

LAURA: I want to go ahead and introduce Alex Weiss. Alex is from California, and Alex has background. Almost 50 years ago he received his formal training as an accountant and computer programmer and computer programmer. 20 years ago, he and his partner started a computer company and it took it public. In the first year they achieved sales of more than 100 million dollars. With distribution(INAUDIBLE) He also owned a computer translation company with clients like the United Nations. And was involved in intelligent (inaudible) of the largest numbers. Without further ado, I'd like to introduce Mr. Alex Weiss.

ALEX: Thank you so much Laura.

LAURA: you're welcome.

ALEX: Folks, as Laura told you, my background is a collective background. Everything from being an accountant in a status (unknown) to a computer programmer to taking company public. And all that means is that I found ways to lose a lot of money. Folks, making money is not easy. No question about it. And I'll be first in line to say that, because not only do you have to find something that works for you, but you have to find something that works for you that makes money. So, we'll let Nick talk all about that. So, let me tell you a little about Nick and myself. I met Nick about 10 years ago. I was looking for leads. And Nick was the biggest seller of leads in the United States at the time, of business opportunity leads. And we started a relationship and it blossomed. We talked on a regular basis. We met at both ends of the country. And San Diego, and Hilton Head, and Florida. And we became good friends. Nothing to do with business. Just friendship. And I tell you, Nick is a very special person, because it turns out he has the same passion that I have.

We found something that we can do together. See, for the last 10 years, I've been in business. He's been in business. He's tried to recruit me; I've tried to recruit him. And we were each happy with what we were doing, and we just stayed in our own businesses. But now we're both retired. Retired to me just means that I work harder than most people, but I can walk away from it anytime that I want to. And Nick is in the same position too. But this passion for teaching. It comes not from taking a text book and opening it up. It comes from decades of learning experiences. And we shared, most people would think that we share only successes.

And that's true. We do share successes. But what we really want to teach, we want to teach what we failed at. We want to teach the things where we made mistakes so that people don't have to make those same mistakes. And we also, in this environment, it's a horrible environment. I heard one Politician talk about Detroit Michigan, where the real unemployment number is, one out of two people are looking for a job. So, Nick and I want to do something where we can pay it forward. We want to give back. We've been successful, and we want to now, give some of what we got back. And we found a vehicle for that. We found a vehicle that we both have a passion about with just teaching. And we decided that what we are going to do is give people free lessons, no money involved. An unusual concept, but these lessons we're planning to do 52 weeks....that's our commitment. 52 weeks of lessons. And, Nick is the primary teacher, because he's been doing this for years. For generations. Nick, I'm not going to tell anybody how old you are. But what we are going to try and do, and what Nick has done so successfully in the past. Is teach you how to become a person worth meeting with an idea worth sharing. And this is a generic program. It applies to any business that deals with people. And quite frankly, you will be surprised how this will help you in your personal and social lives.

Now, who is this Nick Skolsky that we've all been talking about? And what makes him so special. So, let's take a look at what he's done. In the last year the company he's with, he's ended up being, and it's a 10 year old, 11 year old company. He's ended up being the number one recruiter in 8 out of the past 12 months. He's worked with 18 people that have become 18 of the top 25. He's worked with thousands, but 18 of those people in his own company have been in the top 25. And you know how most companies have Rookie of the Month. Somebody just joined, and have accomplished in the first 30 days. Well, in seven out of the 12 months. The number one rookie was somebody that Nick coached. So he knows how to help you if you're just coming into a business. Not his business. This is going to be generic training. You won't hear us talk about any specific business.

We're talking what we've learned over a combined 50 years period of time what works. And it does not have to do with the business. It has to do with you really. Because what we're talking about, you have to be able to learn to be able to do it and you have to learn to duplicate yourself. And Nick walks the talk, by the way. In this last business, he earned 50000 in cash and awards in his first 30 days. With his previous company he was in, he generated \$50,000 in less than 90 days and today, 5 years later, he's still getting checks from that business. He's a renowned author. He published something he called Campaign Recruiting System. A series of CD's and he sold 8000 sets at \$299.

And I'm going to let you do the calculations cause I'm sure there's more than one of you that are sitting there trying to figure out how many zeros he made. I know, I did that too. But what that really did, all these things that he did, what it really helped him do, it helped him rub shoulders and develop a clientele that read like the Who's Who of networking. As a matter of fact, just last week, I was on the phone with him, and he got an email, and he was in the middle of an email conversation with of all people, Robert Kiosaki. Robert Kiosaki wrote an ebook, and just released it, and Nick is in the middle of writing an ebook and the two were conversing about it by email. So with talking about someone that not only learned from his own experiences, he learned from other, very substantial people with very substantial experience. That being said, without any further ado. Let me introduce my good personal friend, Mr. Nick Skolsky. Nick it's all yours. Take it away.

NICK: Alex, wonderful words. I think after that introduction, Billy Graham would have a tough time delivering a message that measures up. But I do thank you for those. And for everybody that was patient enough...Patience is a virtue, right? I want to make sure that your time is well invested. So let me promise you this. I will respect your time, get locked and loaded. And whatever happened in the previous 10 minutes, let's put it behind you and start looking ahead. If I can share one thing with you, it's this. This afternoon at 2:00 this line didn't even work. And I said, Alex, no problem. We'll get a hold of customer service. He said wonderful. We'll be in a chat room with some guy in China. But we got the lineup.

Attack and Adjust. Please write that down. Life's never easy, but there are ways to get under, around or through. Greetings everyone. This is Nick Skolsky. Tonight, I'm in Charleston, South Carolina. If you've ever been here, it's a beautiful city. Historically it's been one of the friendlier cities. I'll be back on Hilton Head Saturday. But I want you to sit back. I want you to relax. I want you to take out that pen and paper. And I can promise you that if you work together with me and Alex, if you'll take what we share with you. And understand this; I'm not some guy that just teaches it. I'm some guy that just does it. If I give you something, it's a real thing that you can take. You can internalize. I'll make sure you have the tools, the techniques, the transitional phrases so that you become that person worth meeting with an idea worth sharing that Alex was talking about earlier. In the future, starting next Wednesday, I can promise you

this, there will be 10 minutes of music up there. We'll start exactly at 9:00. We'll do about 10 minutes on mindset. Motivation. Kind of get everybody on the same page. We'll do 20 minutes of methodology. We'll go through distinct techniques that I've learned literally from people that if you put them together, would be well over, and I'm being conservative, a billion dollars of net worth. I'll mention some of those names a little bit later on. And last but not least, we want this call to be live and as interactive as possible. So 40-50% of the call will take the presence of a live Q & A. And the reason for that is, we want to address your concerns. The best training addresses the concerns and needs of the people on the call. So let's get locked and loaded and let's go.

One thing I would like you to do is write down 24. Put a big circle around it. And write beneath that 52. And circle that one too. Now when I put 24, what's going through your mind? For some people it's 2 dozen. I guess in some parts of the country it might be 24 degrees and I'm sure there's more than one person out there that has a goal of losing 24 pounds this year. What about 52? Some of you are probably thinking, Nick, that's the number of paychecks I'm going to get this year. Some of you older people have a vision of a world war II bomber, some of you younger put a B in front of that and can remember a rock group that was pretty popular about 10 years ago. Now, I can hear you resonating it through the phone psychologically.

Nick, where are you going with this? Well, I'll come back to 24 and 52 here in a minute. But even though I'm a Philadelphia boy, I've spent a lot of time, ever since my 20s in the south. And one thing that I learned it's true in farming, and one thing I learned it's true in training. You don't plant the crops till you till the soil. You make sure that everybody. That you're on the same page. That we've got an open mind. That you are receptive. That you are ready. That you understand that the information that I share with you can be internalized so you can utilize it. You can activate it. You can motivate yourself. You can get the results. And you can plant some seeds, and get some insight and harvest the benefits. Most important thing I can share with you before I go any further. This is probably the most unique call, if you join us every week, just because of the foundation, is the fact that we are not here to endorse any product. We're not here to talk about any company. And the other thing is that if I mention things about myself, or about Alex. It's not that we're on some egomatical journey. We're going to mention things as they relate to you. Now, it's like it should be and not what it is. Stop and ask yourself this for a second. I don't care if you're 21, 31, 41, 51, 61, 71. You can keep going. You're probably on this call because you are like I was at one point. Maybe you woke up one day and you had that epiphany. Didn't like what you were driving. Didn't like where you were. Didn't think that you'd be in the house that you're in. Didn't think you'd be living the way that you live. Something in your mind triggered it, and you just said that I'm fed up with being fed up. But, how do you get from point A to point B? How do you get to live, act, look, talk like the person you thought you'd be at this particular point in your life? Well, all this, are entrepreneurial. And I could probably individually, you could tell me what company you're with and I could name somebody that makes 6 ½ million dollars and has over 30 people in the top 100. I could name somebody that makes 2 million dollars consecutively each year. And we could probably do this with every company that you guys are involved with. Well, what's the difference? Everybody's promoting the same product. Basically everybody has the same compensation plan. There might be different levels, but you can always upgrade. That's your question. So the difference is there must be something that these people that make the tremendous amounts of money, who enjoy the best that life has to offer, know that we don't know. You'll find as we take this little journey together, that there's a lot that you haven't been exposed to. There's a door, if you can picture it. It's probably 10 foot tall with solid steel and looks like the entrance to a bank vault. And it's an obstacle that you run into. And it stops you from going any further in your entrepreneurial endeavors.

When, if someone took a little time, to show you how to get over under around, or through that door,

or gave you the code, or gave you the key, the door would open and there would be more opportunities. And you know what. There'd be more obstacles, and there'd be more opportunity. But you would continue to go and continue to grow. And then your down line wouldn't lose their motivation. You know, if they'd stay motivated, they'd stay positive, so they can see perceived value, they might stay with you long enough so that they can be as successful as you are. If I'm going to try and give you one thing. And it's really not something I can give you; it's something you gotta take. You gotta sit through this information. You've got to see what you needed. Plug in what you needed, and forget about the rest. Kind of like an olive cart. But is to give you the mindset of a winner and the heart of a champion. Now, you will have the knowledge. Absolutely guarantee you this. If you take this journey with us. You will have the knowledge to develop the confidence to generate the activity. To get the results that you've been looking for and missing. You'll become that person worth meeting with an idea worth sharing. Please write that down one time. And for those of you that don't understand this, I was taught, and it sounds kind of crass, so I don't like to use it, but I was taught that when the person with the idea meets the person with the money, then the person with the idea gets the money, and the person with the money gets the idea. That sounds a little crude to me, but maybe that defines a little better what becoming a person worth meeting with an idea worth sharing really is. And that is worth writing down. OK.

What is all this information, Nick, that you are going to share with us and where did you get all this information? Well, Alex mentioned, I was the largest provider of biz op leads in this country. And that gave me tremendous entree into a lot of people. You know, Michael Jude who is a multimillion dollar earner. I spent three days with him out in San Diego. Keith McKekin, who is the highest paid in his company, always has been, always will be. Not only met with him, but trained his ambassadors and diplomats. And when I talk about meeting with people like Ron McGrand who grossed 250 million last year, I am not talking about being in an audience with 500 other people. I'm talking with a sit down, head to head breakfast at a Holiday Inn with Mark Darnell for 4 hours. All over a dinner for 3 1/2 hours taping Ron McGrand while he's answering my questions. And it could be having lunch with Alex in San Diego, or Gill Ortego or Domingo Silvus, or meeting with Robert L. Rusty White. Nick, who's this guy? It's my neighbor down in Hilton head, who's founded the Rob Report Magazine, which has the highest net worth readership I understand, or at least it did 2 years ago. And went on to find Millionaire Magazine. Can you imagine what it's like being shoulder to shoulder with that gentleman for a year and a half? What you could possibly pick up about business. About people. About ideas. About motivation. About thinking and turning dreams into reality. That's what this is all about.

I'll share a quick story. Most of you know the company with David Stuckman from years ago. GPG. And they had 5 lead vendors, and people said Nick, why don't you become a lead vendor with GPG? And the reason was one of the lead vendors was Cutting Edge. And the other one was BJ Bishop. Cutting Edge is in Pennsylvania, and BJ is down in Texas. And they were all getting their leads from me anyway. So what you are going to learn is this. And this is the equation. It takes a good presentation, address to a good prospect to get a good marketing partner. To get the results that you are looking for. Now, think about this for a minute. If you had the skill set. Even if it's a little script. Because most of you do three ways and don't have to do the closing yet. And you can set appointments. And you know how to define and purchase leads. Wherever you get them. I don't care. I'll give you the parameters to look for, so that your time is not wasted. So you can be more efficient. More effective. And to learn how to really do the business, which apparently somebody hasn't showed you in the past. Now here's something I'd like to share with you. You've probably heard this before. Leader of one, leader of many. Can't lead one, can't lead any. Now, my slogan on my campaign recruiting system cd's is From One there are Many. Now, what does that mean, Nick. What are you talking about? What it means is this. If you can assimilate a process, if you can acquire the proper mindset. If you can stay motivated and you can internalize the nuts and the bolts. And I hear some of you, Nick, let's get to some of those nuts and bolts. That if you can hear it once, you can repeat that process over and over and over again. And if you can learn the methodology, you'll take that confidence, and the techniques and whatever applies to becoming

successful in business, and hopefully you'll pass it forward. Hopefully you will identify two or three people. Cause when all is said and done and you talk to the top earners. It is a numbers game, but there is a way that you can massage the numbers. And what you are really looking for is that 2 or 3 people that approach this business with the same efficiency, the same effectiveness, and the same desire and seriousness that you have. Talk to anybody that makes a million, 2, 3 million in networking. They'll tell you without any equivocation, they can usually trace their income back to probably 2 or 3 people responsible for anywhere from 80-90% of the income. So, look back at all your previous entrepreneurial endeavors and put them behind you. Because one of the things you'll do when you complete this little journey, learning together with us, you'll say son of a gun. If I knew then, what I know now, I could go back and I could have done this with that system. I could have done this with that other business. And the truth is this. If you can learn how to do one business properly, if you can acquire the skill set and have the discipline, you can go back to any business and yes you would have been successful. But forget about that. Let's concentrate on the future. Now this means that you can go to any business and be successful as you want to be. And there are a lot of choices out there. Whether you want to be in health, telecommunications, or the seminar business. Or some gimmick business of gas pills, that's your choice. But now you're in a position where you can work in an environment, where maybe you have a lot of respect for the leadership. Or the ownership of that company. Maybe you have a lot of passion for the product of that company. And all that's going to do is help you get more successful. So if you invest the time. And you put this knowledge to good use. You'll get the confidence. Because the source of all confidence is knowledge. When you are talking to somebody, whether it's face to face or over the phone, or maybe sending emails back and forth like Alex was talking I was doing. There's a certain picture that will be painted with your words. I hope it's a picture of strength and conviction and sincerity, and confidence. Because that's what attracts people. I hope you understand that sometimes it's not so much what you say, but how you say it. And people will pay attention and listen to you. You will become a leader. You will command attention. Without being arrogant or rude. Or like the insurance guys, you know, when you go to a party and wants to corner you for an appointment. What you are going to do is you're going to get a lot of M&Ms. See if you get the qualified presentation, and you've got the qualified leads, we'll show you what to look for. And you're going to get more marketing partners, you're obviously going to get more money. And you're going to get more leads, you're going to get more motivation. And you'll get more confidence. You're going to get more movement, and then you are going to enjoy the successes. And say Nick, what do you mean when you get more marketing partners you get more leads? Well, listen, there are only two ways to build new business with the warm market, and with leads, right? We'll probably talk more about that later on. But obviously the more marketing partners you get, the bigger your circle of influence becomes. Then if it is a numbers game, and you learn how to work them effectively, the more people you can talk to, to present your opportunity to in a proper fashion, the quicker you are going to get to your goal. So the success you are looking for is not going to be just for yourself. The information that we share is not going to be individualized. It's going to be something you can share and the systems are duplicatable. People aren't duplicatable, Nick. Absolutely right. Systems are duplicatable. And you know what some systems aren't duplicatable unless you got the right people to recognize that. That's when we present or share something, I want to give you a couple different ways to approach it so you can do the one that's the most effective, most comfortable for you.

Now, let's go back to that 24 and 52 where I left you guys about 15 minutes ago. And next to 24, I want you to write this down. I hope that when you think of 24 in the future, you're not thinking exact hour, but you're thinking that 24 is the great equalizer. It's the number of hours in a day. It keeps us all on a level playing field. These are the things we talked about all the time that is networking is great because regardless of your race, creed, color, ethnicity, how you spell your last name, what color your skin is, what gender you are, how young or old you are there is an opportunity here. It's good for high school drop outs and it's good for PhDs. Right? Right. But what we don't talk about is that successful people in our business or any business for that matter, know how to utilize the 24 hours in a day. Simple example.



I'm training some new people. And they've got some leads they are going through. And I said, why don't you call them....what time do you go to work by the way? 9:00. Good, why don't you get on the phone at 7:30 and start calling on some of those leads and get rid of the bad numbers. Get rid of the people that don't resonate with you or you don't resonate with them. Get some appointments set with them later when they are at the office, or doing lunch, or confirm one for later tonight. Well, Nick, why would I do that? Why wouldn't you do that! What's an hour and half times 5 days, times 50 weeks a year. Which is otherwise dead dormant time probably watching Fox news or Good Morning America, or mowing over the third cup of coffee wondering how you're going to get through the day or through the week. Well Nick, I called some of these people and they say, do you know what time it is? I say hey listen. If a person is not at work, or plan on going to work, and they don't have a job, with a few exceptions, there's a lot of people out there with substance that aren't working but with few exceptions, you'll be moving on to the next one. No offense, I mean, look, I give a lot of money to charity, and I feel sorry for the toothless and homeless, but people that are on SSI and unemployment that think they are going to tackle this business, probably aren't your best prospects. So get rid of the dead wood. As a matter of fact I got on a few phone calls, and when I heard that I said, listen. Is Oprah Winfrey successful? Absolutely. Well, I read somewhere that at 4:30 she's in the gym working on that weight again. Probably digesting her plan for the day. And by 5:30 she's in the limo going to the studio and prepping out the show, or prepping out her magazine. Or prepping out one of her 8 houses. Or whatever she does. But she's busy. She's utilizing 24 hours in a day. She is saying to herself, what is the most important thing I can do right now to build my business empire. Well, Nick, if I had her money....No, no. Doesn't work like

that. Don't give me which came first the chicken or the egg. She started a true Horatio Rogers story. And worked her way up. And she did it with grit, determination and discipline. And those are traits that we can all acquire and we can also encourage and to a certain extent convey. You can lead by example. What about Donald Trump. Same thing. He's up and gone at 5:00 by just at 5 newspapers, and putting together who knows what the vast business empire that he's got. Which now includes network marketing. Pretty powerful stuff. We'll Nick, this is pretty basic. Well if this is so basic, why aren't you using it? Why isn't your down line using it? Why don't we capture more time? Why aren't we focused in serious, I mean deadly serious about making money? Why do we cater to so many prospects that are really pebbles on the beach? They are expendable. They are just numbers on a jersey. Why do we cater to these prospects that need to be convinced that networking or home based business arena isn't the right way to go? It's a way to really buy the time and the money. It's a road to financial freedom. Why are we focusing that want to learn how to do it, instead of the people that we have to explain why to do it? That's one of the biggest faults I hear all the time. You got a few people that you treat them like china eggs, instead of moving on and finding somebody that is just like yourself. 24 hours in the day. How we use them is what we are going to become. It's what we think about. It's the mind set and the discipline we develop. And it turns out to be the activity we generate and ultimately the results that we reap. Simple, but not easy. Why is that Nick? Well, most people simply don't have the discipline to do a few phone calls first thing in the morning before they go to work. Most people don't have the discipline to approach our business, even though it's home based, it's still a business, with the same seriousness and applying the same business rules to the home based business that you'd apply if you were running multimillion dollar business. And a lot of it is time invested.

52. 52 weeks in a year. Hope you're thinking about that. Hope you were thinking of where you'd like to be. Of course I didn't say where you hope to be. Hope is not a strategy. I learned that from one of my mentors. Where you'd like to be 52 weeks from now. Now, some of you are thinking well, 20 days have already slipped by in 2010, and there's only 345 left. I hope that if you are resonating kindred spirit with me and Alex, that you are thinking you know what Nick, if there's 345 days left, if I can join you guys on the journey, together of acquiring the skill set, and most importantly the mind set. Some of you guys right now, I'm probably rubbing you the wrong way. I hope I made a friend. It's the first step. We got off to an auspicious start here. But you know what, the one thing you learn about me is I won't tell you

what you want to hear. I'll tell you what you need to hear. And that's the truth. And some people don't like the truth, but if you want to be successful, I'm going to give it to you. And it's up to you to internalize it and take it and run with it. Now, are you focusing on what you have to do for these next 345 days? It all starts to where you want to be. Remember it goes back to what we were talking about, that wherever you are in this point of your life, 21, 31, 41 etc. Are you happy with where you are? Are you doing what you thought you'd be doing? And I think there's probably a pretty good chance that the reason that you are on this call is because you're a little dissatisfied. You're a little disturbed. You're a little disrupted. And you'd like to do something about it, but no one's ever given you the formula or road map to do it. Why don't you indulge me for another minute here. Let's try something. Here's what I'd like you to do. I'd like you to stand up, if you would. If you're driving I would suggest you don't do this. And look straight across. And pick your goal out, maybe a picture on the wall. And maybe that's your goal for 52 weeks from now. Now remember this. This has to be a real goal. This is not some goal like a snowflake that looks pretty but when it hits its first obstacle, it dissolves. This is something you really want to do and you believe that you can really accomplish. And we want to make sure that you just take two steps forward. Just two little steps. Wow, Nick. We've got a brand new goal. I can feel the excitement. I've got some enthusiasm. I've got a way to get there. And I'm looking at that goal. Now why, why is that your goal? Is it because you want to make 50% more income this year? And you can't do it in your primary profession. And you probably can't do it next year. And you probably can't do it in the next 5 years? Is it because your kids are enrolled in college in this tough economy and you want to make sure they get the right education? Is it because you're trying to get out of an apartment out into a house? Or maybe to get a house paid off? Or is it you are trying to get out of debt? Now, this is something I want you to think about, not only for your benefit, but to help you be a better recruiter. You see, all recruiting, and by the way, I gotta say something, earlier when I was talking about prospects, cause I did get a few texts here. And I said they were expendable, and they were like numbers on a jersey? Now, that's the truth. Now, there's a little difference if somebody becomes your marketing partner. They didn't just give you a credit card or check like they bought a piece of land or bought a computer somewhere. They are investing part of their life with you. They are trusting you. Which makes up the 2<sup>nd</sup> element. You make a friend first, then you build trust. And that carries a heavy responsibility with it. So, the way that you can help them and help you. OK. You've got this, what do they call it, the Y2, the dominant buying mode? There's the hot button. But then they leave it there. They leave it there, or they put a price tag on it. OK. To get your kids through college, or get you out of debt, you need to generate an extra \$40,000 in the next 12 months. And they leave it there. And if recruiting is based on ego drive, which is your persistency in keeping up, in leadership by leading by example, and passing it forward and working with your team members, then you also have to get inside their head. And I hope you got inside your head first and think empathetically. Its ego drive and empathy. Well, Nick, you're getting a little philosophical on me. No I'm not. You see, its one thing to say that you need \$40,000 to get out of debt, and that's your hot button and that's your goal. Take two more steps forward by the way. So we get closer to our goal. Good. It's another thing to say psychologically what does it feel like to be out of debt? Once you get past the reason, and you get past the negativity, and you focus on the positive result. Focus on the positive results. Then, what does it feel like to get that stress removed from your life? What's it like when you get elimination of all those messy disturbances. As a matter of fact I want you to take another step, but I want you to take 2 steps, and I want you to go just a little bit to the right, maybe 4 or 4 degrees. Now, stay with me here. And take another 2 steps, 3 or 4 degrees. What is it psychologically not to put up with phone calls, or juggle bank accounts. Or rob peter to pay Paul. What's it like to remove all that stress and be able to channel that into positive energy. What's it like to generate that \$40,000 and relieve that negative obligation and take that \$40,000 and invest it, whether its cds real estate, whatever. And I hear you. Nick, bad choice of words. Real estate market. Hey, listen. The only people that lose money in real estate are the people that are forced to sell. By and large, you will make a profit in real estate. It's been proven historically. It's probably true in stock investing as well. Take another 2 steps to the right. So if you can get in there, and get inside their head and get them to

see what it is like with the removal of Y2, this dominant buying mode. Let them see the positive side. Man, what would it be like to have that extra \$40,000 and invest it? Or go on vacation and not have to charge up a credit card? Or go ahead and buy yourself that car that you promised yourself 10 years ago. Or do something for your husband, your wife, or your children for people that always do more. For people that always have a good heart, always do more for the people they love than they do for themselves. Now take another 2 steps and go to the right a little bit. While we are trying to get to that goal, as we go through the businesses of life, because sometimes we have to attack and adjust. And Alex, I'm kind of glad the call started out like that. The calls can only get better! That's not a problem. That's how it is (Inaudible.) Attack and adjust. That's what we do. And you kind of have to be like a torpedo. A torpedo when it's released...it doesn't go in a beeline for the target. There are thousands of adjustments, up down right left fast slow, to get it to the target. But here's the purpose of the training. Here's the purpose of taking a journey with Alex Weiss and Nick Skolsky. Everybody starts off, they have

a goal like that, the DBM. And let's go get them. And here's your website, and they pat them on the head, and that's where pretty much a lot of people get left.

What I'm going to do right now, is I'm going to get you to go back. To get on target and get lined up directly in front of the picture. And by the way. If some of you walked across and reached your goal before you went too far off course, set a new goal. That's what it's like. Success of the journey. It's not a destination. So set a new goal. That's what we can do together. We can attack and adjust. We can focus in. We can help you get on track, because if you are no good to yourself, you're absolutely no good to anybody else. And then, if you can do this, then you have the excitement, and the enthusiasm. Make no bones about it. The most valuable weapon in your recruiting arsenal is your enthusiasm. If you feel good about yourself, if you feel good about what you do. And you have definite goals about that 24 hours today, tomorrow, this week, those 52 weeks, for this year, and beyond. Then all you are going to do is continually, positively, reinforce yourself. You are going to learn to be a product of what you do, and whom you associate with. And you are going to find likeminded people. And maybe you'll find this out. Business is kind of like a life. Sometimes who you know is more important than what you know. I'm a product of that. I wouldn't have achieved any success to speak of without the mentoring and the help I got from countless people. Who took the time to take me on that inner circle. Who were good enough to invite me on the inner team. And I rewarded them, and acknowledged that by taking what they shared with me, and going out and operating to the best of my ability. And paying it forward to someone else. You know, don't have the small goals, learn please from this simple call tonight, that from inside yourself, by lack of a better description, is a bigger, badder, better you. And when we are together, we are going to keep you on that target. And never come to that door that I talked about to you before. We'll get the keys, we'll get the codes. Nothing, nothing is impossible.

Now, we are going to talk in the sessions that come up, pretty much, for a lack of better description about empire building. About the basics of recruiting. And recruiting is selling. But it is the highest form of selling, because it's like I said earlier in the call, it's not just about a cash transfer. It's about relationship building, and trust. Now, I'm going to be very candid, I'll probably alienate a few people. And that's life, you can't make everybody happy. But there are a lot of people that have a lot of widgets, a lot of acts, a lot of gizmos where you can go ahead and recruit and never talk to anybody. OK. Let me know when that happens. Let me know when that happens for the person other than who's selling the widgets. Who made 2 ½ million dollars last year. I don't care what form of selling it is. Whether it's recruiting, cars, real estate, or retail sales or whatever. The process is built on building a relationship. And until it becomes turnkey where you can just hit a key switch, or flick a keystroke on a computer and automatically build a down line, or generations of the down line. You have to master the people skills. You have to master the relationship building.

Here's the best way I can share it with you. A lot of you have a lot of ideas in your head. And when you joined your company, or when you set your goal, you registered on both the left and the right side of the brain and it sounded pretty good. It was logical, and emotionally you got involved. And you heard



about having enthusiasm and energy and passion and the right attitude, and you thought you were ready to go. And you went out there and nothing happened. Why's that, Nick? Well, nothing happened, cause you can't just have it in your head. You have got to really have it in your heart. And sometimes yes, you have to believe it before you can see it. You've got to have that passion, you've got to have that courage. You've got to really have it in your heart. You gotta know that people from much humbler beginnings than you and I. People with less communicative skills. People with a lot more advantages, less advantages, have all achieved a certain amount of goals. Just go look at that Will Smith movie. Because they really wanted it. It wasn't just an idea in their head. They were curious about achieving their goals. They were deadly serious about it and they felt it in their heart. And then the next step is, that's not going to get you there either.

Because now you have to get some helping hands involved. You've gotta get some people that can help streamline this process. You've got to form a little team. They always call it a mastermind group. An inner circle, whatever. But you've got to form a team within a team. Good, you've got one team, one dream. You've got a corporate dream, that's wonderful. I think that's great. A lot of companies use that slogan. Our company does. I'm pretty happy with my company. But, there still has to be that team within a team. Maybe somebody's good with the internet. Maybe somebody's good with leads. Maybe somebody's good with training. Maybe somebody can put together a marketing piece. Maybe somebody could do a live call. But each can make a contribution. And you have to get these helping hands. Maybe your wife or husband is willing to sit down and send out a few emails for you. Some of you are still using post cards and fliers. Doesn't matter what you use. Go use it. Maybe a member of your family could take care of putting in a newspaper ad. Maybe somebody else could handle your responses and send them a silverplated response and just customize the first line. Maybe different people in your family who have your interest at heart, whether it's a son, or daughter, husband, or wife a friend. Maybe your father and mother. I don't know. Maybe they can contribute something so that you can monopolize the majority of your time either in face to face contact. If you are working the warm market, and Alex, I know we've only got 7 minutes left. Or on the other hand you are working leads. So that when you're on the phone, you're not just trying to get an appointment, you are on the phone to improve your skill set so that when you get off the phone, you can say, man, if I was on the other end of that call, I'd be following up on those marketing materials right now. So, if it's in your head and you feel it in your heart and you get some helping hands, and you just go out and do it. And you get some mentoring so you can stay on target. Because like a torpedo, if it doesn't adjust, you wake up one day and you are 180 degrees out from where your original target was. You're not utilizing the great equalizer, the 24 hours in a day. And the goal that you had for the next 52 weeks became a distant memory, and you know what, we'll do it again next year. And you know what happens? That process repeats itself over and over and over again. If we could invest 60 minutes together for the next 52 weeks and I didn't or Alex didn't try to sell you anything, didn't get you to buy anything, or endorse a product or company but just gave you some good solid information. And I heard some of you, Nick. I came here for the nuts and the bolts. I can promise you this. We'll get to the nuts and the bolts. I'll give you so many basic tactics and strategies that you'll feel like your head is spinning around. But unless you buy into the concept, that you really have to be what you want to be. Unless you buy into the concept that the goal has to be deadly serious, that we have to utilize every ounce of time and energy and yes, a little bit of money. And we have to contact as many people as we can, the radar has to be on constantly. And that's the only way you are going to build the organization to get to where you want to go. And know this isn't all about money. But I do know this. But if we can't in some small way, impact your life financially, I can guarantee we'll impact your life socially, physically, mentally, and I could probably give

you about 10 other adverbs.

Now, I've got to give you something real quick in the way of nuts and bolts. And I'm going to be a little bit pressed for time. Because we will end this call at 10:00. So I'm just going to give this to you real quick.

On NickSkolsky.com I will post my 2 scripts, so you've got the written form there, Alex, you'll have the call posted up there as well if someone wants to share or review it, correct?

ALEX: yes.

NICK: OK. So that'll be up there too. But I want to give you this. Alex talked about the cd's. Anyone on this call can go to [www.10KwithNick.com](http://www.10KwithNick.com) and those cds are yours just for joining us tonight for 60 minutes and I'll share this with you. You listen to the first 10 minutes, if you like that type of training, you'll be back next Wednesday, and you'll be totally involved in those cds. Because if you don't like the first 10 minutes, throw them away. And I do appreciate your time for being here tonight. Cause it's an approach that not everybody relates to.

ALEX: Nick let's give them one more piece of information. And that is if anybody has questions, please send an email to [questionfornick@gmail.com](mailto:questionfornick@gmail.com) . [questionfornick@gmail.com](mailto:questionfornick@gmail.com) and you can continue mailing questions all week till next Wednesday at the same time.

So you have 2 ½ minutes to give nuts and bolts how people can make money.

NICK: Let me do this. I'm the type of guy, I can rattle it off real quick. So let me go to my quick script. Let's say I'm in a hurry and I want to get a couple quick phone calls. I call somebody up, I say, hey this is Nick Skolsky giving you a quick call from Hilton Head. Did I catch you at a bad time? You can say good time. I was just comfortable at saying a bad time? And then I go right in, you were kind enough to respond to my national marketing ad. And bang. That does nothing more than basic telemarketing. It introduces me. It states the purpose of the call. And it takes the curse off the call. Nobody wants anybody stepping out of the shower. Now, I just have 2 questions for you. Question number one, if I could show you how to eliminate your two biggest monthly expenses, that's probably your car payment and your house payment. Right? Right. Would that be worth 30 minutes of your time? And if their two biggest monthly expenses aren't the car payment and the house payment, find out what they are. Now, the next step is real simple. So would that be tomorrow at 10:00 or would 6:00 be better? That's it. If I can show you how to eliminate your two biggest monthly expenses without touching your primary source of income. Would that be worth 30 minutes of your time? Sure would. Set the appointment. Now, you get into due diligence. Which I call homework, but you don't want to get into homework with the prospect. You send them your marketing piece. You know you got that flash video. You got that power email. You've got that live call scheduled. Whatever that marketing piece is. You put that in your hand. And then ask them to review that. Then when you get back to them at 10:00, the first thing you do is say did you, outlining, confirm, set aside, however you phrase it, 30 uninterrupted minutes for me as I did for you? That's the first question. Second question is did you review the information that I sent you and write down your questions? I know there are a lot of things like a follow-up email, but I want to close this call out and share this with you. A lot of you thought we were talking about money tonight. And we were really not talking about money. We were talking about living life the way it should be, instead of how it is. Living life on your own terms as much as possible. Manufacturing money to buy the things in life that money can't buy. And that's buy the time. Buy the time to enjoy the things in life that money can't buy. So I'll leave you with this about money. With money you can buy a house but not a home. With money you can buy a clock but not time. With money you can buy a bed, but not sleep. With money you can buy a book, but not knowledge. With money you can see a doctor, but not good health. With money you can buy a position but not respect. With money you can buy love but not life. With money you can buy sex, but not love. So when we share with you good fortune, it's a wish for each of you. For all of you for taking 60 minutes tonight, or those of you who are listening on the tape, to enjoy life and have a life of health wealth and happiness. And I look forward to seeing you guys next Wednesday at 9:00. Alex back to you.

ALEX: it's now 7:00. And I must congratulate you. This is the first webinar, or teleconference that we did together, and I'm not going to ruin it by going over the 60 minutes you committed to. So everybody have a wonderful night. If you want to, send us your email address. Please do so if you came on this call without registering. Please do so, so that you can be on our list and find out what we are doing and when we are doing it. Have a great evening and a great week. Thank you very much, Nick, thank you

Laura. And thank you everybody.

LAURA: thank you everybody.

NICK: Thanks Alex, Laura. Good night everybody and Alex, I told you we'd have more than 2 people here. God bless you all! I hope you all got one good point that makes you be a better business builder. It makes life more enjoyable.

Good night everybody.