HOW I WORK *"CTS"*

This is a summary of how I work this activity. Please note this information is **NOT** intended to **REPLACE** anything taught in the Training Center or any of the Live CTS Training Webinars, but rather, to **COMPLEMENT** that information. Make sure you add yourself to the "CTS Email Notification" list by logging into the "Members Tools" section of the website and clicking on the "Email Notification" link on the right hand side. You can also find that link under the "Resource Center" tab in the Training Center, or you can go directly to http://email.CashTrackingSystem.com.

How To Use This Manual

First, print this document out, but **ONLY** if you work better when reading from an actual "book." If that's the case, then break the bank and go to Kinkos or Staples and get it Cerlox bound with a clear front cover and a cardstock back cover. Your total cost will be about $10. This will give you an physical book that you can keep in your workspace and refer to whenever you need it. If there are particular sections of this manual that are more important to you, use a highlighter to mark up those sections. This will make it much easier for you to refer to the items that are most important to you in the future. Also, make sure you keep the "Microsoft Word" and "PDF" copies handy on your computer so you can easily send them to your new members when they join this remarkable program with you.

Training Center Is First

The very first thing every new member should do is visit the CTS Training Center. Just click the link on the Top Right of the home page in your back office. When you get there, watch the video on the home page. That will tell you how the site is organized, and the best way to navigate the site to find what you need quickly. It will also give you a good idea of the "order" you want to begin viewing the Training modules in. the first sections should **ALWAYS** be the "Getting Started" menu, then the "Qualifying" menu and then the "Prospecting" menu. This should total about 4 hours, and it's the **FIRST** 4 hours you should spend with CTS. Take lots of notes during those sessions.

Set Some Goals

This is what I did **FIRST** to get myself going. I set a goal that I wanted to personally have (2) new people per week join, at any level, during each of my first 4 weeks. This would give me (7) new receiving lines (after my qualifier) to begin receiving lots of cash (remember, CTS Elite didn't exist then, so the highest Entry Option we had then was $3,500). In order to accomplish this, I knew I had to have several prospects visiting my site every day, so that was my main goal every working day. To contact as many prospects as possible, sort the "serious" from the "delerious" and get the serious ones over to my CTS Landing Page.

This made the goal of (2) new members weekly a reality. Just let your CTS Landing Page and the CTS Presentation center to the work for you – they do a great job. Remember, these were **MY** goals; yours may be very different. Now that I have this activity firmly established, I'm receiving lots of "referred" cash from the qualifiers of my new members. I now don't make as many calls as I once did, but I usually like to have 2 or 3 new members joining with me every month. And since I now specialize at the Elite levels (and mainly Platinum at that), this represents wonderful CA$H Flow, particularly when you consider the 1-ups.

Just make sure you set your **OWN** goals, and you put them in writing. Then, make **SURE** you do what you set out to do when you wrote down your goals. There's no magic in goal setting; there is only **ACTION**! It's simply a matter of defining what you want to achieve (that's the process of setting your goals), creating a specific **PLAN OF ACTION**, and then consistently **EXECUTING** that plan. It's simply, "*Plan your work and work your plan*." That's what transforms you from a goal **SETTER** into a goal **GETTER**!

So now that this is 14 years later, how did I fare with my initial goals? I fell short. I only had (5) new members join, plus a 1-up, during my first month. That put **$17,500 NET** in my pocket, after deducing my $3,500 intiial pledge. Not bad, but I also learned a very valuable lesson here. My initial goal was too aggressive, as I was just starting out and didn't have a clue what I was doing. Even though I had a great start even by today's standards, I still had the negativity of not meeting my goal. So when you're setting those goals, make sure they are realisitic. Just ask yourself, "*What would be a good result for me over the first month. Or the 2nd month, (or whatever time frame you are considering)*?" And that's what you shoot for. Make sure your goal will challenge you, but make sure it's attainable as well. You need a good balance here.

Access The Training Resources Regularly

In addition to the CTS Training Center, don't neglect the other Training Resources that CTS has made available for you. CTS conducts a "Live Training Webinar" on the 3rd Tuesday of each month at 9:00 pm Eastern time. Also, if you have a question, you can log into the CTS "Members Only Q&A call" each Thursday at 4:00 pm Eastern time. You can get the information on how to access these resources in the "Member Tools" area of your Back Office, and also the "Resource Center" tab in the Training Center. If you have a question and you need an answer right away, you can submit a Support Ticket to the CTS Online Support Center at http://Support.CashTrackingSystem.com. You will need to **REGISTER** at that site before you can submit a Support Ticket, so that's something we recommend each of you do right away.

Get Yourself Set Up Properly

Make sure you have a quiet place where you can work uninterrupted. That's really important. Make sure it's a place you can actually "close a door" and separate yourself from the rest of the family and the accompanying noise. Next, you want to make sure you have a good long distance service, if you don't already have one. Always try and get a "flat rate" service that lets you call anywhere in North America anytime of day for a flat fee. There are dozens of them available now – just do a "Google" search and you'll find them. Also, make sure you invest in a headset for your telephone if you don't have one. This will significantly improve your comfort level when you're on the phone, and will allow you to easily take notes while you're speaking as well.

Also, you need to get your "CTS Activity" setup as well, and how aggresively you approach this will go a long way to determining your success here. My feeling with all of my new members is that I want all of this done within 2-3 days, so they can get out contacting prospects. That's very "doable" with a focused effort, as I see that accomplished all the time in my organization. Here's how you go about this.

New Member Checklist

First, download the "New Member Checklist" document, which can be found under the "Member Tools" link in your Back Office, or from the Training Center under the "Resource Center" tab. Take a minute to read the description of each item before completing the task, as that helps you understand what that particular resource does for you and why you need it. The first two items on that list show you how to register for the CTS Support Center and for the Email notification list. Both of these initial tasks can be completed in 5 minutes or less by simply clicking on the "live" links provided for you in the documents. If you've printed out the document, then manually enter the URL into web browser, making sure it is correct. These may seem like unimportant items, but they are key to help you get questions answered in a timely fashion and to receive important communication from CTS.

CTS Landing Page

Next, you need to order a CTS Landing Page if you don't have one already, and just click the URL in the document, or manually enter http://landingpage.cashtrackingsystem.com into your browser. You **MUST** have a CTS Landing Page if you plan on doing **ANY** advertising or using an "AutoDialer" for prospecting. That URL describes exactly why you need that page, and we highly recommend it for **EVERY** CTS member. But along with that page, you also need to acquire a domain name (we actually recommend two), and those names must be "forwarded" to your Landing Page. Don't worry, the CTS Support team will look after that for you. So here's the "Cliff Notes" version of how to get this done.

First, order the Landing Page at the URL above. Next, you need "domain names" and this requires a little thought (be sure to view the **Landing Page Tutorial** in the Training Center that provides a tutorial on Domain Names. You will find that tutorial under the **Getting Started** link). You actually need only one domain but with two extensions, such as "PatsCashMachine.**com**" and "PatsCashMachine.**net**." We suggest you select a name that is unique, and that suggests money or success, but one that is easy to understand. For example, if you wanted to use "Cash4U.com" that's a cute name, but when someone hears that on the phone from an auto-dialed call, unless it's spelled out in its' entirety, it's unlikely the prospect will enter the correct URL to find your page. They'll hear "CashForYou.com." So you want to select a name that people can remember easily, particularly if they are hearing it for only a short time, such as in a voice broadcast.

Well, where do you get these names? Our recommended vendor is GoDaddy.com, and the good news is that these domains are inexpensive, usually around $10 per year for each name. When you have decided upon your name, and remember you need to get this done quickly so don't take a week to decide, you can register it at GoDaddy.com **IF** it is available. You may need to get very creative with your name, or use another extension. For example, maybe you've decided upon "RicksATM.com" and "RicksATM.net," but the ".com" version of that name is already taken. You may have to register "RicksATM.net" and "RicksATM.org or .info or .biz. This is perfectly acceptable. Ideally, we always recommend the .com and .net, as they are far and away the most recognizable domain extensions in existence. You will need to create an "account" at GoDaddy to register your names, but that just takes a few minutes.

When you "check out" at GoDaddy, you will be presented with a ton of optional things you don't need, you just need the domain names. The **ONLY** other thing you **MAY** want to consider is a "privacy" registration, which will likely add an additional $10 or so a year per name to your cost. This protects the privacy of your personal information, so if someone searches your domain name on the "Who Is" Data Base, your private contact information will **NOT** be displayed. That's your choice, but it's an option many members add. Other than that, the **ONLY** thing you need is those Domain Names.

OK, once you have your Domain Names secured, you now need our Support Team to "forward" those names so when prospects enter "RicksATM.com" they actually will go to your Landing Page. This is a very simple process. Just open a Support Ticket at http://support.cashtrackingsystem.com (remember you registered there a few steps ago) and ask the Support Team to "forward" the ".com" version of your domain name to your Landing Page. We're going to do something different with the .net version of your domain name to make your life a lot easier. When you enrol new members, sometimes it's a bit of a hassle getting them over to your "New Member Join Link" since it's pretty long. Accordingly, you normally don't want to give that to them verbally. So what we'll do to solve that problem is to forward the .net version of your domain directly to your New Member Join Link, so when you need to give a prospect your link to join CTS with you, you simply send them to "RicksATM.net" and they'll get directly to the right place. So make sure in your support ticket you include your New Member Join Link and the instruction to forward the .Net version of your domain to that link. You can find your New Member Join Link on the main page in your Back Office right under your Member ID#.

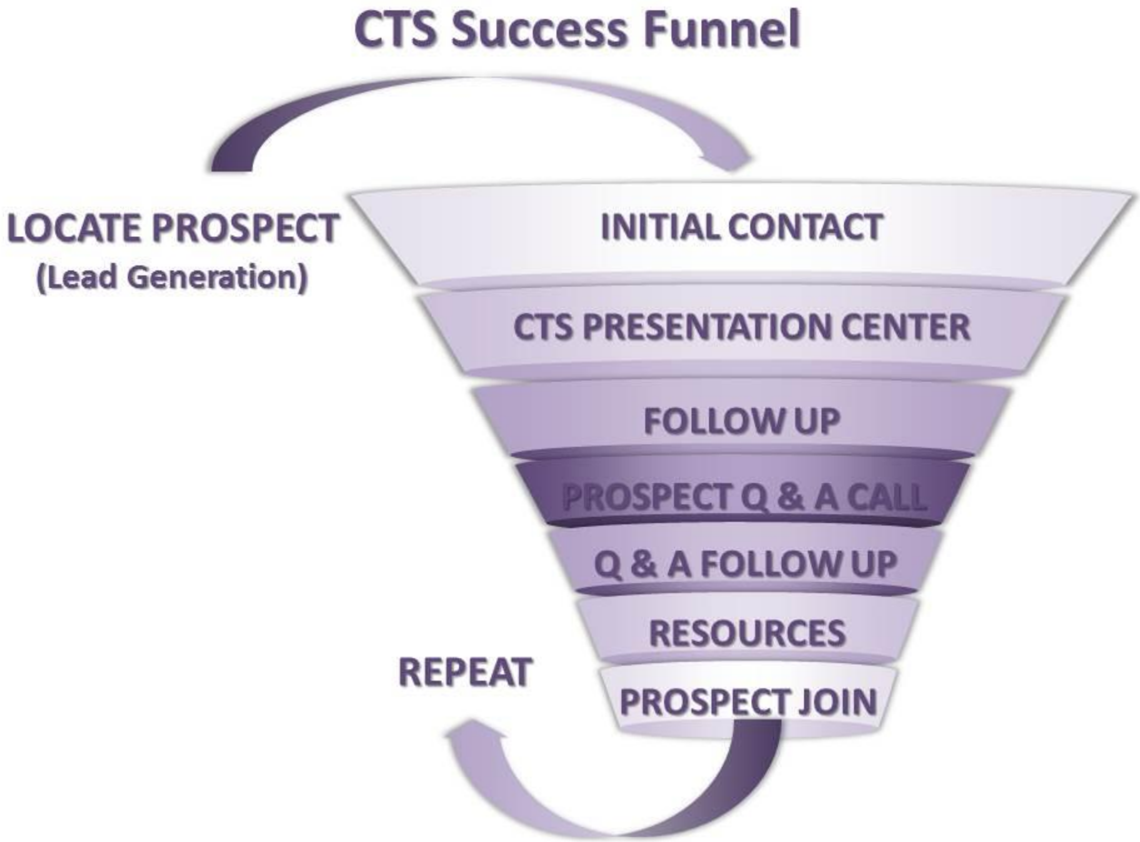
The support team needs **BOTH** of your domain names (RicksATM.com and RicksATM.net) and in addition they need your GoDaddy account number **AND** password. They require these items because they need to access your GoDaddy acount to forward your names.

Here’s something that is absolutely **CRITICAL** in this process. Please ensure that you have provided the **CORRECT** GoDaddy information to the Support Team, or your Landing Page won’t work until you do. Make sure you check the spelling of everything you send the support team here, and that you have provided the correct GoDaddy username and password. Remember, passwords are “Case Sensitive,” meaning that they must be entered **EXACTLY** as you entered them, including capital letters or special characters. Whenever there is a delay in getting Landing Pages activated with members domain names, 99% of the time it’s due to inaccurate GoDaddy information provided by the member. So please, make sure the information is accurate. Then, your CTS Landing Page should be functional within 24 hours, and you’re ready to go.

CTS Success Funnel

One of the keys to success with our program is to ensure you’re always putting the right resources in front of the right prospects at the right time. Here, we’ll be showing you exactly how to do that as we review the “*CTS Success Funnel*,” which is an integral part of our “Process.” This segment is key for you to get better and more consistent results.

Here’s what our “CTS Success Funnel” looks like, and it outlines all of the steps, and the order these steps need to be taken, to produce a “Duplicable Process” that you can repeat over and over again with every prospect you encounter:



And it's something you want your team to learn as you begin to grow your enterprise as well. This is what builds highly duplicable organizations that continue to produce lots of "residual" CA$H Flow to you in the form of 1-ups. And that's the beginning of Financial Freedom.

Inside this funnel resides your "Prospect Pipeline," which is the "Holy Grail" of any activity like ours. Your prospects move from "step to step" as they gather information about CTS and move through the process. Some fall out at various points of the process, but the serious and qualified prospects make it through to the end result that we all want, and that's to have them join CTS with us as a new member. The better you get at each step of the process in our CTS Success Funnel, the more successful outcomes you'll enjoy at the bottom. So let's take a look at each one of these steps and see what's involved with each one.

Locating A Prospect

Let's begin with the very first step of our process, and that's "*Locating a Prospect*." This is "hands down" the most important activity we can engage in at CTS, since without prospects there can be no Cash Generation. It doesn't matter how compelling our Presentation Center is, or how thorough our Training Center is, if we aren't finding enough prospects and sharing this great program with enough people, we just can't succeed on a consistent basis. It all begins with prospecting, as you see the arrow that goes into the funnel right at the very top. So let's talk about Lead Generation first, since it's the key to what we do.

The very first thing we need to address is what method or methods of prospecting we will employ in our CTS Activity. This is a key decision every member will make right off the bat, so we need to spend a little time and effort studying the alternatives so we can choose what may work best for us.

The first question to ask is, "*How did **YOU** happen to get connected with your Inviter*?" Did your receive an automated call, was it a personal call, an email, or did you know him or her personally from a previous affiliation? Whichever method your Inviter used to contact you, you are "living proof" that this method works. So the very first place to start is speaking with your Inviter about what he or she uses for Lead Generation, and discuss how **CONSISTENTLY EFFECTIVE** that method of prospecting has been for him/her.

As you have this discussion, remember, we all have different likes and dislikes, different strengths and weaknesses and different tolarances for things. Accordingly, what works for your inviter may **NOT** work for you. For example, over the years I've been very successful at calling lead lists, but this is very hard work with a lot of rejection, and a lot of people simply can't handle that. Now, Voice Broadcasting is what I do quite a bit, but again, this doesn't suit everyone. And with the addition of the CTS PowerDialer, which is a fantastic tool that makes calling Lead Lists much easier and far more efficient, I now do that regularly as well. So how can you decide what might work best for you when you're new?

The CTS Training Center to the rescue. Under the "Prospecting" menu, you'll find tutorials on the most popular methods of prospecting that most successful members of CTS use. But the most important Training Module there is, "*Choose A Lead Strategy*," and that's the one you need to watch first. It gives a brief overview of the various Lead Generation choices and reviews the "pros and cons" of each, which will give you a good idea of how it might work for you. Once you have reviewed this module and have selected one or two methods, then review the specific training modules on each one to understand exactly what's involved to make that method work for you.

It's very important that you "attack" this step very aggressively, and that you aren't continually "evaluating" and never acting. Yes, you need to spend some time here, but this is something you need to get completed and implemented in your first few days with CTS. My goal with every one of my new members is to get them out actually making calls by their 3rd day with CTS, and I suggest that all new members shoot for that. It's not **SELECTING** a lead generation option that produces Cash Flow here, it's **EXECUTING** a lead generation option that makes it happen.

Making The Initial Contact

Next comes Step 2 of our CTS Success Funnel, "Making The Initial Contact." This again is a very important step, because if you don't do this effectively, you'll never get to the next steps with this prospect, and he or she falls out of your Prospect Pipeline. Not the result that you want. So let's take a look at how we can consistently make an effective Initial Contact with all of our prospects.

The very first step in this process is to review the "Interview Techniques Training Module" in the CTS Training Center. This training will give you a very good overview of just how to approach this important "first contact" with your prospect, and how to maximize that opportunity. Remember, you only have **ONE** opportunity to make a good Initial Contact with a prospect, so you need to get it "right" the first time. There are no "do-overs" here.

As you'll see in this module, the very first thing you need to do is create the "script" you'll use during your Initial Contact call. To begin you can download the template from that Training Module as it details all of the main points you want to cover during this call. I always recommend to my new members that they "personalize" this script whenever possible with any short stories or anecdotes that came from their evaluation of CTS.

These are the elements that really allow you to "connect" with your prospects, and you constantly need to look for those opportunities during your initial call. Perhaps there is some similarity in your backgrounds, or where you lived, maybe you had a common work experience etc. Just keep looking for those "common threads" as you "engage" your prospect, as this is what begins to build a relationship. And that's what builds trust, which is the key element in your prospect continuing to move forward through your process. So keep an eye out for those opportunities, and if you do this right, you'll find lots of them. But this can only happen if you have a two-way dialogue going on, and you really "listen" to what your prospect is saying.

Your main goal at this step is to get to know as much as you can about this prospect, and **Disqualify** the unsuitable prospects, and get the Qualified and Interested prospects moving on to the next step, which is to visit your site. The Training Module will give you some good tips on how to do this, but let me just share with you the importance of this. One of the biggest failings I see in CTS is the unwillingness of new members to actually "qualify" prospects properly, because they're afraid of losing them. But here's what you **REALLY** need to know. If prospects don't qualify for funding or they aren't serious, you need to disqualify them **RIGHT NOW** and look for someone that **DOES** qualify. It's imperative that you only spend time with qualified prospects that **CAN** join this activity if they like what they see.

And lastly, you need to practice, drill and rehearse your scripts. You need to know this "cold" so you can say it in your sleep, and it never sounds like you're "reading" something. This is the "practice" document that you will review constantly until you know it well, but then simply create a list of "Bullet Points" that cover the main things you want to review with each prospect, and **THAT'S** the document you have in front of you when you make that Initial Contact call. But the key is to practice, drill and rehearse that script until you know it cold, then get out there and use it. All the practicing in the world will never produce any results, it's **USING** this great script with actual prospects that produces Cash Flow for you. You need to begin actively speaking with prospects as soon as possible.

CTS Presentation Center

Now we come to the next step in our CTS Success Funnel, and that's getting your prospect to visit your CTS Presentation Center. This is where your prospect gets their "Initial Exposure" to CTS, and it's truly a very powerful resource, but **ONLY** if your prospect actually **GOES** to your site. Those great videos have absolutely no value to you unless you have prospect viewing them. Here's how you can ensure that you get more prospects actually visiting your site.

This is where you really begin to see the importance of "Qualifying" your prospects, that we reviewed in the Initial Contact" stage of our process. If you haven't done a good job of that, you'll get tons of prospects that sound great and tell you they'll be happy to visit your site, but they never do. You'll then be in a never-ending cycle of speaking to lots of prospects but producing **ZERO** results. So make sure you qualify prospect that you speak with before you even give them your website URL.

A key element for me is to always find out just how **SERIOUS** a prospect is about looking for the right opportunity, and here's a great question you can ask to determine that. ""*Mary, this is a genuine opportunity for you to become financially free, and I **ONLY** have time to work with people that are really serious about doing that, and who* *are willing to commit some time and resources to accomplish that goal. Does that honestly describe you*?" Make sure you wait for your prospect to answer this question before you continue, and if they have to think about that answer, they can't be very serious.

As a rule of thumb, you'll have a lot more success with prospects that have an "Entrepreneurial" mindset, and they typically will be much more open to an opportunity like ours, as opposed to someone that has had a **JOB** all of their life. That's why it's so important that you learn these things about your prospect during that Initial Contact call. If you do a careless job there, you'll get a lot of "no shows" on your Website visits.

To get your qualified prospects to go to your site, you can't just give them your Landing Page URL and presume they'll go, because chances are they won't. Here's a great little script I use to encourage them to do that. "*To get all of the details of this program Mary, you'll need to spend an hour or so on our website, at www.MyLandingPage.com which will fully explain our program and answer most of your questions." When you get to my site, you'll need to read the information on that first page and watch the short video there, and then just fill in the little form, which will give you **IMMEDIATE** access to the main site. There, you'll begin a "7 Step Information Process" with a series of short video's that will explain everything to you and answer most of your question. It will take you a little time to go through all of the information, but I can promise you this. It'll be the most exciting hour you spend this week! This is the most remarkable program I've ever had the privilege of working, and I'm sure you'll see why when you review this incredible material*." Now, isn't that far more compelling that just giving someone your URL? If you don't make this sound exciting, they probably won't bother going.

Next, you need to know **WHEN** they will be visiting your site. Accordingly, you want to secure a **FIRM** follow-up appointment to speak with them about 90 minutes after their site visit. Not only do they need to agree to the appointment, but they need to write it down somewhere. This is a key strategy, as you definitely want to get back with them while this information is fresh in their minds, and the sooner the better.

Follow Up

Now we come to the “Follow-Up” stage, and this is the appointment you just made with this prospect in the previous step to contact them right after they review your website. One of the areas in the Training Center that can help you with all of the next steps with your prospect is the “Information Process” module found in the CTS Training Center under the “Prospecting” menu. That module contains more in-depth material, and will help you create some compelling scripts for each step of this process.

The first question you need to ask is if they reviewed the entire site, as many prospects will have just watched a portion of the videos, with the intent to go back and see the rest later. Ideally, you don’t want to proceed any further with this prospect until they go back and review **ALL** of the video’s, as that’s the only way they can get a complete understanding of what we do, and the real potential of CTS to solve whatever “Problem” they have. So at this step I simply ask them to go back and review the rest of the site, and secure a follow-up appointment with them when they’ve done that.

For those prospects that **DID** review the entire site, you need to ask how they feel about what they heard. Let them talk as much as they want to during this step, as it’s very powerful reinforcement for them to review what they like about the program. And take lots of notes here, as your gathering very valuable information.

Now, you need to see how interested they are in the program, so here’s a great question. Simply ask, “*Mary, on a scale of 1 – 10 with 10 being high and 1 being low, where would you rate your “level of interest” based just on what you’ve seen so far*?” This is far and away the simplest and easiest way to determine if it’s worth taking this prospect any further. If they give you a very low number, or they simply don’t see a fit here for themselves, you probably want to let them go right here. But if they’re a “7 or above,” you want to take them to the next step.

Before you do, make sure you qualify them for funding again, since they now know about the levels of participation and the Entry Options they create. Here's a great way to do that. *"Now Mary, as you heard on the presentations, we have 3 levels of participation at CTS, $500, $1,000 and $2,000. Accordingly, that creates 3 potential entry options. $500, which is the bottom level; $1,500, which simply adds the $500 and $1,000 amounts together, and $3,500, which allows people to participate at all 3 levels. Now let me ask you this. If you saw this as something that you really wanted to do, which of those entry options would be do-able for you?"* I find this summarizes everything very well, and I now should have a very qualified prospect here.

Prospect Q&A Call

Of course, the next step in our CTS Success Funnel is to invite them to the next Prospect Q&A call and have them get their questions answered by two of our top leaders in CTS. Let's discuss some ideas that will help you accomplish that.

One really important thing here is that you must **NOT** attempt to answer your prospects questions yourself. Many members that have been here for a long time try and do that, and I think that's a key mistake. Here's why.

First, as they experience this call, they will begin to realize, with your coaching of course, that this resource exists for **THEM** to use as well. If they decide to join CTS, they don't need to concern themselves about having to answer questions. They simply bring their prospects to this call and have two of our top leaders do it for them. That's a **HUGE** plus, but they will never know that if they don't experience the call.

Here's something else that's so important about these calls. As they hear all of the other prospects joining the call, they now realize that there really is lots of interest in this program, and that gives you a ton of credibility you just can't get any other way. So make sure you get your prospect to arrive 10 minutes before the top of the hour so the don't miss all of that excitement.

Here's another key benefit. As they listen to this call and all the other prospects asking questions, they will very often hear an answer to a question they have in the back of their minds but didn't think to ask. And as these hosts answer each question, your prospects are simply taking in more and more positive information about CTS. That **HAS** to be a good thing. So the bottom line is **USE** these calls and continue to put as many qualified prospects on them as you can.

Q&A Follow Up

Now the next step in our CTS Success Funnel is the Post Q&A follow-up call. As we get closer to the bottom of our funnel, we get closer and closer to enrolling a new member. Remember, as we go through this process prospects will drop out or be disqualified by you, but those that remain make up your "Pipeline," and the more qualified prospects you have in that Pipeline, the more successful you'll be.

Ideally, you want to do your Post Q&A follow-up call **IMMEDIATELY** after the Q&A ends. This is when your prospects interest will be at it's peak, so you definitely want to be speaking as soon as that call is over.

Their interest level actually should have risen a bit after that call. Here's a dynamite question you need to ask them to see what they expect to happen next. Very simply and sincerely ask, "*Mary, what would you see as your next step with us here at CTS*?" That very innocent little question will get you a lot of enrollments here at CTS. Mary will literally **TELL YOU** what has to happen for her to join. If your prospect is ready, many of them will join right there after that question. That's always exciting.

On many occasions I've had multiple prospects on a Q&A call, and I always get asked how I the follow up with that. How do I prioritize whom I call first? Here's my strategy for arranging that.

First, I always want to speak with the prospects that showed the most interest and that were the most qualified prospects first. Those are the ones you want to get to as quickly as possible.

The second priority for me is what time zone the prospect is in. If each prospect is relatively equal in interest level, I'll call the Eastern time zone first, and work my way across the country with Central next, then Mountain and Pacific last. Remember, these calls usually end around 10:00 pm Eastern, and that's late for some people. So getting to them first is important.

Resources

The next to last step in our CTS Success Funnel is called "Resources," and here were referring to additional resources you have available to you to help you move your prospect forwards to joining. Let's take a look at some of these.

The first is the "New Member Sign-up" Document that you can find in the Training Center under the "Resource Center" tab, and in your back office under the "Member Tools" link. This invaluable document lists every step your prospect will take at your website to join CTS. It's important that you "walk your prospects" through that process, and having this document in front of you shows you everything he or she will see on the screen. It's imperative that you download and carefully review that document before you enroll anyone. Keep it handy in your workspace so you'll have it handy when you need it.

You also have a great Training Module in the CTS Training Center called, "*Move People To Action*," that can be found under the "Productivity Tools" menu. This Module will give you several more great ideas to help you enroll new members, and we highly recommend you review that Training if you haven't done so yet. And don't forget about the terrific CTS Elite resources we have made available for you to use.

First, you have the CTS Elite Video, which resides on Step 7 of your Presentation Center. You can also find that video on its' own website at **www.WhyCTSElite.com**. This is a vey compelling video that highlights all the benefits of someone joining at either of those two Elite levels, and it is most effective right after a prospect attends a Q&A. If you have prospects that are excited about the program and are considering the $3,500 Entry option, make sure you have them watch this video.

And don't forget about one of my favorite resources, the **www.WhyCTS.com** website. Whenever you have a prospect in the final stages of making a decision, always send them over to watch the 15 minute video on that site. This video simply summarizes all of the reasons that CTS is "hands down" the very best program on the planet to help your prospect achieve financial freedom. It's a great tool to get your prospect to say "I'm In," and all you have to do is give them the URL. I don't know anyone that can't do that!

Prospect Join

And of course, the final step of our process is to have your prospect join CTS with you as a new member.

I really think this is the **EASIEST** step of them all, and here's why. If you have done all of the previous steps well, and in the correct order, if you've used all of the resources we suggested you use and your prospect has been through all of this with you, the normal thing for them to do next is to join CTS. And that's what most of them will do. But that brings us to another very important element of this step.

And that element is receiving the pledge from your new member. Remember, he or she can't access the Training Center or many of the tools in the Back Office until that pledge has been confirmed by you (or your inviter if this is your qualifier), so you need to create a "sense of urgency" for them to get sent that off to you.

And remember, it's **YOUR** choice as to how you receive that pledge. You decide what currency, such as cash, cashiers check, bank wire etc. You may find some new members very reluctant to send Elite pledges by CA$H, since these amounts are large, so you need to be reasonable here. Just make sure no matter how you decide to receive your pledge that it's in certified funds, it's in US$ or equivalent, and the pledge is accompanied by the Gifting Statement and the Non-Solicitation form. That's a must.

And the most important thing in your process is once you've had a success, to **REPEAT** that success. Don't rest on your laurels here, it's time to get out and do it again to build your organization. After a successful conclusion, you'll never be more excited or positive, so take advantage of that positive energy and get out there prospecting some more and bring more people through your new "Productive Process," and get that Cash Flow coming in on a regular basis. That's what builds financial Freedom.

The Law Of Attraction

This is a universal law that basically says that you will attract exactly what you project. It's a law that's always at work, and it can work **FOR** you or **AGAINST** you. People always tend to gravitate towards their most predominate thoughts, and you will constantly attract the things into your life that you think about most. That's why people can never become wealthy if all they think about is how broke they are. Since they "focus" on being broke, that's what they keep attracting into their lives. It's the same for people that would like to be thin, but keep focusing on how fat they are. They can't possibly get thin from focusing on fat.

The good news is that you can use this powerful universal law to work **FOR** you instead of against you. Here's a real easy way to put this to work. Whenever you are contacting prospects, **ONLY** focus on the outcome that you **WANT**! Never focus on the outcome you **DON'T** want. This simple technique will become habit forming for you, and it's the best way for you to overcome fear of contacting prospects, because it will improve your success at an astounding rate. Here's a good statement to remember, "*We don't always get what we want in life, but we almost **always** get what we **expect**.*"

I'm really very lucky in this activity, or that's certainly the way it seems. I remember just a few months after we launched CTS Platinum. Gold had been very successful for over a year, and Platinum was really starting to take off, and since I talked about that level a lot, I seemed to "fall into" a number of prospects that were interested in Platinum as well. I'll always remember the day that I received two Platinum pledges and one Gold pledge in the same day. That was **$27,500** delivered right to my front door in one day! You talk about your "Hallelujah Breakdown" experience in front of the Fedex Driver. It was quite an event, and I've never forgotten that. Remember, this is **AFTER TAX** money we're talking about here, and if I had a JOB, I'd need to have earned nearly $40,000 to take home $27,500. It takes some people a **YEAR** to bring home that much money, and I did it in a single **DAY**! And I'm not the only one.

Or maybe it isn't about luck at all. Maybe it's about constantly focusing on the outcome I want, which is for good caliber people to join me in this activity and have them become successful. That's my total focus **ALL THE TIME**, and I naturally **ATTRACT** those good caliber people. It simply can't work any other way. I never concern myself with how much "cash" I'm going to receive. My best outcome is for good people to join CTS with me and become successful. As long as I focus on **THAT** outcome, and my activities **SUPPORT** that outcome, I'll receive all the cash I want.

Summary:

That's it. That's how I work *CTS*. Anyone can work this simple system, and get cash flowing to them very quickly. There is no magic here. Have lots of leads in front of you at all times, call everyone, get as many qualified prospects as possbile to your website, and you'll receive more cash than you ever thought possible. Remember, you need to be consistently prospecting if you expect to be consistently successful.

Make sure every new member in your organization receives this document or downloads it from the CTS Training Center. Remember those powerful 10 little two-letter words, "***If it is to be, it is up to me***." You will likely have your share of disappointments, but if you simply keep at it, the success you seek will certainly materialize.

If you **CONSISTENTLY** utilize the techniques you've learned here, you will always have people going to your site, and subsequently if you've paid attention to your "Process," you'll always have people sending you CA$H. But this success will **ONLY** occur if you **MAKE** it happen. Follow the suggestions you've learned here, and it will. But above all, be persistent. Remember that great line in the movie, Field Of Dreams, "*Build it and they will come*." My philosophy with *CTS* is, "*Invite them and they will join*." I keep inviting, and they keep joining! And the pledges just keep on coming, and that never gets old! You can do it too!