

# **THE FAST START PLAYBOOK**



**Your Fast Track To Success**

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# Getting Started Right

This Fast Start Play Book is designed to teach you the system that thousands of people have already plugged into and earned a check in our company.

The first 48 hours is critical to the life of the new representative. We encourage you to get a copy of the Fast Start Playbook in your new representatives hands when they join your team.

Your combination for unlocking success is **20-15-6**

Your immediate goal is to call **20** people on your list. You will get **15** quality exposures with your running partner (don't start by yourself) and **6** will join your team depending on your level of influence.

**20 Calls**

**15 Exposures (with an expert present or on the phone)**

**6 Enrollments**

**Focus on getting a check for \$570 in your first week.**

You will learn how to do this business by watching someone else leverage your list. They will do it right in front of you.

The following are suggested scripts you should read to your prospects when first getting started. Have the scripts right in front of you when you make your calls.

You need to practice your **invite**, how to answer the question “**what is it?**”, **closing**, **handling objections**, and how to use the phrase “**the next step**” if your prospect says they are not ready to get started at this time.

You need to study your Playbook daily and role play the invites **over and over and over** again with your team. It is ok to read the scripts when you are first getting started!

# Scripts on how to Invite

**I just found** a way to double my income as a (ex. chiropractor) in the next 1 to 2 years part time from home... would you like to see it?

**I just found** a way to double what I'm going to make this year at (ex. The Post Office) in the next 2 to 3 years! And I thought of you... Would you be open to me coming over and showing you how the program works?

If I could show you how, in the next 3-5 years working 7-10 hours a week you could truly build something and have time to enjoy, so you wouldn't have time to work at the post office anymore... would you be open to me coming over and showing it to you?

You wouldn't believe what came across my desk.. **I discovered** a way to double what I'm going to currently make this year. And I thought of you. **I don't know if you're open or looking for something and if you're not it's okay**, but if you are I can bring you right to the people in charge of program in this area.

**I discovered** a way to make \$1000-\$2000 per month part time from home... would you like to see how this program works?

**I just found** a way to make \$500-\$1000 per month part time while we're going to school. I know you're working as a server part time on the weekend and that's cool, but this is something we could do together, we can lock arms, build a team, plug into a system and take advantage of current business trends in the market place of people working from home and people shopping on the internet. I can take you right to the people in charge of the program. Thousands of college kids are already involved in the program and it's sweeping across the nation.

**I just found** a way to graduate from college debt free! You gotta check this out... I will take you right to the people in charge of this program.

**I just found** what we have been looking for, for a really long time... I'm coming over right now!

**I discovered a way** to make money part time from home that will allow my wife to quit her job and stay at home and raise our kids... and I thought of you. I know that you're sick and tired of having your wife drop your kids off at daycare and have someone else raise your children. I don't know if this is going to be for you or not and if it's not it's okay. But if it is... I could clear some time tonight or tomorrow and come over and go over the details with you.

**I just found a way** to pay for my son's college tuition. And I thought of you. I know you have two daughters in college... I don't know if you're looking for a way to pay for their tuition or not and if you're not it's okay. But if you are I could clear some time tonight or tomorrow and go over the details of the program with you.

# The Best Invite!!!

I am so thankful a good friend of mine just shared with me an interesting income opportunity... and I was interested....

As you know the economy is bad and I have been looking for a way to diversify my income for a few years now.

I don't know if you are open or looking for something...and if you are not it is ok....but if you are, great!..... I could clear sometime tonight or tomorrow and go over the details with you.

Or

I could come by and pick you up and take you right to the people in charge of the program.

Or

When do you have 30 minutes to be in front of a computer?

# Invite - Text

Love to get together Tues or Wed

2:00 PM

Which one is better for you?

Lunch tomorrow?

Lunch Friday?

Love to get you on the books

Love to get you scheduled in at Champps Tues or Wed

Could we get together for a cup of coffee tomorrow?

# Facebook invite

I was excited to see you added me as a friend! I couldn't believe it when I saw you were right here in town. I would love to get together and catch up!

I would love to catch up with you, which one's better for you, lunch on Wed. or Tues.? ...And remind me to mention something big I have cooking!

# Long Distance Invite (You aren't there)

All VERBAL -no emails or posting on FB , the key is to be in control of when your prospect is watching the online presentation

- **When can you get in front of a computer?**
- **Type this website in.. [www.davidpietsch.me](http://www.davidpietsch.me) or your favorite online presentation**
- **I will call YOU back as soon as the video is over!**
- **Make sense doesn't it?...**  
(follow the closing script in this Playbook)
  - 3 way phone call with “Expert”
  - “Expert” = anyone other than you
  - The "Expert" reads the script so they cover the right information

## 3 way phone call with expert

1. Edify the expert to your prospect
  - A. What this person has accomplished or is going to accomplish (ex. Eric is going put 10,000 people in this company this year)
  - B. Good behavior they do to win. (ex. Has a team that's growing exponentially, well on his way...etc.)
2. Tell the expert what is happening when they come on the call
  - “David, Andrew just got done watching the video.”
3. “Andrew this is David, David this is Andrew”
4. Don't talk again

# Script for the expert:

Let me tell you what all the sharp people want to know...  
It's what I wanted to know...  
In fact, it's what Eric wanted to know...

We sell a product that everyone wants at a price that they can't get anywhere else backed by a multimillion soon to be billion dollar word of mouth company. Along with the expertise, leadership and guidance of the entire team all with a vested interest in you winning at this deal yet you are your own boss. Historically Network Marketing Companies prosper during a down economy. There are lots of people out there right now looking for something. Worldventures is a solid 7 year old company that virtually no one has heard of that is about to become a household name around the world. Take advantage of the next best spot on our team so you can capitalize on this opportunity! We have a simple step by step system that people are plugging right into with incredible tools in place like websites, audios, DVDs, magazines, and monthly trainings across the world.

If we team up can you **ACCESS** \$365?!!



# Long Distance Invite Scripts

(Another way you could do it)

I am so thankful a good friend of mine just shared with me an interesting income opportunity.

And I was interested.

As you know I have always been the kind of guy to keep his ear to the ground for a good income opportunity.

And I thought of you

I remember the last time we talked you said you were looking to make some extra money (or buy a new car, pay for your kid's college tuition, or get your wife a new home to raise your kids in.)

I don't know if this is for you or not.

And if it's not, that's ok.

But if it is...great!

When do you have 30 minutes to get in front of a computer?

Here's exactly what it would look like...

Hey Joe, this is David, I am so thankful my friend just shared with me an exciting income opportunity

As you know I have always been the kind of guy to keep his ear to the ground for a good opportunity.

And I thought of you.

I remember the last time we talked you said you wanted a boat.

I don't know if it's for you or not...

If it's not, that's ok.

But if it is... great.

When can you get in front of a computer for 30 minutes?

Remember, when we are recruiting long distance:

- confirm if it is still a good time when you call back
- we need undivided attention for 30 minutes
- speakers on the computer
- no dogs in the room
- no kids in the room

# I'm busy

No problem I'll call you later.

Have you ever missed your daughter's soccer game before? - Let me make a suggestion – miss this one too...

Would you consider changing your plans if it was something more valuable?

Would you consider changing your plans and come with me? Do you go to church every Wednesday night?

- Let me make a suggestion – miss this one too...

# What is it?

**Several different aspects to it**

**Lots of ways to make money**

**I'm not sure exactly what part you would be interested in**

**I could clear sometime tonight or tomorrow and go over the details with you.**

It's a 27 min movie, I'll take you right to the people in charge of the program.

It's a 45 minute presentation. I will take you right to the people in charge of the program.

It's a way to...

Graduate debt free from school

Stay at home and raise your kids

Get out of the rat race

Pay for your kids college education

Make money part time from home

Get that boat you want

It's worth looking at

Worthwhile, valuable to me when I saw it

When my friend told me... it was completely worth my time when I found out what it was.

Do I have enough credibility to get 45 minutes of your time?

Travel the world, spend time with my friends and family and make more money

My suggestion is take a look at it

Something we have been looking for... for a really long time.

It's big

A chance to do it over and get it right this time

It could change the direction of your life

It's a lifeline. In today's economy if someone's offering you a lifeline- reach out and grab it.

It's like a movie... I can't explain it over the phone.

It's a chance to get your self-respect back. (self-confidence, dreams, esteem, etc.)

Security that a lot of people don't have right now

Only promotion, only raise, only job that you might get offered this year.

# Not interested

If I didn't know what I know now, I wouldn't be interested either.

If you had something that was really really good, would you call me? Well that's why I'm calling you.

Are you saying that you're not interested?

Or

Are you saying that you are interested but you're afraid?

# Closing

Have your timing and placement document ready. Use a new sheet for EVERY prospect with their name on top of the list along with 9 other names (2-10). Write big!

**Make sense doesn't it?**

or

(That was intriguing wasn't it?)

(Sweet deal wasn't it?)

(Pretty interesting wasn't it?)

(That was awesome wasn't it?)

**Most people are very intrigued by this point in time**

or

I told you this was going to be right up your alley

**If we team up**

or

If we lock arms

**Is there any reason why you wouldn't want to take advantage of the next best spot on our team so you could capitalize on this opportunity?**

**Can you access the \$365?**

Use this Timing and Placement document.

Have the names of your next 9 exposures written on the timing and placement document. Explain to your prospect that you will be exposing these individuals with your running partner the rest of the day today and tomorrow and that most likely some of these people will get started and be placed under them if they secure their position right now.

Use fear of loss. Show them the next best position in your binary. Edify the people on your list. Make it so your prospect does not want to miss out on getting your list on THEIR team.

## Timing and Placement

### Left Team

### Right Team

Upline Leaders

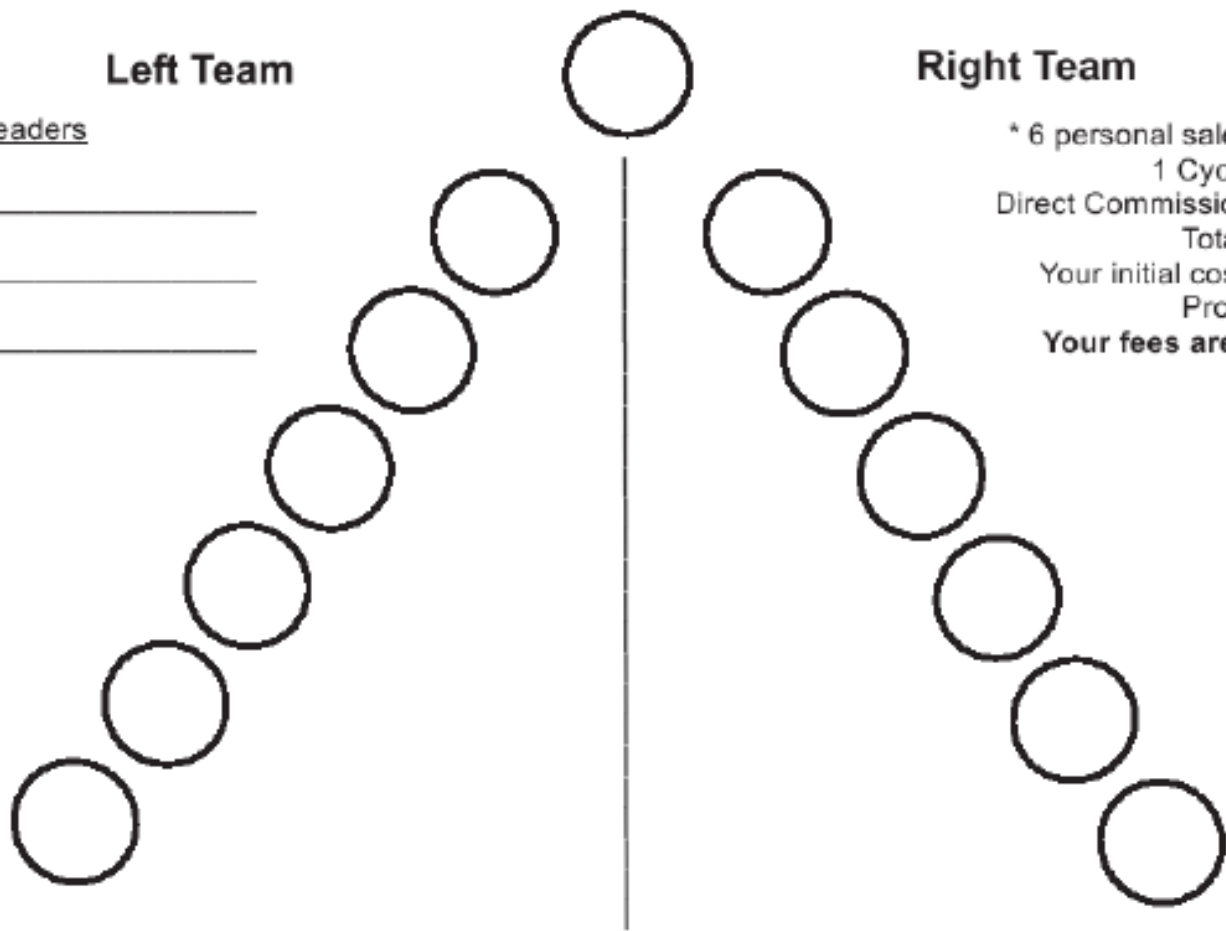
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\* 6 personal sales = \$250  
 1 Cycle = \$200  
 Direct Commission = \$120  
 Total of \$570  
 Your initial cost of \$365  
 Profit = \$205  
**Your fees are waived!**

### Top 10 People

### Phone Number City

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

\* 6 personal sales in any 30 day rolling calendar gets you a \$250 bonus.



# Closing

Joe you work hard, you deserve a break

This makes sense doesn't it?

Take advantage of the next best spot on our team so you can capitalize on this opportunity

If we team up, is there anything stopping you from doing this right now?

Can you ACCESS the \$365?

Next move is yours, give them the enrollment form, click pen

-Another example would be-

Are you ready?

-Move the enrollment form toward them

Anything else you need to know? Are you on board?

Do you want to come play with us?

**Again and again ask them**

**Are you ready to get started?**

# Closing Phrases

Are you going to stay with what you're doing and have to have this conversation a year from now?

Do you want to stay with your crummy deal or you have a chance to come with me, I've been successful and brought a lot of other people with me... You can be one too. So which one do you think would be the right move for you tonight?

Do you want to stay where you're at or come with me. We have a lot of other people just like you making it happen. I've been successful and I'll bring you too!

Next move is yours

Are you with me?

What move do you think will be a better move for you at this time?

What do you think the best move is for you going forward?

I can put you out of your misery right now!

Follow me! Come with me! Let's go do it!

Closing phrases for different personality types:

Red: hard charging win at all cost

Blue: love to have fun

Green: analytical type

Yellow: timid and shy loves animals (unicorns and lollipops etc. :) )

**Red- Are you ready to make some money?**

**Blue- Are you ready to have some fun?**

**Green- Are you ready to get plugged into the system?**

**Yellow- Are you ready to join our team?**

**Yellow- Are you ready to help some people?**

# Objections

-Neutralize them –Acknowledge that you heard what they said don't agree with them, just let them know that you heard what they said.

Don't cause friction, don't argue, don't fight. If you have to convince them to get in you'll have to convince them to stay in everyday. Remember we are nice, likeable, agreeable people.

Sometimes when you ask them "are you ready to get started?" , they respond with I don't have enough time, I don't have enough money, I need to talk to my spouse, I need to talk to my parents, I need to do some research, I need to think about it, Is this a pyramid scheme?, etc.

I get that

I know how you feel

Use **feel, felt, found.**

I know how you **feel**, other's have **felt** the same way, here's what we **found**...

Can I ask you a question? How does that make you feel?

I'm with you

Me too! That's exactly what I thought when I saw it.

I understand

I get what you're saying

Thanks for sharing that with me

I really appreciate you sharing that with me

That reminds me of what Tom said to me last week right before I signed him up

# Not ready to get started right now

The key words to remember are:

**Obviously**

**The next step**

Link them to the next exchange of information the next day

Joe, **obviously** you're not ready to get started... the **next step** is ... let's get together tomorrow with your wife and go over the details.

Joe, **obviously** you're not ready to get started... the **next step** is ... let's get you and your wife out to the next presentation on Thursday night so she can see how this program really works.

Joe, **obviously** you're not ready to get started...the **next step** is...if you're serious about looking at this company why don't you come with me to our Regional Training Event on Saturday.

Joe, **obviously** you're not ready to get started... the **next step** is... let's get together tomorrow and I can go over a game plan with you on how to get you a check.

Joe, **obviously** you're not ready to get started... the **next step** is... let's get together tomorrow and I will show you how this thing really works!

Joe, the **next step** is... If I call you at noon tomorrow will that be enough time for you to research our company?

Joe, the **next step** is... I'm going to call you tomorrow night after work, will that be enough time for you to "think about it."

Tell them what you want them to do next!! Keep them in the funnel.

The key is to set another appointment or phone call the next day to keep them in the funnel.

# How to build a cold market

1. Get their **attention**- Start talking to the person that you see at the gym for example, just let the conversation flow.

2. Ask them what they're **interested in**- you can ask them about **FORM**

**F- Family O- Occupation R- Recreation M-Money**

Keep talking to them until you learn something about them like, they work 80 hours a week, they work 3 jobs, they're sick and tired of dropping their kids off at daycare, they can't stand their job, or they're not getting paid what they're worth. They don't have any free time. They don't have a job. They need money for college. etc..... You have to find their Achilles heel. You have to find something you can ruin them with later.

Example of how to ruin them "Surely that's not all you do to earn money? That's not very smart to do in today's economy." "How does that make you feel to have someone else raise your kids"

Then come back and salvage them:

"You seem like a sharp guy, you're disciplined enough to win"

"You seem like a sharp gal...you work hard"

"Do you get paid what you're worth?"

"If anybody deserves a break you do!"

If I could show you a way to get that boat (time, money, etc..) you want in the next few years, you'd be interested in that wouldn't you?

That would improve things for you and your family wouldn't it?

When would be the best time to go over the details?

How good are you at keeping your appointments? My time is valuable and I'm taking a chance on a guy like you.

# The Process

## What is an exposure?

An exposure can be any one of the following (and more) ways of presenting or “exposing” people to the product and business opportunity.

“Your highest chance of your person going in...is if I’m sitting there...not if you’re sitting there alone.”

When you get started in the business it is always best to bring your prospects to an “expert.” An expert can be anyone in the business other than you. Just edify them as the “expert.” You should learn the process after watching the expert do it to your first 15 prospects. They will do it right in front of you so you learn how to do it.

Getting your prospect in front of the “expert” guarantees your prospect is going to be on their best behavior and will behave correctly and will not make sarcastic remarks.

### 1. Local Business Presentations

Local Business Presentation exposure involves bringing your prospect(s) to a professional environment where a group of Representatives in your area get together to present the Worldventures Business to everyone’s prospects.

### 2. Two-on-One Meetings

Two-on-one meetings involve you and someone you introduce as the “expert” presenting the Worldventures business to one of your prospects.

### 3. Travel Parties

Travel Parties involve inviting prospects to your home to introduce them to the Worldventures business and Dreamtrips Life Membership through 3<sup>rd</sup> party materials (videos) and someone you introduce as the “expert”.

### 4. Personal Website

An exposure involving your personal website involves inviting your prospect to check out your Worldventures business at : [www.thecoollesttravelclubintheworld.com](http://www.thecoollesttravelclubintheworld.com), [www.davidpietsch.me](http://www.davidpietsch.me), [www.\(yourname\).worldventures.biz](http://www.(yourname).worldventures.biz), [www.wvondemand.com](http://www.wvondemand.com)

### 5. One-on-One/Sit Down Meeting

A one-on-one/sit down exposure is meeting privately with your prospect to give him or her an overview of the Worldventures business after you have watched the “expert” do it many times.

### 6. DVD

A DVD exposure involves handing out or sending out one of our “Just Push Play” DVDs and doing the proper follow up. “Here’s what I saw when I saw it”. Do summary and Close.

### 7. Three-Way Calls

A three-way call involves a three-way call with your prospect after they have watched the online presentation. You will then introduce your prospect to someone you edify as the “expert”. Make sure the "expert" reads the scripts in this Playbook so they say the right things to your prospect. You can text 5 people on the team to see who is available to be the "expert" for you.

**8. Printed Materials**

A printed material exposure occurs when you hand out or send printed materials to your prospect. And properly follow up and Close.

**9. Regional Training Events and Super Saturdays**

Regional Training Events and Super Saturdays involve bringing your prospects to a major event where everyone in your area comes together once a month to get trained by national trainers or local leaders in your area.

**10. National Training Events**

Corporate Event exposures involve bringing your prospects to a corporately sponsored Event or International Convention so they can get the big picture regarding Worldventures.

**11. Home Office Tours**

A Home Office tour involves exposing your prospect to Worldventures impressive Home Office campus to tour the headquarters and get his or her questions answered.

**12. Other exposures**

We have included some of the most popular ways to expose your prospect to the Worldventures business. There might be other ways. Check with your sponsor to see if he or she has additional suggestions.

# The 10 Core Commitments

There are 10 commitments you need to make if you want to achieve a high level of success in this business. Every leader in the field has taken the 10 Core Commitments and built his or her business around them.

1. **Game Plan Session (Go Through *The Fast Start Play Book*)** Sit down with every new Representative in their first 24-48 hours and conduct a game plan session to call their first 20 prospects. Cover 20-15-6
2. **Commit To At Least 2 Exposures A Day**
  - Dialing for Dollars. Smiling and Dialing
  - Recruiting is how you build your business
3. **Attend Your Local Weekly Business Meeting** -52 week commitment
4. **Attend a Fast Start Training Class**
  - Yourself
  - With all your local new Representatives
5. Attend all Regional/Super Saturday Event's in your area
6. **Attend all Four National Corporate events per year**
7. **Commit to Personal Development**
  - This is the most important of the commitments! You can only earn what you become! Commit to reading just 10 pages of a good book everyday (Think and Grow Rich, Transforming Debt into Wealth, The Slight Edge, etc.) or 15 minutes of a powerful CD (like The Strangest Secret by Earl Nightingale.) Imagine what you would become if you read 10 pages every day. That would be over 3000 pages a year!
8. **Find a Workout Partner**
  - Someone who will make you stretch for more. Get someone to be your workout partner and be accountable to each other. Help each other stay committed to the 9 commitments.
9. Use the Product... **Go on a Dreamtrip.**
10. **Be Here a Year From Now**
  - Be here a year from now (doing 1-9), Get committed to these commitments for one year. Challenge yourself to be committed to the proper activity for 52 weeks and watch what happens!



# Attitude is Everything

**Attitude** is everything. You've heard the phrase before, and in this business you'll learn **that the phrase is very true**. It pays to be excited about Worldventures because often people will react more to the height of your enthusiasm rather than to the depth of your knowledge. In the course of your fast start training, you'll receive in-depth product training, but you do not have to know everything about the business before you begin. Don't think that you have to be an expert salesman or recruiter. Don't wait until you know it all before you get started.

There is a saying, "**Analysis paralysis is the number one cause of failure in Worldventures.**" To get started you only need a basic understanding of how our Dreamtrips Life membership works. Study the tools available to you and get those same tools into the hands of your prospect-and do so with enthusiasm. This business is not based on how smart you are; instead, it simply comes down to how hard and how smart you work. People who are not as "bright" as you will out-earn you 10 to 1 if you don't catch on and get off to a fast start. You must adopt a sense of urgency and create a vision of success.

**Remain positive!** This is very important to the growth of your business. Don't let those who don't recognize the opportunity keep you from your success and cause you to take your eyes off the incredible opportunity before you. Every top earner still comes in contact with individuals who cannot see the potential of this opportunity. So stay motivated. Stay inspired, and be inspirational to others.

**Remain consistent, persistent and focused on your goals. Create a mission to build a fortune for you, your family, and your team. Always remember that this business requires a positive mental attitude.**

# Four Ways to Learn

## **1. Learned Knowledge**

Find someone who can teach you how this business works, possibly your sponsor, and attend a Fast Start Training Class. Then begin to apply all you have learned into your daily business.

## **2. Activity Knowledge**

Emerson said, "Do the thing and you'll have the power." Exposing two people a day using a third party tool and a weekly event is a great way to start your activity-driven game plan. If you want to supercharge your success, take Watson's advice, the founder of IBM, and "Double your rate of failure."

## **3. Modeling Knowledge**

Decide what you want and write it all down. Then, find someone who has achieved what you want and find out how he or she did it. Once you've found that person, simply model him or her—do exactly what he or she did and keep moving toward your goal until you achieve your desired result.

## **4. Teaching Knowledge**

Read the books, listen to the audiotape programs, and attend the classes that can take you from where you are to where you want to go. Then, teach those you sponsor what you have learned. Remember, always keep it simple and do things that can duplicate.

# The Beauty of Compounding Efforts

Today and every day hereafter you must remember why you are investing your valuable time in building your WorldVentures business. Why should WorldVentures be one of your top priorities? How long have you been in your field of employment? Has your job provided you the lifestyle you've always dreamed about? What if you worked twice as hard as you do now, continued that pace for the next 10 to 20 years, and then stopped working? Would you be able to retire and have the finances you need to live your dream lifestyle?

If you were a WorldVentures Business Representative at the highest level in the company, an International Marketing Director, and you worked hard to get there in just a few years and then stopped working. Would you be able to enjoy your dream lifestyle? Yes! As a WorldVentures Representative, you can create a passive, leveraged, residual income, so why not shift your priority and focus to WorldVentures? Maybe you are scared of the unfamiliar and are clutching to the false sense of security that comes with what you are used to. After all, school taught you how to get a job, not how to go out and build your own fortune. It's not necessary to leave a full-time job to create a successful WorldVentures business. Just shift your focus to an opportunity that can give you your life back.

Let's stop for a minute and analyze why the WorldVentures business model can afford this for you. It's called leverage. Look at this diagram:

You x 6 hours = 6 hours 6  
x 6 hours = 36 hours 36  
x 6 hours = 216 hours

---

258 hours/week

Say that you have only six hours a week to devote to your WorldVentures business and you recruit only 6 Representatives who also invest six hours a week to work their businesses. Those six recruits each recruit six more Representatives who work only six hours a week. You already have 258 hours a week working for you, yet you are only working six hours a week yourself!

At a conventional job, if you work 40 hours a week and want to double your pay, you must work 80 hours a week. Could you really work that much more? Not likely. But by leveraging the time of others who are working with you, the sky is the limit!

# Travel Parties

As we've said before, it is vital to your success in your new business that you get started fast. The effective way for you to do that is to hold a "Travel Party". This is simply inviting your prospects into your home to do a presentation of the opportunity and the Dreamtrips Life Membership. The key is to invite as many people as you can and have an expert presenter do the presentation for you.

## **Why should you do a Travel party?**

Travel parties give you leverage by allowing you to expose more than one prospect to Travel Parties at a time instead of one at a time. This type of presentation is also a very comfortable environment for both you and your prospects and helps take away the pressure for everyone involved. Most importantly, when one of your prospects gets excited about Worldventures, that excitement will pass through the group. Another important point is that Travel parties are highly duplicatable, which makes them easy for you to do and easy for you to teach your new recruits.

## **How do I do a Travel party?**

1. Make a list of local prospects
2. Pick a date about a week from today- evenings and weekends work best
3. Use the Travel Party Script to invite your prospects
4. Invite four times the number you want to attend
5. Be excited and positive regardless of how many guests show up

## **Suggested Presentation Format**

1. Have someone in the business that you edify as the "expert" present to either do a live presentation or be the facilitator and play the [www.thecoollesttravelclubintheworld.com](http://www.thecoollesttravelclubintheworld.com) or use one of the other recordings of a live presentation on [www.wvondemand.com](http://www.wvondemand.com)
2. When the live presentation or the recorded presentation is over, just have the "expert" close your prospects and ask your guests to join. Pass out apps and help people get started on the spot! Paper apps are great, as there is no delay waiting on a computer, and the "expert" can enter the apps in the system after the party.

## Travel Party Script

“Hello, \_\_\_\_\_ how are you? I don’t have much time right now, but I wanted to give you a quick call about something very important.

I’m starting an important business project and I’m teaming up with some top business people who work with a fast-moving, growing company. I intend to really launch this business big in \_\_\_\_\_, and I am looking for some business partners. If we could make a good amount of money without interfering with everything else we’ve got going on, would you be interested in taking a look at it?

I can’t give you any details now on the phone, but I have one of the top leaders of the national expansion coming into town and he/she will be speaking with me and a few key people at my house on \_\_\_\_\_ (day) at \_\_\_\_\_ pm. Before I commit to having you come out for this, I want you to meet one of the leaders over the phone. It will only take a minute. Will you hold so I can patch him ( or her) through? (Note: Before getting your expert/leader on the phone, edify them to your prospect, then get them on the line and they will simply share their story and confirm the invitation with your prospect.)

\_\_\_\_\_, sounds like we’re on! I know you don’t have a clue yet why I am so excited about this, but you’ll see why on \_\_\_\_\_. I’m looking forward to seeing you then, and by the way, can I count on you to do me a favor and bring a bag of ice?”

# Handling Objections (continued)

**The Majority of objections are psychological smoke screens. Often times a smoke screen is thrown up because a person thinks they are not interested in what you have to offer, or because they have been approached unprofessionally or arrogantly before, or they have preconceived ideas of what you are trying to share with them.**

**Three Step Process: Validate, neutralize and move forward.**

Always validate their objection.

“I really appreciate you sharing that with me.”

You want to neutralize the objection, rather than handling the objection. In neutralizing objections, learn an automatic response. Saturate the objection with your own positive response. It is a known fact that people will do more out of a fear of loss than they will out of a desire of gain.

**There are basically 8 main objections:**

1. “I don’t have the time.”

“That is the exact reason you need to take a look at this.” If you don’t have enough time now, then is it possible that what you are doing to make a living is controlling your time rather than you controlling your own time? I can help you create more free time by using the leverage principle that is available with this business.

Would you like to be able to spend more time with your family? How about doing the things you choose, rather than working your life away, trading time for money and building someone else’s dream?

What I am talking about can enable you to spend much more quality time with your family. It can offer you the ability to create a future for your family that currently doesn’t exist, and give you options for your life that don’t currently exist.

2. “Oh, I wouldn’t be interested in something like that.”

I really appreciate you sharing that with me, because let me be honest, if I didn’t have the information that I know; I probably wouldn’t be interested either.

I know how you feel, I felt the same way myself, what I decided to do was at least give it the benefit of the doubt because I did not want to walk away from something that could potentially be worth a fortune. And it is. What if this could be worth a fortune to you and because you wouldn’t even give it an honest look, you missed an opportunity of a lifetime. What would that cost you and your family? It is important to me, for you, to just take a look.

3. “I don’t have the money”

“That is that exact reason you need to take a look at this.” “What would it be worth to you and your family if you never had to say those words again?”

I appreciate you sharing that with me, but let me ask how long have you been in the work force? And you are telling me you don’t have the money to spend a few hundred dollars that could change your life. May I make an observation here? What you are doing to build financial security is not working.

I don’t want to get too personal, but how do you feel about that? Would you like to be in a position to never have to say you don’t have \$366.00? That is the exact reason you need to take a look at this, because I can help you get in a situation that you never have to say those words again.

Let me tell you this company has changed my life.

If you don’t have the money today, isn’t time to do something about that? I can help you change that by helping you create cash flow that you don’t currently have that can put you in a financial position that you are not currently in. Wouldn’t it be wise to take a look? It might cost you much more not to look.

Any business you ever start is going to cost money. It doesn’t cost anything to check it out and the start up is basically a deposit that is easily earned, with a minimum of effort. There is a lot of money on the table.

4. “ I don’t know anyone that has succeeded with one of those (those things just don’t work, etc. )”

Find out their occupation then ask them, “Is there a right way and a wrong way to (sell real estate, write up a contract, fix a cavity in a tooth, etc)... well, there is a right way to do network marketing and a wrong way. I am here to help you do it the right way and be successful like the thousands of other successful people in this industry.

5. “I’m not into sales.” Or “I can’t sell anything.”

Great! We’re not looking for sales people. Do you like to help people and share new ideas with people? That is all we do. We help and share. That is the exact reason you need to take a look at what we do because it will radically change your model of what you can do in your life. What if I showed you how to communicate in a style that helped you earn money? Would that be okay?

6. “Is this one of those pyramid things?”

No. Pyramids are illegal. I wouldn’t get involved in anything illegal and I wouldn’t ask you to either. We are not a pyramid. We are simply a non-traditional business that provides the common man or woman with an uncommon opportunity and value.

Tell them that you prefer to refer to it as a “leveraged income matrix”, because unlike other pyramid shaped organizations (government, church, military, and corporate America!) a new person getting involved can exceed everyone above him. At a traditional job, you’ll usually never make more than your boss,

**7. “I need to talk it over with my spouse.”**

That’s great. Let’s all get together. Two sets of eyes are better than one. And you should. He/she should be in on any decision that can change your life like this can. Can we get together with them now?

**8.”I don’t have any experience.”**

That is the best part. You don’t need any, and they have free ongoing training. Hey, I didn’t have any either. Anyone can do this business.

If you are new in the business and are asked how much you are making, answer with one of the following responses:

I’m just getting started, but I feel it has great potential. Would you look at it and tell me what you think?

Oh, you wouldn’t make what I do! You might make ten times more, or you might make nothing. One thing I will share is that you will get paid what you’re worth, unlike most jobs out there.

I never say. It either intimidates people or it limits them on what they think they can do.



# Personal Development

## Recommended Listening

The Strangest Secret by Earl Nightingale (CD)  
Just Do It by Art Williams (CD) You can Google this and watch it on Youtube.  
Your Wish Is Your Command by Kevin Trudeau  
The Perfect Business by Robert Kiyosaki (CD)  
Brilliant Compensation by Tim Sales with Dr. Charles King (CD)

A lot of these audios can be purchased at [www.nightingale-conant.com](http://www.nightingale-conant.com) or [www.Amazon.com](http://www.Amazon.com)

## Recommended Reading, 10 pages a day

Secrets of the Millionaire Mind by T. Harv Eker  
Think and Grow Rich by Napoleon Hill  
Rich Dad Poor Dad by Robert T. Kiyosaki with Sharon L. Lechter  
Cash Flow Quadrant by Robert T. Kiyosaki  
The Slight Edge by Jeff Olson  
The Energy Bus by Jon Gordon  
The Master Key To Riches by Napoleon Hill  
Awaken The Giant Within by Anthony Robbins  
Conspiracy Of The Rich by Robert Kiyosaki  
Now You Know by Ryan Chamberlin (**to order call 352-307-9974**)  
Start With Why by Simon Sinek  
Becoming Your Own Banker by R. Nelson Nash  
Transforming Debt Into Wealth by John Cummuta  
The Unemployed Millionaire by Matt Morris  
Lower Your Taxes by Sandy Botkins, CPA, Esq.  
The Millionaire Next Door by Thomas J. Stanley and William D. Danko  
The Business of the 21st Century by Robert T. Kiyosaki  
Increase Your Financial IQ by Robert T. Kiyosaki

A lot of these books can be purchased at [www.half.com](http://www.half.com) for next to nothing