



**LITTLE BLACK BOOK  
OF SCRIPTS**

# INTRODUCTION

Dear Entrepreneurial Friend,

You are on the verge of a new outlook. In your hands is a powerful resource which will lead to predictable prospecting results.

How do I know? Long ago, at the age of 22, I was handed my very first script which helped me launch a successful career that has now spanned over two decades.

Throughout my many years of networking, requests for my scripts have piled in, which created the impetus for my LITTLE BLACK BOOK, which your holding right now.

Here in your hands is my entire personal “stash” of scripts, together with a bonus of sample letters used in mailings as well as email templates for engaging your prospects even further.

Suggestions abound covering challenges you are to encounter. So...use my LITTLE BLACK BOOK each day to open hearts and doors.

I have also included two audio training CD's in which I go through each script to share with you EXACTLY how I read them when putting them into action. I also provide you additional training tips to ensure your very best results when using this information.

If you are not aware of some of my additional training resources, you may want to get plugged into a few important training resources that I make readily available to anyone in the Network Marketing and Direct Sales communities.

Here are some of the other training resources available to you at [ToddFalcone.com](http://ToddFalcone.com):

- **Live Trainings every Monday Night**
- **Accountability and Coaching Programs**
- **Video and Audio Training Archives**
- **Access to Live Seminars and Events**

- **Powerful Training Programs, including the *Network Marketing Mastery Course* and my *Insider Secrets to Recruiting Professionals Home Study Course*.**

My entire focus today is on helping individuals like you achieve the levels of success they desire in the profession of Network Marketing.

Remember this. Production/Results are all that matter in this business. So, be sure to focus your time and attention on revenue producing activities.

Prospecting on a consistent basis will ensure your success over the long-term. Get out there, have some fun, and enjoy the growth process!

Wishing you the Very Best,

## HOW TO USE THIS BOOK

The purpose of this book is to act as a guide in moving you in the right direction towards effective, more powerful communication. Network Marketing is all about communication. The more people you communicate your message to and the more you improve your skills, the better your results will be. Everyone starts with scripts. Scripts serve a very important purpose: to act as a guide in helping you put the right words in your mouth. However, it is those individuals who practice the scripts to the point of memorization that take their businesses to higher levels, allowing them to flow more unconsciously through each conversation. Use this book as a guide in helping you know the right things to say, how to say them, and when to say them.

## MASTERFUL SCRIPT TIPS

**Practice, practice, and then practice some more.** Repetition is the mother of learning. Take time to practice each of these scripts by reading them aloud, also silently and often. The more quickly you become comfortable with the content of the scripts, the more effective you will be. You do not want to sound like you are reading from a sheet of paper. Your objective is to memorize each of these scripts in its entirety, so that you can simply flow through conversations with your prospects.

**Stand up.** Energy and posture are of critical importance. How do you come across on the telephone? Do you sound like you are in charge, in control and successful? If it requires you to stand up, in an erect stance in order to create that “in control” energy, then do it!

**Get FIRED up.** People buy you before they buy your product, service or opportunity. Prospect with enthusiasm, excitement and energy! It is often that raw energy that they “feel” and hear in your voice that will command attention to what you have to say.

**Act like you’ve got the Golden Egg.** You have the opportunity of a lifetime at your fingertips. Own it. Feel it. Express it. You are going to be dealing with and working with a lot of people who simply get up every day, go to a job, work all day, go home and repeat that process over and over again. You’ve got something incredibly powerful and life changing at your disposal. Act like it and they will follow.

**Maintain control.** Don’t ever let your prospect take control of the conversation. You are the person in charge. You are the person guiding the direction of the conversation. If you let your prospect take control, you’ve lost. Remember, they are the ones looking for change. You are the person who has the vehicle to help them make that change happen.

**Don’t chase your prospects.** There is a distinct difference between chasing and following up. Follow up leads to more business. Chasing leads to nothing but frustration and valuable time wasted. How do you tell the difference? You’ll know you’re chasing when you continue to call your prospects for follow up calls and they either never answer or

never call you back. Effective follow up involves ongoing conversations with your prospects. In other words, they show up. If you find yourself continually making dials to individuals who you thought might have been interested, yet never show up and never return your calls, there is a good chance you are playing the chasing game!

Pay attention. Use your ears and listen to both what is being said and how it is being said. If you pay close attention to what is happening during your prospecting calls, you will be able to pick up on simple clues that tell you whether or not you are on the phone with the “right” candidate for your business, or the “wrong” candidate, so you can quickly move on to the next prospect on your list. Also...pay attention and model the success of others.

Be a student of the profession. The biggest earners I know are students of the profession, students of life and students of success. Learn from both your mistakes and your successes. Become a sponge and learn everything you possibly can to solidify your skills, your mindset and your knowledge. The more you know, the more effective you will be.

Stay plugged in. One of the best things you can do to assure your success is to stay “plugged in” to the center of influence in your company. In other words, stay plugged in to the producers. The more time you invest in being involved and being active, the more likely your success will be. I learned a long time ago to stay focused on what the producers were doing, and to stay plugged in to those individuals.

Work with your leadership. Lean on your leadership for support and assistance to help you understand what to do and how to do it. This will help you create greater competence in doing those activities that we do every day in Network Marketing. However, don't become codependent on your leadership! Your leadership is there to assist you in growing and developing your team. They are not there to do it FOR you!

Smile. There is a powerful, positive energy that a smile brings to any conversation, whether on the telephone or in person. People are looking for happiness, pleasure and joy in their lives. If you sound grumpy, unhappy or rude, people won't like you and won't want to talk to you. Sound like you are having fun, having the time of your life, loving every minute of it...and you'll find yourself attracting like-minded people.

Have fun. This is a journey! It is an adventure! It is your life. Have fun with the process. Love it, dig it, enjoy it, and embrace it. Don't merely go through the motions. Go through the motions and have FUN with it. The more fun you have, the more you'll want to succeed.

## TYPES OF MARKETS

There are really only two types of “markets” that you will do business with during your career as a Network Marketing professional.

They are separated as Warm Market and Cold Market.

**Warm market:** This defines people who you know. The term “warm” comes from the fact that the relationship is already there and normally doesn't require a whole lot of warming up prior to presenting information to them. This list could encompass quite literally everyone you know or are acquainted with in some way. This includes everything from family members, to close personal friends, to people that you simply know or recognize, or who would recognize you.

**Cold market:** This category simply encompasses anyone you do not currently know, including ad respondents, leads you purchase or generate, people you meet while out (often called 3-foot rule), or anyone else you happen to “not” know.

I have included scripts and approaches for every warm market or cold market situation you may be faced with in the marketplace.

*This book is not intended to give advice as to which market is better or more productive. It is simply intended to give you the words to use when facing different situations in the marketplace.*

# APPROACHING THE WARM MARKET

When getting started in Network Marketing or Direct Sales, there is a natural process that people go through when learning to build their business. Both generally and historically, the warm market is the place where most people start when building their businesses. Why? It is simply faster and easier to generate a list of people to talk to about your business or product/service with warm market people.

There also tends to be some hesitation with many individuals about approaching their warm market. People don't want to be seen as bugging their friends and family, or using those people. And...I don't blame people for thinking this way.

However, my question to you is simple. If you are going to build a business and potentially create wealth in your life, would you rather do it with people you know and love or complete strangers?

There is a RIGHT way to approach warm market and there is a WRONG way. This section will focus on the RIGHT way, as well as provide you with a vehicle for creating your warm market list, and simple methods for approaching different types of warm market individuals.

In order to help "jog" your memory about who you know, I have provided a Memory Jogger to help you in creating your warm market list.

Again, the warm market is defined by the fact that you KNOW them. You don't have to be best buddies with them in order for them to be part of your warm market. Use this Memory Jogger to help you build your list.

Don't filter anyone out for any reason. Simply put down everyone that comes to mind.

## Warm Market Memory Jogger

Building a Warm Market List - Who do you know?

- Accountant
- Accountants and auditors
- Actor
- Actors, producers, and directors
- Administrative services managers
- Administrator
- Advertising sales agents
- Advertising, marketing, promotions, public relations, and sales managers
- Advocate
- Aerospace engineers
- Agent
- Agricultural and food scientists
- Air traffic controller
- Air transportation occupations
- Aircraft and avionics equipment mechanics and service technicians
- Aircraft pilots and flight engineers
- Airman
- Alchemist
- Alderman
- Ambassador
- Analyst
- Anesthesiologist
- Animal care and service workers
- Animal trainer
- Animator
- Announcers
- Anthropologist
- Antique dealer
- Appraisers and assessors of real estate
- Arbitrator (also Arbitrator)
- Archaeologists
- Architects
- Archivists, curators, and museum technicians
- Art and design occupations
- Artists and related workers
- Assemblers and fabricators
- Astronomers
- Athletes, coaches, umpires, and related workers
- Athletic trainers
- Audiologists
- Author
- Automotive body and related repairers
- Automotive service technicians and mechanics
- Aviator
- Background artist
- Bagger
- Bailiff
- Baker
- Balloonist
- Bank teller
- Banker
- Barber
- Barbers, cosmetologists, and other personal appearance workers
- Barista
- Bartender (also Barkeeper, Barman, Barmaid)
- Baseball players
- Basketball players
- Beautician

- Beekeeper
- Bellmaker
- Bellman
- Bill and account collectors
- Billing and posting clerks and machine operators
- Biochemists
- Biographer
- Biological scientists
- Biologist
- Bishop
- Blacksmith
- Boatbuilder
- Bodyguard
- Bondbroker
- Bookbinder
- Bookkeeper
- Bookseller
- Botanist
- Boxers
- Brewer
- Bricklayer
- Brickmasons, blockmasons, and stonemasons
- Broadcast and sound engineering technicians and radio operators
- Broker
- Builder
- Building and grounds cleaning and maintenance occupations
- Building cleaning workers
- Busdrivers
- Business analyst
- Business owner
- Business people
- Butcher
- Butler
- Cab driver
- Cabinet-maker
- Caddy
- Calligrapher
- Cameraman
- Candlemaker
- Cardiologist
- Cardiovascular technologists and technicians
- Cargo and freight agents
- Carpenter
- Carpet, floor, and tile installers and finishers
- Cartoonist
- Cashier
- Cement masons, concrete finishers, segmental pavers, and terrazzo workers
- CEO (Chief Executive Officer)
- CFO (Chief Financial Officer)
- Chairman of the Board
- Chairman of the School Board
- Chamberlain
- Chancellor
- Chaplain
- Cheesemaker
- Chef
- Chefs, cooks, and food preparation workers
- Chemist
- Chess players
- Chief of Police
- Childcare workers
- Chimney-sweeper
- Chiropractors
- Choreographer
- Circuit preacher
- Civil engineer
- Civil rights leaders
- Civil servant
- Claims adjusters, appraisers, examiners, and investigators
- Clarinetist
- Cleaning staff
- Clergy
- Clerk
- Climbers
- Clinical psychologists
- Clothier
- Clown
- Coach
- Coast guard
- Coin, vending, and amusement machine servicers and repairers
- Collectors
- College President
- Comedian
- Communications equipment operators
- Community and social services occupations
- Composer
- Computer and information systems managers
- Computer control programmers and operators
- Computer engineer
- Computer operators
- Computer programmer
- Computer scientists and database administrators
- Computer software engineers
- Computer support specialists and systems administrators
- Computer systems analysts
- Computer, automated teller, and office machine repairers
- Conductor (music)
- Conservation scientists and foresters
- Construction and building inspectors
- Construction equipment operators
- Construction laborers
- Construction managers
- Construction trades and related workers
- Construction worker
- Consultant
- Controller
- Cook
- Copywriter
- Coroner
- Corporate executive officer
- Corporate leaders
- Corporate librarian
- Correctional Officer
- Correctional officers
- Correspondent
- Cosmetologist
- Counselors
- Counter and rental clerks
- Courier
- Couriers and messengers
- Court reporters
- CPA (Certified Public Accountant)
- Craftsman (also Craftswoman)
- Credit authorizers, checkers, and clerks
- Culinary cooker
- Curator
- Currier
- Custodian
- Customer service representatives
- Customs officer
- Dancers and choreographers
- Data entry and information processing workers
- Database administrator (DBA)
- Demolitionist

- Demonstrators, product promoters, and models
- Dental assistants
- Dental hygienists
- Dentist
- Deputy (law enforcement)
- Designer
- Desktop publishers
- Detective
- Dietitians and nutritionists
- Diplomat
- Director
- Directors and producers of documentaries
- Disc jockey
- Dishwasher
- Dispatcher
- Distiller
- Diver
- Dock laborer
- Doctor
- Doctor of Chiropractic
- Doctor of Physical Therapy
- Dogcatcher
- Domestic worker
- Doorman
- Drafters
- Draper
- Dressmaker
- Drill instructor
- Driver
- Drummer
- Drywall installers, ceiling tile installers, and tapers
- Dyer
- Economist
- Editor
- Education administrators
- Education, training, library, and museum occupations

- Educator
- Electrical and electronic equipment mechanics, installers, and repairers
- Electrical engineer
- Electrician
- Electronic home entertainment equipment installers and repairers
- Elevator installers and repairers
- Elevator worker
- Embroiderer
- Emergency Medical Technician (EMT)
- Emergency medical technicians and paramedics
- Engraver
- Entertainer
- Entertainers and performers, sports and related occupations
- Entrepreneur
- Environmental scientist
- Escort
- Estate Agent
- Evangelist
- Examiner
- Executive
- Explorer
- Exterminator
- Face and body painter
- Factory worker
- Farmer
- Farmers, ranchers, and agricultural managers
- Fashion designer
- FBI Agent
- Figure skaters
- File clerks
- Film director
- Film producer

- Financial Adviser
- Financial Manager
- Financial Planner
- Financier
- Fire fighting occupations
- Fire marshal
- Fire officer
- Firefighter
- Fisherman
- Fitness workers / trainers
- Flautist
- Flight attendant
- Flight engineer
- Flight instructor
- Flight technician
- Floor manager
- Floral designers
- Florist
- Flutist
- Food and beverage serving and related workers
- Food preparation and serving related occupations
- Food processing occupations
- Food service managers
- Footballers (soccer)
- Foreman
- Forester
- Funeral directors
- Game designers
- Game Developer
- Garbage collector
- Gardener
- Gate-keeper
- Geographer
- Geologist
- Geophysicist
- Golfers
- Government agent
- Graphic artist

- Graphic designers
- Greengrocer
- Grocer
- Groom (horses)
- Grounds maintenance workers
- Guard
- Guide
- Guitarist
- Gunsmith
- Gymnasts
- Gynecologist
- Hairdresser
- Hazardous materials removal workers
- Headmaster (also Headmistress)
- Health diagnosing and treating occupations
- Health technologists and technicians
- Healthcare support occupations
- Heating, air-conditioning, and refrigeration mechanics and installers
- Heavy vehicle and mobile equipment service technicians and mechanics
- Herbalist
- Historian
- Home appliance repairers
- Host (also Hostess)
- Hotel, motel, and resort desk clerks
- Hotelier
- House painter
- Housewife
- Human resources assistants, except payroll and timekeeping
- Human Resources Officer

- Human resources, training, and labor relations managers and specialists
- Hunter
- Hydraulic engineer
- Illusionist
- Illustrator
- Impersonator
- Importer
- Information and record clerks
- Innkeeper
- Inspectors, testers, sorters, samplers, and weighers
- Installation, maintenance, and repair occupations
- Instructor
- Instrument maker (musical)
- Insulation workers
- Insurance sales agents
- Intelligence officer
- Interior designer
- Internist
- Interpreters and translators
- Interrogator
- Interviewers
- Inventor
- Investment Analysts
- Investment Banker
- Investment Broker
- Janitor
- Jewelers and precious stone and metal workers
- Jockey
- Journalist
- Judges, magistrates, and other judicial workers
- Juggler
- Laboratory worker
- Landlord (also Landlady)
- Landscape architects
- Landscaper
- Law enforcement agent
- Lawyer
- Lecturer
- Legal occupations
- Librarian
- Library assistants, clerical
- Licensed practical and licensed vocational nurses
- Life Coach
- Life scientists
- Lifeguard
- Linguists
- Loan officer
- Lobbyist
- Locksmith
- Lodging managers
- Lumberjack
- Machine setters, operators, and tenders—metal and plastic
- Magician
- Magistrate
- Maid
- Mailman or Mail carrier
- Maintenance and repair workers, general
- Make-up artist
- Manager
- Manicurist (also Manicure)
- Manufacturer
- Marine
- Marketing Director
- Marketing Manager
- Marksman
- Martial artist
- Martial Arts Instructor
- Mason
- Massage therapists
- Masseur (also Masseuse)
- Mathematician
- Mechanic
- Media and communications-related occupations
- Medic
- Medical and health services managers
- Medical assistants
- Medical records and health information technicians
- Meeting and convention planners
- Messenger
- Metal workers and plastic workers
- Meteorologist
- Meter readers, utilities
- Midwife
- Military Leader
- Miner
- Minister
- Missionary
- Model
- Mortician
- Motor vehicle
- Movie actors
- Music Director
- Musicians, singers, and related workers
- Nanny
- Navigator
- Negotiator
- News analysts, reporters, and correspondents
- Notary
- Nun
- Nursing, psychiatric, and home health aides
- Obstetrician
- Occupational therapist
- Occupational therapist
- assistants and aides
- Optometrists
- Orthodontist
- Orthopedist
- Painters and paperhangers
- Paralegals and legal assistants
- Paramedic
- Park ranger
- Pastor
- Pawnbroker
- Pediatrician
- Perfumer
- Personal and home care aides
- Personal care and service occupations
- Personal Trainer
- Pest control workers
- Pharmacist
- Photographer
- Photographic process workers and processing machine operators
- Photojournalists
- Physical Therapist
- Physical therapist assistants and aides
- Physician Assistant
- Physicians and surgeons
- Physicists and astronomers
- Pianist
- Piano tuner
- Plumber
- Podiatrists
- Poet
- Police and detectives
- Police inspector
- Police officer
- Postal Service workers
- Power plant operators, distributors, and dispatchers

- Preachers
- President of the Board
- President of the School Board
- Priest
- Principal
- Printer
- Printing machine operators
- Private detectives and investigators
- Probation officers and correctional treatment specialists
- Professional Athlete
- Professional Gambler
- Professional Video Game Player
- Professor
- Programmer
- Project Manager
- Property, real estate, and community association managers
- Psychiatrist
- Psychologist
- Public Relations Officer
- Public relations specialists
- Public Speaker
- Publisher
- Rabbi
- Race driver
- Radiologist
- Real estate brokers and sales agents
- Real estate developer
- Real estate investor
- Receptionists and information clerks
- Record Producer
- Recording engineer
- Recreation workers
- Recreational therapists
- Referee
- Refuse collector
- Registered nurses
- Religion scholars
- Remedial Teacher
- Repairman
- Reporter
- Researcher
- Reservation and transportation ticket agents and travel clerks
- Respiratory Therapist
- Retail salespersons
- Roofers
- Sailor
- Sales and related occupations
- Sales representatives, wholesale and manufacturing
- Sales worker supervisors
- Salesperson (also Salesman, Saleswoman)
- Saxophonist
- School Principal
- School superintendent
- Scientist
- Screenwriter
- Sculptor
- Seamstress
- Secretaries and administrative assistants
- Secretary
- Securities, commodities, and financial services sales agents
- Security guards and gaming surveillance officers
- Sheriff
- Singer-songwriters
- Soccer players
- Social workers
- Soldier
- Songwriters
- Sound technician
- Speech therapist
- Sports announcers
- Sports instructor
- Sports writers
- Steward (also Stewardess)
- Stockbroker
- Stonecutter
- Store Manager
- Street artist
- Street musician
- Street vendor
- Student
- Stunt coordinator
- Stunt double
- Stunt performer
- Surgeon
- Surveyors, cartographers, and surveying technicians
- Swimmer
- Swimming Coach
- Switchboard operator
- Tailor
- Tattooist (also Tattoo Artist)
- Taxi drivers and chauffeurs
- Taxidermist
- Teacher assistants
- Teachers—preschool, kindergarten, elementary, middle, and secondary
- Teachers—special education
- Televangelists
- Television actors
- Television presenters
- Television Producers
- Television reporters
- Television, video, and motion picture camera operators and editors
- Tellers
- Tennis players
- Therapist
- Trademark attorney
- Translator
- Travel agents
- Truck Driver
- Tutor
- Upholsterer
- Usher
- Valet
- Vehicle and mobile equipment mechanics, installers, and repairers
- Ventriloquist
- Veterinarian
- Veterinarians and veterinary surgeons
- Video-editor
- Violinist
- Waiter (also Waitress)
- Watchman
- Web designer
- Webmaster
- Wedding planner
- Welding, soldering, and brazing workers
- Window-dresser
- Wine connoisseur
- Winemaker
- Woodcarver
- Writers and editors
- X-ray technician
- Zookeeper
- Zoologist

Now that you have assembled your list, it is time to take action. So... where do you start? There's probably a lot of debate about exactly where to start, but my suggestion is simple. Start someplace! Start... period.

Every moment you spend alphabetizing, prioritizing and analyzing is taking time away from your business priority: contacting new people.

If I were to offer any suggestion about where to start it would be this:

Get to the people in your list that you feel are the most outgoing, entrepreneurial, money-motivated, successful and dynamic. I could use several other adjectives to describe this group, but you get my point.

However, understand this. Sometimes, those you think will, won't. And those who you think won't, often will. Why? I have no idea. It simply is what it is.

### **5 SIMPLE TIPS TO SUCCESS WITH YOUR WARM MARKET:**

1. Don't lie.
2. Don't push.
3. Don't put them down or insult them.
4. Don't beg.
5. Don't chase.

Rather than offering definitions on what I mean above, I'll give it to you here. Don't lie means don't lie. Don't tell your friends, family or anyone else for that matter an untruth...about anything. Don't push. If they say no, they aren't interested, or they think you are crazy, just LEAVE it. Move on. Don't put them down or insult them. Just because someone says they aren't interested in your business or product doesn't mean they are stupid, even if you think they are. This is a business. Some will and some won't. Respect their decision. Don't beg. Well...that seems fairly simple, doesn't it? If your opportunity is so great, there's no need to beg, even if you are desperate and don't have a check yet. By the way...operating from a position of desperation is not something that is going to lead you to success. So...operate from a position of abundance rather than lack! Don't chase. Once you have presented information to your warm market, DO follow up. They are expecting that

you do so. But...if they aren't responding, don't keep calling them over and over. Again...move on.

### **HOW TO GUARANTEE YOU ARE NEVER PART OF THE NFL!**

There are so many terms that are unique to Network Marketing, and N.F.L. is one of them...and it doesn't stand for the National Football League. It is an industry term that stands for No Friends Left. It is a stupid term that you do not want to be associated with at all.

People that become part of the NFL Club are those that do the following:

1. Bug their friends constantly about their business.
2. Don't understand the word "no" and continue to push even after being told "no" multiple times.
3. Continue to look for greener pastures by going from company to company looking for the answer, when the answer is not the company, but rather their own lack of commitment to build an organization within a company. These people continue to go back to their friends again and again stating that "this one is the one", this is "the deal", etc.

If you want to keep your friends your friends and maintain your relationship with your family members, the process is simple. Pique their interest, introduce them to your idea, your company or your product/service, and then collect a decision.

If they say "yes", great! If they say "no", ask for a referral and move on. It's that simple.

Some people have a bad taste in their mouth about Network Marketing for this very reason. People are tired of being lied to or misled. If you are honest and upfront, professional and committed, you will go far. If not...you simply won't.

# WARM MARKET SCRIPTS

These scripts are ideal for approaching people that you know very well or see on a regular basis.

Each call you make will be a little different, based on the relationship you have with the individual. So...in some cases, before getting to your "point" of the call, you may ask how the kids are, or whether you are on for your tee-time on Friday morning, or ask them how they have been. However...once you have done that, the approach is essentially the same.

Remember my Masterful Script Tips!! They will come in useful.

Also...be sure to use the words and phrases that are right for you. For example, if you wouldn't say, "John, how's it going?", but you would normally say, "John...what's happening?", then do that. The key is in asking the question!

## WARM MARKET CLOSE FRIEND BUSINESS SCRIPT

*Hi **PROSPECT'S FIRST NAME**. How's it going? Listen...we've known each other for a long time. I have been looking at a lot of different businesses recently and I just found something that I am really excited about. I have no idea whether you are even looking to potentially make more money or not, but you were one of the first friends I thought about when I looked at this. If there was a way where you and I could work together in our own business and make some money, would you want to know about it?*

If **PROSPECT** says "**YES**", then USE THE TOOLS you have available to you and get them started through the informational gathering process (i.e. a live call, a meeting, a web presentation, an audio CD, DVD, etc)

If **PROSPECT** says "**NO**", then ASK THEM FOR A REFERRAL. Simply say, "No problem **PROSPECT'S NAME**, who do you know that may be interested in making more money than they are currently?" The tail end of this question is not AS important as the first part...WHO DO YOU KNOW. You could easily change it to any of the following:

Who do you know who might be looking for a business?  
Who do you know who might be tired of working for someone else? Who do you know who is already self-employed?  
Who do you know who is successful?

The list of referral questions could go on and on. But again...the most important part is that you ask them for a referral!

If **PROSPECT** says "**MAYBE**", "**IT DEPENDS**", OR "**WHAT IS IT?**", understand that they aren't telling you "NO". What they ARE saying is what they are saying! So...at this point you could simply reframe the question to something like this based on their response.

*Well **PROSPECT'S NAME**, if you knew for sure that we could make more money together, it was real, and simple to do, would you want to at least hear about it?*

Once you get their answer, "YES" or "NO", proceed accordingly based on what I have shared above.

## WARM MARKET CLOSE FAMILY MEMBER BUSINESS SCRIPT

*Hi **PROSPECT'S FIRST NAME**. How's it going? I have been investigating many different business ventures recently and I just found something that I am really excited about. I have no idea whether you are even looking to potentially make more money or not, but I thought about you immediately when I looked at this. If there was a way where you and I could work together in our own business and make some money, would you want to know about it?*

If **PROSPECT** says "**YES**", then USE THE TOOLS you have available to you and get them started through the informational gathering process (i.e. a live call, a meeting, a web presentation, an audio CD, DVD, etc)

If **PROSPECT** says "**NO**", then ASK THEM FOR A REFERRAL. Simply say, "No problem **PROSPECT'S NAME**, who do you know that may be interested in making more money than they are currently?" The tail end of this question is not AS important as the first part...WHO DO YOU KNOW.

If **PROSPECT** says “**MAYBE**”, “**IT DEPENDS**”, OR “**WHAT IS IT?**”, then Reframe the question.

*Well **PROSPECT'S NAME**, if you knew for sure that we could make more money together, it was real, and simple to do, would you want to at least hear about it?*

Once you get their answer, “YES” or “NO”, proceed accordingly based on what I have shared above.

### **WARM MARKET DISTANT FAMILY MEMBER OR FRIEND BUSINESS SCRIPT**

The following scripts are to primarily be used when calling people who you know but you do not speak with on a regular basis. For example, a college friend who you talk to a couple of times a year, or a second cousin who lives across the country.

This script is a little different from the warm market scripts in the prior section, as it requires a little more warming up, prior to asking your pique interest question.

*Hi **PROSPECT'S FIRST NAME**. How's it going? How have you been?*

Let them talk! Show interest and listen. Share a bit back and forth and let the conversation warm up. Then...get to your point! Be sure not to let these conversations get out of control. Remember, you ARE calling them for a specific reason.

***PROSPECT'S NAME**, I'm actually calling you for a specific purpose. I know it has been a while since we last spoke, but I have always had a lot of respect for you and truly value your opinion. I have been investigating a number of different business ventures over the past few months and I just engaged in something that I am really excited about. I have no idea whether you are even open to taking a look at something, but I thought I'd call you. If I could show you a way to get an extra check in the mail every month, and the check was enough to grab your attention, is that something you'd be open to taking a look at?*

If **PROSPECT** says “**YES**”, then USE THE TOOLS you have available to you and get them started through the informational gathering process (i.e. a live call, a meeting, a web presentation, an audio CD, DVD, etc)

If **PROSPECT** says “**NO**”, then ASK THEM FOR A REFERRAL. Simply say, “No problem **PROSPECT'S NAME**, who do you know that may be interested in making more money than they are currently?” The tail end of this question is not AS important as the first part...WHO DO YOU KNOW.

If **PROSPECT** says “**MAYBE**”, “**IT DEPENDS**”, OR “**WHAT IS IT?**”, then Reframe the question.

*Well **PROSPECT'S NAME**, if you knew for sure that you could generate an extra couple of grand every month in your spare time, that it was real, and I've got plenty of information to validate how good this really is, and it was also simple to do, would you want to at least know more about it?*

Once you get their answer, “YES” or “NO”, proceed accordingly based on what I have shared above.

### **WARM MARKET “UP THE SOCIO-ECONOMIC CHAIN” BUSINESS SCRIPT**

Now...this is a phenomenal approach to use that will absolutely help you ensure you get favorable responses from some of the best people on your warm market list.

The natural human tendency for many new people in Network Marketing is to shy away from what we think is more challenging. In fact, the path of least resistance is simply commonplace habit. Why go the long and winding road, when you can drive on a nicely paved street that takes you straight to the same location?

Here is a personal warning from me to you. When creating your warm market list and beginning to work through it, do not decide for someone else whether your product or business is going to be right for them. Don't say to yourself, “oh...he'll do this business” or “she would never

look at anything like this”, because you simply don’t know how they are going to respond, until they do so.

Also...do not be afraid to call people who you see as highly successful, for fear of how they may respond. What you actually will find is that those that are on your list that you are “chicken” to call, may actually be some of the very best people to go to. I’m not calling you a chicken, but that is also another industry term: the “chicken list”. Those are the people on our lists that we perceive as “better” or “more successful” than we are.

Having said that, there is an easy way to approach these individuals, and enjoy the process in doing so. Here it is:

*Hi PROSPECT. How are you doing? Listen...I know your time is extremely valuable, so I am going to be fairly brief. I have a tremendous amount of respect for you as a business professional, and I truly value your opinion. You have been extremely successful in your life and I am seeking the same. So...I have a simple question for you. I just got myself involved in a new business venture that I am incredibly excited about... and I wanted to ask you if you would give me your honest opinion and feedback on what I am doing. If you could just take a look at this, even if briefly and let me know what you think, I would really appreciate it.*

Now...your intention here is to simply get someone who you feel is successful, who you may normally feel intimidated by, and get them to take a look. This works very well. You compliment them, let them know how much you respect them, and their opinion, and then ask a simple favor. Obviously, your ultimate objective is to either get their interest or have them give you a few referrals.

By the way, this method of approaching people “up” the socioeconomic chain puts you in the position of getting EASY referrals. If they like what they see, even if they aren’t interested, they will feel a natural inclination to want to help you.

## **THE MONEY-BACK GUARANTEE PRODUCT SCRIPT**

This business isn’t just about recruiting people. The purpose of your recruiting in the first place is to find other people who move your product or service to end-users. This business is about building a network of other people that ALL move product.

It is critically important that you know how to attract users of your product. I use a few very simple techniques for getting people to try my product.

*Hi PROSPECT. I have something really cool I want to share with you that I think you will love. I am marketing a brand new product that **DESCRIBE A BENEFIT**. I have been using it for (how long?) and it has **DESCRIBE YOUR EXPERIENCE**. I am building a business with this and would absolutely LOVE to have you as one of my customers. We offer a 100% Money-Back Guarantee, so you have absolutely nothing to risk. Plus...you’ll be doing me a big favor in helping me get my business going. You’d want to help me out if you could, wouldn’t you?*

## **THE “I KNOW YOU’LL LOVE THIS” PRODUCT SCRIPT**

*Hi PROSPECT. I have something that I know you are absolutely going to love. I found a product that has helped me to **DESCRIBE YOUR EXPERIENCE. PROSPECT’S NAME**, I think this will totally help you with **THE NEED THAT THEY HAVE**. If you knew you could **DESCRIBE SPECIFIC BENEFIT**, you’d want to do that, wouldn’t you?*

## **APPROACHING THE COLD MARKET**

Once you have been in the business for a while, you will no doubt find yourself delving into the Cold Market. Some people are very good at making the Warm Market last for a very long period of time. By asking for referrals, not pre-judging and really sitting down and thinking about WHO YOU KNOW, you’ll be able to work in your Warm Market exclusively for some time.

Some people choose to go directly into the Cold Market. Personally, I think that is a mistake. If you are in a business, you’re planning on staying there and building it, why would you build your initial foundation on complete strangers, when you could be working with people you love and care about? No matter how good you are, your Warm Market

won't last forever. Would you rather have them on your team, or have someone else sign them up. Now...there is no guarantee that they will sign up in anything, but what if they did? What if they signed up in another company under another friend, and then went on to make millions of dollars in the profession? How would you feel?

Do talk to your Warm Market. I have had many people on my personal list over the years that ended up joining someone else's organization because I simply didn't get to them in time. You never know. If you ask, you might get. If you don't, you never will.

Now that you have decided to venture into the Cold Market, let me fill you in on a few tips, tricks and secrets to ensure your success in approaching this marketplace.

## **Tips, Tricks and Secrets for Cold Market Mastery**

Now you're moving into real prospecting! Not that recruiting your friends and family isn't real...but this can and probably will be where a tremendous amount of your money comes from as you progress.

The Cold Market encompasses anyone you don't currently know. If you think about it, there are probably a whole lot more people that you currently don't know on this earth than those you do know.

First of all, I want you to get very clear on really what is available to you in the Cold Market. There are numerous methods that you can employ to locate new prospects, IF you simply learn to open your eyes to the world of possibilities that exist.

The eyes cannot see the things they are not yet trained to see. So...if you train your mind to look for and recognize something as an opportunity, rather than not register it in your mind as such, you'll soon realize the magnitude of what is available to you in the marketplace. Opportunity to grow your business is literally everywhere.

Top producers understand HOW to capitalize on those opportunities and they ACT on them accordingly.

The Cold Market is a phenomenal market to build your business in, but you are going to be faced with things you don't experience in the Warm Market.

## **EIGHT STRATEGIES FOR SUCCESS IN THE COLD MARKET**

**1. Understand that it is a sorting business.** Some people will love it, some won't, and there's always someone else waiting to hear from you.

**2. Don't take anything personally.** This is a business. Some people will join you and some won't. It's really that simple. If your prospect wants to be negative or not respond favorably to your message, that's their decision. Move on.

**3. Don't get emotionally attached to anyone,** unless you plan on marrying them! There will always be another prospect around the corner.

**4. Be consistent.** I don't know how to express how critically important it is for you to continue to prospect on a regular basis, and continuously put new people through your information pipeline. Success comes through doing the right activities on a consistent basis.

**5. Learn from your experiences.** Keep track of your progress. Pay attention to what you are doing and learn from every experience you have. Grow from those experiences. Successful people pay attention to everything that they do, always looking to improve.

**6. Act the part.** Realize that you don't know these people and they don't know you. You could be building your business from a garage and they would never know it. Act like you are successful, busy, and productive, even if you aren't yet. Don't lie. Just act the part until you become the part.

**7. Work the numbers.** Regardless of how good you are, you still need to consistently sort through people. The more people you put into your information pipeline, the more you will sponsor. Even the greatest recruiters in the world work through large numbers of people. It is simply the way this business works.

**8. Don't ever quit.** While you may feel like it at times, don't ever give up. The only way you can fail in this business is by either not putting forth the effort in the first place, or simply giving up. No matter how much you feel like giving up, you will never get where you want to go if you give up.

# COLD MARKET SCRIPTS

## TODD FALCONE'S COLD LEAD BUSINESS SCRIPT

I use several different introductions when it comes to calling purchased leads or leads that I have generated on my own.

You will also see that all of these scripts have similarities. They follow the same path, with different introductions and other minor modifications. So...once you get comfortable with how to get the conversation started, the rest is easy.

Each script follows the same basic path, which I refer to as an "Agenda" in many of my trainings. This includes the following:

- Introduction and Opening Question
- Asking for Permission to Continue
- Probing and Qualifying
- Taking them through the Information Gathering Process
- Taking their Temperature
- Closing, Conducting a 3-way Call or Booking a Follow up

**Quick tip: I always ask for prospects by their first name. It makes it more personal, rather than asking if John Smith is in, which is more formal. If you are calling someone named John, we can assume that John is probably a man. So...if a man answers, assume it may be John and start the conversation off by simply saying "Hi John." Otherwise, proceed as follows.**

### Introduction and Opening Question

*Hi, is **PROSPECT'S FIRST NAME** in please? Hi **PROSPECT'S NAME**, this is **YOUR FIRST AND LAST NAME** calling you from **YOUR CITY AND STATE**. I'm getting back to you because you recently requested information from me about starting your own business, and I wanted to find out if that is still correct. (Pause...and wait for an answer)*

### Alternate Introduction and Opening Question

*Hi is **PROSPECT'S FIRST NAME** in please? Hi **PROSPECT'S FIRST NAME**, this is **YOUR FIRST AND LAST NAME** calling from **YOUR CITY AND STATE**. I'm getting back to you because you had requested some information from one of my web sites recently about working from home. Are you still looking to do that? (Pause...and wait for an answer)*

Critical Note: I have personalized my introductions above by saying that my prospect has responded to one of my websites or requested information from me. By stating that, I am now in a more powerful position, even though the site they may have responded to is not one of my own. The prospect doesn't know that. Only you do. It is a lot more powerful than saying something like "I got you off of a list that I purchased".

### Referral Introduction and Opening Question

*Hi, is **PROSPECT'S FIRST NAME** in please? Hi **PROSPECT'S FIRST NAME** this is **YOUR FULL NAME** calling from **YOUR CITY AND STATE**. I'm calling you because you were referred to me as someone serious about getting involved in a business of your own, is that correct? (Pause...and wait for an answer)*

### Ad Respondent Introduction and Opening Question

*Hi, this is **YOUR FULL NAME** returning your call. You responded to my advertisement in **PUBLICATION NAME OR WEBSITE** regarding your interest in making money from home. Is creating an income from home still something you are looking to do? (Pause...and wait for an answer)*

Your objective here is to QUICKLY QUALIFY them. Your ears must be turned on and you must be paying attention to both WHAT they say and HOW they say it! Are they the type of person you are really looking for in your business? Do they sound like the type of person you want in your business? Do they have the qualities that you are seeking? In other words, do they sound good? Are they outgoing? Do they sound like a good communicator? Can you feel some enthusiasm? Desire? Is their energy high? Do they sound interested? You've got to be listening clearly and paying attention to your prospect. If not...you'll be wasting a lot of time with people who are simply not qualified to do what we do.

Once I have asked the opening question, which by the way, I don't pause until I do so, I then ask for permission to continue based on their answer.

**If YES...**and they sound like someone you might be looking for, ask for permission to continue.

**If YES...**and they are definitely someone you don't want, "GAP" them. Tell them to Grab A Pen and send them to a recorded overview, or a website. Send them someplace, but don't mail them anything. You'll be wasting your money. If you were wrong in your judgment and they like the business, they'll call you back. If not, you've just saved yourself a ton of time.

**If NO...**and they sound like they are not worth your time, say BYE. Move on.

**If NO...**and they sound like someone who may have what you are looking for, ask the following question:

*Before I let you go, do you mind if I ask you a simple question? Are you saying that you're really not looking to create additional cash flow in your life? I mean...if you absolutely knew that you could earn a few thousand extra dollars each month working very part-time, you wouldn't at least be curious as to what it involved?*

**If MAYBE or POSSIBLY...**ask the following question:

*PROSPECT'S FIRST NAME...I'm only looking for people that can absolutely answer yes to the question. Are you looking to make money from home, yes or no?*

**If THAT DEPENDS...**ask the following question:

*Of course it does. But let me ask you this. If you found a business to pursue that you were absolutely convinced would create a substantial level of income, you would want to know about it, wouldn't you?*

### **Ask for Permission to Continue**

*Am I catching you at a good time to talk for a few minutes?*

## **Probing and Qualifying Questions**

This part of the script is really based on feel. Again...you MUST be paying attention to your prospect's answers, both WHAT they say and HOW they say it. You may find very quickly that you don't need to ask all of these questions. Remember...just because the question is in the probing and qualifying portion of the script, it doesn't mean that it MUST be asked.

*Are you currently self-employed, or have you ever been in the past?  
If yes...ask about it.*

*What do you do for a living currently? How long? What do you like about it? Is there anything you don't enjoy about what you currently do?*

The objective of the question above is to find out what they like and don't like, so that you can show them how to get more of what they DO like and less of what they DON'T like.

*Why are you looking to be involved in a business of your own?*

*Are you primarily looking for a part-time income, or are you looking for a serious full-time income?*

*How much money are you looking to make?*

*Given you found the right opportunity, how much time are you prepared to devote to your business each week?*

*If you had the opportunity to thoroughly review our business, and you were absolutely convinced you could make money \$ \_\_\_\_\_ (the amount they told you they want to make) at it, are you in the position to invest \$ \_\_\_\_\_ to get your business up and running?*

The next question is BY FAR the most important question you will ever ask any prospect. If you get this far into the probing process, you will definitely want to ask this question. It is the KEY question that uncovers their WHY, the real reason why they want to make life change.

**PROSPECT'S FIRST NAME...***let me ask you this. Other than the money itself, what is it exactly that you are looking for? In other words, what specifically will you be able to do when you have that kind of money coming in that you cannot do today?*

**WRITE DOWN THEIR ANSWER!!!** This is critical. You will get answers like, "I will be able to put my kids in college", "I can finally afford to buy a house", etc. This is their WHY! Remember it...write it down.

If the person sounds like they are the "right" candidate, take them through the information gathering process that you have for your primary company (i.e. a live call, recorded call, DVD, web site, meeting, etc.)

### **Take them Thru the Information Gathering Process**

*It sounds to me like you are the right type of person for our business. What I need to do now is provide you some information about our company and what we do, so you can make an informed decision as to whether or not it makes sense for you. Sound fair? (Take them through the process.)*

### **Take Their Temperature**

This next section may happen immediately, if you are able to disseminate information to them right there. If not, you will be scheduling a time to get back to them and take their temperature.

After you expose the prospect to your information, you need to find out the interest level of your prospect.

*Well **PROSPECT'S FIRST NAME**, that's a quick overview on our company. Let me ask you a simple question. If you were to rate yourself on a scale of 1 to 10, one being not at all interested and ten being I am ready to get started right now, where do you see yourself?*

Listen CLOSELY to what they say. You are asking for a number. You didn't ask if they were curious or serious. Get the number. It gives you a good gauge as to exactly how interested they are.

Here's how I respond to their answers...

If they answer 1 through 5:

*Not a problem **PROSPECT'S FIRST NAME**. It sounds to me like this is obviously not for you. Who do you know who may be interested in a business like this?*

If they answer 6 through 8:

*Great, why are you a **THE NUMBER THEY TOLD YOU?***

Let them tell YOU what they need in order to make a decision.

If they answer 9 or 10:

*Excellent, let me share with you exactly how you get started in the business...*

That means, sign them up! You still may get questions, but obviously they are interested. Get them the answers they need, and enroll them. By the way, this is an IDEAL time for a 3-way call with a leader on your team.

### **Close, Conduct a 3-way Call or Book a Follow up**

You are nearing the end of the process with your prospect at this point. They will either not be interested and you ask for a referral, they are moderately interested and you find out what they require to make an informed decision, or you sign them up.

If you haven't signed them up yet, your objective is to do so! They probably simply need a little more information and validation, perhaps even a little time to think about it. However...if they DO say "*I need to think about it*", be sure to ask them, "*What is it specifically that you need to think about?*"

The following scripts show you exactly how to conduct a 3-way call, how to effectively set up reliable follow-up calls, and how to close your prospects.

## The 3-Way Call to a Leader or Expert Script

The most widely used 3-way call is for third party validation and support from your leadership. Trust me...this is incredibly powerful if done right. Not only that, but it's an opportunity for you to learn even more. This is how I learned to close business like a pro!

So...here's how it goes.

You're on the phone with your prospect. You have taken them to review some information about your company. The person responds favorably to the initial exposure by giving you a high temperature rating.

You then say:

*PROSPECT'S FIRST NAME, can you hang on for a*

*second?* Of course, they'll say, "Sure."

People are accustomed to hearing that. Then, you simply press Flash and dial your mentor, leader or upline's telephone number. Now...pay close attention. Instead of you flashing right back and bringing the parties together...this is your quick opportunity to have a chat on the side with your sponsor to get them up to speed on who you are going to be introducing to them.

I dial my sponsor...and, if they answer, I say:

*Susan...this is Todd. You got a minute? I've got a prospect on the line who just listened to our 20-minute live call, (visited the web site, watched our DVD, etc.). He says he's an 8 on a scale of 1 to 10. He has a background in sales but has never done MLM. He sounds sharp. Can you do the call?"*

If she says, "yes". I say:

*Great...hang on. I'll introduce you to him.*

THEN...I press flash and bring the call together. That took a total

of about 20 to 30 seconds. The prospect had no idea I was calling someone else. And quite frankly, it doesn't matter. It's not for him or her to decide.

Important Tip: Too many people make the crucial mistake of asking for permission to do a 3-way call. Nix that idea out of your head. You don't need to ask. You are in control. Don't ever ask for permission to do a 3-way. Now, when I bring back my sponsor on the line, here's what happens. I first edify my leader.

The edification process is simple. Your objective is to ensure that your prospect has a high level of respect for your leader. So...I simply build them up for my prospect. All you are doing is telling the prospect a bit of background on your leader, such as how successful they are, how fun they are to work with, how they are a major trainer or leader within your company, etc.

Here's how it goes:

*Joe...you back with me? Great! Listen. I was able to grab a business partner of mine who is incredibly successful in this industry. This is a woman you will be working with as well. She is a top earner and trainer with our company and one of the most-respected people in the entire industry. Susan...this is Joe. Joe this is Susan.*

Then...I zip my lips and let my leader take over. I don't speak until I am spoken to. Once you build the level of respect up, you don't want to tear it down by saying things like, "Joe...da da don't forget to tell her about the amazing comp plan we have...and created. Let your upline, sponsor or leader do the talking. You will know when it is time to speak again.

### **THE "COLD LEAD, WRONG CONTACT" SCRIPT**

On occasion, you will make a dial that simply leads to the wrong person. In other words, you are calling for Joe, but Joe doesn't even live there. If and ONLY if the person answering the phone sounds super sharp, I will use this script.

So...here's how it goes. You're calling for Paul Prospect and the person says to you, "Paul doesn't live here." Or, "you have the wrong number." I'll say this:  
*Well perhaps this was simply meant to happen. I am a very successful*

*entrepreneur and you sound like you are very sharp. Do you keep your options open at all in terms of generating additional cash flow?*

You may have just taken a dead call and turned it into a new person in your group!

### **THE “FLIPPING TELE-MARKETERS” SCRIPT**

Again...this script is only used when I FEEL like the person calling me has some skills! Not all telemarketers are good. If you get one that sounds super sharp, flip them!

They'll start their pitch and then I say:

*Let me ask you this. First of all, what is your name? Get their answer.*

**TELEMARKETER'S NAME.** *You sound like you are a solid communicator, but you're working out of a phone room? Please tell me that they are they paying you at least ten grand a month. The answer is almost ALWAYS going to be “No”.*

*Listen, **TELEMARKETER'S NAME.** You are being far underpaid for your talent. Let me give you my number and when you get home, call me direct. I run a company that pays people for their communication skills. Got a pen? Write down my number and call me when you are free to talk for a few minutes.*

## WORKING WITH AGENDAS

This section is absolutely paramount to your mastering the game of prospecting. Once you really understand what we do, and what your simple objective is in communicating with individuals, you can learn to follow a simple agenda.

This is when you can really begin to get yourself in what is called a state of “flow”, operating from the “zone”, or what I like to call “relaxed intensity.”

Working with a simple agenda allows you to focus on your prospect. It allows you to really get into the conversation and establish a strong connection whenever you want to. Once you can move into this simple agenda, which you will soon see is virtually the same in every one of my scripts, you will know you are working your way to mastery!

Here is essentially what you want to be thinking about when it comes to an Agenda. Your basic objective on most calls is first to identify if the person you are calling has an interest in creating life change. You then want to find out if you are catching them at a good time to talk. If so, you want to qualify them and find out if they fit what you are looking for in a new business partner. If they do, you'll then take them through whatever information gathering process you use for your company. Then, simply take their temperature to find out how interested they are. And finally, close them or book a follow-up call.

Here is how my Agenda goes:

1. Introduction and Opening Question
2. Ask for Permission to Continue
3. Probe and Qualify:
4. Take them Through the Information Gathering Process
5. Take their Temperature
6. Close or book follow up

Once you understand the basic objective of a prospecting call, you can follow a simple agenda. By following the agenda above, which is essentially the outline of my script, you can now focus a lot more of your attention on the prospect rather than worrying about staying “on” the script.

# FOLLOW UP STRATEGIES

I have a very simple philosophy about when to follow up. You ready?

Follow up as soon as possible. How soon is possible? It depends. Your rule should be to get back with the person as soon as you possibly can. It is important however, to get back to them only once they have reviewed further information or taken the next step. The purpose of initiating a follow-up call in the first place is to get back to them at a later time, allowing them the opportunity to review your company in further detail.

Now...as far as WHAT needs to occur in order for you to have successful outcomes on your follow-up calls, I have several rules for that as well.

## SIX STRATEGIES TO IMPROVE YOUR FOLLOW-UP

- 1. Do a Three-Way Call.** During your first call with a prospect, introduce them to another leader to help bring the person closer to making a decision on that first call. A third party validation from another expert may just be the ticket to create enough interest to get them to that next step.
- 2. Firm it up.** Instead of just leaving it open-ended, set up a firm follow up appointment. If I am sending further information to a prospect, I'll ask them how soon they will be able to review the information I am sending them. If I am sending them to a website, I may be able to get back to them as early as an hour from the initial call. The sooner the better. Don't ever wait longer than you need to in order to make the second call. I get them to tell me when they will be able to look at the information so we can talk intelligently about getting them going. Then, I book an appointment to meet with them. I'll give them two options. For example: If a prospect tells me that he can look at the information tomorrow morning, I will then ask them if morning or afternoon will be better for them to talk. Once I've gotten confirmation from them that either morning or afternoon is better, I will then give two options for appointment times and have them choose one of them. I always make sure they "pencil" me into their calendar.

- 1. Put the responsibility on them.** During this process, I give them my phone number and have them repeat it back to me. At that point I'll say something like "Joe. I am a very busy person. If for any reason you can't make that appointment, you will give me the professional courtesy of calling me and letting me know you can't make it so I can put someone else in your spot, won't you?" Once I get their agreement, I now have released myself of any emotional burden I might have been feeling if they pulled a no-show and I didn't get that agreement up front. So...when I call my prospect back and they don't answer, I'm generally done.
- 2. Be on time.** This is a professional business. You need to show that in everything you do. Don't ever be 15-minutes early or 5-minutes late. Be on time, every time!
- 3. Don't ever chase.** Even though you may have been excited at the possibility of your prospect joining, chasing never works. Leaving 17 messages over the next two-weeks is not going to get them in the business. Those who are interested show up. Those that aren't, don't. It is just that simple. If you fill up your pipeline with enough people, you won't ever need to worry about coddling prospects that aren't showing any interest.
- 4. Don't get emotional.** Regardless of how well you set up the follow-up, you will still get no-shows. It is part of the business, even when you're good! Move forward. Find someone else to talk to about your business. Don't let someone who can't even make a simple appointment ruin your day. It just isn't worth it.

# FOLLOW UP SCRIPTS

## THE “PROSPECT IS THERE” FOLLOW UP SCRIPT

This is the script you obviously want to be using the most! It means that they answered when you made your follow-up call to them. This means you will be talking to them live!

*Hi...**PROSPECT'S FIRST NAME**. This is **YOUR FULL NAME** getting back to you from our conversation **WHEN YOU LAST SPOKE**. Did you have an opportunity to get through the information I sent you/directed you to?*

If **PROSPECT** says “**YES**”, then make the assumption that they are interested and say something like this:

*Great...do you have any questions other than how do I get started in the business?*

At this point, a “qualified prospect”, one that is likely to join will probably have a number of questions pertaining to “how to get going” in the business. These are ALL good signs! Pay attention to them. This is also an opportune time to 3-way a leader in and have them help you with the close.

If **PROSPECT** says “**NO**”, I will ask them a direct question like this:

***PROSPECT'S FIRST NAME**, the last time we spoke you told me that you were serious about creating financial change in your life. Has something changed since the last time we spoke? Get their answer!*

At this point in time, you have to be thinking to yourself, “Is this REALLY the kind of person I want in my business?” They TOLD you they would look at the information, yet they haven't. Perhaps, something did get in the way and they are still serious. If so, simply ask:

*When will you have **AMOUNT OF TIME REQUIRED TO REVIEW YOUR INFO** to look at the information in detail so you can make an informed decision about your financial future? Get the answer and reschedule the appointment. If you are getting the FEELING that they are not the right candidate for*

you, then ASK THEM FOR A REFERRAL. Simply say, “**PROSPECT'S NAME**, who do you know that may be interested in making more money than they are currently?”

## THE “PROSPECT DIDN'T SHOW BUT I'M NICE” FOLLOW UP SCRIPT

In this instance, you will be leaving them a voice mail message, since they didn't show up for the meeting that they PROMISED YOU they would make.

*Hi **PROSPECT'S FIRST NAME**. This is **YOUR FULL NAME** getting back to you for our scheduled time to talk. Obviously something must have come up for you. Give me a call when you are available. I've got some additional information I think you'll enjoy about our business that will help you understand not only how simple this, but most importantly, help you get **INSERT THEIR WHY**. Call me at **YOUR PHONE NUMBER**. Again...that's **YOUR PHONE NUMBER**. Talk to you soon.*

## THE “I'M A LITTLE IRRITATED THAT YOU DIDN'T SHOW” FOLLOW UP SCRIPT

*Hey **PROSPECT'S NAME**. This is **YOUR FULL NAME** getting back to you as we agreed. It's **THE TIME YOU AGREED TO TALK** on the nose as we discussed. Listen...I do understand that life can get in the way sometimes...but I am simply way too busy to play cat and mouse. If you are still interested in changing the quality of your finances, give me a call at **YOUR PHONE NUMBER**. Again...that's **YOUR PHONE NUMBER**. Take care.*

## THE “I CAN'T BELIEVE HOW IRRESPONSIBLE SOMEONE CAN BE” FOLLOW-UP SCRIPT

*Hi **PROSPECT'S FIRST NAME**. This is **YOUR FULL NAME** getting back to you for our appointment. I'm a little confused. In our last conversation, you indicated that you were the type of person that sticks to their commitments, yet you are unable to make a simple phone*

*appointment. I certainly hope nothing tragic has happened. Listen... I'm a very fair person. Very serious about what I do...but fair. If you are really committed to making some changes in your life, and putting an extra **THE AMOUNT OF MONEY THEY SAID THEY WANTED TO MAKE** in your pocket each month to **THEIR WHY**, then my phone lines are open to you. My direct line is **YOUR TELEPHONE NUMBER**. Again, that's **YOUR TELEPHONE NUMBER**. If I don't hear back from you, then best of luck to you. Take care. Bye for now.*

## CLOSING STRATEGIES AND SCRIPTS

By the time you get to this part of the process, it should be very CLEAR to you that they are not only ready to get started, but also capable of doing what we do in network marketing.

The close should virtually take care of itself, IF you have been PAYING ATTENTION to them throughout the rest of the process.

If they haven't given you crystal clear signs that they are ready to go, then you may just have to ask them a simple question.

Remember ONE thing. Ask the question and then wait for THEM to respond. In other words, ask...then zip your lips. The first one who talks loses! Here's how I ask for the business. Use whichever one you prefer. They all lead to the same place.

*Let's get you started.*

*Are you ready to get started?*

*How soon do you want to start making money?*

*What questions can I answer for you other than how much does it cost and where do I send the money?*

*Do you see an opportunity? Can you afford to take advantage of it?*

*Let's get you going.*

*The easiest way to get you going is (a quick call into the company, to enroll as a rep on our site, etc.)*

## 60-YARD RECRUITING STRATEGIES AND SCRIPTS

Some of you may be wondering what this "60-yard" thing is all about. Well...it is what most people commonly refer to as the 3-foot rule. But...I have simply taken it to a higher level.

Remember, you are a talent scout. You are ALWAYS looking for quality people everywhere you go. That is, IF you want to build your business as FAST as possible.

In life, every day we meet people. Whether it is at the bank, the post office, the grocery store, the coffee shop, or any number of other places that we "bump into" people, there are opportunities. However, it is what you do with those opportunities that make all the difference in the world.

Trust me on this. You WANT to get good at recruiting people you bump into, meet, or are simply near. That is why it's called the 3-foot rule. I personally prefer to call it the 60-yard rule, because anytime I see someone within eyesight that I can tell has something "special" about them, I want to talk to them.

We heard our parents tell us our entire lives not to talk to strangers. Then, you get into network marketing and we tell you the exact opposite: DO talk to strangers!

This is probably the single-most difficult approach for most people because of our programming. What in the world am I going to say to a complete stranger? How do I approach them? What do I say to them?

## SEVEN SIMPLE TIPS FOR MASTERING THE 60-YARD RULE

### (FORMERLY THE 3-FT RULE)

1. Smile.
2. Dress nicely when you are out.
3. Start by saying something...anything is better than nothing!
4. Get their number first. Don't just give cards out.
5. Get back to them quickly. Don't wait a week to follow up.
6. Look for a reason to talk to them.
7. Do it once. Then, do it again and again.

I am very selective with who I recruit in person. I don't just talk to anyone and everyone I see. I look for something that I want. What do I want? I want (and you do too) people who are outgoing, fun, sharp, motivated, and so on. I look for people that fit those basic criteria. It may be the way they dress, the way they walk, the way they talk, look, or act. It could be any number of things. Primarily, I am looking for someone that fits the profile of a successful network marketer.

Now...what in the world do you say? Again...say something, anything! Here are a few one liners to get you going:

*Excuse me. I couldn't help but notice how outgoing you are. What do you do for a living?*

*Where did you get those cool shoes?*

*Pardon me. This might sound a little strange, but you strike me as someone who has amazing talent with people. What do you do for a living?*

*Nice laptop! How do you like it?*

*Wow! You surely shop for health!*

Once you have initiated the conversation, it is EASY to simply transition into this:

*I don't know if you keep your options open at all, but I own a company where your personality would absolutely shine, are you open to taking a look at something outside of what you are currently doing?*

Then...simply GET THEIR CONTACT INFORMATION. Hand them your card (if you have one), and get out of there. Call them and schedule some time to talk and present your business.

If they ask you what it is, simply tell them that you are on your way someplace or don't have time to get into the details, but you will call them later.

## THE BANK/POST OFFICE/GROCERY STORE

### 60-YARD RULE SCRIPT

This script is for use when you meet or greet someone at the bank, grocery store, gas station, coffee shop, mall, or anywhere else for that matter.

*Hi, I know this may sound a little strange, but you strike me as someone who's motivated. Are you? I'm searching for top producers. Traditionally we go through newspapers, executive search firms and referrals. But I've found that the most effective way of finding top talent is by going straight to people who look like they're on the ball. However, looking like a motivated person is entirely different from being one. Do you keep your options open outside of what you are currently doing? If you have a business card, I would love to call you and talk to you when you get a free moment.*

## THE "SPECIFIC TRAIT" 60-YARD RULE SCRIPT

If you notice that someone has something particularly powerful about them (i.e. great contacts, the type of business they're in, or personality traits like charisma, happiness, funny, good communicator, confident, etc.), use this approach.

*Have you ever thought about being in business for yourself? With (your contacts, the type of business you're in, your personality, etc.), you would be incredible at the business I'm in. I'd love to give you a call (or send a video, audio, etc.)"*

## THE “SERVER” 60-YARD RULE SCRIPT

This script is designed to be used when you meet people at their place of business. This is primarily useful in service-based businesses where people are serving you, including but not limited to waiters, waitresses and bartenders.

Simple Tip: Get their name early. If they are serving you, simply ask, “What’s your name?” Then...be sure to address them by name throughout your meal, etc.

**PROSPECT’S FIRST NAME**, *you must love working here. I’ve heard that you can make a lot of money doing what you do.*

The answer is usually no.

*Really? That surprises me. Let me ask you something. You obviously like working with people don’t you? If I could show you how to make a lot of money and still be in the people business, is that something you’d have any interest in?*

Get their phone number and call them later.

## HOW TO LEAVE AN EFFECTIVE VOICE MAIL MESSAGE

My philosophy is simple. If you have picked up the phone to dial a prospect and you get their answering machine or voice-mail, leave a message! You’ve already dialed the number and paid for the call! Make it profitable by leaving a message. Do not hang up! This gives you the opportunity to hear what they sound like. If I know the person whose voice I heard on the answering machine is the person I am trying to reach, it gives me an opportunity to begin my qualification process. Do they sound sharp? Do they sound weak and unprofessional? Do they sound outgoing? Are they introverted? Listen to what you HEAR on their answering machine. If they sound really good, and they haven’t called me back within a couple days, I will call them again. However... the second time I call, it will be at a different time of the day in hopes of

reaching them live. Remember, this is an opportunity to plant a seed. Don’t skip on this opportunity. In order to be massively successful in this profession, you must take every given opportunity to plant seeds and make use of them.

Simple Steps for Ensuring a Higher Percentage of Call Backs on Voice Mail Drops:

1. Sound confident and competent in your tone.
2. Practice your approach beforehand so it sounds real, and comes across like you are successful.
3. Deliver the message with POWER!
4. Leave lots of messages with lots of people!

## THE “CURIOSITY GENERATING” VOICE MAIL MESSAGE

*Hi **PROSPECT’S FIRST NAME**. This is **YOUR FULL NAME** calling from **YOUR CITY AND STATE**. If you could give me a call back at your earliest convenience, I would greatly appreciate it. My direct office line is **YOUR PHONE NUMBER...once again YOUR PHONE NUMBER**. Talk to you soon.*

## THE “SPECIFIC REASON” VOICE MAIL MESSAGE

*Hi **PROSPECT’S FIRST NAME**. This is **YOUR FULL NAME** calling from **YOUR CITY AND STATE**. I’m calling you for a specific reason. You recently asked for information about making money from home. I’ve got great news for you. Our company is expanding in **THEIR CITY AND STATE** this month. We need to talk as soon as possible. If you are still looking to work from home...call me back ASAP. My direct office line is **YOUR PHONE NUMBER...once again YOUR PHONE NUMBER**. Talk to you soon.*

## THE “COURTESY CALL” VOICE MAIL MESSAGE

Hi **PROSPECT'S FIRST NAME**, this is **YOUR FULL NAME** calling from **YOUR CITY AND STATE**. I'm calling you because you asked for information recently about making money from home. If you are dead serious about changing the quality of your life, improving your finances and having more free time than you ever dreamed of...we need to talk. This business is for people that love working with others, are outgoing, energetic, enthusiastic and most importantly, money motivated. If that describes you, call me back direct. If you're a big thinker and ready to take action...call me. My direct office line is **YOUR PHONE NUMBER**. Once again, **YOUR PHONE NUMBER**. Bye for now.

## THE “BANK ACCOUNT BALANCE” VOICE MAIL MESSAGE

Let me WARN YOU up front. Do NOT use this unless you are extremely confident on the telephone!!! This script will absolutely get you call backs, but you MUST BE PREPARED for what may happen. Using this script, I have received call backs in as little as 30-seconds! However, I am extremely confident on the phone and able to neutralize what may be an angry person. To get the best results using this method, I suggest that you have an 800# that rings directly to your office line. This is the only time I use an 800# in making dials to prospects.

Here's how it goes:

Hi **PROSPECT'S FIRST NAME**. This is **YOUR FULL NAME**. I am calling you regarding the current status of your bank account. Please call me right away at **YOUR TOLL-FREE NUMBER THAT RINGS DIRECTLY TO YOU**. Again...that's **YOUR TOLL-FREE NUMBER**.

You will definitely be getting call backs from this type of message. However, many of the people calling you may be very concerned about their bank account. Here's how I handle the call back.

When the prospect calls me back from this message, here is my basic reply.

Hi **PROSPECT'S FIRST NAME**. Thanks for calling back so quickly. Let me tell you exactly why I called you. First of all, I do not represent

your bank or financial institution. However, you recently replied to some information of mine indicating that you had a very sincere interest in changing your financial condition. I wanted to call you directly to simply find out how serious you were about increasing the amount of money you are bringing in on a monthly basis.

Again...remember this. DO NOT use this script unless you are extremely comfortable in dealing with potentially irate people. However, if you are confident in your abilities, it is very easy to neutralize the prospect and get them to listen.

## RECRUITING PROFESSIONALS STRATEGIES AND SCRIPTS

The following scripts are the EXACT methods I use when I contact professionals. This comes directly from my **Insider Secrets Home Study Course**. If you want to understand the entire philosophy behind working professionals, my suggestion would be to pick up a copy of my **Insider Secrets Home Study Course** if you do not currently own it. You can find it by simply visiting [ToddFalcone.com](http://ToddFalcone.com) and clicking on the Products section.

This first script is really the MAIN approach that I use when contacting any and all professionals. Be sure to pay attention to the secondary question that I ask.

### TODD'S REAL ESTATE PROFESSIONAL SCRIPT

Hi...is **REALTOR'S FIRST NAME** in? Hi **REALTOR'S FIRST NAME**... this is **YOUR FULL NAME** calling you from **YOUR CITY AND STATE**. How are you doing? Excellent! Ron...I was conducting a search on the internet for real estate professionals in the **THEIR CITY** area and located you. I own a company here in **YOUR CITY** and I am in the process of expanding some of my operations into **THEIR STATE**. Anytime I move into a new area I personally talent scout top notch sales professionals for my business. I have a very simple question for you. Do you keep your

options open at all in terms of earning income outside of what you are currently doing in real estate?

A lot of people will say “Yes”...or “It Depends on what it is”, etc. At that point all I do is say:

**REALTORS NAME...why don't I do this? To be respectful of both of our time, I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?**

If they continue to ask...what it is, you can say something like:

**REALTORS NAME, to be honest with you, I would be doing a complete injustice to my company if I had to give you a 30-second pitch on it... much like it would be very ineffective for you to give an open house tour over the telephone. If you are open to taking a look, I would be happy to send you some information either via email...or, an audio CD! I have that you can play in your car between appointments. Which would you prefer?**

## THE SECONDARY QUESTION

If you have attended any of my **MLM Power Hour** calls on Monday nights, you have no doubt heard me ask this question.

I use this question often when I am faced with a professional who obviously is open, yet they are hesitant. Not everyone can use this secondary question because it really depends on what you are marketing. Let me clarify. When I ask a prospect if they keep their options open and they reply with an “it depends” type of answer, they are essentially saying yes, but it depends on what it is. So...if you are marketing a product that may help them in their business either directly or indirectly, you can ask this secondary question. Here's how it goes.

I ask the initial pique interest question and the realtor responds with an “it depends” type of answer. I simply do this:

**REALTOR'S FIRST NAME.** Let me rephrase the question. If I could show you how to generate an additional stream of cash flow, while at the same time help you to become even more productive in your real estate business than you already are, is that something you would be inclined to take a look at?

A majority of the time, I get a “yes” to that secondary question. You can ask this question if you feel that your product may directly impact their production in their business. So for example...if you are marketing a nutritional supplement that gives people more energy, then taking the product could certainly help them in their overall productivity. But... again, think about it before you ask the question.

**CRITICALLY IMPORTANT NOTES:** If your company has an audio CD that does a great job of presenting information, send the CD rather than the email. Realtors spend a lot of time traveling in their car and are very likely to listen to the CD rather than spend 20 to 30 minutes on a website for first point of contact. Also, if you do not have a CD or a website, USE WHATEVER TOOLS YOUR COMPANY HAS AVAILABLE TO YOU!!!! You do not need to create your own CD or website. It is very, very important that you utilize the tools that top leaders in your company are using to disseminate information to your prospects.

## TODD'S REAL ESTATE PROFESSIONAL SCRIPT # 2

Hi...is **REALTOR'S FIRST NAME** in? Hi **REALTOR'S NAME...this is YOUR FULL NAME** calling your from **YOUR CITY AND STATE**. How are you doing? Great! **REALTOR'S FIRST NAME**, I understand that you are a successful realtor in the **THEIR CITY** area. The reason I am calling you is this. I own a company here in **YOUR CITY** and I am in the process of aggressively expanding throughout the country. I am focusing exclusively on **THEIR STATE** and am looking for a few extremely talented and driven people to help me expand my business. Are you at all open to taking a look at something outside of what you are doing in real estate if A) it does not necessarily require you having to leave your current career to do it, and B) has a greater potential for creating more income and more free time in your life?

The following scripts are essentially the same as I use for calling realtors. In fact, if you wanted to make your life easy, you could simply memorize

the script above and simply use that. Nonetheless, here they are:

### **THE MORTGAGE BROKERS OR LOAN OFFICER SCRIPT**

*Is **MORTGAGE BROKER'S NAME** in please? Hey **MORTGAGE BROKER'S FIRST NAME**...this is **YOUR FULL NAME** calling you from **YOUR CITY AND STATE**. How are you doing today? Excellent. **MORTGAGE BROKER'S FIRST NAME**...let me tell you why I am calling. I run a company here in **YOUR CITY** that is aggressively expanding our operations into the **THEIR CITY** area. I'm looking for a couple of very sharp go getters who want to do two things...a) at least double what they are currently making and b) want to potentially get out of a career that is always dependent on the next deal or close to come through. If I could provide you a track to run on that would allow you more money and more free time, would be you open to investigating it? Wait for their answer*

*I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

### **THE FINANCIAL PLANNERS AND STOCK BROKERS SCRIPT**

*Hi...is **FINANCIAL PLANNER'S NAME** in? Hi **FINANCIAL PLANNER'S FIRST NAME**, this is **YOUR FULL NAME** calling from **YOUR CITY AND STATE**. I run a company here in **YOUR CITY** and I'm in the process of aggressively recruiting some talent to help me expand my business. I have a business that can fairly easily help you create what would be the equivalent of having \$2,000,000 net dollars invested in a conservative account earning 5% interest in less than 12 months for the right candidate. In other words **FINANCIAL PLANNER'S FIRST NAME**, my business pays its representatives on a recurring revenue basis. Most sales people love it because the income is entirely passive once you build it. Are you at all open to taking a look at something outside of what you are currently doing if you could earn more and create more free time in your life? Wait for their answer.*

*I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

### **THE OUTSIDE SALES PROFESSIONAL SCRIPT**

This script is primarily to be used in calling people who are in outside sales. In other words, sales professionals that work "outside" of their offices by calling on people in the field.

*Hi is **SALES PERSON'S FIRST NAME** in please? Hi **SALES PERSON'S FIRST NAME**. My name is **YOUR FULL NAME**. I own a company here in **YOUR CITY** that is expanding down into the **THEIR CITY** area. I'm in the process of recruiting and identifying some potential leadership to help me run the sales and management side of my business. If I could provide you a vehicle that would allow you to earn more, give you complete and total autonomy, and allow you the opportunity to create a recurring revenue stream that you didn't have to keep recreating every month, would you be open to investigating it? Wait for their answer.*

*I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

### **THE INSIDE SALES PROFESSIONAL SCRIPT**

This script is best used when you are calling people who are involved in "inside" sales. People who sell cars, boats, or anything else where they rely on walk-in traffic or conduct most of their business from the office fit into this category.

*Hi is **SALES PERSON'S FIRST NAME** in please? Hi **SALES PERSON'S FIRST NAME**. My name is **YOUR FULL NAME**. I own a company here in **YOUR CITY** that is expanding down into the **THEIR CITY** area. I'm in the process of recruiting and identifying some potential leadership to help me run the sales and marketing side of my business. If I could provide you a vehicle that would allow you to earn more, give you complete and total independence, and allow you the opportunity to create a recurring revenue stream that you didn't have to keep recreating every month, would you be open to investigating it? Wait for their answer.*

*I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

## THE MANAGERS AND DIRECTORS SCRIPT

Hi...is **MANAGER'S FIRST NAME** in please? Hi **MANAGER'S FIRST NAME**, my name is **YOUR FULL NAME**. I run a company here in **YOUR CITY** that is in the process of expanding our operations throughout **THEIR AREA**. I understand that you are a successful manager at **THEIR COMPANY**. I run a marketing and international distribution company and I am aggressively seeking some new talent to help me expand my **THEIR CITY** operations. Are you at all open to taking a look at something that would allow you to not only earn more than you currently are, but also allow you to utilize your current skills in a very entrepreneurial environment? Wait for their answer.

*I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

## THE RETAIL SALES AND CUSTOMER SERVICE SCRIPT

This script is best used when calling people who are in either retail sales or work with people on a daily basis from a customer service standpoint.

Hi is **RETAIL PERSON'S FIRST NAME** in please? Hi **RETAIL PERSON'S FIRST NAME**. My name is **YOUR FULL NAME**. Let me tell you why I'm calling. I own a company here in **YOUR CITY** that is expanding down into the **THEIR CITY** area. I'm in the process of recruiting and identifying some potential leadership to help me run the sales and management side of my business. I'm looking for people **LIKE YOU** who have some experience in working with and around people on a daily basis that may not be earning what they feel they are worth. If I could provide you the opportunity to earn more, with long-term career potential, and allow you the opportunity to create a recurring revenue stream that you didn't have to keep recreating every month, would you be open to investigating it? Wait for their answer.

*I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

## THE "CURIOSITY GENERATING" PROFESSIONAL

### VOICE MAIL MESSAGE

When calling professionals, it is very easy to get a call back. Professional people are in the business of being professional! So, your odds of getting a call back are very high. This first script is the one that I use the most.

Hi **PROFESSIONAL'S FIRST NAME**...this is **YOUR FULL NAME** calling you from **YOUR CITY AND STATE**. I need to speak with you right away. My number is **YOUR PHONE NUMBER**. That's **YOUR PHONE NUMBER**. Talk to you soon.

## THE "FINANCIAL MATTER" PROFESSIONAL

### VOICE MAIL MESSAGE

Hi **PROFESSIONAL'S FIRST NAME**...this is **YOUR FULL NAME** calling you from **YOUR CITY AND STATE**. Would you please give me a call at your earliest convenience? I have a financial matter I'd like to discuss with you. My direct office line is **YOUR PHONE NUMBER**. That's **YOUR PHONE NUMBER**. I'll be in the office all day.

## THE LONG VERSION PROFESSIONAL VOICE MAIL MESSAGE

Hi **PROFESSIONAL'S FIRST NAME**. This is **YOUR FULL NAME** calling you from **YOUR CITY AND STATE**. You don't know me personally. However...I understand that you are a successful **REALTOR/MANAGER/ETC**. I own a company here in **YOUR CITY** that is in the process of expanding into **THEIR CITY OR STATE**. I am looking for a small handful of people to help me expand my operations in that area. I'm not at all asking you to leave what you are doing or even suggest that you do so...unless you are looking for a complete change. Our top people are high six and 7-figure earners...and your area is wide open. If you are interested in having a brief conversation about what I am doing, please call me at your earliest convenience. My direct line is **YOUR PHONE NUMBER**. That's **YOUR PHONE NUMBER**. Talk to you soon.

# RECRUITING NETWORK MARKETERS STRATEGIES AND SCRIPTS

I want to be CRYSTAL CLEAR on something here. I do not condone ripping apart someone else's group as a means of you building your business. There are a lot of people who think calling network marketers is a great way of building a business. Trust me. I understand the thinking. If they are already doing network marketing, they potentially already know how to do what we do, right? However, ask yourself this question. Would you want Todd Falcone calling everyone in your downline and inviting them to take a look at my business? I'm quite sure you would answer a resounding "NO" to that question. Let the Golden Rule apply here and do unto others as you'd have done to you!

Now...there are cases and situations where calling network marketers may be appropriate. If you know for SURE that a company is having problems, is in a slow growth mode, no growth mode, or is simply a dog, then perhaps you may consider this approach.

But...again, before you do this, ask yourself the question above. There are lots of other ways to find people rather than stealing them from someone else's group.

## RECRUITING NETWORK MARKETERS SCRIPT # 1

*Hi, is NETWORK MARKETER'S FIRST NAME in please? Hey NETWORK MARKETER'S FIRST NAME. My name is YOUR FULL NAME. Let me tell you why I'm calling. I know that you are involved in network marketing currently...am I correct in that? Great. Listen...I found you by doing a search on the web. I have a very simple question to ask you. Are you at all open to taking a look at something other than what you are currently doing, IF you knew you either had better timing and positioning, more active support and leadership, or the potential to earn more in a shorter period of time? IF THEY SAY YES, DO NOT GET INTO A CONVERSATION ABOUT YOUR COMPANY. USE YOUR TOOLS!  
I'd be happy to either drop some information off to you in the mail or send you an email which outlines my company in detail. Which would be better for you?*

## RECRUITING NETWORK MARKETERS SCRIPT # 2

*Hi is NETWORK MARKETER'S FIRST NAME in please? Hey NETWORK MARKETER'S FIRST NAME, this is YOUR FULL NAME calling you from YOUR CITY AND STATE. How are you? Excellent. NETWORK MARKETER'S FIRST NAME, I understand that you are involved in network marketing, is that correct? Great. I have an interesting proposition for you. First...let me ask you this. What company are you working with currently? How long have you been there? Is your check growing as fast as you'd like it to? Let me tell you the purpose of this call. I'm not at all interested in taking people who are totally happy and satisfied with what they're doing and putting them into my company. I am however in the business of taking people who may not have yet found the right place for themselves and hooking them up with a team of proven leaders who have the capacity and the time to invest in their new people to assure them a check. Are you at all open to taking a look at anything outside of what you are currently doing?*

IF THEY SAY YES, DO NOT GET INTO A CONVERSATION ABOUT YOUR COMPANY. USE YOUR TOOLS!

## FUNDED PROPOSALS STRATEGIES AND SCRIPTS

A funded proposal has to do with selling an eBook or product prior to talking about your specific Network Marketing business. Funded Proposals are exactly what they sound like. Generally speaking, an offer is made on a website that entices the viewer or reader to respond. The offer is for something of value, usually with a very small price-point (normally under \$50). That person now becomes a potential lead for you that regardless of whether they join your business or not has already paid you. Thus, the term Funded Proposal!

Here is an example of a script you can use to call the people that have purchased a book through your web site.

## FUNDED PROPOSAL PHONE SCRIPT

Hey **PROSPECT'S FIRST NAME**. This is **YOUR FULL NAME** calling you from **YOUR CITY AND STATE**. You purchased the **NAME OF THE EBOOK/PRODUCT** from my web site. Did you get the book downloaded o.k.?

Let the prospect answer and be ready to help them.

*Great, are you currently involved in the Network Marketing industry?*

You may ask several other questions as well, including:

*What company are you with?*

*How long have you been with them?*

*How is that going for you?*

*Are you looking to go full time or stay part time?*

*Have you been able to achieve your goals?*

*Is your check growing as fast as you would like it to?*

If they are happy with where they are, wish them luck, add them to your database and move on to your next call.

The magic question...

*Well **PROSPECT'S FIRST NAME**, I am not at all interested in taking people that are happy and satisfied with what they are doing and putting them into my company. I am however in the business of helping people who have not yet found the right place for themselves and hooking them up with a team of proven leaders who have the capacity and time to invest in their new people to assure them a check. Are you at all open to taking a look at something outside of what you are currently doing?*

When they say yes, USE YOUR TOOLS!

## OTHER USEFUL SCRIPTS

Here are a few other very cool scripts to have at your disposal.

### CONFERENCE CALL MODERATOR SCRIPT

Do you REALLY want to be a leader in your company? Then, volunteer to step up and take introductions for your next live team training or opportunity conference call (if you have them)! Take introductions like a pro with this simple script!

The key to this is that you are energetic, having fun and making people feel welcome. Don't worry about the details. If you don't hear someone's name correctly, but hear the city or state, just reply with "Welcome from Dallas" or something like that.

This is EXACTLY how I do it.

**You:** "Hi...this is Todd Falcone in Seattle, Washington taking introductions. As you're joining the call, go ahead and give us your name and tell us where you are calling from."

**Attendee 1:** "This is Jane in Chicago."

**You:** "Hi Jane. Welcome to the call...glad you could join us!"

**Attendee 2:** "This is Bob in California."

**You:** "Bob in California...welcome!"

Keep repeating the opening line and make minor modifications as follows:

**You:** "Again...this is Todd Falcone in Seattle. We'll be getting the call started shortly. As you're joining, go ahead and tell us your name and where you are dialing in from..."

**Attendee 3:** "This is Julie in Denver."

**You:** "Julie...thanks for joining us!"

Take introductions until the call is ready to start, usually one or two-minutes after the top of the hour (or whenever the call starts).

Then, mute up the lines and introduce the host.

**You:** *“OK. At this time, we are going to go ahead and get the call started. What I’d like to do at this point is introduce our host for the evening. She is a Platinum Director with our company and one of our international trainers. She has been recognized as one of the top women in the entire Direct Sales arena and will be sharing with you some powerful information about our company. At this time, please welcome Nancy Networker.”*

Nancy would then take over the call and your job is done!

When you volunteer to do this, you are showing leadership potential! You are also becoming comfortable with speaking in front of a group, even if it is as simple as taking introductions.

### **TODD’S PERSONAL VOICE MAIL MESSAGE**

It is imperative that you have a professional sounding voice mail recording in your home office. You should have a second line in your home specifically FOR your business. In fact, if you only have one phone line coming into your home and you expect to write it off as a business expense, it won’t qualify. An answering machine very rarely suffices simply because the recording quality is much lower than voice mail.

*Hi...you’ve just reached the desk of Todd Falcone. I am either on the other line or away from the desk currently, but your call is important to me. Please leave a message at the tone, including your telephone number, even if you think I have it, and I will return your call just as soon as possible. Make it a great day. Talk to you soon.*

### **TODD’S MORE SPECIFIC VOICE MAIL MESSAGE**

*Hi...you’ve just reached the office of Todd Falcone. I am currently on the other line or away from the desk at the moment, but your call is extremely important to me. Please leave a message at the tone, indicating specifically why you want me to call you back, including your telephone number, even if you think I might have it, and I will return your call just as soon as possible. Please be sure to speak clearly and slowly so I can easily get back to you. Make it a great day. Talk to you soon.*

### **THE “OLD DS” SUPER POSTURE TEASER MESSAGE**

Teaser voice mail messages, also known as “sizzle” messages are primarily used when advertising. The purpose is to entice the person who is responding to your ad to leave their information, while at the same time, potentially weeding out some of the people you don’t want. In most cases, these messages are no more than 2-minutes in length. You can be completely generic and simply use it as a qualifying tool, or you can provide simple information about your company. In other words, you provide and talk about the benefits someone might experience by being part of your company.

*Hello, you’ve reached the desk of YOUR FULL NAME. Due to the overwhelming number of calls regarding this business plan I have to offer, I’ll ask you to please be patient and I will try and hasten this process as best I can. For some of you, you are about to drastically change your life. For what you are about to hear is the most lucrative business plan in North America at this time. This business is not a money scheme, and it is not a get rich quick plan. This business is simply a brilliant new concept that is faster, easier, more powerful, and far more profitable than anything you’ve tried before. This business will produce positive changes in your life. Recently a few caring individuals explained to me a powerful new business plan that literally changed the way I live my life. I immediately took the steps to come on board, and in my first year, will earn well over 6-figures, and all working from home, with virtually no overhead, no boss, no commute, and no time clock. If you have a burning desire to get out of the rat race, this may be exactly what you’re looking for. The industry we’re involved in... (a small amount about the industry, how many dollars in sales, how much growth, how big the company, etc.) This business contains the mechanics of wealth necessary to provide staggering annual incomes to those who take action. I’m looking for leaders, people who are big thinkers, big dreamers, and people who believe they deserve to have it all. The brass ring in life goes to the bold and the aggressive. Those who are seeking the standard 40 to 60 thousand dollar a year job, don’t leave your name please. Hang up now, and really (pause) good luck to you. For those of you who are still with me, if you never want to worry about money again, let me assure you, you are in the right place at the right time. If you are skeptical, that’s o.k., so was I. Just look closely at this dynamic new business plan and see for yourself. It won’t cost you a dime to take a good close*

look, and I have all the information you need to make a relaxed and intelligent decision. Now, at the tone, clearly leave me your name and phone number with area code first, and the best time to reach you. Either I, or one of my qualified associates will get back to you promptly. Please spell any unusual name and give your telephone number twice. Congratulations to those of you who are still with me, and I look forward to speaking with you in person.

### **TODD'S GO-TO TEASER MESSAGE**

*Hello and Thank you for calling. If you're looking to create lasting financial change in your life, you've called the right number. I'd like to introduce you to a system that thousands of people are using to achieve consistent, reliable financial growth. So, if you're tired of working a dead-end job, you're sick of your boss, your commute, your alarm clock, or the lack of free time in your life, then please listen carefully. I've uncovered a secret that has already created massive financial results for people just like you who have responded to this ad. I'd like to share some information with you, at no cost or obligation that will reveal to you a business model that contains the mechanics of wealth. Simply leave me your name, address, and phone number at the tone. Speak clearly and slowly, spelling any difficult words. No information will be sent without a valid telephone number. Once again, to receive our Free Information, leave me your name, address, and phone number. To instantly receive this information, feel free to leave your email address as well. Here comes the tone, bye for now.*

## **EMAIL AND LETTER CORRESPONDENCE**

There will always be opportunities for you to correspond with individuals either through email or through some form of direct mail (letter, postcard, greeting card, etc.) in your business. I get lots of questions from people about what I say in my emails and letters to individuals that I am recruiting. So...to make it even easier for you, I have provided you with a number of different templates for you to use.

### **Todd Falcone's Email Scripts**

DO NOT EVER pitch anyone on an introductory email. The purpose of sending them an email is to create an opening for a conversation to occur. If you send someone an email with a "pitch" in it who you do not know, it will be construed as spam.

#### **SHORT INTRODUCTORY EMAIL TO PROFESSIONAL # 1**

This email script is be used to generate a return phone call or email reply from a professional when you have not been able to locate their telephone number

**Subject Line:** *PERSON'S FIRST NAME, please call me when you get a moment*

PERSON'S FIRST NAME -

*This is **YOUR FULL NAME** in **YOUR CITY**. I tried to locate your phone number, but couldn't do so. I would like to speak with you right away.*

*Please either call me directly in my office at **YOUR PHONE NUMBER**, or reply to this email with your phone number and I will call you back on a day and time that is convenient for you.*

*Best Regards,*

**YOUR NAME**  
**YOUR PHONE NUMBER**  
**YOUR EMAIL ADDRESS**

## SHORT INTRODUCTORY EMAIL TO PROFESSIONAL # 2

**Subject Line:** *PERSON'S FIRST NAME*, I hear you are a great salesperson.

*PERSON'S FIRST NAME-*

*I understand that you are at the top of your field. I would love to speak with you when you get a free moment. However, I couldn't locate your telephone number.*

*Please call me right away. I have something very important to share with you.*

*My direct number is YOUR PHONE NUMBER.*

*Best Regards,*

**YOUR NAME  
YOUR PHONE NUMBER  
YOUR EMAIL ADDRESS**

## THE "SHORT AND SWEET" EMAIL THAT FOLLOWS A CONVERSATION

When I am building actively, this email is used literally every single day. This is my most common email. It follows a discussion I have had with a prospect who has shown interest. The purpose is to ensure that they have the information they need to make a totally informed decision. My suggestion to you is that if you find yourself sending the same emails on a regular basis (which you will), is to save them as a DRAFT. That means you always will have access to them, rather than having to retype the message ever time you want to send the same email. Also...prior to sending this email to them, I will tell them on the telephone to look out for an email that says "*Business information from Todd Falcone*" in the subject line.

**Subject Line:** *Business information from YOUR FULL NAME*

## **PERSON'S FIRST NAME-**

*It was great talking with you a moment ago. I really enjoyed our conversation.*

*As promised, here is the rest of the story. You obviously liked what you have reviewed thus far, so I will keep this email brief.*

*To review my company in detail, simply go to **YOUR WEB ADDRESS** and watch the presentation.*

*Pay special attention to the **IMPORTANT SPOT ON YOUR SITE** and also the **IMPORTANT OTHER PART OF YOUR SITE.***

*It should only take you about **NUMBER OF MINUTES** to get through all of the information*

*I will call you back at the time we agreed. If you have any questions between now and then, feel free to give me a call. My direct office line is **YOUR PHONE NUMBER.***

*Best Regards,*

**YOUR NAME  
YOUR PHONE NUMBER  
YOUR EMAIL ADDRESS  
YOUR WEBSITE**

## THE "LONGER, MORE DETAILED" EMAIL THAT FOLLOWS A CONVERSATION

If you have some decent copywriting skills, your follow up email is a great opportunity to help convince your prospect that your opportunity is right for them. Yes...I did say CONVINCING! And...yes, you do want to "sell" them on your business. Remember, you are involved in Direct Sales, not Direct Sharing!

So...knowing that, a longer email presents a unique opportunity for you to provide facts, benefits, figures, and stories to further entice your prospect to get through the information. Also...anytime you can throw a sincere compliment in, they will love you even more for it! You want them to “want it.”

Here’s the basic structure of the “Longer, More Detailed” email:

**Subject Line:** *PROSPECT’S FIRST NAME*, be sure to read this immediately!

### **PROSPECT’S FIRST NAME-**

*It was great talking with you a moment ago. I really enjoyed our conversation. There is no doubt in my mind that you could very easily succeed at this. You have a very sparkling personality, one that would absolutely shine in this business.*

*As promised, here is some more information about **NAME OF YOUR COMPANY**.*

*The first thing you want to do is go to **YOUR WEBSITE** and watch the presentation. It should only take you about **NUMBER OF MINUTES** to get through the information. When I first saw that short presentation, I went nuts. I knew immediately that I had to do this.*

*I also wanted to fill you in on a few things that we didn’t have a chance to talk about on the phone.*

*Our company is **FACTS/FIGURES ABOUT GROWTH OR TIMING**  
We operate in **NUMBER OF COUNTRIES**  
Our top earners are **WHAT THE AVERAGE INCOME IS (IF YOU HAVE THOSE FIGURES)**  
The trends that are driving this are **WHATEVER TREND IS DRIVING YOUR COMPANY**  
Our product does **BENEFITS ABOUT YOUR PRODUCT OR SERVICE***

*If you have ANY question at all while you are going through this information, give me a call anytime.*

*Also...you have GOT to meet my friend **YOUR LEADER’S NAME**. She is an absolute machine in this business, and one of our top leaders. You will also be working with her directly. You are going to love her when you meet her.*

*If I don’t hear from you between now and **THE TIME YOU ARE SCHEDULED TO MEET AGAIN**, I will call you them.*

*Best Regards,*

**YOUR NAME**  
**YOUR PHONE NUMBER**  
**YOUR EMAIL ADDRESS**  
**YOUR WEBSITE**

*P.S. **INSERT A TESTIMONIAL OR STORY HERE***

## **Todd Falcone’s Snail Mail Scripts**

### **INTRODUCTORY SNAIL MAIL LETTER TO PROFESSIONAL**

If you choose to make an introductory contact with a professional via direct mail, either via a letter or greeting card, here are some ideas of simple approaches to generate interest. If you send a letter, my suggestion is that the letter is on good quality paper, in black ink, personally signed by you. Put it in a #10 white envelope and personally address it in blue ink.

*Hi **PERSON’S FIRST NAME-***

*I understand that you are a very sharp Account Executive with WITD-FM.*

*My name is **YOUR FULL NAME**. I run a company here based in **YOUR CITY** that is in the process of expanding into the **THEIR CITY** area. I wanted to send you a personal note to see if you are open to discussing the possibilities of helping me expand my company into **THEIR STATE**. I am looking for high caliber individuals like you to help me expand my operations.*

Please call me at your earliest convenience. My direct office line is **YOUR PHONE NUMBER**.

I would love to spend five minutes with you over the phone to get acquainted and share some information with you about my company.

Best Regards,

**YOUR NAME**  
**YOUR PHONE NUMBER**  
**YOUR EMAIL ADDRESS**

### INTRODUCTORY LETTER WITH ENCLOSURE

This particular letter would be used with an enclosure, either an audio CD, DVD, or some other powerful promotional vehicle that you have at your disposal. Whatever you do, DO NOT overload them with too much information.

#### **PERSON'S FIRST NAME-**

My name is **YOUR FULL NAME**. You don't know me personally. However, I understand that you are an extremely sharp real estate professional in the **THEIR CITY** area.

I am in the process of expanding my company into **THEIR STATE** and am looking for people just like you: skilled, talented, upwardly mobile, and have strong communication skills to help me expand my operations in your area.

I don't know what your dreams and aspirations are in life, but I have a hunch that you have what it takes to be very successful in my line of work. I know it's a hunch, but I'm usually right! Actually, it's not really work at all. It's a lifestyle. If you like the idea of working for yourself, but not by yourself, not having to commute to and from a job you're not too crazy about, and having the flexibility to stay at home and call your own shots...that's exactly what I do. Best of all, I get paid compounded residual income every month. Even if I go on vacation, I continue to get paid.

Since I value your time, I thought this would be an easier way to show you how you can enjoy the same lifestyle. It's quite simple and it's a lot of fun too. Listen to this audio immediately. If you like what you hear and want to learn more, just call me at **YOUR PHONE NUMBER**.

Here's something you want to know. Whether you have ever been involved in a business of your own or not, our team's system can teach ANYONE how to be successful. Our group consists of over a dozen of the most successful entrepreneurs in America. You will be working with a team of pros that can teach you how to do this. In fact...because of the training, the support, and the systems we provide our members, our company is growing at an astonishing rate. You will be amazed when you see how simple this is.

Once again, listen to this information immediately, then get back to me. I look forward to hearing from you soon.

Best Regards,

**YOUR NAME**  
**YOUR PHONE NUMBER**  
**YOUR EMAIL ADDRESS**

### Greeting Card Glory

Let me just share this with you. Personal greeting cards are beyond powerful. My entire career has been focused on separating myself from the competition, doing the little extra things that make all the difference in the world. Obviously you want to be professional, likeable, fun to be around, responsible, someone people will want to follow. But...what most people miss out on are the golden opportunities to totally and completely separate themselves from the pack.

When was the last time someone who prospected you took the time to send you a simple hand-written thank you card, just for looking at their business?

When was the last time YOU sent a card to a downline member congratulating them on their accomplishment?

When was the last time you remembered to send someone on your team a "Happy Birthday" card?

Very few people take the time to do this, but it is incredibly powerful. If you want to get more referrals, more business, cement relationships with current distributors on your team and get prospects to choose you over and above everyone else, start sending cards out on a regular basis.

By the way, I am not talking about direct mail sales letters or postcards. I am talking about hand-written cards that show how much you really care.

No scripts on this...it is entirely up to you!

## TODD'S LEAD CODING SYSTEM

I have a very simple **Three Step System** I use to stay organized when I sit down to work my leads. It involves the following:

1. Printing out my leads in an easy to use format.
2. Coding my leads as I work through them for easy reference.
3. Transfer quality prospects from spreadsheet to planner for follow up.

Remember...**Print, Code, and Transfer**

Name	State	Phone	Email	Comments
Joe Blow	CA	831-555-1212	joe@joeblow.cam	<b>Lm- am</b>
Susie Q	WA	206-555-1212	Susie@q.cam	<b>GAP</b>
Tim Tutu	NV	702-555-1212	tim@tutu.cam	<b>NA</b>
Don Don	FL	305-555-1212	d@dondon.cam	<b>LM-pm</b>
Big Bubba	OR	503-555-1212	big@bubba.cam	<b>NI</b>
Linda Lou	AZ	480-555-1212	Linda@lu.cam	<b>PIPE</b>

Susan Smitn	NY	212 555 1212	susan@smitn.cam	<b>NEXT</b>
Cali Closer	CA	323-555-1212	Cali@closer.cam	<b>PIPE</b>
Quentin Quitter	LA	540-555-1212	q@quitter.cam	<b>GAP</b>
Heavy Hitter	MT	402 555 1212	heavy@mitter.cam	<b>NEXT</b>

LM = left message

AM, PM, EVE = Morning, afternoon, or night

NA= No Answer

GAP = Told them to Grab a Pen

*Italicized* = Sounded sharp either in person or on their machine

Black Line = Bad Prospect, also known as NEXT Prospect!

NI = Spoke to them and indicated no interest PIPE

= Provided Information Prospect Educated

Important: I will also keep brief notes on the prospect regarding pertinent information I need, including background information, how much they are looking to earn, how many hours they are able to commit, etc., which I uncover during the interview process. Don't forget what you spoke with them about!! Write it down.

## Tracking Your Progress

When you do your dials, you have to stay on top of yourself. You have to track YOU. This is your business, your life, your financial future. Self-checking systems will help you improve your results.

### 3 TRACKING POINTS

1. Time your calls!
2. Be ready to track your #'s
3. Record your calls (listen and review).

## Weekly Call Log

Week of:	# Dials	# Messages	# Live	# Presentations	# Decisions Collected	# New Reps

**This log is used to help you stay on target with your numbers. Simply tally up the numbers.**

**Week of:** This will reflect the week you are dialing (i.e. w/o 10/16).

**# Dials:** The total number of outgoing dials you make each day.

**# Messages:** The total number of messages you leave with your prospects.

**# Live Conversations:** The number of prospects that you speak with on the phone.

**# Presentations:** The number of people who you have live conversations with that actually go as far as you presenting them information about your company.

**# Decisions Collected:** The number of people that either say 'yes' or 'no' to your opportunity, once being presented with your company's information.

**# New Reps:** The total number of new reps sponsored for the week.

## BONUS MATERIAL

### CONNECTING AND RAPPORT BUILDING TIPS

There really is no exact script for establishing rapport in a conversation. However, I wanted to make it as easy as possible for you to be able to build rapport and create warmth and receptivity, whenever you attempt to do so.

**Rapport** is a deep and unconscious state of responsiveness with another person or group of people.

It is best achieved through **Sensory Acuity**, which is your ability to observe small changes in a person's physiology that are a direct result of changing internal states. For example: your ability to tell that someone is angry either from the tone of their voice or their facial expression.

*Did you know that communication is only 7% the words that you use, 38% the tonality, and 55% the physiology?*

Matching and Mirroring will lead you to rapport. **Matching** is doing something the other person is doing, but in reverse image. **Mirroring** is literally being the mirror image of someone else.

Rapport can be built whether in a one-on-one meeting, with a group, or on the telephone.

**Physiology:** You can match or mirror a person's physiology, including their posture, facial expressions, gestures and breathing.

**Tonality:** You can match or mirror someone's tone, speed, vocal quality, or volume.

**Words:** You can match or mirror a person's predicates, common experiences, key words and key word phrases.

By matching and mirroring the physiology, tonality and words your prospect uses, you become more like them. The more like them you become, the greater the likelihood they will do business with you.

## PREFERRED REPRESENTATIONAL SYSTEMS (PRS)

All human beings communicate using Representational Systems. After receiving information (data) through the five senses, people translate the external world into an internal “blueprint”, or Internal Representational System.

A Preferred Representational System is the one that an individual tends to use more than the others. They communicate in one of the four following ways:

**Visual (V)** creates and sees pictures

**Auditory (A)** hears sounds

**Kinesthetic (K)** experiences feelings internally

**Auditory Digital (AD)** listens to internal self-talk

You want to listen and pay close attention (using your Sensory Acuity) in your conversations with individuals. You will soon be able to pick up on whether someone prefers to speak in a Visual, Auditory, Kinesthetic or Auditory Digital fashion.

A person's PRS is probably Visual if they say things like:

*“I see your point.”*

*“I am getting a picture of what you are talking about.” “It looks great.”*

A person's PRS is probably Auditory if they say things like:

*“I hear you loud and clear.”*

*“Sound like a good idea.”*

*“It's ringing true with me.”*

A person's PRS is probably Kinesthetic if they say things like:

*“I get a feeling this will work.”*

*“It sure makes sense to me.”*

*“That is hot.”*

A person's PRS is probably Auditory Digital if they say things like:

*“How does it compare?”*

*“I hope it fits my criteria.”*

*“Let me make a mental note of that.”*

Remember this. When you find someone who you feel is right for your

business, sounds good and looks like the perfect candidate, sponsoring them will only be an afterthought! As you can see, I used all four Preferred Representational Systems in that last sentence!

The key to establishing and maintaining rapport is paying attention and being able to adapt to change in your conversations. People buy from and do business with people they like. The more like them you become, the greater the likelihood they will like you and the greater the odds of their doing business with you.

## BONUS TIPS TO ENSURE YOUR SUCCESS

**Bonus Tip #1: Prospecting is the only activity that directly leads to revenue.**

Focus your time on activities that are revenue producing. Dusting your desk, alphabetizing your leads, and watching television doesn't count as revenue producing. If you are going to be successful in this profession, be sure to do those things that make you successful.

**Bonus Tip # 2: Be a Sponsor, not just a recruiter.** It's great to be good at recruiting, but if you simply toss people into your business and hope they stick, much like throwing pasta up against the wall to see if it's ready, your failure rate will be high. This is a business of personal responsibility. And...it is YOUR responsibility to be a SPONSOR and not just a recruiter. The fact that you have just enrolled someone into your business is not the CLOSE of a sale, it is the beginning of a working relationship. Remember that, and you're likely to build a solid organization of producers.

**Bonus Tip # 3: Have Faith.** In the Bible, it says “Faith the size of a mustard seed can move a mountain.” Do you have any idea how small a mustard seed is? It doesn't say you need to have A LOT of faith, but simply to have faith, which simply means belief in that which is not yet seen. While you may not have personally seen success...yet, there is a very long track record and history of people in this profession who have achieved success. So, when I say this, I refer to having faith in our profession. Network Marketing does not discriminate on sex, race, religion, work background or education. In fact, it does not discriminate

at all. Have faith that what we do works. Don't doubt it. Just do it, and TRUST that what we do in this profession does work, IF you work it.

**Bonus Tip # 4: Do an attitude check.** Perhaps you've heard the term that your attitude determines your altitude. Successful people maintain a consistently positive attitude both in good times and bad. Life is going to dish out challenges. It's what you do and how you react to those challenges that make all the difference in the world. As Jim Rohn says, "The wind blows on us all. But, it's how you set the sail that makes the difference."

**Bonus Tip # 5: Get HOT about your business.** Whether you are spare-time, part-time, full-time or all the time, you've got to get FIRED UP about your business. My mentor many years ago told me to either "Get HOT, or get OUT! There's simply no room for lukewarm in this profession." I understood clearly what he meant. Regardless of how many hours you are putting into your business, it is very important that you are not lacking in your conviction or enthusiasm. Being indifferent about your business will cost you a fortune!

**Bonus Tip # 6: Don't get emotionally attached.** I personally know how easy it is to become emotionally attached to prospects that you have in your pipeline, especially when you are new, you're earning nothing, or you are earning very little. It can become very easy to "hold on" to prospects in hope that they may join you. After all, they said they were interested, didn't they? You must learn quickly to collect decisions and move forward. They are either in, out, or you get a referral from them. If you find yourself holding on to a small group of people hoping that they will join, there is probably a good chance that you simply are not putting enough people through your system. The more you prospect, the more you fill up your pipeline with NEW people, the easier it will be for you to NOT become emotionally attached.

**Bonus Tip # 7: Get yourself in a state of "flow".** There are a lot of terms that can be used to describe being in a state of flow. Whether you call it being in the "zone" or any other term, they are all the same. A state of flow is achieved when everything comes together easily and effortlessly. You are working with a high level of enthusiasm and confidence, you feel good, you're highly energetic, focused and on

target. You have memorized your scripts to the point where you no longer need them and simply focus on following a simple agenda. You know what your objective in making the dial is, and you stick to it. The conversation simply happens unconsciously. This is called unconscious competence. And...it happens through practice and a total devotion to getting as good as you can, doing things to the best of your abilities, at all times. You're in the zone. Stay there!

**Bonus Tip # 8: Daily Absorption.** Spend time every day absorbing information that inspires you, educates and informs you. Focus time daily on things that make you grow, that stretch your boundaries and your comfort zones. Greatness is achieved by doing great things. Learning from others who have lived great lives will lead you to greatness in yours.

**Bonus Tip # 9: Look in the mirror regularly.** I say this metaphorically speaking. This is a business of personal responsibility. You do this because you want to, not because someone tells you to do so. Since you have chosen to pursue Network Marketing or Direct Sales as your vehicle to help you achieve financial freedom, be sure to conduct self-checks regularly to make sure you are on track. Ask yourself, "Am I really giving this all I've got? Am I honestly doing all that I can to make this business work?" You've got to be honest about your efforts you put into your business. Most importantly, be honest with yourself!

# MASTERING THE ART OF A 3-WAY CALL

Three way calls. What are they? And, how to do them right? There is definitely a right way and a wrong way to go about using three-way calling. In order for you to get good at the game of prospecting, you have to master this simple tool now.

First off...what is 3-way calling? Two answers...the technical side is this. Three-way calling is a service that you can have added, usually through your local phone company that allows you to be able to connect with an additional party, other than the person you are already on the phone with. It costs just a few dollars a month, and you cannot live without it...period. You absolutely, positively MUST have 3-way calling added to your phone service if you expect to thrive and survive in the network marketing industry. You've got to have it.

Here's the basic gist of how it works. You're on the phone with a prospect, and you now want to bring in another person on the line. You simply press the "Flash" button on your telephone. In some cases you may not have a flash button, so you simply press the "Talk" or "On" button. When you have 3-way calling on your phone it will give you another dial tone once you have pressed the flash button. You simply dial the number of the other person you wish to reach, then press the "Flash" or "Talk" button again, and you are now on a 3-way call. To disconnect and end the call with the party you have brought into the call, you simply press the "Flash" or "Talk" button again and it disconnects your second caller.

Here is a BIG NO-NO that many novices make that you must remember to never, ever do. Here's the scenario. You're making dials to your prospects with your upline or sponsor on the telephone...meaning you are on the phone at the same time. You've got your list and you're making calls together. You hit the "Flash" button to go dial one of your prospects and forget to FLASH BACK to your sponsor. You then get their voice mail or answering machine and leave a message, and THEN flash back to your sponsor. You then proceed to have a conversation... where many times you are talking about that very person you have just called and left a message for...only to hear a "beep" that says, "your

recording is complete". In fact...most of the time, you probably won't even hear that. What did you just do? You just left a message of you and your sponsor talking on the telephone to your prospect. It is bad news and a bad impression. Do not make that mistake.

Here's a tip for NEVER, ever making that mistake. You're on the phone with your sponsor...you press flash, dial the number of your prospect, IMMEDIATELY press flash once you have completed dialing their number, and say to your sponsor "Back". That means you are back together on the line. You should BOTH be hearing the phone ring. Then...if you get their voice mail, leave a message. When you are done leaving the message, press flash again. This will disconnect your call with the prospect or prospect's answering machine. I even like to double-check that I did disconnect the other call by pressing Flash yet again to make sure I hear a dial tone. If I hear a dial tone, I know I am safe and haven't made that dreaded mistake of talking about my prospect with my sponsor on my prospect's answering machine. I can't tell you how many times someone has called me up with a supposed "Heavy Hitter" on the line...because they know I have a track record of success in this industry, only to hear them talking about me on my answering machine. It's hilarious...and a mistake you definitely DO NOT want to make.

Now that you know the basic technical stuff, and the big NO-NO's, let's talk about the way to effectively use 3-way calling to make you money. The most widely used 3-way call is for 3rd party validation and support from your upline or leader. So...here's how it goes.

You're on the phone with your prospect. You have taken them to review some information about your opportunity: a live call, recorded call, a website, whatever it is that you do to present your business. The person responds favorably to the initial exposure. You then do the following. Say, "*Joe...can you hang on for a second.*" Of course, they'll say, "*Sure*". People are used to hearing that. Then...you simply press Flash and dial your sponsor or upline support person's number. Now...pay close attention. This time it's a little different. Instead of you flashing right back and bringing the parties together, this is your quick opportunity to have a chat on the side with your sponsor to get them up to speed on who you are going to be introducing to them. Here's what I do. I dial my sponsor...and, if they answer, I say, "*Susan...this is Todd. You got a minute? I've got a prospect on the line who just listened to*

our 20-minute live call. He says he's an 8 on a scale of 1 to 10. He has a background in sales but has never done MLM. He sounds sharp. Can you do the call?" If she says, "yes". I say, "Great...hang on. I'll introduce you to him." THEN...I press flash and bring the call together. That took a total of about 20 to 30 seconds. The prospect had no idea I was calling another person. And quite frankly, it doesn't matter. It's not for him or her to decide.

Too many people make the OTHER crucial mistake of asking for permission to do a 3-way call. Nix that idea out of your head. You don't need to ask. You are in control. Don't ever ask for permission to do a 3-way. Now, when I bring back my sponsor on the line, here's what happens. I say to my prospect, "Joe...you back with me? Great! Listen. I was able to grab a business partner of mine who is incredibly successful in the network marketing industry. This is a woman you will be working with as well. She is a top earner and trainer with our company and one of the most-respected people in the entire industry. Susan...this is Joe. Joe this is Susan."

Then...I shut up. I don't say a peep. The third crucial mistake people make in 3-way calling is interrupting their upline or leader by saying things like, "Susan, don't forget to tell him about this or that." You have just blown the entire edification process. You introduced your prospect to an expert. The expert KNOWS what to say and do. You do not need to interrupt or interject. You'll know when it is appropriate to talk. This isn't totally black and white...but for a great majority of people, don't say anything. Regarding the term edification...here's what I did. I introduced my sponsor or upline as an expert. I gave some stats. I made her sound like the successful person that she is. I didn't lie. I created automatic authority and respect in the mind of my prospect for my expert. Clue in on this one. It's important. Build them up. If I just said, "Hey Joe...this is Susan, a girl with our company." What does that do? Absolutely nothing. Use the edification part to your advantage. But, don't build your person up to something that they're not. And... please definitely, DO NOT lie.

## CONCLUSION

I have now passed along to you my *Little Black Book*. Use it wisely and use it often.

Success comes to those who seek it, in spite of adversity and challenge. You now have literally every script I have ever used in building my businesses over the past two decades.

Be sure to take time to refer to this information to help you grow and communicate more effectively with your prospects until it becomes second nature.

You deserve to get the very best out of life and your network marketing career. Hard work, consistency, and a focus on constant improvement will help to ensure your success in this profession.

## APPENDIX

Todd Falcone is committed to helping you become the very best you can be in the field of Network Marketing and Direct Sales. There are a number of Resources available to you, including:

**The Fearless Networker™ Newsletter:** An electronic publication where Todd shares valuable tips, tricks and strategies for maximizing your performance. You can subscribe for FREE at [www.ToddFalcone.com](http://www.ToddFalcone.com)

**MLM Power Hour:** A weekly training that Todd has been conducting since 1992 where he dives deeply into a number of different concepts related to ensuring your success in this profession. This call takes place every Monday night at 5pm PST. For the dial in number and details, visit [www.ToddFalcone.com](http://www.ToddFalcone.com)

**Todd's Affiliate Network:** Thousands of network marketers swear by Todd's teachings and recommend them to their teams. Join Todd's Affiliate Network and earn a commission for recommending individuals to his product line. For details, visit [www.ToddFalcone.com](http://www.ToddFalcone.com)

**Book Todd for a Live Call, Event or Webinar:** Todd regularly does trainings throughout the week where he is a guest speaker/trainer for different network marketing and direct sales organizations. If you'd like to book Todd to speak for your group...usually for FREE, call our offices at 800-259-1177 and schedule it.

**Todd Falcone's Training Library:** Over the past several years, Todd has developed a number of top selling training programs, including the *Network Marketing Mastery Course*, *Insider Secrets to Recruiting Professionals Home Study Course*, *How to Win in the Game of Prospecting*, *Cold Market Lead Mastery Course*, *Championship Prospecting*, *Dynamic Divas of Networking* and many others. These products can be found at [www.ToddFalcone.com](http://www.ToddFalcone.com) under the Products Section.

For personal coaching, or bookings of conference calls or live speaking engagements, please contact our offices by sending an email to [Todd@ToddFalcone.com](mailto:Todd@ToddFalcone.com) or call 800-259-1177.

