

And picture this. I'm up on a stage. And I hold up a hundred dollar bill. And all I said was, who wants a hundred dollars? Now, I imagine that everyone thought they wanted it, or hoped they could have it. But I had to ask 4 times, and thank goodness somebody from my team, (unknown) I think it was. Reached up and grabbed the hundred dollar bill. And I want you to start by writing one thing down from tonight. And it's called commitment. And if you are gonna go through just the motions about what we share with you. That's the kind of results you're gonna get. But if you're really firmly committed to your company, to your product, if you understand your comp plan. If you really want to have a epiphany in your life, if you really want to make some changes, if you really want to live life as it should be and not how it's been dictated to you for the past 10-20-30-40-50 years. If you take what we share, if you'll internalize it, and not be a parrot, but if you have that commitment, I can assure you, by the time we get done with this session, and the succeeding sessions that we have. That you can know as much about this business as anyone on this planet. And then, if you can write something else down, please write this down, make money at will. And then you're in a position where you know how to do the business, you've got the confidence, you speak with that strength, conviction, sincerity. People hear it in your voice. And you know what, here's the message that comes across, whether you're talking face to face or over the phone. People will hear this without you being arrogant, or rude. They'll hear that you'd like to introduce them to an opportunity. That it could change their life. That it won't interfere with what they are doing professionally, or personally. But it will give you a steady flow of income from some otherwise dead, dormant hours. But they'll also hear this. If they don't join you, it's not going to change what you drive. Where you live, how much money's in your bank account, how you have been able to relieve stress and live life. And not just make money, but have the money to buy the time to enjoy things that money can't buy. And you're going to continue with or without them. And it's not a take away, and it's not the fear of loss. But you were a person that commands attention; you're a person that commands respect. And you've got a successful formula, and if they want to get onboard, let's get onboard. If they got some questions that need addressed, let's address them. But they need this conversation more than you do. They need to hear what you're sharing with them, more than you have to share it with them. How do you do that, Alex? Cause I got a lot of emails in reference to that. People are looking for that magic bullet. That missing ingredient. And I think that's the big ones.

ALEX: maybe we could step back just a little bit, and kind of let people peak in on what goes in on that back room. In the lead generation business, and the lead selling business. You know, I was one of your customers. I am one of your customers. And I've spent thousands of dollars of leads. On leads. And I've sold leads also, and you always run into this situation. Or I ran into this situation, where somebody says, the leads are great, the leads are terrible. And then the person selling the leads saying the person that bought the leads are great, the person that bought the leads are terrible. And there's this constant conflict. As a business man I would like to invest, let's say I invest \$10,000 in something, and I'd like to make a return on it. I'd like to know that there's something coming. But when somebody buys leads, there are so many variables involved in terms of the quality of where the leads came from. The person selling you the leads, whether you can believe

what he says. The leads themselves, where they came from and how they were acquired, and was it just a phone book that was copied and sold, and resold. Maybe you can touch on that and share. You started at one point in time, where you must have paid a few bucks to learn your lessons about leads, and where to be successful, and how to be successful with leads, where to watch out, and be careful, and so the title I gave tonight's call was everything you wanted to know before you buy the leads. Maybe you could share with us what we as novice consumers of leads, cause we have no idea what the leads are like before we buy them. And we don't know where they are coming from, or what they went through, or whether there's anybody there. Maybe you could share some of those inner secrets with us if you don't mind.

NICK: You gave me enough ammunition that I could talk for a year. I was going to ask you if you wanted a little wine with that cheese there. But, that's not uncommon. A couple of things. I don't expect you to trust me. I don't expect you to trust Alex either. But I expect to earn your trust, so let's lay a platform here.

First of all. I'm not going to sell you any leads tonight. Alright? And 2nd of all, I'm going to condense about 15 years in the lead business down to 45 minutes. And I hope to get a good Q&A in on this too. I hope to go live and get your actual questions answered. So if we run over for a few minutes, if you want to stay with us, that's fine. When the call gets a little smaller. Cause I know most of you will drop off at 10:00.

But here's the first thing. If I was the largest producer of biz op leads in the country, in the 90s, I should know a little bit about the business, and if I'm not selling you leads, then I have no axe to grind here. I just want to give you a good solid factual information. Not a lot of hype. I think that's important. So, let's start with what we've covered in the previous three weeks. We said that the equation, and if you want to write this down, I think it'd be worthwhile. It takes a qualified presentation, plus a qualified lead, and that equals a marketing partner. That means money, that means growth, that means duplication, that means success. And it should be a system that's duplicatable. I'm going to talk a lot about that tonight.

You're going to find that most people that are making outstanding incomes probably have a lead system for their group, or for their team. In my little world, I always like to mention that we have the overwhelming majority of the top 25 producers because they use a system that I put together specifically for them. And quite frankly, I'm not interested in expanding it out company wide or world wide. Cause I like the way my life's in balance right now. But going back to the equation. Good presentation plus good leads. That means that we have to master that A call. We've got to know those transitional phrases that capture attention. We've got to know the script that collects information. And we've got to save that as recruiting ammunition. We understand the A call is when we're doing the selling, our goal is to get an appointment. And there's not a person on this call, even if they joined you today, that can't be trained to at least set up an appointment. Then we went to the B Call. And the B call is when the buying starts. If the A Call is the selling, that ego drive. The B call is the empathy. And that's when the

prospect has digested the marketing information. Agreed to meet with us, came back and met with us, and then we went through the closing call last week. If you master that, and you don't have to master it all at one time. Use your upline for three ways. Take advantage of the marketing tools. Then you can make money at will, and put that equation I gave you to good use. And when you can make money at will, that's a pretty good feeling to know, you're going to put in a certain number of hours, and I can hear some of you Nick, get to the point. But you know, if you don't till the ground, you're not going to absorb it. I want it so by osmosis, this all comes together for you before tomorrow morning. Then, you have a system. And when you can systematize, you can automate, delegate, and duplicate. And that's when you can start making some money.

So, let's talk a little bit about leads in general. Now I go back to where leads were basically business reply cards. Now, I want you to picture this. We had anywhere from 100-135 clients. And every month we did a circulation in one of those poly wrapped card decks you used to get, long before the hard vent of the internet. And we did a 400,000 circulation. Do the math. Even with just 100 clients, times a 400,000 circulation. We're talking about 40 million pieces of mail. That's two tractor trailer loads every 30 days. And that was just one of our card decks. And people used to see an offer. And it was a specific offer. It was something to do with telecommunications. Or something to do with the seminar business. Or something to do with the health business. And they responded to a specific offer. And normally, in their own handwriting, and sometimes it was a business reply card, and sometimes they had to put a stamp on it. Sometimes they had to call a non toll free number. And sometimes it was a toll free number, but they had to take some kind of an active step to respond to that specific offer. This is leading to a point here. See what happened in the lead business, they went from people, when they went on the internet, to filling out a form, that was called a form filled lead. For specific offer. The lead vendors found out that if you go with a cold registered lead. And that simply means that here was an offer, make money at home. Could have been electronic media, print media, internet media. Whatever. It's very general. And if they were on the internet, there were boxes that were prechecked. And one of them might be if you want unlimited legal assistance for \$15 a month, I think you know where that one went. One of the other ones was learn how to make money and lose weight. I think you know where that one went. The other one was how to cut your mortgage payments in half. So even though the lead was produced and given to you. It was simultaneously given to maybe 10 other sources at the same time. A cold registered lead. It watered down the effectiveness of the lead. The other thing was the required fields. For example, we produce a lead, let's say somebody's going to use it for some software for dialing. We may just provide the name and the phone number, but we want to make sure it's FTC compliant. We want to make sure it's scrubbed from the Do not call list. But we want to collect the name and address, a phone number, an ip address, the time and date stamp, and the physical mailing address. Why? Think about it. What's the difference in the quality of the person who registers a name and an email, compared to a person that has to fill out a lot of information, and they are responding to something, they're going to win a new Cadillac Escalade. Cause a lot of leads are incentivised as well. Here's what to understand. The closer you can get to the source, the better you are. And right now there are only four major producers. I think last

week I said there were 3. There's a guy out in Malibu. There's a guy in the Dakotas they call the Indian, there's a guy in South Florida, who's an extremely good friend of mine. There's another guy in Las Vegas that's pretty good, but these are the ones that provide all these leads to these people that you think are sources. So, when you are buying leads, now we're getting down to brass tacks, aren't we. These are some of the questions you want to ask the lead broker, before you even make a purchase. And if they don't have time to speak to you, find somebody that's interested in your business.

First of all, what does he or she know about your business? There's a big difference between a business that's internet driven and another business that's a gimmick business. There's a big difference between an investment cost of \$29 and an initial investment of \$2500. What do they know about your business? And they can put you in a position to where you can have a lead that's pretty responsive. Now, leads are resold. There's nothing wrong with having a lead that was originally exposed to the health business, and then you're going to expose it to the telecommunications business. But most people have a list, and their job is to sell that list over and over and over again. It becomes a cold compiled list. And the bad thing is about it, let's talk about business building while we're talking about leads. So, typically somebody buys a list, 300 names. I mean, do me a favor. Wake up. If somebody's going to give you 1200 leads for \$99 a month, what could the quality possibly be on that? There was a company, and you guys can probably help me with the name, that used to provide like a thousand leads for let's say it's \$99. I think it was Kevin Laymen's company over in Pensacola, but to make a long story short, they would provide a whole bunch of people the same 1000 leads, and they said if you got 3 people, you got your leads for free, it was a small investment. And the luck of the draw took over. So write this down. Leads are based on recency and frequency. And that simply means, if you can get a database of leads, that have good demographic information, the more the better. And then have some type of a system, whether it's an emailing system, or a voicemail system, or phone room, or your own personal efforts that you can refine the leads. See, we used to take those business reply cards, and then we used to run them through our telemarketing rooms, and get them to answer 6 specific questions. And we could upgrade the lead. Now, the point I'm making is, if you'll talk to the broker, and you're with XYZ company, tell me what you know about my company, because if he doesn't know anything about your company and your offer, he's just selling you the same stuff he's selling everybody else. He just wants your credit card and your \$399. But when you talk to somebody who's knowledgeable, who knows what your investment threshold is, who knows what your primary product is, there's a way they can target the lead. It's just as important to know how you're going to contact the people. You gonna contact them by email? Some people even still use snail mail. Some people use the phone. But here's what I want to give you. I want to give you a series of questions you can ask and then I want you to be able to scientifically track, Alex you mentioned return on investment. Well, you want to get a return on investment on your leads. And going back to my original point, if you're trying to build a business, what good does it do to buy a list of 300 names, and spend \$300 for lack of a better number. Work the leads, and probably half the people keep their phone on voicemail 24/7. And then you work the leads, and bring a new person in, and you say here, here are some leads for you, and give

them all the ones you couldn't reach. You give them the ones that had all the busy signals. You give them all the disconnects. You already took the gravy off the table there. Then you start them off with the very toughest leads and destroy their motivation. So the idea isn't just to find a good lead source. The idea is to find a good lead source which you can put in a duplicatable system, so you can systematize the whole thing. Here's one of the things you want to look at.

Cost per lead. Write down CPL. And write down CPS. That's Cost per sale. I'll give you an example. Let's say that Alex and I did a campaign. And it cost us \$10,000. That's cause we put an ad in the Wall Street Journal. And we got 2 responses. Simply divide 2 into the 10,000, and our cost per lead was \$5000. That's what it cost us. But then, let's say, we recruited one of those two people. Divide the one into the \$10,000, and my cost per sale is \$10,000. Now, you could do this if you're just buying leads and keeping track. You could do this if you're using some type of automated system, which most of you will be. Because you're going to take advantage of technology. And here's the difference. The cost per lead, let's make it analogist to a football game. It's like a barometer. It's like keeping track of first downs. It lets you know that your head is in the right direction. But the ultimate way you get paid is by scoring touchdowns, and that's with CPS is. So, if you're using different databases, and different sources of leads. IF you're asking the right questions, then you can find a source that is consistent, and know exactly what your CPL and ultimately what your CPS is, so you know what your return on your investment is. A lot of you have fast start bonuses built into the compensation plan. Well, if you're fast start bonus is \$50, and you can break even on bringing people into the business, that's pretty good. Some of you are better, some of you can make a profit. You can recruit them and still have money left over. But you have to take a scientific approach to where your money's going.

Here's another thing when you're asking questions. When people ask me what made my leads so great, and remember we don't like to talk about companies, or individuals, so I'm giving you information from awhile ago. I always said, well, why don't you go buy leads from XYZ company first. Then come back to me. But one of the questions I want you to ask them is this: If their leads are so good, why don't they give you a list of people that favorably endorse your leads? And I used to throw around at least 15 names of people that were multi-millionaires. And then I'd send them over what they had to say about me, and my leads. The other thing was, that I provided training with the leads. This is something a lot of people are doing. But watch you don't hooked or cooked. I'll give you a good example. There's a company out there that sells a dialing system, and they do what is a quote unquote a live call. And this guy sits down and knocks appointments out like there's no tomorrow. One after another. There's a lot of people that do this. And you know what that means? Absolutely nothing. He can be calling with his brother, with his 10 best friends, 6 people, he has them prepped out. You're going to hear a really good live calling session? It's when a company says, you know what, you've got leads from our company. You bring the leads to tonight's call. And then, using them, call 2-3 of your

leads. And you hear their presentation. OK. You've got to be able to see through sometimes. Alright? That's important. So the training is important.

But getting back to my original point, my point was, I could say something like Lolly Grand just invested \$12000 with me. Or Kimberly Bright Kersono, who was the number one sale tech distributor in the world, spent \$16000 on her first lead order. As a matter of fact, I was late getting it to her. She had her leaders in from all over the country down in St. Petersburg. So I had the leads put in the limo, and delivered, so they got to her on time. Because FedEx was next day, wasn't gonna work. I talked to them about Keith McKeckrin. How he was the only, at that time, the million dollar earner in Free Life. And I not only provided leads to his ambassadors and diplomats, I did the training. Or I talked about Global Prosperity, a company no longer in business, with David Struckmen. How they had 5 approved lead vendors, you know they had BJ Bishop, they had Kevin Layman, they had 3-4 others, but those guys were all getting the leads from me. I was wholesaling leads to them. Same thing with Val Smith. You know, it wasn't uncommon to get \$5000 worth of cash every week from Val Smith, so he could provide leads to his company Mentors in Motion. And then they could actually read what the people said. So, anybody that's doing something big in the lead business, they are not hesitant about giving you referrals. And if they can put it in black and white, I think you can be fairly well assured that what they are telling you is factual, and in some cases they can get you on the phone with the person, if you want to. So I want references. I want to know I'm dealing with somebody that knows what they are talking about. Knows my business, knows the way I'm going to contact the lead, ideally provides training and can give me excellent references.

Some of you had another big misconception. Company approved leads. You know what company approved leads means in most cases? Alex, you want to tell me what it means?

ALEX: Usually, it costs something to get that approval.

NICK: That's exactly right. Company approved leads means they are getting a percentage of all the leads, on the sales. That's usually what it means.

ALEX: There are companies out there that do check it out and make sure people are on the right track.

NICK: They all check it out and make sure they are on the right track. But if it's really a company approved lead, there's very few companies, Herbelife is a notable exception. I know Rob Kirsten out in Utah. And the phone room he runs to put together that Herbilife lead system. That's a great lead system. Very few companies come back and say, this is our company lead system. In most cases, it's a question, they are going to get a kick back percentage of sales. That's the approval. That's the approval. And you got to be able to see through the forest with the trees. But if you're equipped with the right questions, if they are willing to give you the training, you can actually hear live sessions where they use the leads, and they give you the scripts, and they know a lot about your business,

gosh, you might have to spend a week, and don't let somebody send you sample leads, cause they can always cherry pick the best leads. And then you gotta go back to how we started this session out. You gotta go back to commitment. You gotta go back to making sure that you and the people that you recruit know the scripts. They are committed to the business. They have a serious desire to make money. They are willing to put up with a few obstacles, and then when you land on a lead base that works, then you've got a steady supply of leads. Then when you get your whole organization using the same system, then you've got recruiting leverage. I'm going to give you a good example. We have a group of people that use a system using some software. And it makes phone calls to reach 30000 people in less than two hours. And when you are talking to the prospect, and you say how many people do you think responded to our national marketing campaign? And they say, I don't know probably a couple hundred. And I always say more than 2. Doesn't that make sense, that if we get a system that works for us, it'll work for you? And that takes away the two biggest fears that I've encountered. One is people don't like to work the warm market. But remember, I always start people out on the warm market. Even if they have to use a lead system, I start them off in their warm market. Now, look, plant a seed. Show them how to give them a release like we talked about last week, and then when they go into the lead system, they've got confidence, cause they are a product of that system. They know that message, or that email campaign, or whatever you're using, absolutely works. Sometimes it's the placebo affect. Sometimes maybe the system doesn't work all that great, but it's better than not having a system, but they feel good about it, and therefore, they get positive results.

You know, Alex, when they use blind studies, and they use real drugs, they always use a sugar pill, don't they? In the blind study, don't some people take a sugar pill and get positive results?

ALEX: Absolutely.

NICK: Cause your mind's got tremendous control over...Go ahead Alex, you were going to say something.

ALEX: False positive.

NICK: yeah. So, you know, your mind has tremendous control over that. That is not really a secret. That is just basic stuff. I'm sure this is information no one's ever shared with you before. Well, Nick, I'd love to get the names of those four people. I bet you would. But here's the truth. Wouldn't matter if I gave you the names and phone numbers or not, because they are not going to move their pencil for less than \$10000. And \$10000 is nothing to them. So you have to order mass quantities. But the closer you can get to the source, and then if you have the ability of having some type of a system, where you can refine the lead, then you are going to be in better shape to capitalize on that formula of having a good presentation, plus having a good prospect to get to where you want to go.

ALEX: I just wanted to throw in a question. It's, cause I'm fat and lazy already, I'm retired, or semi-retired. I don't want to work that hard. Going through the leads, most people don't value their own time. Have you found that? That's what I find.

NICK: I always ask people, if they'll, and this is the people I recruit, doing it part time, they have a full time income. And I always say, look I won't interfere with what you are doing personally or professionally. But I hope that you'll have the attitude that you'll work a lot harder for yourself then you do for your employer. And that means that if we set up a simple system, of being on the phone for 10 hours a week, attending three hours of training calls, and maybe there's another two hours of sending out some type of automated email for the follow-up, that they'll actually do it. And the reason that most people don't make it, is either no one has given them the set of instructions to follow, right? And some companies, the comp plan is set up for that. Let's take the two up system. That's a wonderful system. So I recruit Alex, and I recruit one other guy. Alex, I can't make anymore money from you. Can I? You're my two up. I gotta give you to somebody else anyways, right?

ALEX: Right.

NICK: So there's a built in program that even if Alex gives me two ups, I'm onto the next people. Where, the traditional networking is this. We understand there's three ways to make money. There's (unknown) at work, there's our people at work, and then when we make a lot of money, have our money go to work. So, the real money is in developing people so that we can receive a small percentage of their efforts by introducing them to the company. And the way that you develop people, I don't care what your corporate training is, if your corporate training was all that great, everybody's got the same contract, I guess everybody'd be making \$2500 a month. Whatever it is, 250, 25 whatever. You've got to be able to do something if you're going to be a real leader. Number one, lead by example. But number two, provide the extra training. Provide the extra incentive. Provide the extra materials. Do the ground work to find the good lead system. Get with the right people. Hold the training calls. And that's how you go from just a few thousand dollars a month that people put up with to thousands of dollars a day that people strive for. Very very important.

Alex, I want to mention something else. This happens too. Alex and I already talked about this earlier. Leads are kind of like crops. Ok, Nick you explained cold registered and form filled and incentivized, and the more information collected, the better the lead is. And the more the broker knows, we're in a better position. And if you sound knowledgeable, the broker takes more of an interest in you, but still, nothing except for a lead where the respondent is getting back with you in their own voice. That's the only bullet proof lead. We call that a wave file lead. And we're not going to talk about that tonight. That's the only bullet proof lead. But, all the other leads, they are kind of like crops. Now, picture this. Let's all be farmers for a minute. A lot of you guys are on Farmville. I see you on Facebook. I respect the fact that you have a lot of time to do that. But, you put an acre of corn into the ground. Now, we think the soils the same, we are

certainly spreading the fertilizer around, but we're taking care of the water, and the weeds, and they are all getting the same amount of sunshine. And Alex, I know you've seen this, but for some reason there are one or two rows that in the midst of all this 8 foot high green golden corn, there's two rows of just burnt out dried stalk. Ever seen that? Anybody ever seen that? Especially people who live out in Kansas? Now, why is that Nick? Nick doesn't know. He didn't sign up for that course. He just knows it happens. So once in awhile you get a string of bad leads. For whatever reason. And a good broker is going to replace that, if you demonstrate to them that you know what you are doing, and how to handle the lead. But it's something that just happens. It's part of the numbers game. Don't worry about it. If you can run with a lead source that's effective 75% of the time, that's pretty good. Because nothing is perfect except the Wave File lead, where the respondent comes back to you in their own voice. So, I hope that gives you a good general background on leads.

I want to give you something valuable. Let's say you put together a good source of leads, one of the best recruiting tools I used that we just reinitiated today, is to do what's called a rest of the story call. And what you do is take all your team members, instead of running around like a chicken with its head cut off, and trying to do three ways for 10 hours a day. Just bring them all on one call. They've done their due diligence; they probably know something about the company, the product, the money, the opportunity. They should certainly know something about you. So this sponsor should certainly edify you properly, so they know they are talking to somebody that knows what they are talking about. Doesn't have to be a fancy video. It can just be a couple of sentences. Could be what you've accomplished in the short time or the long time you've been with the company. But the point you're trying to get across is that amateurs teach amateurs to be amateurs. I want you to join me on this little fireside chat. A little friendly call. And then what you do as the leader, you do a quick review. Probably takes about 10 minutes. Hit the highlights of your company, the fiscal integrity. How long they've been in business. What's unique and in demand about your products. What's the aspect of the compensation plan, that will make things different? You're always pointing out the USP, the unique selling proposition. You're unique. You're a leader. What's so great about you. The company's unique. What's different about the company? The products are unique, and they are in demand. That's a competitive advantage. The compensation plan is fair, it's uniform, it rewards people. What's the difference with everything else that's out there? And then after that review. You take live calls. And I had a lady speak up today, and she said, I understand that top level is \$1500 or something. And she was sharp, and I knew about her beforehand, because the girl that brought her to the call had a lot of respect for her. And I found that birds of a feather stick together. And I said, well I need to meet with you for 30 uninterrupted minutes. But I said, I have to ask you one question, do you have the \$1500 for the investment? And she said, what if I don't? then I said there's no meeting. You see, because with this particular company, there's a money back guarantee. So there's no reason for people not to join at the top level. If they can't join at the top level, because we also have a very basic, \$99 program, like your company has, but I find the people that join at \$99 or \$199 or \$299, they generally have a lot of debt. They generally have a lot of bills. They are generally stressed out. They want you to buy

them a magic (unknown) They want you to get them leads. They can't really focus on the business. They don't have the working capital that it takes. You know, a lot of times you talk to people locally, you go out and have a nice lunch, you end up recruiting people. And you gotta have somebody that has some working capital, who understands, that even though it's a home based business, it is a business. When people join at a higher level, I refer to as start at the top and work your way up. Who wouldn't join at the highest level? Many times you get more attracting positions. That's a change to make more money. Start at the top and work your way up. Do the math sometimes. Take the higher level and take the lowest level. Figure out how much BV you have to do to equalize it out. It's like selling real estate. My wife spent a lot of time in real estate, with three offices down in Florida. And you close a million dollar sale out they probably take you out for dinner. Or have you over to the house for dinner. A hundred thousand dollar sale, bargain over some broken washer, or want you to split the commission on some deal, or they want you to help them before they can close. It takes the same amount of time to enroll the little person as the big person. Please don't get me wrong. I think it's wonderful that there's a place for anyone. For anyone to join. Because people have different goals. Somebody might just want to make an extra 2-300 a week, or \$200-\$300 a month. And if that changes their life, I'm glad that we can help them. But since we only have 24 hours in a day, you've got to focus on the people that have the same ambitions as you have. We're not here, you know, if you can make \$50,000 a month, what's the difference between \$50,000 and \$500,000? I can assure you it's easier to get from \$50,000 a month to \$500,000, than it is to get from 0-50. If you've recruited the right people. Because that's what makes the difference. Is the people you recruit and bring into the business. So my point being, focus into people that are committed to the highest level. And then you're going to find that all of a sudden, it's not a question do we use cheap leads or more expensive leads, it's a question, how can we use the best leads? Because your time is more valuable than the money you spent on the leads anyway. So if you've got to invest more money and collect more information because you know that's one of the parameters we're using for better quality leads, if I said leads were based on recency and frequency, what do you think happens when they say this lead is 0-90 days? Or this lead is 0-72 hours? What does that mean? It's either used or it's not used. Some companies say, oh, they are aged leads. What's that mean? You mean, they sold it one time and put it up on the shelf because it's going to be better 90 days down the road? Yeah, you know, people switch around like hair dressers; these will be great for you. No. You either have to put together a system to make the leads, or you're the first time caller, or in the alternative, the first time caller with a different business proposition. You know if you know somebody that's doing a telecommunications company, and they got some good leads, there's nothing wrong with using their leads, and many times, you can get an endorsement. You spoke to my friend Joe Smith at telecommunication XYZ company. He said that wasn't your cup of tea. I've got something, that if you're interested in health wealth and happiness, I'd love to talk to you about. Nothing wrong with that. But then, the leads get beat up. When leads are bought cheap...here's what happens. If you're lucky enough to be the first time caller, great. Recency and frequency kicks in and you're in the driver's seat. Maybe the 2nd time caller, you might get a little bit of attention. If you're the third time caller, a path of interest. By the time you're the 4th or 5th

caller, you're a headache, or you're a hassle. And please get my name off the list. I know you guys have been there. I've been there. I've been there before I learned what I was doing. You see, all these things, I learned by trial and error. I learned by a school of hard knocks. There's no reason for you guys to go through that. Be smart. Learn by somebody else's experience.

The other thing, and this ties into the leads. This ties in with everything we've talked about for the previous four weeks. You've got to have a closing story. I don't mean it's like buying a car and this guy puts his cigarette out and draws a T on the square and says, Nick what's the advantage of buying this car tonight? Let me help you. Pride of ownership, safety, warranty. You know he lists about 20 things out. And then he sets his pen down and says, this is how Ben Franklin used to decide things. Now you go on the other side and tell me why we shouldn't do the deal? I mean come on, that's Jurassic park Marketing, right? You gotta have a story. The story is they are trying to get out of an apartment and into a house. The story's like this, Alex role play with me.

Alex, you want to get out of an apartment and get into a house, right?

ALEX: Yes.

NICK: Do you have a pencil and a piece of paper?

ALEX: Yes.

NICK: Ok. You and your wife work, right? you've been talking about doing this for a couple years, correct, based on our previous conversation.

ALEX: That's accurate.

NICK: alright, so if you and your wife continued to work, but I got to work with me for just 10 hours a week. Would an increase in cash flow kind of help you out? We'll just take away some TV and some dead dormant hours, and would you write down increasing cash flow?

ALEX: Ok.

NICK: Underneath that, let's put immediate and residual income. Is that ok with you?

ALEX: Sure.

NICK: Now you mentioned that you had some credit card debt, right?

ALEX: Right.

NICK: Now, you told me, go ahead and write this down. You told me that you had three credit cards with a credit limit of \$5000 each that were maxed out. Correct?

ALEX: Yes.

NICK: See if you collect this information, this is how you're going to close the sales, because you are going to give them a solution to their problem. So, Alex, here's what I did for you. I figured it out. Let's just take one of your credit cards. \$5000 at 18.9%, if you're paying \$200 a month, which is 4%, you're going to pay that card off in how long? And Alex, I know you know how, but give me a typical response.

ALEX: 15 years?

NICK: 12 years and 10 months. You're actually going to pay \$8155. Alex, let me make you feel better, ok? If you were paying \$10 a month, it'd take you 30 years and you'd pay back 1.2 million. Ok. Open your eyes up a little bit? Now, Alex, let's just say we got a little \$300 generated for that credit card, so you could put 10% down, and instead of making a \$200 a month payment, you make a \$500 a month payment. Do you realize now you've paid that card off in less than 5 years as opposed to 12 years and 10 months? And Alex, suppose we could generate an extra thousand so that you can work on all three credit cards, and it grew from there. Can you see now how we could get rid of your debt, and what's that gonna do for your FICO score?

ALEX: It'll go up.

NICK: If your FICO score goes up, what happens to the interest rate when you go to buy a house?

ALEX: it'll be less?

NICK: It'll go down. That's a good thing right?

ALEX: It's a great thing!

NICK: And it's a good time to buy right now, correct?

ALEX: Sure, if you got the money.

NICK: And if we get rid of your credit cards, do we relieve just a little bit of stress?

ALEX: a lot of stress.

NICK: and now you've got the money we're using to pay the credit cards off, and you know what, you can use that money to buy furniture or maybe you'll be smart and start investing that little \$300-\$500 from three or four credit cards. Can you imagine if you

had \$1500-\$3000 to invest month after month after month at age 35, where you would be by age 65 by thinking ahead? See how the rich get richer, Alex?

ALEX: Yep.

NICK: now, let me get ya into the house, Alex. Now, since you got more money, you've got more of a down payment. What's that do to your interest rate?

ALEX: Reduces the payment and the interest rates.

NICK: so you can either get a bigger house for the same money or you can get the same house for less money. Is this making sense now?

ALEX: yes it is.

NICK: Ok. And then Alex, now, instead of paying somebody else's equity and having nothing to show for it, instead of having no pride of ownership, instead of asking permission to do simple landscaping or paint a room, you and your family own a home. Where 99% of your first year's payment is interest. And that's what, Alex? Tax deductible?

ALEX: yes it is.

NICK: and in the long run, doesn't equity build up in real estate, Alex, so you can make money?

ALEX: 3% a year.

NICK: I was going to say, on average, 3% a year. How much is that? Alex, if I had a million dollar house and it only went up 3%, how much would that be?

ALEX: \$30000.

NICK: \$30,000? You know what, if it's a hundred thousand dollar house, that's \$3000. When you couple up with a tax deduction, now you can see how the rich get richer, and the poor get poorer, and that's why I always start people off with the river story, so they understand that. And I simply say, Alex, I showed you a way to reduce your debt. By reducing your debt, I've reduced your stress, haven't I?

ALEX: Yes.

NICK: And I've given you a plan to get out of the apartment, and into the house which makes life better for your entire family. Now, Alex, maybe it'll take four years. But if we made money along the way. If you learned the business along the way. Maybe you'd devote more than 10 hours a week. So that we could cut this down to two years. Or we

could cut this down to one year. What's your back up plan, Alex, if we don't get together?

ALEX: Got to find another job someplace.

NICK: Ok, let's go find another job. What can you do part time?

ALEX: Probably not too much.

NICK: Anybody can do something. I always admire people that hold down a second job. What could you do?

ALEX: Sales.

NICK: Ok, you want to do sales. Is that going to require some dry cleaning? You got to be dressed nice, right?

ALEX: Absolutely.

NICK: That's going to require some travel, if you're doing home sales, or traveling to the mall to do retail sales. Is that going to require something like that?

ALEX: And lost weekends.

NICK: Lost weekends. Lost time, the government's going to take 3-5 months out of your taxes. I don't care if they're paying you \$15 an hour, plus commission. Figure out what it's actually costing you. Alex, isn't your time and your life worth more?

ALEX: Yep.

NICK: Ok, now, Alex, if you do your primary profession, let's be realistic. What are the chances of increasing your income by 50% there this year? Is it possible?

ALEX: no.

NICK: You're laughing. Cause when I talked to you last week, you said you were lucky you're not being down sized like a lot of people are right now, correct?

ALEX: That's right.

NICK: Did we put together the perfect plan for you to get where you and your family want to go?

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ALEX: sounds great.

NICK: Is there anything, if I give you a magic wand, I gotta quit using magic wands, I'll tell ya all in a minute here. Is there anything I can change to make this a perfect plan for you and your family?

ALEX: give me a check for something with a lot of zeros.

NICK: I can't give you the check, but I can put you in position to where you can earn the check. And if you work with me, and I gave you everything that I have, and I made \$50,000. If you do the same thing I do, how much are you going to make?

ALEX: A percentage of that for sure.

NICK: Why? If you do the same thing I do, why can't you make the same thing? That's how it works isn't it?

ALEX: Scary for me to think of making \$50,000 a month. That's a lot of money.

NICK: You know what, suppose you were 90% wrong and 10% right. And all you made was \$5000. Would you be unhappy with me?

ALEX: oh no.

NICK: And if I could train you just to set up the appointments, and I did the three ways for you, that means you have the same ammunition that I have. That means you can close as many people as I close, cause all you have to do is set the appointment. Are you comfortable setting up the appointment?

ALEX: Sure. You'll close it?

NICK: Yeah, that's part of my job. That's how we grow together. Cause while you're on the line earning money, you're also learning. So somewhere down the road, you can pass it forward and do the same thing for your team members. It's called duplication. It's the magic of why networking is such a great industry.

ALEX: wow.

NICK: Didn't hear that when you were with XYZ company, did ya?

ALEX: I wasn't able to reach my upline most of the time.

NICK: yeah, they were too busy getting a new person and they were leaving money on the table. That's actually what a closing scenario goes like. I may have to say, Ok, Alex, Where else could you put a thousand dollars, what are you going to do, buy a cd. Make an extra \$25 a year. Or are you going to bury it in your back yard. What better investment to make than in yourself? I may start to talk to them about how much money they made

in the past 20 years, past 30 years. And how do they feel that they can't invest \$3000 in themselves? If that's your company's threshold. And you know what, we could work together so you are never in that position again. So, when you go on vacation, you can put it on the credit card, cause you got cash to pay the credit card off. When you want to get your wife a nice car, so you're not worried about the car breaking down, and the safety factor, you get a car with the warranty, and onstar in there, so you can relax while she's going to and from work. When she's going through, maybe a rough section of the city. And it's dark at 5:30 at night. It would take a lot of stress out of your life. And we're going to do it by making a tremendous cash infusion. And if I can help convince you, well you've got to convince yourself. But if I can help show you how, by increasing your financial cash flow, we can help you physically, mentally, spiritually, socially, then you'll grow as a person. And as you grow as a person, your business is going to grow as well. Now, some of you are saying, Nick, what does all this have to do with me? It'll come to you by osmosis later tonight. It'll all come together. You now have all the tools to put everything together to build this business as big as you want to build it. Now, Alex, I gotta tell ya...I got to take a sip of green tea, but I'll be right back.

ALEX: ok. I'm not going to put that loud music back on. Folks we're going to go over to Q&A soon. And we're trying out a new system, so we can find a system that works regularly, where you can get your information, and all of this. This call won't be up tomorrow, but it'll probably be up by Friday on Nickskolsky.com.

NICK: Don't tell them where to go yet. We'll have a million people there. But, Alex is right. Every bit of information we share, we've taken out the fluff. We've taken it down to edit it, so in 20 minutes you'll have the bullet points of a 60 minute call, and not only can you tap into it, you can have your team tap into it. Because now you have a real resource. And we're going to try something. Alex just mentioned that we've been fooling around with a couple different lines here. But I want to get to where we do live Q&As. And I'm going to come off mute here in a minute. And your star 6 won't work for you, unless I'm off mentor mode. So when I come off star 6, if you have background noise, at that time, if you've got some children, or a TV in the background, just hit star 6 and we'll take 5-6 seconds. And then, just introduce yourself. Tell us who you are and where you're from. And you can ask a question about anything we've covered tonight. And for those of you who got the information that you were looking for, and there's a lot more to cover, but I think I've given you some good ammunition you can use, remember CPL, remember CPS. Remember to ask questions next time before you buy leads. Some of you are kicking yourself right now. You've been calling the broker and asking for the cheapest leads. You should have been asking him what he knows about your company, so he could match a lead up. They got all different kinds of leads sitting there. He can match the lead up, and make it a more profitable and more motivating experience while you're recruiting. For those of you that are leaving the call, I appreciate your time tonight. For the rest of you, stay there, and we'll go to live Q&A. Before I do this, Alex, is there anything you want to add?

ALEX: I just, it's still a numbers game. You know, you could have 10 leads and recruit 8 out of 10. You could have 10 leads and recruit one or zero out of 10. It has so much to do with the lead. And with you. And with you. You're not going to be the same at the beginning of this training session. As you will be 52 weeks later. Guaranteed.

NICK: Now we're down to 48 weeks. But Alex is right. But remember this. We can massage the numbers. How do you do that, Nick? Number one, by having an effective presentation. Number two by being committed to make sure this is gonna work, wherever you are. Number three, how many of you took my advice on the first session and climbed up the ladder and got the highest qualified person in the upline to spend some time with you? Why learn from somebody down stream? It gets watered down. And number four, is the attitude. Somebody asked me the other day on Facebook, how do you handle rejection. I said I get up in the morning, and I eat nails for breakfast, and I can handle rejection like a shredder. And the truth is, rejection affects me just like it affects you. But I understand the more rejection that I can put up with, the more success stories I can enjoy. I understand that every NO, if I'm doing the presentation properly, and I'm doing it with the proper leads, leads me closer to a yes. I understand that. I understand that the guys that hit the most home runs probably have the most bad bats, and probably struck out the most times. And that's true in all sports. I understand that the highest scores in the NBA had more chances to take a shot, than somebody that was sitting on the bench, right? Rejection doesn't bother me. It's a sifting process. It's a question of doing the things I just shared with you. And maintaining the attitude, and maintaining the commitment. And just resolving yourself to the fact that you are going to do this. But you got to reach up in your company. You've got to reach up to that highest person, and get the information directly from him. Go ahead Alex, you were going to say something.

ALEX: And what I find amazing, Nick, and this is what I learned from you. The conversation we had 5 minutes ago, or a few minutes ago, was such a personal, it had almost nothing to do with business. It was a personal, almost like a coach, and advisor, helping someone get from one point in their lives to a point that's a better point, more sunshine, more happiness. How many times did you, I can envision you talking to someone on the 2nd call, or sometimes even the first call, cause I know you. I know you get this close to people. I think that's a barrier for the person who is the recruiter. The sponsor, to realize that people want to hear that kind of a conversation. They want to hear somebody that's willing to sacrifice for them. He's sacrificing his/her time. Sacrificing his energy. Sacrificing his knowledge. You know, sharing his knowledge, basically for free. And doing it to help you with a hand up. To get to the next level. Am I accurate that most people are afraid to be this close to someone on the 2nd call? Or third call?

NICK: Here's the thing. We said in the beginning you have to sell yourself first. It's true, in any form of selling. And recruiting is the highest form of selling, right? But think about this. If you sell yourself first, that means that you make a friend and you build trust. But you have to pick your spots. Remember I shared with you, unless somebody wants, needs, and will accept your help. Remember when you are talking to somebody, Alex, I want to make \$10000 a month. Great. Ever made \$10000 a month? No. How long you

been thinking about it? 6 years. What do you want to do that's different? You know, you've heard the definition of insanity, you know, you pick your spots. But here's the thing. Each one of us has to develop a story. I mean, I know the last three months I've had the number one person at our company, it goes back to Julian in November, Lois in December, and then Jamie and Alex was kind enough to interview Jamie last week. That's one of the first success stories you're going to hear. When we do get our blog put together. But, talk about commitment. I mean, I mentioned a little bit last week. Four kids, three of them are challenged and require some attention. They are gifted children. And drive 27 hours to convention. She's in the business for less than three weeks, recruits 16 people. She leads the company. She leads the rookies. Question the commitment? But she reached out. She reached out to somebody like Jonathan Trapman, who's number 5 in our company. And she reached out a little bit to me. So she got good information. That's what I tell you guys to do. Reach up. The people that are up there are looking for people like you. you know. They are looking for people like you. But you have to sell yourself first. You have to make a friend. You've got to build trust. And then the ultimate thing, and this is what Alex was trying to underscore for you. You have to identify the hot button, that dominant buying mode, and then have a financial solution. And you have to present it in the form of a story. And if you don't have the financial solution for them. If they are not going to make phone calls. If they are not going to work their warm market, why do you want to recruit them? Because they have a credit card? You have people that are recruited like that everyday. Focus in on somebody that wants to do the business like you do. Pass on the other ones, and develop your skill set. Alright.

ALEX: When I started in this business back in 90, I had a very nice, he was president of the company, and he told me, Alex, all this recruiting, it only has one purpose. Your sifting and sorting until you find somebody just like yourself. And then you want to hold on tight.

NICK: That's key point. Remember, I said in all the people that I know that make these millions of dollars, when I talk to them, the common denominator, one of the common threads, and we'll talk about a lot of common threads in future sessions. They can trace 80-90% of their income, certainly 75%, to simply 2-3 people. So, if you have to go through 100 people to find the two people that make this thing go. I mean, look, someone recruited Brig Heart, right? Somebody recruited Brad Hagger. Right? I could go on and list name after names. Somebody recruited somebody along the way. Why can't that person be you? Get somebody on a three way with an upline that knows what they are doing, you can recruit those people. If you're brand new and try to tackle it by yourself, it's a tough road. Back to you Alex.

ALEX: The thing that really motivates me, is when I think about Yagger, at Amway, and the fact that he was the number 168,000th person recruited, and he ended up the biggest in the company.

NICK: That destroys the myth that you have to be there first, right?

ALEX: Absolutely. Because everybody has their farm, as you were calling it, which they can till and fertilize and harvest, and it has nothing to do with the people above you, it has nothing to do with the people coming later on. It's what you create that's yours. And boy, I remember, he had a warehouse of like a million square feet, with his own jet parked in there.

NICK: Alex, he used to bring people in by the busloads to his house. He had part of his house set up like an auditorium. But you know what, he didn't start out that way. None of those guys started out that way. But that's a key point. Those guys are waiting to be recruited. So I can kind of maybe have some credibility with you, when we were at our convention, our team took 90% of all the awards. We are all sitting at our three little tables there, marked one, two, and three. Just taking down all the awards. All the awards, playing golf. Going to convention. Taking down the awards. So I can assure you that the people that I train, know what I've shared with you tonight, some of them know it better than I do. And some of them are going to be much better than I ever dreamed about being. And that's the kind of people you want on your team. And that's what Alex is talking about.

ALEX: Let's go on with the calls. Let's see how it works.

NICK: We got a few minutes, but hold on one second. Somebody say hello so I know we're live.

ALEX: You're live.

NICK: Just introduce yourself. Let me ask you to hit star 6 if there's background noise. If you're not going to ask a question. And if you are going to ask a question, we can cover anything, as I always say, don't shoot the messenger. Cause I don't tell people what they want to hear, I tell them what they need to hear. But let's see if we can get a few live Q&As done.

Maquita Maxey from Houston, Texas.

NICK: Maquita, I owe you a phone call. So you put it down on your calendar for 10 am tomorrow, cause you've been trying to track me down for a week, my friend, anyway. We don't go there. Maquita, you've got the floor, what's the question?

Quick question about three ways. I know that you encourage us to use the three ways, when we first start off doing the prospecting. And doing A call and B call. How would you recommend that we introduce, or do the three way call, before, or after we try to close?

NICK: let me give you a little formula, and then I'll come back to you. And if you have some back ground noise, please hit star 6 right now, thank you.

Alex, you can hear me, right?

ALEX: I hear you clearly.

NICK: First of all, any of you can go to my twitter account, and go to Nickskolsky@twitter. Or email me at ceo@waltsshowcase, and I'll send you a link. Or go to my Facebook account. But there is dialog after dialog on three ways. But here's what I encourage people to do. Ok, I usually sit down and I have them work with me for an hour, and they hear me make calls. Might have 5-6 people on there. They can hear that the script works, and many of them are products of those scripts, so I've got credibility. Then I'll listen to them make a couple calls. Then their job is to set up the appointment, and take them to the marketing piece. Let's say for example that your company uses a Flash presentation or a recorded call. When they come off the call, they, then merely do a temperature close. If it's somebody with a sales background, maybe the guy sells cars, I say, do you remember the old temperature close they taught you 10 years ago, and they laugh. I say, where are you at on a scale from one to ten? One's the worst, tens the best. That's about a 7, 7 1/2. And all you have to do is say, you know what, that's exactly where I was. And let's choose Alex as an example. You know, that video you saw, Alex Weiss, this guy's pretty successful. Alex, do you think we could learn something from him, if we got together for a few minutes?

ALEX: Yeah, it sounded like he knew his stuff.

NICK: Well, here's what we're going to do. And then I'm going to go ahead and let him answer the questions directly. That will help you see where you can go with this business. Now, the way that I set it up, Maquita, I'd nail it moving more to the rest of the story call. I'll say at 11:00 on Saturday you can come to our bridge line. You'll get a chance to meet Alex personally. And he'll answer your questions. But if you're doing them individually, you have to do a couple things before hand. You have to use that 2nd script that I gave you, and you've got to make sure that you know what they do professionally. You know what their income is. You know what companies they've been with before. You know what companies they are with now. You got to understand specifically what the buying motif is, and you've got to make sure we've got a solution to that dominant buying mode. And then you have to edify the person that you're introducing on the three way. And all I do is I tell my people they can call, and if they get my voicemail, they say, Hey, Nick, this is Alex Weiss, I've got Bob Smith. Bob, give Nick your phone number, bing bing bing. Nick, Bob lives in Sacramento. Bob, tell Nick how you rated this on a scale of 1-10. Nick, I thought I was a 7 1/2. And then my folks send me a little 2-3 sentence email with the name, phone number and an email address. Now, that's the ideal situation. Cause then I can three way in my sponsor as well as the prospect, and we can get a learning session out of it. But, don't be setting up appointments for your three way people and say, look I'm going to set this up. It's 3:30 tomorrow afternoon. Get with the person who's doing the three ways, and find out how they like to do it. A lot of times, the upline sets aside two hours, 4-6 today, 4-6 tomorrow, and they handle three ways. But keep it in a general schedule. My people are instructed to say Nick will be back with you after 4:00 today, or after 10:00 tomorrow. If I can get a hold of the sponsor, I three way them in. If I

don't, they know that I'll take the same care and courtesy in recruiting their people that I take in recruiting my own people. Now, that's a brief outline, but if you go to my Twitter account, it's outlined there. There's two 15 minute sessions on how to do a correct three way. But, make sure that you edify the person who's doing your three ways. Make sure they understand that they are talking to somebody that knows how to do the business, and it is in fact the person that brought you into the business, let them know what a big difference they made in your life.

Maquita, does that help?

Absolutely, thank you so much, Nick.

NICK: Good question, and just give me a call after 10:00. You've got my cell number 843-301-6459. Next question please. No more questions? I find that hard to believe.

ALEX: Must have answered everybody's questions, because I hear the noise in the background.

NICK: Go ahead Chris. Introduce yourself. Tell us who you are and where you're from.

Chris: Hey, again Nick. This is Chris Wilson from Memphis. And I met you down at the convention this past week or two.

NICK: You had that leather vest on, I remember you quite well.

Chris: There ya go. That's right. And I've been looking into your cds, and it's been helpful for me. The cds have been coming way of mp3, I believe.

NICK: OK.

Chris: And so, I wanted to ask you, is the Wave File something for later?

NICK: As far as the leads, you mean?

Chris: Well as far as you describing it or detailing it. You mentioned earlier that you wanted to speak about it later.

NICK: Ok. Hold on one second. Good question. By the way, as you all know, and Chris and both Maquita respected that rule. We don't discuss specific companies or products or do any cross recruiting or endorsement. I will go into Wave File in greater detail. But what I think I want to do, the point I wanted to get across, and this is an excellent question. If you find a good lead source for yourself, that means that the people that you recruit can use the same lead source. And then if you incorporate something like the rest of the story call, whether you do it once a week, or once a day, you can get in front of a large group of people, and when you tell them that you've got a lead system, because

they came off of a specific lead source, that you got a lead system that works, you've got credibility already established and you've eliminated probably the single biggest headache people have. And that's how do you get the business going with prospecting. And if you follow that up, Chris, with some training, so that you can show them how to use the lead, you're going to build up so much loyalty, because you're doing things for people they've never done before. Look, Alex has people on here from his company. I've got people from my company. We've got people from other companies, but we're building up a lot of loyalty here, because we're putting something out and not expecting anything else in return. But you have to systematize. You have to have a duplicatable system. It's got to be something that works.

Now, is there one size fits all? Absolutely not. You know for a little person that's trying to make a couple hundred dollars a week, and their budgets limited, maybe handing out cds is the way to go. Now some of these companies charge you, if this is one of your companies, I'm sorry, but this is how they do it. Some of these companies charge \$2 for a cd and want you to order 500 cds. OK. That's gouging. That's making money from tools. Other companies, my company does this for example, they not only offer the cd, they put it up on a link on the web. So if you want to use it via email, they are not interested in making money from tools. They should give you the tools. But let's say they are using cds. Be smart enough to get them to take that little 5 minute sizzle message, and put it in their own voice. Get their name and phone number and email address and their picture on the cd. They can get these things done for next to nothing. And then, if you're going to have them put out cds, put out the cds with them. If they are going to run newspaper ads, give them a newspaper ad that works. If they are going to do fliers or work their warm market, don't be foolish enough to think they're going to make a list of a hundred people. Just tell them to contact 7 or 8 people, while you are putting their lead system together. All you want them to do is get them to listen to hear what you're going to be doing for the next year, and beyond, so they don't feel left out. But the thing is, the system has to be the same. I'm dealing with people, for example, one of the things I advertise, if you want to make \$10,000 a month, you better learn from somebody that's making at least \$10,000 a week. I set all those people up on a software system. I control the leads, I make sure that they are qualified, I make sure they have a script. I even hire a guy, I don't even want to run the system. I hire a guy to take care of all the technicalities, so I can stay on the phone with my team members. But you gotta have a duplicatable system. That's the only way it's going to work. They could be 2-3 systems, that are duplicatable, depending on your groups appetite for income. If somebody wants to make \$10,000 this year, I'd like to show them how to make it in 60 days, and take the rest of the year off, but if they want to stretch it out, I guess I have to have a plan for them. On the other hand, if somebody wants to get to that 10000 a month, and grow from there, I have to have a plan for them. So it's a good question. I hope I answered it without dancing around.

Chris, does that help you a little bit?

Chris: Yes, thank you. It gave me good info.

NICK: Chris, you were in Sarasota. Without mentioning the company's names, is it pretty accurate that my team took 90% of all the awards?

Chris: yes. I was facing the same direction all night, yes.

NICK: And listen, I think amateurs teach amateurs to be amateurs. You know, we took three of the top 5 earners. I took the top enroller. I don't like to be known as the top recruiter, I like to be known as the person responsible for bringing more successful people into our company than anybody else. But this stuff works.

And that lady in the background there, with your children, you have a great voice, but if you'd hit star 6, I'd appreciate it. I got time for one last question if somebody's got one. And then I have a closing comment, because I don't want to keep you too late.

Nick, this is Marty from Wisconsin.

Nick: Marty, another good man!

Marty: Nick, I was on the call this afternoon, there was one thing that you said that really hit home with me, I know why I'm here. And you said something about you automate, duplicate and delegate. And I think it's something that if you could just repeat it again, I just thought it was very, it really hit home with me.

NICK: Ok. I'll tell you what, good point, we'll make that the closing point for tonight. Hold on one second.

If you go to Facebook, you know, I'm maxed out, but I'm going to delete some people, but just read the comments there. And the only thing I'm trying to do is establish credibility with you, so that you know that what I'm sharing with you actually works. But it says, I have a plan. We all have a plan. And it says I have action. That means I'm taking definite steps to achieve my plan. It then says I automate, delegate and duplicate, and that means anything that takes me from being off the phone is sent out. I originally, when I started in one business, offered these software things. And you make \$500 on everyone you sell. And I farmed it out to a friend of mine, Jim Peg, that's on this call tonight. And I said, go make a lot of money, but I want you to guarantee me that every person that you put on that system, when you take their money, that they get personally trained so they know that system as good as anybody in the world. He made \$20000 in one month. And people said, Nick, you gave up 20 grand? There's a lot more money on the table than \$20 grand. If I can stay on the phone, if I can delegate it. If I can concentrate on what helps me and my teammates make money, that's where I want to be. Then it says I share. I'm a firm believer in that you reap what you sow. And if you've got techniques. If you've got transitional phrases. If you've got a plan of action that works for you. Why can't it work for somebody else if they had the same commitment?

But we'll close on this point, and I'll give you all something, and some of you are going to like it, and some of you aren't, but that's just the way it is. Ultimately, if you had the

magic wand, and there was only one thing that was important to you, you know, the right company, the right product, the right comp plan, the right lead system, the right whatever. If you can only pick one thing. If you talk to anyone that's successful, it'll be that it's the person that you're working with in the business. It's who is leading the way for you. If you only had one one choice. And it has to be somebody that knows what they are doing and is willing to take the time to share with you on both the group basis and an individual basis. To help you get to where you want to go. I love doing three ways, because one of the magic phrases is, I say, Bob, I want you to understand one thing. Marty's on the phone with you here. And Marty might make a fast start bonus. And you know, I don't make anything. I'm willing to invest my time, energy. I'll put my money where my big mouth is, I'll show you how to contact people and build an organization. But your success must come before my success. As a matter of fact, you got a 30 day money back guarantee. If I help you out with some leads, I help you out with a system. I invest my time, I get no return on my investment, unless you become successful. Now, that rings with most people. If they understand that you aren't making any money unless they make money, and then if you can carry it one step forward, and you can tell them on the journey of learning, and earning and growing together, and you can let them know that there are things that we can accomplish as a small group. That will help us all achieve our individual goals. And if you really mean that with sincerity, you are going to recruit a lot of people. They are going to pick up on your enthusiasm, they are going to pick up on your sincerity, but if there's one thing. It's every sales course teaches you have to sell yourself first. What good is it if they pay you 100% commission; you've got the world's greatest product. The company's been in business for 100 years, but you don't know how to work the business. And I'll be honest with you. I don't care what the company is, I have yet to see a company that has a corporate training program where people can be plugged in to be successful. But I've seen a lot of companies that have a certain group of leaders that know and teach something that the company does not. And has made their organizations super successful. That's true across the board.

Alex, I gotta share something with you, then we'll call it a night.

ALEX: Ok.

NICK: I always tell you that there are all types of companies out there, and this is the best one I've heard. And this is a gimmick company, and I don't usually waste time on gimmick companies, buy gas pills and stuff, because it's not worth the conversation. But I always like to bring a little humor into it. I won't mention a name, but she's one of my favorite people, she just done an outstanding job. And Alex, I'll see if I can sell you on this. You ready?

ALEX: Go ahead.

NICK: Alex, we've got a magic wand. I can't go into the properties, but it's manufactured in China. It's based on something very ancient and very effective. And if you'll just wave it. Do you have a headache Alex?

ALEX: Not yet, I may after you get...

NICK: anyways, I'll give you a headache, but we'll wave it over your head, and we'll do that three times a week, and you don't have to worry about those migraines. If you got arthritis, wave it three times and this wand will work for 10000 years. Ok.

Now picture this. Wait till the FDA gets a hold of this deal. But here's the clincher, the clincher is, Alex, I want you to get involved, I don't know what it costs, lets say it costs \$399. Now we're back ordered, you're not going to get your wand for 60 days. You know, but we want to make sure you have it in 60 days, so we want to sign up you and as many people as we can for \$399 right now.

ALEX: (unknown) is part of this, right?

NICK: yeah. Now here's my point. I don't know whether you've guys, I don't know what company you're with. But I guarantee that you're in better shape than that. I told her to fly out to California, and go ahead and check the office out. She called and said, well, we're not set up yet. I said, do me a favor. Go out there anyway. The worse case scenario is you'll at least leave there with a wand. Now, if I'm wrong, I'll be the first to retract. But you guys know in the health business. We don't make any claims about treating, preventing, curing, any type of disease or illness. Our approach is to help you lose weight, sleep better, have less stress, and more energy and a better immune system. And it should certainly be coupled with diet and exercise. And you know, all of our companies, we don't make income from claims. You know, we talked about this last weeks on statistics. You know, one foot in ice water, one foot in hot water. You should feel pretty comfortable. People wonder how much they can make? If you made \$10,000 last month, show them what you did. If they do the same thing, they'll make \$10000. If they do 10% of what you did, and they make \$1000, that's what's gonna happen. They do twice as much, they'll make twice as much. But explain it like I did with Alex. Tell them what you actually made last month. And if you're brand new, tell them that you're brand new. Get your upline on the phone and do a three way. But start to develop a success story about your own. Even if you've been in a company for 6 months and haven't done anything, make this the first day of the rest of your professional life. Accomplish something in the next six days and next time you're talking to a prospect, tell them how you just brought in three new marketing partners in the last 6 days, cause now you know how the system works, and you want to share it with them. I'm going to close, I'll give Alex the last word, I'm going to close. The whole premise of these meetings is for each of you to be the proverbial person worth meeting, with an idea worth sharing. And that's a person that speaks with strength, conviction, confidence. Because they got the knowledge and knowledge is the source of all confidence. And they have a people skill set, and the product knowledge in place. And the law of attraction sets in, and they're sincere, and enthusiastic, and recognize that if they feel good about themselves. If they feel good about what they do, and they have definite goals, and they set out about accomplishing those goals on a daily, weekly, monthly, yearly, and beyond basis, that

good things happen. And always wear the white hat. Don't take the short cuts. You might think you've got a benefit or an advantage by taking a short cut, but if you wear the black hat, if you make deceptive claims, if you lie about your income, those things come back to haunt you. Be yourself. But be not only the best you can be, but work on improving yourself each day. And the way that you will do that is reach up into your company and get your hands around the best mentor you can find. Because what you've been doing hasn't worked. Reach your hands, and find out how they do it, and get the personal attention you need, and you deserve. And when you master that skill set, then you pass it forward to somebody else. It's been a real pleasure to invest another 60 minutes with you tonight. I'd like to do a little bit more of active Q&A, so next week, count a lot on that. And I'd like you to email me at CEO@wellsshowcase.com. What's that other address?

ALEX: If you have a question or a suggestion, send it to questionfornick@gmail.com.

NICK: yeah, questionfornick@gmail.com. Yeah, use that. Cause Alex will have somebody tabulate them all. And then we can deliver information based on what you want to hear. And yeah, we're going to do some live calls, and some things on that. But, I'll ask you all something before you go, because there are only a few of us left. Hold on one second. Can you all still hear me? Someone say hello?

HELLO.

NICK: Ok, here's what I want to do. There's only 36 of us left on this call. So we can talk a little bit more openly. I want one person that's making \$50,000 in a month to tell me what you are using for your lead source.

I want one person that's making \$10000 for three consecutive months to tell me what you're using for your lead source.

(unknown)Why do you think we're on this call, Nick?

Nick: I guess there's nothing good on TV right now, Jamie. Now, here's my point. My point is I could ask you another question, and I could say where are you getting your information from. Now, you wouldn't believe me on this call tonight if I followed this up with me and Alex are selling leads to you. Or we're selling a system to ya. But we just gave you good factual information. I get calls once in a while. About people, Nick, what are you doing using my name? Hey listen, what's true is true, what's not true is not true. I mean, I just call it like it is. That's just the way. Chips just fall where they are. But I hope tonight that you acquired one good technique. Something that help increase your enthusiasm. Something that will help you get you closer to your goals. And I hope regardless of what your faith is, and I don't normally talk about spiritualism. But I hope you wake up each day and be grateful for the good Lord, or whoever you pray to, and be thankful. Express some gratitude. You know one of my messages at the convention was, everyone talks about my cars, my houses, and stuff. You give up all that stuff. But if you

don't have gratitude, you don't have nothing. On the other hand, I've got nothing and be grateful, I've got everything. Now, Alex, somewhere in between is a happy medium. Which is a pretty good place to live. But you've got to be grateful.

ALEX: I absolutely agree with you. And you know, all this discussion of goals, that might be an interesting topic for next week. Realistic goals for your business, for yourself.

NICK: yeah, cause I just listened to a guy that's supposed to be your number one network marketer trainer, that says he doesn't believe in goals. So we'll talk about that next week. But I find it kind of ironic that he tried the company I'm in and didn't do too good, but he knows all about not setting goals. But we'll talk about that next week. Alex, I'll give you the final word. God bless you all, though.

ALEX: Folks, you can custom tailor Nick's presentation to what you're looking for. Just put it down on paper. Send it to questionfornick@gmail.com. And you can get a custom tailored training. So good luck everybody. And Good luck and good health.

NICK: Take care everybody. We'll get this edited, and we will have it up on a blog here very shortly, so bear with us. There's a lot of things we're putting together on your behalf. Alex, thank you. Because you are the one who put this program together. So I'm eternally grateful to you!

ALEX: Same here Nick.

1

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