



Dropping The Message

(Professional vs. Amateur)



Q-How Do You Make Money?

A-Create Volume

- The difference between making some money and maximized profitability is width**
- Width requires a mastery of putting our opportunity in front of new people (2-6 months)**

Three Things You Must Do:

1. Get into a lot of conversations
2. Find out if they are looking?
3. Memorize your story & memorize your answer to the one question you will get

Setting the Table:

Memorize Your Story

- Introduced to a couple who were financially independent in their late twenties
- Earned their respect & they agreed to coach me
- Teaching me to build an asset so I don't have to sacrifice the rest of my life for a paycheck
- 20 to 30 seconds maximum
- Write it out-Run it by coach-Memorize (conversational)

Personalize It To Your Situation

(My Story)

Next-Memorize One Answer:

**(Set The Rules-Answer Only “One” Question)
(Personalize Your Answer)**

- 1. I (They) own a leadership development company that specializes in showing people how to build assets**
 - 2. Work in business development and we (they) teach people how to capitalize on what’s happening online**
 - 3. Contractual arrangements with major companies, drive traffic to their websites and they pay us (them) on the back side of the internet**
- Don’t take a second question**
 - Belligerent (walk away)**
 - Write it out, run it by coach-Memorize (conversational)**

Putting It All Together

1) Conversations:

- If you have something that works, don't change
- Be where people are at
- Be "up" (Enthusiasm 1-10?) (Simplicity 1-10?)
- Conversations everywhere (relatability)
- If really nervous just talk to people for several weeks
- Can you see them in your business?
- Nervous (first few times) (it will get easier)
- Don't force it
- 20 seconds of courage
- 1 to 3 per day (5-15 per week)

Starting A Conversation:

- Develop an Ice Breaker (Hi, Weather, Sports, Observe)
- Do you live around here? (Location)
- What do you do for work?, etc.
- Extend the ladder (Explain....)

*You Want Them to Ask What You Do

*The Big Decision: Who? or What? (Explain)

2) Who (Are They Looking?)

(Great for new people)

- Successful, Coach me, Asset, Sacrifice life for a paycheck**
- Positive (drop the message)**
- Neutral (How about you? What are you going to do?)**
- Negative or Disinterested (walk away...)**
- Cup of coffee**

Be Ready For The Question

2) What (Are They Looking?) (My Preference)

- Good Conversation, “Pull The Trigger” (Sharp, Ambitious, Personality, Very Helpful, Rest of Your Life?, Pay Grade)**
- Ask the question, find out if they are looking**
 - Do you ever look at any projects outside of what you’re doing?**
 - Are you going to do this the rest of your life?**
 - Ever thought about doing anything else?**
- Looking = Cup of coffee -Not Looking = See ‘ya**

Be Ready For The Question

3) Answer One Question:

(Set the ground rules-answer only one)

- Leadership development company -How to build asset.....**
- Business Development, shows people how to capitalize what's happening online**
- Contractual arrangements with major companies.....**

Second Question:

- What I do is complex, 20% fit, are you the right person**
- What do you know about owning a business/building assets?**
- Let's not get ahead of ourselves (Process-Get to know you)**
- Belligerent (walk away) -Won't stop asking (walk away)**
- Don't get trapped answering questions.....**

Final Tips:

- Conversations, Find out if they're looking, Answer one question
- As I take their number (Call and text once) (Can't return a phone call or text, tell me right now)
- Send them appointment from your phone (friendly reminder)
- Might take 6 months (6 months from now)
- Become a pro (don't be an amateur-Explain....)
- This takes work and you will make mistakes (learn & laugh)
- Difference between growth & explosive growth
- Once mastered (Confidence....)
- Air Drop (Potential to pay 12 checks in 12 months)
- Just get good at DM and Meet & Greet (Blow your mind)