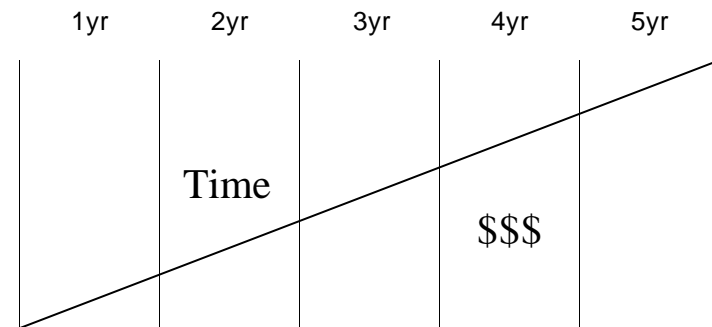


Game Plan Interview

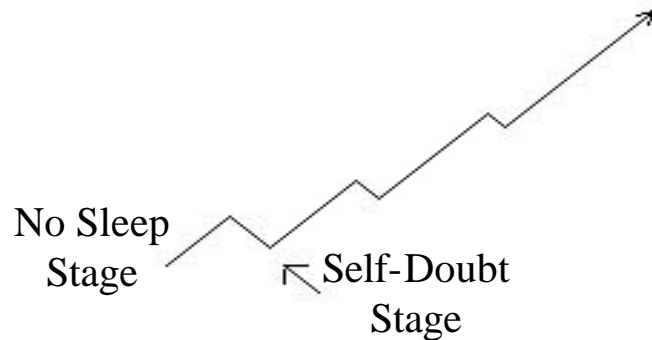
1. Business

- Is it hard?
- Are there ups and downs?
- Is it worth it?

2. Time vs. Money



3. Phases of Success



4. Basic Skills

1. How to Sell
2. How to Recruit
3. How to Build for Events
4. Personal Development

Game Plan Interview

1. Business

- Is it hard? Yes
- Are there ups and downs? Yes
- Is it worth it? Yes

2. Time vs. Money

- The top portion represents the amount of time and the bottom portion represents how much money is being made.
- At first you are going to put a lot of time into it and not get back as much money as you might like, but after 5 years or less you will be putting in less time and getting a lot more money

3. Phases of Success

- First you will be so excited you can hardly sleep.
- Then you will go through a self-doubt stage. The question is when you get to this stage how do you want me to help you with it. Make you go to meetings? Call you?
- Tell your prospect this stage is coming and it will be easier on them.

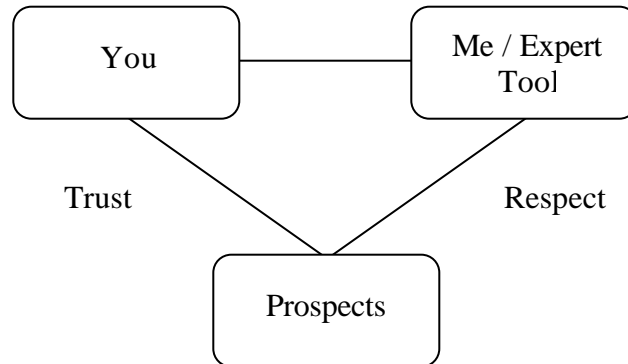
4. Basic Skills

- What they need to work on is selling, recruiting, going to events and meetings, and personal development. The last one is the most important. The more positive information you feed into your life the more you will succeed.

Getting Prospects

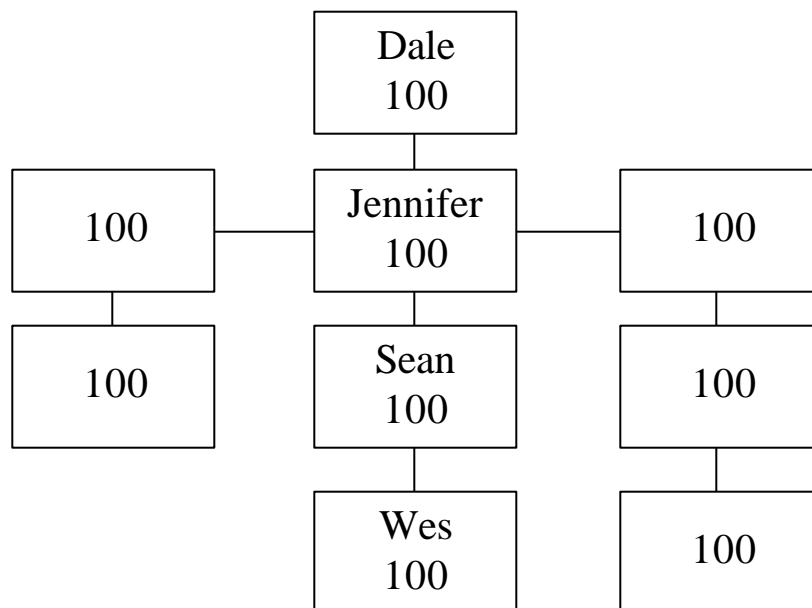
Have them list their 100 prospect names.

You - learn
5 - teach them
25 - teach to teach
1000's



70 of your prospects are not available

30 are waiting for an opportunity (a lot of the 30 will look like the 70 – but through a series of exposures you will find them.)



Getting Connected

1. Introduced to people in the business
 2. Get them attending meetings
 3. Fast start training
 4. Get them plugged into conference calls
 5. Televox system
 6. Subscribe to connection magazine
- Make sure your new associate is so connected that when they hit the “self-doubt” stage they have a support group.

It takes 21 days to replace one habit with another habit, then this will become a part of their life.

- 3-way calls
- Show them all the tools
- Give them audio tapes to listen to

Get them Quick Success

1. Membership sale or associate within first week.
2. Take their list and go with them until you get someone.

Building a Sales Force – The Five Keys

1. **Mass Exposure** – getting the tools out and talking to people.
“What’s easy to do is also easy not to do.”
2. **Keeping it simple.**
3. **Becoming a sorter, not a convincer.**
 - You just want serious people.
 - The fortune is in the follow-up.
 - On a 1-10 scale (1 being “window shopping”, 10 being “sign me up”) where do you stand?
4. **Train your new associates and plug them in.**
 - Commitment Letter – tell them it’s going to be tough, tougher than a real job, but the rewards are amazing.
 - Make a file folder for each new associate with a checklist on the front; when they signed up, when you sent them tools, etc.
5. **Develop Leaders.**
 - It might take 25 people until you find your leader.

Links Lead to Leaders.

Recruit a lot and Support a lot.

This is a business and you have to treat it like one.

Don’t treat it like a hobby.