you feel that you have these three qualities?

John: Definitely.

Dani: Do you have Internet access?

John: Yes, I do.

Dani: Okay great. Are you Italian?

John: Yes.

Dani: Right on. My mother's half.

John: Really?

Dani: Uh huh.

John: I'm 100% Italian.

Dani: No WAAAY! That is awesome! I don't very often meet one of those!

John: (laughs)

Dani: Now where are you located at?

John: New Jersey.

Dani: Hellllloooo! My mom grew up there for a little while.

John: Really, where?

Dani: Yeah! My Nana came off the boat in her twenties and that was in the Twenties, actually. They came right there to New York and moved to New Jersey.

John: Okay.

Dani: How fun. That's exciting. Gosh, now, do you cook?

John: Do I cook? I have to. I'm the only –

Dani: Oh, that's right! (laughing) That's awesome. And by the way guys, I'm not getting off track, this is exactly the conversation I would have with my prospect. Looking for a way to build a bridge with the guy. And we just built a couple bridges between my dad and my nationality. Those were two ways.

So here's what I would say. What I'm going to do is I'm going to send you a link to my site. So you can check out some information there. Let me give you the website also so that you have it nice and handy. If you want to go check it out right now.

It's Dani d-a-n-i-j-o-h-n-s-o-n-dot.com. Let me give you my telephone number, it's area code 866-760-8255. Now John we're pre-screening a lot of people right now and we'll be making a decision here real soon, the sooner that you can get to the website, the better. Depending on what your response is to this information will determine whether or not we're going to be able to work together and where you fit in, in our team.

So if you're available tomorrow at 1 o'clock, I will go ahead and call you back and we will answer any questions that you may have.

John: Tomorrow at 1?

Dani: Yeah, does that work for you?

John: Yeah, sure.

Dani: Ok, great. Well, the next step at this point is that I'd like for you to go ahead and try our products and let your body tell you whether or not that it works. At that point you will know if this is something that you can really get behind. Now they have a risk free, money back guarantee. So most people like to start up with our #1 selling product. The price is around 39 dollars. If you'd like we can go ahead and get the order department on the phone right now and get your order out to you, you'll have it in just a few days. Between using that product to make sure that you're getting a great understanding of what this home-based business is all about, and the information on the web, and between our questioning and everything, at that point you'll really know whether or not this is something that you want to do.

John: So I have to spend money now before I look at it.

Dani: Actually John, that's a good question. Are you looking for a job or are you looking for a business?

John: A business.

Dani: You're looking for a business. So you do know that there is an investment involved.

John: Sure.

Dani: Okay. So what we're looking at right now is \$39 plus the tax and freight. If this turns out be something that you don't want to do, you're going to get 100% of your money back so it's no big deal.

John: It's risk free.

Dani: Yeah, totally.

John: Okay.

Dani: So let me get your name, address and telephone number and want the proper spelling of everything and we'll go ahead and get that shipped out to you right away.

John: Okay.

Dani: And that's how I would do that call. And then when I follow up with them, John let's do it okay, just for fun.

John: Okay.

Dani: Just for kicks. So let's say it's 1 o'clock the next day. Answer the phone.

John: Hello?

Dani: John?

John: Yes.

Dani: Hi, how's it going.

John: Okay.

Dani: Good! This is Dani, I'm calling you back.

John: How are you?

Dani: Good. Did you get a chance to read the information?

John: Yeah, I did.

Dani: You know what, I failed to get your daughter's name.

John: Christine.

Dani: Oh my gosh, my oldest daughter's Kristina. Isn't that funny? Let's see, we're both Italian....my father came from the

printing business...we both have daughters around the same age and same name, that's interesting.

John: (laughs)

Dani: What did you think about the information that you looked at?

John: It was interesting, it was good.

Dani: Um hmm. What did you like about what you saw?

John: I liked the residual income.

Dani: Umhmm. Okay Tell me why.

John: Because I like the opportunity to get paid over and over, if it's something I do once, instead of trading time for dollars, whereas if you just get paid for what you do, that showed an opportunity to start something and get paid over and over for it.

Dani: Awesome. Now, do you want to make a little money or a lot of money?

John: A lot of money!

Dani: Okay. Why do you want to make a lot of money?

John: So I have control over my financial future, so I can live debt-free. Live the lifestyle that I want to live.

Dani: Awesome. Okay, now John, how serious are you about being able to control your future, being able to earn that income working from home, so you can spend more time with Christine during these very valuable years, when daddy needs to be home when she gets home from school just even to protect her and watch over her. How serious are you about that \$100,000 a year, working from home?

John: I'm very serious. I just have a concern, how much is it going to take upfront.

Dani: How much does it cost to get started up front?

John: Right.

Dani: Well, I don't know if you found that part in the website, but it's only \$300 to get started in this enterprise that can turn over to \$100,000 a year, working from home. Now, that is, if you're serious about being home with Christine.

John: Yeah. Right. I'm definitely serious.

Dani: Well great! Let's go ahead and get your application in, and let's go ahead and get you started.

John: Okay.

Dani: Yeah, all I would do is continue to blow his goals and his dreams back in front of him and say, are you serious about being home with Christine and making a hundred thousand dollars a year. If that's the case, then a \$300 investment is nothing into that future with your daughter. And that's how we do that. Carl?

Carl: Hi.

Dani: I want you to be the jerk.

Carl: All right! Yeah, I met a couple of those TODAY!.

Dani: Did you really? Let's show everybody how to deal with those people. Okay, you ready?

Carl: Sure.

Dani: Go ahead. Answer the phone.

Carl: Hello.

Dani: Hello, Carl?

Carl: Yup.

Dani: Hi! How's it going?

Carl: It's alright, who's this?

Dani: This is Dani, I'm calling you back, you wanted more information about working from home, what can I do for you?

Carl: I'm not sure. I'm not sure why you're calling.

Dani: Were you looking to make money from home?

Carl: Well, I was kind of looking through some stuff on the Internet there yesterday.

Dani: Okay.

Carl: I don't know what I was looking for though.

Dani: Do you have a piece of paper and a pen?

Carl: Yes, I do.

Dani: Well, to save us both time, I'm just going to ask you a few questions to figure out which information to direct you to, because you had requested some information about working from home.

Carl: Okay, fine.

Dani: You know what Carl, is this not a good time for you?

Carl: No, I'm alright. Go ahead.

Dani: No seriously, we don't need to waste each other's time, if you're not serious about being able to earn money from home, then we don't need to continue in our conversation.

Carl: Okay.

Dani: Okay I'm sorry, have a great day. Bye bye.

Carl: Thanks.

Dani: I'm out of there man. I'm not going to spend a whole bunch of time with somebody who's negative right from the get-go. Good bye! See ya! I have too many more fish to fry. Good bye. That's how I personally do it, other people may have a different way of doing it, but my goal is to burn through 30 –40 calls a day. I can't waste my time trying to warm this dead cold fish up. It's not going to happen. Everyone needs to learn how to read your prospect. Guys – come on. You guys know, even if you are blind as a bat, you know, and I'm not saying that you are, but this. You come home to the wife and you say to the wife, hey, I'm going to go out and have some beers with the guys, alright? This is the 3rd night in a row. She says yeah, go right ahead. You can tell her tonality is saying, you do, you're dead. Right? Well it's the same on the phone. When you really connect with somebody and there's a good volley back and forth and the prospect's laughing with you on the phone and you guys are having a good time, there's some trust built, you absolutely want to have a live follow up call with that person.

Now with Carl, for example, the way Carl was, I'm like I'm out of here. Here's my website, here's my phone number, call me when you're serious. Do you understand the difference between the two?

John: Right.

Dani: I connected with you. We had a good time. The other guy, sorry, he was cold. Forget it, good bye. The amount of time it would take to warm him up and actually the reality is, you can't warm those people up. That's the reality.

ANNOUNCER: The Second part of this program demonstrates how Dani approaches warm market.

You know that you have got something that is absolutely profound. Then my question to you is, what are you saying to everybody else to keep them out? Here's my answer. My answer is one of two things. One, you're not saying a THING! You're not telling anybody. Or, two, you're saying too much.

Let's talk about talking to people. Number One. I'm going to give you a list of things that you need to do in talking to people. And don't think for a second that if you're a top producer that you know it all, that you've got it all together, and you don't need any more training on talking to people. Well, if you didn't recruit 25 or 30 people last month, you need to be listening. Badly! Because a top producer in this industry is someone that is actively adding new customers and new distributors to their personal business. People make a big mistake and they phase out of what the most important thing to do is in this business and that is to expose the business, to everything that breathes. That's your job from here on out, that is your job. You're a headhunter, just like the corporate world has headhunters. The reality is you'll be paid far more handsomely years down the road. Unfortunately headhunters don't collect a royalty override on the executive that they brought into IBM corporation. They get a flat fee, whatever that flat fee is. Ten, twenty, thirty thousand, whatever it is, in some cases just a couple hundred bucks. And that's it forever.

In this case, you receive a royalty override on everything that person does, forever. For the length of their business! And some of the businesses last forever and others in this business last about 90 days. So we don't know who they are until they get going. So! Whether you're new or you've been in for a while, do not assume you know everything that I'm going to talk about because if you knew it, you'd be doing it, to the tune of twenty, forty, a hundred people a month. All of you. Everyone of us on this call tonight need to know how to do the things that I'm going to share about doing tonight. Because there's a lot of leaders that are on the phone right now. Some of you, it may seem elementary, but this is what I will tell you.

Through my years of being a leader in the network marketing industry, the times where I've been off the most track is when I stopped doing the main thing in this business. And I started hovering and hatching my distributors. You know like a hen hatches her eggs? That's the worst thing in the world any leader can do in this business. Leaders, you need to stay focused 100% on the main thing which is adding new representatives and new customers to your business on a daily basis. Leading by example, living by example and showing people how to get the job done. If you are totally dependent on the Internet, I'll tell you that you are completely missing out on more than 50% of the marketplace. People never find you on the internet and that includes me.

I would never find an opportunity on the internet. That would never happen. Hans? Yes. Dani? Not in a million years. That thing frustrates me beyond belief man, I don't have the attention span to check my stinkin' email, let alone, read some stinkin' website! Or listen to an audio message on a website! Not gonna happen. But face to face, that's where you would find a Dani Johnson. Now, that's not to say that Internet is not good – it's awesome, I know, I have friends of mine in this industry that are millionaires because of using Internet marketing, and that's where you would find that person. But I'm saying, don't cut off half the market, by just depending on one source of marketing for your business.

You want to get 100% of the marketplace. And so you need to use your Internet assistance to get people in and then, get to their contacts by showing them how to do what I am presenting tonight. You're going to learn how to drive center of influences. You're going to learn how to build large, massive, top-producing sales forces, through a center of influence. So whenever I've used any kind of advertising, whether I purchased leads or ran an ad or what have you, any time I would get a cold market person, someone I did not know unless I met them through an ad, then all I cared about was who they knew. I didn't care whether or not they signed up. I didn't care about whether or not they bought that big success pack, or whatever. All I cared about was their center of influence, the 200, the 2000 people that they knew, that I don't know. That's what I'm always looking for, is to network through their center of influence to find out who they know. That's exactly what you need to do. You need to look at your warm contacts, not as people that you're trying to sell something to, not as people that you're trying to

bring on board onto your sales force, but who they know. That's the most valuable thing that your contacts have to you, it's who they know.

This is a long term gig guys, this is not some short term, get rich quick scheme. That's not what network marketing is all about. This is a long term gig. And so you need to treat that way, you need to do whatever it takes to foster good relationships and getting good referrals from people. Now, if you take whatever style and model it is that you're using in the network marketing industry, whether it's traditional home parties, one on one presentations, conference calls, and group meetings. Or you're doing it based on the Internet, I will tell you that if it's just high tech, without high touch, you're missing it.

Do not, whatever you do, do not be narrow minded in your marketing. You want to be very diversified in your marketing and use multiple areas of exposing your business to lots of different people in lots of different ways.

Here's Number One with working a center of influence whether it's working yours or you're working a contact from somebody that just got started in your business. A brand new person that you started here, it's May 3rd, you're going to work with that person this month and get to every single person that they know.

Number One is this. Don't pre-judge! Now, so often, so many of you have been in and out of this industry, you've heard that thousands of time.

I hope your ears are open, in fact, clean them out right now! Squeak, squeak, squeak, clean those suckers out! Because don't prejudge anybody! We all have done that from time to time. And let me tell you something, in case you didn't know this, write this down.

You are not God! So don't decide for them, whether or not they will be interested. You are not looking for people who are interested anyway. Hello?

Write that down. You are not looking for people who are interested. You are looking for people who are qualified to work with you in your business. In your multimillion dollar enterprise that you are building. That's what you're looking for. People who are qualified!

If they say, I'm not interested, guess what? They did not have eyes to see nor ears to hear the beautiful multi-million dollar enterprise that was sitting in front of them. That means they were not qualified because they were blind and deaf.

Write this down: Every day, doctors, lawyers, dentists, executives, optometrists, small business, big business owners are jumping into network marketing. Why? Cause it works! It's not on trial anymore. It's a proven business model, with 25 billion dollars in sales just last year alone. Just in the United States. In fact network marketing is bigger in other markets overseas, Japan being one of them. Hugest market for network marketing. It is really the largest. So 25 billion in US sales alone last year, was generated through network marketing.

Let me show you the kind of people that have gotten started in network marketing, just to give you an idea and let you know, are you prejudging people in your center of influence. Rob and Doug, they're from Australia. He was making \$250,000 a year as an IBM executive. He left that business, left that company as an executive, quarter of a million dollar a year salary. Came into network marketing full time. Made 7 figures his first year as a rookie! Doing home meetings, without any internet help! Just from home meetings. His first meeting he had three people at it. In his home. He's been in it for six years and has made 7 figures every single year. That's an IBM executive. By the way stirring the market where no one was.

Company wasn't even there yet. He had everything against him. You want to talk about a challenge. Some people go, oh man, if I could just start a brand new market. Give me a break, man, it aint worth it.

Here's another one. I have a friend by the name of Brett, he's a business partner of mine. He's been in the direct marketing industry. I mean this guy has made tons of money in direct marketing, tons of money as a consultant helping companies, traditional companies, come from the traditional business world – turned his nose up to this industry for years! Then he got the picture one day and he dove in with both feet and in just one of his distributorships, one of the businesses that he was in, he built an income up to over \$350,000 a month in two years. More than he made outside of network marketing. He saw this thing as direct marketing on steroids!

That's a big businessman. Maybe some of you have a big businessman on your list of names and you're afraid to call him. I'm telling you, if you don't call him, somebody else will. It's a guarantee. And I know that there's those blue collar workers, like my self? Who was like a cocktail waitress, no college education, stupid, young, dumb, didn't know anything – didn't know how to do anything. No skills, no talent, no ability? Made a quarter of a million dollars my first year. And made my first million by the time I was 23.

Some people think, oh, only smart, successful people can make millions in network marketing.

Baloney! I shoot that one all over the place! I have a friend of mine, 15 years ago I met this woman, her name is Sherry. Unemployed pre-school teacher. Made a quarter of a million dollars her first year and has gone on to make millions upon millions of dollars since then in this industry. Blue collar worker! Unemployed woman! Single mother! No education! I have another guy friend, his name is Harry. Military man. Military guy. Rookie in the business! Seventh month in the business made over \$20,000 a month. Then in two years, he was making \$200,000 a month. Military guy! They're all kinds. There are more millionaires created in our industry than any other and this is what I will tell you. Rob, came in warm market. Brett came in warm market. I came in warm market. Sherry came in warm market. Harry came in warm market. Gee, hmmm. Do you want to miss out on all those sales? Do you want to miss out on all those people? I don't think so.

So again, open up your eyes. Diversify your marketing and make sure you're not missing people that you should be talking to you, that are in your center of influence, or people that you could be networking with. If you don't call, someone that is on your list, I promise you, somebody else will. There are so many people in network marketing today, in fact, let me tell you. 55% of the US population has purchased or used a product or service that was distributed via network marketing. 55%! Over the last two years. 55%! So, if you don't get them on your product or service, you don't introduce them to the opportunity, they will be brought in through someone else.

In fact, check this out. We only have 40, 50, maybe 100 companies? I don't know, today there are actively involved with Dani Johnson.com, all being trained by me. You're in trouble if you don't get you a list of names, because I can guarantee you, because your friend is on somebody else's list that's in another company, and they're going to get them started if you don't. I can tell you LOOOADS of these stories. Loads of them! Of somebody having a person on their list of names, and afraid to call them. Totally buckled by fear and not willing to just jump over that stupid fear and just pick up the phone and start talking to them. And then they show up – can you imagine, let's say you do the party plan deal, or you do home presentations or group meetings or whatever, or conference calls. Let's say, there you are, you're on a conference call. You hear a guest being introduced and guess what, you know it's your friend!

Or, you show up to a meeting and guess what? Someone else invited your friend. That person gets started, they get out there and they build a HUGE business, but it aint making you any money, because you weren't the one that got them in. I can tell you loads of stories of people who procrastinated in contacting their list of names. Why? Cause they said, all my friends, they're just not these types of people. They're just never going to do anything like this, and you know, I've been to all of these deals and alllll my friends know that I'm in one of these, so IIIII just know it's not a good idea. Whatever. All I know is, I know people who procrastinated with their list, would not call those people and guess what happened? They finally got around to it like a year later, got on the phone and guess what? That person was already involved in another company making tons of money. Oh, you want to talk about a sick, throw up, wanna puke feeling? That would be it!

Getting on the phone with your high school friend that you totally prejudged and said, oh they'll never do this. Or I don't know what to say because I haven't talked to them in twenty years. You finally get the guts up to do it, you get the skill to do it, you get on the phone and guess what happens? They're with one of your competitor companies, making over \$100 grand a year and they've been in it for like, two years.

Oh, I could tell you stories for HOURS! Of that happening. Listen. Great that they got in. Much better if they got in with you! Because hello? They'd be making you a ton of money. For example, the lady that got me

started. When I was a broke cocktail waitress. This woman actually made a 6 figure income that first year off me alone. Just from one person that she sponsored, she made over 6 figures. Can you imagine that happening to your income this year? It can happen to your income this year! You have to get on the phone!

So your job is just to get them the information. They will show you who they are by their response. Are they qualified? Or are they unqualified to work with you in your business? Don't get all tripped up with what you're supposed to say and how you're supposed to say it and all that kind of junk. Don't get all tripped up with whether or not they see it. The deal is, is your job is just to bring that information so One, your conscience is clear, Two, that you don't miss out, because I promise you will if you don't get busy.

Here's the second thing that I want to talk to you about. You need to make a list of people that you know. This is very important and many of you guys have heard this a thousand times. I want you to clear out your ears and sound like you're hearing it for the first time!

I want you to ask yourself – okay, write these down: Who is my doctor? My barber? Hairdresser? Lawyer? Dentist? Veterinarian? Banker? Dry cleaner? Mail carrier? Realtor? Druggist – like a pharmacist! Stockbroker, TV repairman, plumber, electrician, music teacher, appliance repair person. Who do you use in those businesses? I'm going to show you later how to totally utilize this! It's going to just blow your mind.

And then you have to ask yourself, okay, who sells me – depending on what part of the country you live in – milk, gasoline, insurance, newspapers, magazines, jewelry, sports equipment, entertainment, videos, groceries, meats, household items, beverages, flowers, furniture – who sells you those things? There's a reason why I want you to answer these questions. I want those names written down right away. I want you to go through the yellow pages and look through all the different professions that there are, all the different kinds of businesses there are, and think, who do you know that does these things?

There's a reason, I'm going to tell you later! Ask yourself who you know that shares your hobbies, is athletic, from your health spa, favorite checker at the grocery store, or at Walmart or whatever, people that you know in other neighborhoods, that you've lived in, parents of children's

friends. Relatives, owns a business—who do you know that owns a business? Neighborhood watch committee, hello, whoever the leader is of that is a great networker – diaper service, old acquaintances, social contacts, wedding lists – this is how you can figure out who you know. Okay, and there's a reason. I have a strategy for you with that list of people that you know.

So, some of you say, I've already messed up with all my friends. Okay, fine. Learn what I'm teaching you so that you can equip your new people to get to their contacts! I'm telling you the most valuable thing that a new person has is their contacts and if you're not getting their contacts, you are missing the boat, altogether! You're missing network marketing all together. So you need to make a list of names of at least 200 names. Write them tonight, get it done. Don't mess around with this. Just get the list done.

And make a list of these kinds of things that I just asked you. These are people you do business with, I promise you, you will figure out a way to get a mutually beneficial relationship with these people you do business with already.

Number three. You want to invite people to come and network their business or profession to your home meetings and to your hotel meetings, if that's what you're doing. Make sure you properly introduce them, to some key people. Make it worth it for them, to want to build a referring business back and forth. Now here's my concept with these people I asked you, who is my doctor, my barber, my hairdresser, dadadadda, the woman who does your nails – if you're a girl! Mail carrier, dry cleaner, here's why!

Check it out. Actually I'm going to give you a script. I have done this before. I have done this many, many, many, many times and I forgot about it until I thought about it today! I had gotten people to come to a meeting to network their business amongst my network. Many times I would meet somebody like my hairdresser for example – this is how I got my hairdresser to come and take a look at my business. Years ago. You know what Paula, I said, you know, you are in this line of work that you're doing and you know you lose clients all the time, and you gain clients all the time.

Listen, I'm going to be part of a meeting and I work with a bunch of people here locally, and I'm looking for somebody that I can totally,

mutually – that we can be totally, mutually beneficial for each other in business. Meaning you refer people, I refer people. Back and forth to each other. Now I'm sure, I'm always running into somebody who is asking me about my hair. I would love to tell them that Paula does it. So why don't you come down, before our orientation and after our orientation, bring your business cards and network. You know, meet people and get to know them and show them and tell them what you do. It's a great opportunity. You're going to be meeting a bunch of positive, motivated people, who are actively building a business of their own, that would love to refer somebody that is good at what they do.

Paula jumped all over that thing! She's been a customer of mine for years and years and years after she came to that meeting. And got many clients from that. I have another friend of mine who does a counseling service. Same thing. These people run a marriage counseling service, came and got a part of the organization – why think of hundreds of clients out of being a part of our network marketing business. Hundreds of clients! They have people driving five and six hours to be counseled by them, in the Bay area, from Northern California. Why? Because they came and got involved and networked a bunch of people who were highly motivated, on a success track, who were highly trained people who wanted to promote things.

I hope you're catching my drift here. Your meetings. If you do meetings, or if you don't, I suggest you do. If you do home presentations or any kind of group meetings, this is a beautiful model to network amongst business people. To bring – and tell these business people that's why you're bringing them. Say, hey listen, I'm looking for someone and I'm going to work with that will be mutually beneficial with each other. I am putting together an approved list of contacts that I will refer back and forth, with other businesses. There's going to be a group of people who are business people who are building businesses nationally and some internationally, that you'll be able to network. I'll introduce you to this group at that point. Once you get there, it's up to you, for you to sell yourself. Meet people, exchange business cards, dadadada. Hello. It is an absolute goldmine. I promise you.

Here's Number Four. You need to form your friends. Now those of you who've listened to our CDs, listen to all the conference calls that are on, that danijohnson.com website. You've heard my concept about form. And this is what you need to do. With this list of contacts that you have, whether

business associates or friends or family members, or what have you, people that you do business with, or people that you love, or acquaintances that you have, people that you've seen for years and really never got to know thoroughly. What I want you to do when you get on the phone, let's say with your hottest contacts, your warm market. I want you to not assume that you know everything about them, and not assume that you know everything about their life.

You want to build a rapport and find a need that you can fill. Now a business person, that is easy! So if you have the kind of business model where you do meetings, that is an easy one. You know, a chiropractor. Listen Dr. Smith, let me tell you what. I work with an organization of business minded people, you can come down, you can network your services, you know you can never have enough. I mean businesses constantly coming and going, you need to come and be a part of this thing.

But, I'm talking about friends and family members. Or even like the chiropractor, your doctor, your dentist, whatever. I don't care. And whether or not you have a meeting or not, I don't care about that either, whether you do conference calls or whatever, but what I do not want you to assume is that you know everything about the person, everything that's going on in their lives. Even if it's your best friend, do not assume!

So what I want you to do is you get one the phone and you do the very thing that I've taught you to do with cold prospects, or with leads that you purchased. What I want you to do is ask them about their family. Ask them how the kids are doing. Ask them about the husband, ask about his job. Ask them about their job, about their boss, everything that I've taught you to do. Everything. Ask them all those very key questions so that you can find a need. Get the prospect talking about themselves and then all of a sudden as their talking about themselves, they're going to reveal a need before you that I know your business can fill! But you don't want to just get on the phone and start hammering somebody and try selling them on your opportunity. What you want to do is you want to let a need present itself through getting the prospect to talk about themselves. And trust me, they love talking about themselves. It's not a difficult thing to do. But you want to ask them about their family, their occupation, recreation, and then I can guarantee you between the F, the O and the R, you'll be able to give the M which is message, about your opportunity.

Now I've got several little scripts that I've written here. Let me give you a couple different approaches that you can do with your warm market or referrals or business people in town. This would be a call that I would do even to my best friend, my mother, my father, or whatever. Just anybody that I know, this is a script that I would do with them. Carol's on the phone, right?

Carol: Yes.

Dani: I'm going to role play with you. I have four or five different approaches that I'm going to use in the next few minutes. You're just going to answer the phone, I'm going to be the friend, I'm going to go ahead and go. So go ahead and answer the phone.

Carol: Hello?

Dani: Carol?

Carol: Yes.

Dani: Hi! This is Dani, how are you?

Carol: I'm doing great.

Dani: You know Carol, I know you're really, really busy, and I almost didn't call you because I know how busy your life is between the grandchildren and Trina and Gina and everything that you're involved in, but I really just had a very strong gut feeling that I needed to call. So I don't want to keep you right now, but I really need your help.

Carol: Okay.

Dani: You know, Hans and I have been looking for a way where we could get out of debt, we've just incurred an incredible debt through the years and you know, we've got five children and I know you understand, you know, about not wanting to be in

debt. We have looked very hard and diligently and I believe that we found a way. But for right now, before I begin my huge advertising campaign that's going to hit nationally, I was hoping if I could gain some experience first with practicing with you. Cause I know you're a straight shooter and I know you'll just tell me like it is. So do you think you could help me out?

Carol: Well, I would love to Dani, yes.

Dani: Okay, awesome. Could we get together tomorrow at noon at Starbucks?

Carol: Tomorrow at noon? Let me look and see, I think that's going to be great, yes, I'm open for this, it'll be wonderful.

Dani: Okay. I really appreciate your help, it's really going to help me save a whole lot of money. I'd rather get some good experience working with someone I trust vs. practicing on ads that I ran and wasting money.

Carol: Well, I'm looking forward to meeting with you.

Dani: Okay, thank you. Now let's pause for a minute. Carol did everything that always happens for me on the phone. What one of your friends is not willing to help you? They're all willing to help you. Did she ask you what company I was in? Did she ask me what business I'm in? No! Why? Because I didn't tell her about it! I didn't give her a clue. What I sold her was, helping me. I sold her on helping me. And that is not a hard thing to sell. But if you get on the phone and you start trying to sell vitamins, you're trying to sell potions and juices and lotions and gadgets and magnets and I promise you! That you're going to get somebody to say, yeah, yeah, I'm interested. Gimme a call in a month, when I have some money.

You give them a call in a month and guess what, they still aint got no money! You're not supposed to sell them on that initial call if you're talking to warm market, and or if you're calling real estate agents or insurance

brokers or people that you're networking with – you're not supposed to give them the whole cat out of the bag! You are selling them on merely helping you out. And that's exactly what I did and that's how come that I get the response that I do. That's why 90% of the people that I invite to a meeting show up. Because I'm not selling them the product or the business, I'm selling them on helping me. That's one approach. Now here's another approach. Carol go ahead and answer the phone.

Carol: Hello?

Dani: Carol?

Carol: Yes.

Dani: This is Dani, how are you?

Carol: Well, I'm good Dani, how are you?

Dani: I'm doing really good. Now, mind you guys, I would actually build a little bit of a rapport with her but I don't have the time right now. I would form her first. You know Carol, I was wondering, if you would be willing to help me out with something.

Carol: Well of course, I would. What would you have for me to do?

Dani: We've been looking for a way to put these five children through college. You know, Kristina just turned 17 and we're just like, chomping at our teeth! Saying oh my gosh, It's coming up fast! And so we have very carefully, searched the whole business marketplace for what we felt that would work for us. We completely feel like we have found something but before we get going and we really sink our teeth in it, we decided that we wanted to do a test market first, with friends who we trust will give us their absolute honest assessment about our new product that we think we may market internationally. It's kind of a look under the hood test drive it before you buy the vehicle kind of thing. So would you be willing to test something out for me?

Carol: Absolutely. You know I would.

Dani: Okay, there you go! Now mind you, my husband and I came up with this one about a year ago. And oh my gosh we had a 100% closing ratio. 100% of the people that we went to, and these are business people in our little tiny community, that my husband and I would just go to, bring our product and say, you know what? We really respect your position being an entrepreneur, having your business. Hans and I are test marketing something. Before we dive in full force you know kind of like what you did with your painting business – invest thousands of dollars and getting it up and running—we just wanted to test out our product first on some people that we knew would give us their good, honest opinion about it.

Every single person in 3 days we did it with 12 people – all of them bought it, within three days of that, nine came back and reordered. Within a week of those nine, seven signed up as distributors!

Hello? All with an approach of – we're doing a test market, can you help us out? We want to know how you feel about the price, the taste, we want to know how you feel about the taste, the label, we want to know how you feel about everything.

Hello? 100% closing ratio. AND, 7 of the 12 became distributors. How's that? That's pretty insane! Here's another one. And this is exactly what I would do, and Carol let's pretend like you are the insurance broker that you used to be.

Carol: Okay.

Dani: Is that right? You were an insurance broker?

Carol: Yes.

Dani: Go ahead and answer the phone.

Carol: Hello?

Dani: Hello, Carol?

Carol: Yes!

Dani: Hi. This is Dani. I don't know if you remember me, but we met -- your daughter Trina – she introduced me to you –

Carol: Okay.

Dani: Probably don't remember. That's okay. I just wanted to let you know I'm putting together a list of approved vendors. It will be a list of people that I will be actively promoting here locally. I have both national and international contracts, I don't know if you have availability to grow your business outside of the Austin area or not – but

Carol: I do.

Dani: You do? Well, I'm putting together an approved vendors list where I'll be sending that list out to everybody that I know, letting them know that I know of a really good insurance broker, if they need insurance, that they need to go to this person.

But let me tell you how I'm putting this together. First of all, I'm in contact with a lot of people. To the tune of hundreds of people on a weekly basis – that could benefit from your services. With no question about it. And with my recommendation, they would choose to use you instead of your competitor, Mercury. That's right down the street from you?

Carol: Yes.

Dani: So, the way I'm going about choosing my approved list of contacts, to see if I feel like I could work well with these people, is that I'll be meeting with a group of entrepreneurs on Tuesday night at 7:15. What I'd like to do is just invite you to come down, go ahead and bring a bunch of your business cards. Let's get to know each other a little bit, and you can at least introduce yourself to the people that are there, that would need

your services. I mean, who doesn't need insurance? Everybody does. These are all entrepreneurs, which means they need even more insurance! They need business insurance! At least you'll be able to make contact with those people and there's going to be an orientation, you'll learn about what my company is and what we do, and then after that orientation, why don't we sit down and talk and see how maybe we might be able to both mutually benefit each other. And who knows, once you see what my company does you may even see it as something that would be a perfect marriage with your insurance business – another additional source of income to what you have going on.

If you don't, that's totally fine. But at least you'll get the chance to network with some people that night and pass out your business card, and you and I will be able to get to know each other just a little bit better!

Carol: Well, that sounds great Dani. You know contacts are vital to my business. Sounds like it will be really exciting!

Dani: Yeah, it will! I'm sure you will enjoy the people. I work with a lot of different people – chiropractors, we've got business owners, lawyers, every kind of profession you can imagine will be there that night. So it will be a good group of people that you could at least network with. But I am looking for a very long term relationship with somebody where we can pass business back and forth to each other and just mutually benefit one another.

Carol: Well, that sounds great to me, and I'll be there with my cards.

Dani: Okay. Awesome! That sounds great. Let's see how it goes from there okay?

Carol: Okay, that's great.

Dani: Thanks so much. I'll see you Tuesday night at 7:15.

Carol: I'll be there!

Dani: I'm not kidding you. It blew my mind when I thought about this. Of all the people that I've brought in under this banner, I'd say, why don't you come down, you can network – people who did my nails, people who sold paintings, people who did car repairs, people who did counseling – the list goes on. People who sold furniture. They saw an opportunity to be in front of a bunch of business-minded people and their job was to build a relationship with those people, and if they did a good job with that, then they would get referrals from my contacts in my meeting. Whether it was a home meeting with five or six people, or it was a big group meeting with 200 people. Didn't matter. They realized – in fact I invited people to the First Steps Seminar – under that same exact banner. I said, hey, listen! I know you're a chiropractor in the area, we have a seminar going on in the area, and you're going to be around 200 people who are very motivated, who I'm sure, you know how many of them need a chiropractor, and you're going to be in a room where you can just network, and network and network, around a bunch of people, to be able to drum up some business for yourself.

All I'm saying is this. There is a list that you have, a list of names, of people that you have – that you can contact. If you don't contact them, somebody else will. I just gave you three wonderful ways that you can make contact with people, being very professional, making it a win win for you and that prospect.

Here's a couple more questions that you ask maybe somebody in your warm market. You call them, you form them first, you find a need. Let's say that you find out that they're kind of uneasy about their job and their uneasy about a layoff that maybe coming up. I mean that is simple, you say, you know what, how would you like to capitalize on your people skills, your contacts, your expertise, experience and knowledge? What is he going to say? Yeah, I'd love to capitalize on that.

Really are you serious about that? Okay, we need to talk! And then you go ahead. Whatever system it is that you use, boom there you go. As your “forming” them, you find a need. If there's a guy that you know that is single and he is looking for somebody, you guys have heard me say this so

many times. I've been in so many weddings! And I'm the godmother of so many children! Because I put people together! Why I've invited single people to a meeting and say hey listen. That's another way of networking – I've invited them to a meeting, it's like, hey listen, Drexel, here's the deal, I work with a bunch of women and men and I know a few single women. Why don't you just come to where I'm going to be Tuesday night at 7:15. There's going to be an orientation for our company and everything, but there's going to be a whole lot of people there. It's a great way for you to just meet people. And at least it's not a bar, it's not a church thing, I mean, this is like women that are success minded – no excuses, no whining. They're women who are really trying to make a difference in the world.

Hello? That's appealing to any guy! Absolutely any guy would appeal [find that appealing] to that, and they come! I'm telling you I've been to so many weddings because of bringing people to a meeting to network amongst themselves and I say Drexel its up to you once you get there. Totally up to you man. And it was up to him, he found this chick and he's married big!

Here's another one! You can call one of your friends and start some small talk and just say, would you work really hard at a career option to double your income? If you had a chance to double your income would you work really hard at it? Duh? This is a "DUH" question! If they say no, they're like, I gotta go, goodbye. Fraser's on!

Here's another question you can ask somebody: Are you happy with your current income?

Here's another question you can ask somebody: If there was a way for you to double your income, would you want to take a look at it? If there was a way for you to double your income, would you want to take a look at it? DUH! From that point, you send them straight to the conference call. Straight to the meeting or whatever. Whatever way it is that you present your opportunity, that's how you would make that happen.

