

100303 THINGS YOU MUST KNOW WHEN GETTING STARTED NICK SKOLSKY

Everybody this is Nick Skolsky and Alex Weiss. I want to open up the lines real quick. Hey everybody, somebody say hello so I know we're live.

HELLO.

NICK: let's do some quick introductions.

Alex, you there?

ALEX: I sure am! I heard Pennsylvania. It looks like we had ½ the states there at least.

NICK: well we get them covered. They say the best speakers make the fewest words go the farthest. So, Alex and I are going to respect your time, and I promise you this, and I guarantee it, we're going to give you a three hour session in 60 minutes. We got a lot to cover; I hope you have a nice quiet place. I hope you have a ton of pencils and a lot of paper. And of course this call will be recorded and available shortly in our library.

One of the things I want to start on tonight, and Alex, I would like if you kind of help me out with this. Ok. Look. We say one of the best weapons of recruiting is to be enthusiastic. Feel good about yourself, feel good about what you are doing, have daily goals. I want to elaborate a little bit on that. And I don't want to give you theory. When you leave here, I want you to have techniques and tactics and strategies you can implement. But please understand this. There are some things you will be doing now; being on this call is one of those things. But there are things that successful people do, that they don't get paid for right now. And if you continue the process, you get paid later for a lot of things you don't have to do at all. I want you to think about that. You don't get paid for things you do now, but you go through a process you develop a skill set. You work on your personality. You improve your passion. You get it down to where you know what to say, when to say it, and how to say it. And later on you make a lot of money cause you get paid for things you don't have to do. So on those daily goals; I think you're going to find, first of all, this is a safe place. We don't endorse products, people, companies. We do talk about people, and how it can impact your life in a positive way. We certainly never degrade any companies or any products. Before this night's over, I might have something to say about you waving those magic wands around. But understand that in the daily process, the daily activities, there are common people. The people just like you and I and Alex, that can produce some very uncommon results. I want to give a few of those things, and then we'll get into the heart of the meeting.

I've got an old friend, Dan McCormick, who was one of my biggest lead buyers when he was a senior vice president of I think, Body Wise, back in the day. Now he's doing quite well, what's he making, Alex? 2-3 million a year?

ALEX: I think it was at least a million every year. But I think his top year was between 2 and 3 million.

NICK: And we mention that, because if you're going to learn something, you want to learn not from someone who talks about it, but someone who actually does it. And he's got a beautiful home. He's offered for me and Helen to come out and visit him probro, but, Alex, remember that story about when somebody, he was at an airport. This is a good story. That got into Dan's face a little bit. Can you share that story with everybody?

ALEX: It was really amazing, and this ties right into what you say that successful people use few words. He says he was in the airport one time and somebody recognized him, and he said they got in my face. And they started saying, and I'm doing this and I'm doing that and I'm working all day to recruit, and I'm doing it this way and I'm doing it that way, and I'm telling them this and I'm telling them that. And he goes, on and on and on. And Dan said, he was just waiting for the big guy to run out of breath. Because he didn't even want to start talking till he got it all unloaded. He couldn't. So he said, when he finally took a deep breath, he says, you know, I don't do that. And the guy was just taken aback. Here was his leader, his mentor, and he was telling him all these things he was doing, and all these things he learned that he thought he should do to be successful. And he said, what do you mean you don't do that? What do you do? He said, well, when I talk to people, I'm not talking to them to sell them something or to get something from them. I'm talking to them to build a friendship. To make a friend. And that just ended the conversation right there. Because making a friend with someone, is the first step. That's where you get the credibility to go to the second step, which is to find out what they are looking for. It's very important to deliver what people are asking for, instead of selling what you have on the shelf. I tell you, I've been selling for over 40 years. Selling is a tough game. I heard Les Brown said a good one. If you're going to fall down, be sure you fall on your back so you can see the sky so you know which way you have to go to get up. But, people fall down on selling all the time. So, the first thing you do is make a friend. The second thing you do is build credibility so that you can listen to them. Listen to them share what it is they are looking for. And then the third thing, if its appropriate, and if you're a good friend, and if you think its right for them, you tell them about what you have. And they'll listen. Because you know, when you become a friend in a way you become a trusted advisor. A trusted advisor is two words, and I love the way I used to belong to something called Est, and this gentleman, (unknown) Erheart, he always kept this huge college dictionary, Webster's dictionary next to him on the lectern, and whenever a word came up he wanted emphasized, he looked it up. Well, if you look up trusted advisor. Trusted means that you are doing things on behalf of the other person. And they know that you have their best interest at heart. Advisor means that you know what you are talking about. So, when you make a friend and you hear what they are looking for and you get the opportunity to be a trusted advisor, and share what you and your opinion, looking after their interest, and knowing something about what you're talking about, want to present something to them, guess what? They'll listen. And that's what Dan McCormick was saying. He makes a friend. That's step one.

NICK: the reason I wanted Alex to share that with us tonight is this. During this course that we go through together. This little community that we've developed. There are certainly some procedures, some activity that we can share with you, that the leaders, the super stars use. And we're getting you as close to the source as we can get. Fortunately Alex and I have a pretty broad background and know a lot of these people personally. And the closer you get to the source, the better it is for you, right? But if in fact there are procedures and activities that common people do to become uncommon, in other words become super stars. And they have the ability to generate literally; I'm talking literally, an endless stream of prospects every day. That turn into an endless stream of marketing partners every day. I'm not exaggerating here. That's fine. You can get those techniques. You can get those strategies. We can share with you how to do that. Alex and I are not big proponents of Jurassic park marketing. I don't think you'll ever hear me or Alex say, sit down and make a list of your 100 best friends. That's just not something I want to do. I don't want to go back to the dark ages. I sold insurance to get through college like that. I'm not going to do it again. You don't have to do it. But, we've got to couple this high tech approach, with the understanding that recruiting is based on relationships. And building a relationship, you know the ego drive is what gets you to produce the activity. The empathy is what Alex just explained of getting inside the prospects head and their shoes. But you've got to have a little bit of a mind set. And I want to adjust your mind set a little bit.

You know, understand this. Think of it from not just your perspective, but from a prospecting perspective. There are people that have the 9-5 mentality. And if they are going to be and they refer to it, somebody refers to it as jump out of bed so you don't get fired; somebody else calls it just over broke. You know it's a job. But the day of the 40 hours a week for 40 years and then you retire. That day is gone. That doesn't exist. Ok. So if we transition to a whole different way of living in this world. But, we want you to be in a position so that you can identify the people who want to get out of that 9-5. And certainly they can work with us on a part time basis. And maybe they'll develop a full time income. Or maybe they'll cover their two biggest monthly expenses, probably their car and their house, without touching their primary source of income, their J-O-B. And maybe some of them will be able to break the change of slavery and understand that job security, real security is owning something. And you don't have to own the McDonalds. You can own a piece of your own business. You can control your own life. And that's why the network industry is so great because it doesn't require a large amount of capital. But to be successful it requires an extremely high amount of training. And an adjustment to a different way of thinking.

Alex, you know I love Earl Shaw. Earl Shaw, this is a good story. This is a guy that, I don't know, I tend to exaggerate some numbers. I don't know if he made 10 million or 15 million, but let's split the difference and say he made 12 million dollars. And he goes into retirement and he comes out about two years ago and he's in South Florida, and somebody asked him, why have you made 12 million dollars, have you came out of retirement? And he says, because I spent more than 12 million dollars. I think he said I spend 14 million dollars. He's honest. But his key, on creating the right mind set for

people is kind of like this. He had another question. The guy raises his hand and said, Earl, I've got trouble staying motivated. Or trouble getting motivated. And his answer was real simple. You've got a problem. It's not a problem Earl's going to solve. You know, you can't establish people's why's. you don't give them the checklist of getting your kids through college, getting out of debt, getting out of an apartment, getting into a house. People come up with their own why's on their own terms. And when they really arrive at a why they are dissatisfied. When they've had that epiphany. When the why is strong enough, they'll find out how to do the business. But one of the techniques he shared was this. He said, the successful people he's coached, don't treat this if your entry fee or your enrollment was \$500, they don't treat it like a \$500 business. You know, if you join something, you enroll in something just for \$500, \$1000, or \$250, or whatever it is. And you treat it like a \$500 business, maybe, there's a real strong maybe here. Maybe by accident you might make another \$500 over the next 12 months. But in his case, he has that stereo business. Alex was talking about, which was a million dollar business. What if you had to write a check out for a million dollars? What if you had a million dollars and you wrote that check out for a million dollars. How would you approach this business now? Even if you're part time. You know, you work 9-5. Well if you wrote that check out for a million dollars, what do you do? Well, you probably work from 5 until you faint. But if you treat it like a serious business, you get serious results. So even though the investment capital is small, if the priority is high on your list, if your why, and only you can determine what your why is, is strong enough. If you really want to, I forget who says this Alex, but you want to give death. You want to execute the person that you've been and give birth to the person you can become. Then start treating your business like a million dollar business. You know what, if it's a million dollar business, Alex, I guarantee you that guy that couldn't get motivated would have no problem picking up the phone or getting face to face or belly to belly or doing a bump in run in a newspaper ad, or running an email campaign, or running some dialing software, to think like an entrepreneur and a merchant and be less of a consumer.

What did Randy Day say, Alex? It's right in, we're talking about relationships now, remember we're talking about, ok. We can take care of the leads. Understand this. This is not an ego trip for me. But the reason I've been number one in five different companies and three of them are in corporate America, and two of them are the networking business. Is not that I'm any much different than you are. Bad grammar, good idea. Its that I've mastered a skill set, I've got a few transitional phrases nailed down. I can speak with strength and conviction and confidence. The law of attraction sets in, and then people get into a conversation with me about how they do the business. Not so much why they need to do the business. They understand the why. They just have to see how they do the business. But the missing link is...

ALEX: let me throw in another thought. Because you are very modest about this. I know that you and I have talked that I know for sure you told me you went to sleep at 5 in the morning yesterday, or today, and 4 in the morning, the day before. And I know that I call you before 9 in the morning, which is like 6:00 my time, and this points out what one of

the guys was saying that I was listening to. He's saying if you treat this business casually, you will end up a casualty. This is not a casual business. And you don't treat it that way.

NICK: they need to write that one down, please. You need to write this down, please. Go ahead Alex.

ALEX: If you're casual about your business, you know, so its 2:00 I can do it, 3:00 I can do it, at 5:00. It's like the people that are getting ready to get ready to do their business. That's casual! You have to do it. You have to dedicate it. Even if you're part time. You have to pick out how many hours a day you're going to do the business. And by the way, what is the business. We keep talking about the business; the business is one of two things.

Selling product or recruiting. Nick would you agree with me that those are the two things?

NICK: That's all we do to build the business. Because recruiting is selling the product, or else you're retailing the product. One of the other.

ALEX: there's nothing else to do, so when you are in business, you got to do the business. Or you don't get the results of the business. So, if you treat it casually, a casual approach to the business. You will end up a casualty. Hopefully he's still alive so you can try again. But boy, there's no reason to be casual about the business. There's no reason to do it. The worst that can happen, the worst, is that you call someone and they hang up on you. I mean that's the worst! I've been hung up by plenty of people! I've hung up on plenty of people! But that's the worst. So you say next! Its like that old saying I heard 20 years ago. SWSWSWSW. Some will some won't so what someone's waiting. It's a number's game. Don't be a casualty. Take this serious. Todd Smith was my upline 20 years ago. Who I listened to this week again, also. And by the way, you got to become a student. And it doesn't take a lot. There are people out there, like Eric Worre, that puts out an 8 minute video every day of the million dollar earners in this business. 8 minutes. That's all. Listen for 8 minutes; you'll learn volumes of information. And what Todd Smith was talking about, he said, you know, picture the biggest check you think you can make in this business. Picture the biggest check you can make, and it doesn't have to stay the same today if you're just starting out, you might think it's a thousand, or five thousand. Shaw, the guy that you were talking about, said he was doing a million dollar business, but he was only taking home \$100,000 because the bank, the rent, the employees, everybody else took something. But in his second month in the business, after he hocked his, he said his hardest sale was he had to talk to his wife. He lost his five cars, he lost his mansion, his beautiful wife which sounded like she was a trophy wife, his beautiful wife, he had to talk her into going into a trailer, to live in a trailer with a car that he said most people go into the gas station and they go fill up the tank and check the oil. He said this car you had to fill up the oil and check the gas. Because it was just smoking all the time. And he said he arrived at a prospect's home, and he had to wait five minutes for the smoke to clear before he could go into the house. Well, anyway, this guy hocked

his Rolex, hocked his, got his wife's ring, that he begged her to let him hock them, and he put up \$5000 to get into, you probably remember the business back in the early 90s, late 80s, that water filter business. He bought \$5000 worth of filters. He made \$44,200 in his second month. Because what Todd Smith says, is take the amount of money, take the most amount of money that you think you're going to make and act like you've made it. Play the part. You think you're going to make a million dollars; you act like someone who's made a million dollars. And I'll tell you, people who make a million dollars don't wait till 2:00, 3:00 or 4:00 to get started. They've got their checkbook on their mind. Todd called it, they have the deposit mentality. I don't think I've mentioned this to you. The deposit mentality is every second of the day has to contribute to the next bank deposit. If what they are doing is not going to contribute to the next bank deposit, don't do it! They don't have time for it. He does a tremendous job following up with his down line. He finds out what they say, who they say it to, and how they said it. He checks everything. And one of the people, he said, told him that he was speaking to a prospect and inviting him to a conference call. And he said, and how long did that take you? He said, 30 minutes. He said WHAT? You had 30 minutes that you spent trying to invite someone? Why? Well, we were talking over old times. Why? There's green time and there's red time. Green time is when you talk to prospects. Red time is when you can't talk to anybody else, then you can do whatever you want. Want to talk to somebody like that, do it during red time. Not during green time.

NICK: Some people get it, some people don't. Now, you guys get it, but what's going to help you make the money is to isolate the people in your down line, and figure out who gets it and who doesn't. And to be able to isolate the prospect. Be able to sort out who's serious. You know, simple questions. Alex, you're the prospect. Scale of one to ten. I want to talk about making money. One you're curious about making money, and 10 you're deadly serious. How do you rate yourself?

ALEX: Am I a typical prospect, or me?

NICK: you're doing stratus here. I can't keep up with you. But what would a typical prospect say? First of all a great prospect would say 8 9 or 10, right?

ALEX: They mean a 10, but they are afraid to say that to you. So they'll say an 8.

NICK: I was doing a three way last night. Good prospect, by the way. And Johnny, I know you're on the phone here tonight. And he actually said 9 ½ and I thought he said 5. And I said, well, I really can't help you, it's been nice talking to you. He said, hold on a minute? And then he corrected me, he said what was wrong. And I said, I don't work with people who are 5s, I didn't discuss the company, the product, the money, the opportunity. I just talked about how serious you are about making money. He said, 9 ½. I said, 9 ½, we have a whole new conversation. Tommy Hawkins. Break this one down. Everybody, when you meet somebody with some substance, you always try to get a silver bullet. And I got this one from Italian in Tampa one time, by the pool. What is the one thing that keeps the clock ticking, right? What is the one thing that really keeps your

motor running? And here's a very simple one, I'm sure you've heard it, but its worth sharing again. What's the most important thing I can be doing right now to build my business? And sometimes its take a vacation. Sometimes its read a book. Sometimes its go to the gym. But most of the time, its what can I do to generate new prospects that can become new marketing partners, so we can duplicate the process?

Now, what Alex was talking about, Todd Smith. Take that to any level. Think of any successful business person you know, or read about. Think of any successful athlete or celebrity. They can't seem to get enough hours out of the day. You want to make as much money as Dave Letterman? Try getting on the phone for two hours like he's on the TV for two hours. That's all it takes, isn't it, Alex? I mean that's a start. Two hours every day, isn't that what Mark Yarnell teaches? Recruiters sell what, two hours a day, every day? But if you're really deadly serious, you will embrace the entire 24 hours, the great equalizer, and you want to get as much out of the day as you can possibly get. So, I think, we've maybe Alex, maybe covered the mind set. It all relates back to what we talk about, becoming a person worth meeting with an idea worth sharing. And you've got to have a story to share. You've got to be able to create an experience.

Now, this is where we are going to separate people who wish they could recruit and wish they could get results, from people who not only get results, but recognize, once they've got this little cookie cutter in place, once they have a story that can create an experience where the prospect can relate, and see the perceived value. Alex, do you know what the most difficult job is then? Is maintaining the excitement and keeping the story fresh. I mean, what does Les Brown talk about, Alex? The story, he was an adopted child, lived in a rough part of Miami. His mom, his adoptive mother was (unknown) Brown, I don't know. But he wanted to be a state legislator. He went on to become a state legislator. You know, what is my point on that? Think about this for a minute. What is it that you want to do, and do you really want to do it? And now, we've got to create a story that shares an experience. Now, it doesn't matter if I'm talking over the phone with Alex, or face to face, or we're in front of 500 people. Your story has to do the selling for you. And when you're in a sharing situation, and I mean you qualify the prospect first. They have time, interest, and money. Write that down, please. Not two of three, not one of three. They've got the time, they've got the interest, and they got the money. And money you can put an asterisk next to. Cause really everybody can find the money, if they are motivated enough. They'll find the money. Now, here's what's going to go on in the prospect's head. And you can phrase these differently, but they are worth writing down. Who are you? That's number one. Amateurs teach amateurs to be amateurs. I'm not going to learn to make a lot of money from some guy that spends all his time with a bamboo fishing pole, fishing in the side of the creek. I might learn how to relax a little bit hanging out with that guy if I want to learn how to relax. But, who are you? Number two, what do you have? Now, answer to number one, who are you? You either are or have to become this person. You have to become a person worth meeting with an idea worth sharing. I got an email, said, Nick, you mentioned that phrase six times every time you do a call. I'm trying to drill home a message. That's as simple as this business is. But it's not easy. Why isn't it easy, Nick? Cause most people don't have the discipline to put the time and the

energy and a little bit of money into contacting a few people in the proper way to build an organization to become a person worth meeting with an idea worth sharing. So they can speak from the heart. They can deliver the sincerity. They can paint the picture with their verbal skill set, where the prospect can see they can enjoy the success that you're enjoying.

Who are you? What do you have? What you have if you've done the process properly, is you've located a hot button, a dominant buying motive, a reason, a why to, whatever. You've located a financial wound, that they haven't been able to cure on their own terms. And we can list 100 different reasons why people have to make money. Ok. But, we've got the financial plasma for that financial wound. And then, why should I care? And this is where they are saying, is it really worth my time to do this? And this is where you learn to get past the money. We talked about debt a lot, because debt is pretty prevalent. Especially in this economy. And when you get past the X number dollars in debt, or the mortgage is X number of dollars, or they are behind on their payments, or they are being downsized. Or they are just trying to maintain a standard of living. When you get beyond that, you start speaking and sharing on an emotional level. And you let them know what its like to get that debt taken care of, so there are not those domestic discussions, and again, I'm being polite. So, there's not the headache, there's not the diversion from your business so you can figure out how to rob Peter to pay Paul. And yes, I've been there. That's how I can relate. I don't care what your story is, I promise you you are much higher up on the ladder than I was. And when you can do that, and answer those three questions. That's when you're going to learn to be an effective recruiter. But you gotta understand this, Alex, how do people make decisions, there's two sides to the brain there. Why don't we go into that for a minute here.

ALEX: I was listening to this, there's a group called TED, which I could remember what the letters stand for. But it's a group that introduces you to very unique and brilliant people. And last night I was listening to a conversation about the brain. And they were talking about how the brain was in two parts. The left side, the right part, the right side. And it is connected just by the spinal chord, and I guess the medulla down in the middle. But she showed, she took a live brain. This was a neurologist from Harvard. Took a live brain and held it in her two hands. It was two parts. And one side is the one that dreams about yesterday, dreams about tomorrow and relates to all the isotelic things in the world, and looks at the expansive world, where its them and everybody else, and includes everybody else. And then, the left side of the brain is all about you. It's what do you feel, what do you see, what's touching you. Are you hot or cold. I mean, its so focused on the here and now. And right now. And those two parts of the brain work together synergistically to make, to give you the ability to not only look at today, but look at the past, learn from it, look to the future. And plan for it.

NICK: So is it fair to say that the left side of the brain is the logical side and the right side is the emotional side?

ALEX: Absolutely.

NICK: Want you all to think about this now. I listened to this call today, a friend of mine asked me to listen to his call. That was just filled with statistics and facts and information. Statistics can be managed so much, I don't pay too much attention to that. But all that, doesn't sell. That doesn't paint the picture. If just distributing information and facts and statistics worked, then I guess everybody would be skinny, rich and happy. That's not how it works. The way it works is people make a decision emotionally. People make a decision because you became a friend, you developed that repore, and you got them to like you and trust you. And then you shared a story. You shared an idea. You know the old adage when the person with the idea meets the person with the money, and you know what happens with the rest of that right? But you paint a picture with your words. And the picture that you want to paint is that I, meaning you as the recruiter, can do this business, and do it successfully. And right up front, I want to tell you, it doesn't matter which business you're involved with, there's money in all these businesses. You can capitalize on whatever segment of the networking industry you're in. You know, if you are in the seminar business, you capitalize on that personal growth. If you're in the health and nutrition business, you talk about how a better physical to mental body helps you perform better. Not to mention the income. If you're in the internet business, you talk about the technological advances that can buy you more time. And if that can buy you more time, that's more time that you can spend doing what? Being face to face. Over the phone. Or in front of a group of people sharing your story and answering those three questions that every prospect has. So, they have to hear that you can do it. And they have to feel, they have to make an emotional decision, that they can do it too. You've got to convey a message that you can do this. Alex, you can do this. And you know what? We can work together.

ALEX: what you just said is extremely valuable. Sorry to step on your words, but I didn't want to miss the opportunity to emphasize. Because you talked about you need a story, and people are thinking, well, I don't have a story. And you started now, talking about how you can show people that you will, that you know about the business. That's part of it. But if you have no experience. If you don't know everything about the business, with your enthusiasm, just your enthusiasm and willingness to work at the business, you can basically say, oh, we're going to do this together. We're going to learn this together. I can call Nick, and Nick can give me the answers, or whoever your upline is. And we can learn this together and I'll be at your side, and I'll learn the business, and I'll be there to help you. I'll be there to assist you. You don't want to do it for them. But, people will join you because they feel they can trust you, they can rely on you, they have a solid partner that helps them along the path. It's not always the business, is it Nick? I mean, people, you take a look at some people. They get into a lousy business. You can't believe why somebody went into this business. But its, they can still make money at it if they work at it and if they have a good up line. Somebody that you can be. You can be that up line that they wished they had. Or I heard it another way. You can be that up line that you wish you had. Just become the up line you wish you had.

NICK: a lot of people, when you are conveying this information back to you down line, you're going to bring up these road blocks. I get the psychological remuneration over the phone. And they say, well, Nick, I'm brand new. So, because I'm brand new, I can't share a lot with this new person. Hey, listen, everybody was brand new. When I was brand new, I said, look. I've been in the business for one day. I've been in the business for two days. This is your lucky day. You're going to get my undivided attention. We're going to make this thing happen together. And later on, I had a marketing partnership with a good friend of mine, Ken Turnbow, who will be a guest speaker on here in a couple of weeks. And we put together, and now I've got 65,000 people in my down line in 8 countries. And other people think that's a negative. You got so many people, you're not going to give me any time. I said, no. I get to pick and choose who I'm going to work with. If you want to stick your head up above the crowd, I mean, you've already demonstrated to me you passed the first test. What was that Nick? Well, the first test is some people get it, some people don't. You get it. I don't waste my time trying to convince or change the people who don't get it. You get it. You understand that 9-5 mentality doesn't work. You understand there is no job security. You understand the economy we live in, you got to have your own piece of the pie. You got to have something you call your own. And although it's a modest investment capital, and you don't have to work 24/7 at this, you can develop something that you own. And your only security is in yourself. That's a good place to start. But here's my power phrase. And this is true. Because at this stage, I'm doing mostly three way calls. I'm in a pretty good position. You know, the company I'm involved with, my anniversary is coming up on May 15th, which ironically is a big day for my company. But after the first month, I was the leading recruiter for the 12 preceding months, for every month there after, except for one two month period, and we did a free enrollment program in Malaysia, and some guy recruited a million people on a handshake. Those free enrollment deals don't work too well, by the way. But whatever. We got a little bit of momentum out of that. But, now, I can literally take anyone, just like I want you to be able to do. I can take anyone and make them in the top 10 in the company. Anyone. I've done it. I've taken the top rookie every month, practically, and made them the top rookie associate. I've taken people and made sure they were in the top 10. And I'm doing all three ways, right? And I can say this, and you'll be able to say this. I want you to understand something. Your success must come before my success. Please write that down. Because it appeals to both the logical and the emotional. And at some point its going to make a little bit of sense. The numbers have to add up. But I let them understand that I'm willing to invest my time and my energy and put a little bit of money where my big mouth is. To help them to learn how to approach people. How to go through a sorting or sifting process. And recruit all the good ones. People say, Nick, how many people you want to recruit? I want to recruit all the good ones. Don't you? Your success must come before my success. I don't make any money unless you make money. We are in the same marketing boat. So I've got a vested interest in sharing with you all the good things and helping you eliminate all the negative road blocks and obstacles I had along the way. So, I can do it. That's you as the recruiter. They can do it, that's the prospect seeing themselves working with you. Seeing what could be different. Seeing the removal of stress. Seeing paying off bills. Being able to divert that money into making more money. Seeing having control over their life.

Seeing having the ability to work from the comfort of their home with the freedom and convenience of their own schedule. And then, when you've focused in on that financial wound, and you've showed them you have the answer to their financial solution, then they can easily make a decision that's worth doing. Because when you're sharing that story, hey listen, not everybody's going to make a million dollars. Not everybody's going to be number one. Water seeks its own level. I've had more than one person tell me they want to make \$10 grand a month. I get them up to two grand, they take their foot off the gas. I guess they really didn't want 10 grand a month. You know, the nice thing is when you learn to make 10 grand a month, its a lot easier to make 20,30,40,50 grand a month. You don't believe that right now, but its true. The hardest part is what you're going through right now on getting a story nailed down that makes sense, that answers those three questions.

But when you share it properly, they can see that there's a chance. They can see that there's a shot. They can see that there's a possibility. But they know at their current position, what's the chance of making 50% more income next year. How about 2 years, three years, four years, five years? And believe me, I can take 100 grand person and in 12 months produce 50% of their income working with me in a part time basis. It's a lot easier to get that 100 grand person to 50 grand, than it is that 20 grand person to 10 grand. Why? Because a lot of the traits, a lot of the disciplines, a lot of the skill sets that we employ in our business, these people have already polished off. And they are just being underutilized. So, here's another thing.

And Alex, I'm going to let you elaborate on this. And I think we got this from Les Brown. But, the prospect has to understand, and Alex, you phrase it better than me. How does he do that? You've got to let go of where you've been...I don't know how to phrase it.

ALEX: What Les was talking about, when you're talking to someone who has a 9-5 mentality, and you're looking for that person, not to give up his 9-5, we don't want to interrupt his income flow. We want them to work from 9 till they drop. That 9-5 person has to die. And he has to be reborn as a person who'll work from 9 – 5, and 5 till he drops. I remember, when I was going to college. I had three jobs. Three jobs. And I was on the Dean's list. You know, and I didn't know any other way. Because you were talking about nobody started further down than you did? I remember sleeping on mattresses on the floor because my family didn't have money for furniture. And I swore to myself I'd never ever sleep on a mattress on the floor again. I don't even sleep on an air mattress in a tent anymore. You know.

NICK: I was going to say we didn't have mattresses, but that's not true. So I won't one up you.

ALEX: But when you reach that point, or when your prospect reaches that point in your conversation. See, its up to you to draw this out. You want to hear, you want to talk to a prospect that says I've had it. And I'm not going to take it anymore. I want to be

accountable to get to that place where we both want to go. And that concept of being accountable. See, its like...most people in this business are part timers. They have a regular job, they leave the house at 7 or at 8, come back at 6 or at 7 at night. And you know what happens? From the minute they wake up until they come home, they usually are focused on their existing job and other headaches. They forget that they have that other business. The one that was going to free them from that 9-5 slavery. They forget about it. When they wake up in the morning, you know, its wonderful to think about the job you have working for your boss. But you know what? When he wakes up, he doesn't think about you. You have to start thinking about your own job. You have to start thinking about your business. When you wake up in the morning, I wake up in the middle of the night, I have a note pad and pencil, cause I got a lousy memory. I don't dream, I don't remember anything at night. And I write notes to myself at night. And you start your business, you hold yourself accountable. If you're disciplined. You can't sometimes be accountable to yourself. But I usually tell my wife, please remind me. Or if you're really lucky, and you have a friend, and a guide and a partner, and an upline, and whatever, like Nick. And you can say, like Nick, I won't say what it was you wanted me to hold you accountable to, but you asked me to hold you accountable, today. And make a pattern of success. There's a map you can follow. There's a map you can follow, its easy to create it. I was a pilot, so I flew my own plane. And when you take off in your plane, and you aim for New York, from Los Angeles, you'll never make it. The wind blows you off. The funniest story was, when I was flying out of Vanheim airport when I was starting. It was dark. I begged my wife. There were three kids in the plane, and my wife. And I said, please lets leave while its still light. I hate driving in the dark. It's a cloudy night, there are mountains, there was an ocean on one side, on my left. And the mountains on my right. And I said, please, I'm so afraid of those mountains. Without a moon, you can't see them. Please lets leave when its daylight. And I'm taking off from the airport and the trick I use, I used to tell the tower, I used to say I'm a student pilot, because I wanted them to keep an eye on me. And after about 10 minutes, I knew I was supposed to already see the freeway next to the ocean. And I didn't. I said, oh my gosh, I must be hitting the mountains. And what happened was, that I was so nervous about hitting the mountains on my right, that I turned the wheel slowly to the left. And I was going in a spiraling circle above the airport. And the tower said, sir, you are at 8000 feet directly above the airport. I didn't go anywhere. You have to draw the map, and you have to keep making adjustments so that you can get where you are going. Otherwise you are going to stay exactly where you were. So if you have somebody that has a different perspective than you do. If you have somebody that has different experience. You don't want a duplicate. You don't want a shadow. You don't want somebody that says yes to you on everything you do, cause they are afraid you might quit. You want a real friend. Somebody that tells you the truth. And somebody that you can say, please hold me accountable. I want to make \$2000 by the third month, and I want to make \$6000 by the 6th month, and I want to make \$10,000 by the 12th month, a month. And this is what I'm going to do to do it. I'm going to spend two hours a day, I'm going to call a minimum of three people every day. And I'm going to use 15 minutes of my red time, that I can't call anybody at night, and I'm going to listen to self improvement tapes. I don't care whether its Tony Robbins, or anybody. Anybody that's successful. Listen to them. There are

millions of mp3s online, that you can listen to. It doesn't take a lot. It really piles up, and if you drive to work, or you drive during the day, and you can have a University in your car, you're even luckier. And anybody can have a University in their car. You figure out that if you're driving an hour a day, that's not a lot. Most people drive more. And you're working 50 weeks a year, 5 days a week, ok? That's 250 hours of learning. Do you know how much 250 hours of learning is? It's a lot!

NICK: how many hours a day was that?

ALEX: one hour a day, 50 weeks, is 250 hours a year.

NICK: let me give you something you can use on top of that. Try calling people from 7:30-8:30 in the morning, before you go to work. Then you've got 250 hours of phone time, on top of the 250 hours of training. Think about that for a minute.

ALEX: And if you don't think that's going to make you get to the top faster, you're making a big mistake. Because compared to everybody else, that's a lot of time put in on your business. And on yourself. Most people don't do a fraction of that. They are so busy getting ready to get ready to get ready to do work, that they never get to the work. And you don't get paid for your time. This is not a 9-5 job where you clock in and you clock out. You get paid for results. Results are recruits that are coachable, and that do what you....See, you want recruits. If you want to know if your recruits are working, just say to yourself, if I would be doing what my recruit is doing, would I be making any money? And you know what, you don't want to do what your recruits are doing most of the time. Unless you get a real guy that's really working. You gotta be a leader. You gotta show them how to do it.

NICK: The way this works, the computer actually pays you on results. I always thought it said, well Alex Weiss is the nicest guy out in LA, we'll go ahead and send him a \$2500 check this week. So it doesn't work that way. It's all based on results.

ALEX: And you don't have to work like a horse. You don't have to work 18 hours a day. You put your one to two hours, serious hours, you know what, don't measure it by hours. Call 3 new people, don't call to have a little chat, what did you do yesterday, what was on on TV, with somebody you know already. Three new people every day.

NICK: I'm going to go one step further than that. If you're going to call three new people every day, you don't need to be on this call. Ok. You need to go ahead and use this time to call those three new people. And then....

ALEX: We'll come on your call.

NICK: Absolutely. Because what we are looking for are people that want to do the massive action. For two purposes. Because the massive action generates the appointments that get you the marketing partners that builds the organization to get to duplicatability

that generates the serious income. And the second thing is it's the only way you are going to perfect your skill set. You've got to have the passion, you've got to have the personality. Now, I'd like you to write this down. Let go of who you've been. I'm going to repeat it. Let go of who you've been. And become who you need to be, and become who you need to be to enjoy the success you've sought. That's one of mine. Let go of who you've been and become who you need to be to enjoy the success you've sought. I don't know what verbiage you use, I don't know how you paint your picture, but that's the message you get across to the prospect. That's what gets them to go across the bridge from being a prospect and becoming a marketing partner. Here's something else. I don't know what you guys are selling out there. Some of you guys are selling internet aps, some of you are selling weight loss, some of you are selling.....I'm selling the great adventure. I'm sharing something that's new and exciting that can turn dreams into reality. I'm a merchandiser of ideas. That's what I'm selling. Is that what people are buying? Don't get me wrong, there are good companies, there are good products, there are good comp plans there's good opportunities. But I promise you this, if you take a person worth meeting with an idea worth sharing, that knows how to communicate effectively with people, who convinces people that they are speaking to them from the heart with sincerity, with emotion, because they really are? You give me somebody that knows how to separate the wheat from the chaff, and invest their time with people who get it. And forget about the people who don't? And you put them in any situation, and they'll be successful. And you've seen it happen. You've seen it happen where a leader from XYZ Company went to ABC Company and it's that person that made the difference. That's what you've got to be. You've got to understand, ok, if in fact we overcome the 9-5 mentality by having a piece of the pie, our own business, then what you have to understand is the ultimate investment has to be in yourself. You've got to be in the position to where you can do this as good as anybody. The good news is you can. This is just, like Alex said earlier, it's a numbers game. We can massage the numbers. We can make it so the numbers are more effective. We can show you ways of generating the leads. Why do you think I'm number one? Cause I'm such a great speaker? I came out of the womb just like you guys did. No, I know a lot about leads. I know about getting in front of people with time, interest and money. I'll be sharing this with you. But it takes two parts to the equation. Remember back on fundamental 101 of our first session. A Good presentation plus a good prospect equals a marketing partner. So here's our foundation. Our foundation is there's no such thing as job security. That we've got to have our own thing. That's got to be conveyed, accepted and reciprocated back from the prospect. Two, our mission. Our mission is to help you become that person worth meeting with an idea worth sharing. And together we are going to get this done. I mean we are going to help you develop the potential of your personality, improve your skill set, and give you the knowledge, because knowledge is what gives you the confidence. And then basically, you guys should be, you know where ever your company is, you should be brushing up on the product knowledge, right? Gives you more confidence. And then we'll help you with the marketing side. We'll help you with the skill set. And then you need a little bit of patience, and a little persistence, and you can speak with strength and conviction as much as anyone.

Now I want to do a little side here. You know, this is a safe place. I think you guys have figured that out, you're kind of trying us out. And by the way, Alex, my number in my line finally got over 70. But I know I got to get to 114 to beat you. But I want you guys to start promoting this call. You know that we don't cross recruit. We don't sell leads. We don't mention companies. A couple of you we've contacted, and I appreciate the emails you sent. We've done something nice for. I don't need to advertise that. But there's no product endorsement. It's a community of connectivity and sharing and growing together. And it happens every week. You know when Alex is talking about accountability partners, you don't want an accountability partner that I call Alex and say, Alex, I don't feel like doing the call tonight. You know, Nick you're right. The weather's bad, the moon's not full, whatever. You want somebody that says, this is our plan, it's my turn to jack you up. It's my turn to back you up. Because you'll do that for me somewhere down the road. But you need to start promoting this call and use it. You need to get your down line involved. You need to bring prospects on here and say, you know what, this is something we do over and above the corporate level. If you're very serious about making serious money, I've got two guys that have tremendous backgrounds. You know, one is a very successful business man who sold his company years ago for millions of dollars. And knows the networking industry inside and out. And has unbelievable contacts and shares a lot of life stories that relate to us becoming better recruiters. The other guy used to be one of the largest providers of biz op leads in the world. And has been number one consistently with his current company, and four previous other companies, three of them from corporate America. So, he might know a little bit about recruiting. He might know a little bit about leads. And together, these guys are a pretty unique combination. Cause they don't give you a lot of fluff. They don't tell you what you want to hear, they tell you what you need to hear. And they give you the ammunition you need to get started. And hopefully we give you guys a little bit of motivation. And I hope the motivation is, every time we leave you pick up one new tool, you pick up one piece of missing information. You've got another piece of the puzzle in place so that you can really achieve the dreams you started out to have. Typically, then we'll go to Q&As and I'll give Alex the closing comment here. People start out with a high degree of energy and enthusiasm. Picture that on a big graph. It starts on a lower left hand corner and goes straight up as a diagonal. Right? So, we have two isosceles triangles. I think I got that from you, Alex. I've got two triangles there anyway. But on the other hand. Their knowledge starts at the very bottom from the other right hand corner and goes all the way up to the top. So what happens is they acquire their knowledge, their enthusiasm level goes down. Now what good is it to know what to do, when to say it, how to say it and not have the enthusiasm to go out and do it? What good is it to go through life and sell yourself short? And really, you might start off and recruit one person out of ten. Pretty soon, you'll get 2 or 3 out of 10. Then you know what, once people go through your process of talking with you. Of you identifying their dominant buying motive. If you give them the solution. They go through the A call, the B call, then again, you'll literally recruit 9 out of 10 with fingertip control. Nick, that number's astronomically high. No it's not. Because the hard part is to be getting people to go through the A call and the B call. And the ones who don't do it? Guess what? They either don't like you, they don't trust you, or they weren't serious about making money. Cause you didn't answer those three questions. Right? So, I want

you to promote the call. I want you to use the call. And I want to get some feedback. Alex, where can people contact us about feedback, we might have 5 minutes here for a couple quick Q&As?

ALEX: questionfornick@gmail.com. And talking about feedback, people have their own opinions about what their down line needs training on, needs information about. If you think there are topics you'd like to see covered in addition to the ones we have, we have about 52 laid out for the 52 week process. Please share it with us. I mean, we're looking to learn from everybody. Nobody knows everything.

NICK: yeah, we want to give you the information about things you want to focus on. Now, next Wednesday, unless we do something to the contrary, I'm going to focus back on objections. And I'm going to give you the reasons why prospects question you. And why that's a good thing. I mentioned on an earlier call, there's nothing worse than you asking all these closing questions and you hear yes yes yes yes, and they don't show up for the interview. Or they don't follow through on the call. But, I'm going to share with you what's positive. And you know, people question you sometimes because they resist change. Or sometimes they want reassurances, or sometimes they want advice, sometimes there's just simple miscommunication like what I talked about earlier. I thought the guy was 5 and he was a 9 ½. 9.5, right? But I want to give you the psychology of that. So that when you encounter an objection, you greet that objection, not with dejection, but with enthusiasm. Because you know that's a buying signal. And that's not just a play on words. I'm not trying to play games with your head here. That's something you have to understand. The more nos, get you closer to the yes. Alex, question, then we'll do two or three....

ALEX: I love it, let me clarify something. Because I realize in listening to you I may have given a misimpression. When I told people that if you just do three, speak to three people a day, I did not mean, speak to three just anybody a day. This is, you have your calls to make. You make your calls, these are three people that want to hear what you have to say. These are not.....

NICK: Three confirmed appointments, is what you're saying right?

ALEX: that's right. These are not suspects, these are prospects. And if you figure it out, even if you take a few days off, if you do three a day for 320 days, you've come close to 1000 people to talk to. So even if you're at a 20% percentage, even if you only close two out of ten. That's 200 recruits.

NICK: And remember you are looking for the one out of a hundred, right? Now you've got the two out of the two hundred.

See, even if Alex and I converse long enough, at the end of sixty minutes, we'll end up on the same page.

ALEX: Yeah, I heard your little quick one there, thinking that three is not enough. It was not three just call up people and they say, don't have time, goodbye. That's not a call.

NICK: As I mentioned, this is a learning experience here. We had some fool that established the accountability call. And people would call in and say I'm going to contact three people today. I'm going to send out two emails. This was what people were going to do to build their business. now, it goes back to the original comment, tonight. If it was a million dollar business. I'll give you a simple case in point. And then we'll take two questions and answers. And don't forget, Alex give them the email address where they can email their questions in, cause we do respond privately.

ALEX: its questionfornick@gmail.com.

NICK: So here it is, we're doing this accountability call, and people are doing nothing with it. What would you do if this was a million dollar business? and I'm going to give you a simple example. When I first started with my current company, I mentioned this, I went to the top person, and I got him to do a call for me, right? And I set it up a couple days in advance. That's pretty good. If you do something big, I want the best guy in the company to do the call. And I wanted him to edify a couple of my guests. That was important. And then I proceeded to send an email out. You know who I sent it out to? I sent it out to my address book. I didn't care if my uncle got it. I didn't care if my children got it. I didn't care if my next door neighbor got it. I didn't care who got it. It went out to my address book. Why? Because I was serious about the business. somebody who treats the business casually, like Alex was mentioning earlier. Who will become a casualty. They spend more time going through their database, trying to figure out who to send it to and who not to send it to. Send it out to everybody. Then I followed it up with a phone call. I followed up with a phone call to the people I thought would be most receptive. And when I got done with those, I followed up with another email to everybody and got as many phone calls made as I could. Now what happened to me was what's going to happen to you. A lot of people are going to say, Nick, go make ten thousand dollars, and get back with me. Now the truth is, you could probably go make a thousand dollars and they'll want to get back with ya. But in ten days I recruited 56 people, at a two thousand dollar level. Which was the highest level with our company. And then I went back to the people who put me off and said make the money. And when I showed them I made over \$50,000 in cash and awards, and I'm being very modest there, because it was a lot more than that. And the company even gave me a gold Rolex because nobody ever did this before. And I didn't think it was a big deal. I didn't think...I just did what I wanted to do. Which is work at maximum capacity. I want to be candid with you. Some of us still have a few skill sets to develop. The good news is, as I've shared with you many times. Three hundred phone calls done in the proper fashion, and you can know as much about conversing and convincing and become not only a persuasive recruiter, but an effective trainer. Cause you're going to find your conversation, if they are relayed in the form of stories, become stories that they'll remember, and they'll become their first bits of training, to start you and your new marketing partner on that great adventure. I'd love to ask you guys what you tell people when people ask you what you do. I gotta mention

this. My newest marketing partners, John and Heather out in California, they do everything I ask them to do. They joined at the highest level. They set their lead system. And of course I put a little money where my mouth is. And you know what, I met with them last night, and I've got another one, Joseph, and Joseph I know you're up in Atlanta right now. Same way. And Ken Kopella the same way. And you know what, every one of them now knows what to say, when to say it and how to say it. And has over 100 leads. And by leads I don't mean some name and phone number. I mean somebody that responded like the wave file I shared with you a few weeks ago. Where they say, Nick, here's my name, here's my phone number, here's my email. And here's thirty seconds about myself that will separate me from the hundreds of other responses. Pretty good leads to talk to. We'll talk more about that in the future right now. I'm going to share something with you. I'm going to share something with you, I don't want you to be offended.

When you have the chance, and you can ask a question directly, two people who can really impact your business, take advantage of that opportunity. Be the person who's a little bold. Write that word down, bold. People ask me all the time, Nick, what is one of the traits of greatness. What is one of the things you look for? I look for not arrogance, I look for boldness. I look for a little bit of maverick in people. So be bold. Next time that happens, you get the person that gets your questions answered. I can promise you this. I don't know where you are getting your questions answered from right now, but the stuff we share with you works. Alex, I'll give you the closing comment. And first of all, I want to thank everybody for their time. I certainly respect it. And I really sincerely appreciate the fact that you'll join us on a Wednesday night. I can assure you, like you guys, I make my calls and send my emails out right up until 9:00. And I'm looking forward to this call. This is the call I look forward to every week. Because it gives me a good feeling that I'm passing forward a lot of information that was shared with me. And my ability to pass it forward with you, again Alex, I'm being a little selfish, but it makes me feel better about who I am and what I do. And it certainly becomes a weekly goal that helps me get done daily activities. Alex, closing comment?

ALEX: I just wanted to expand on this idea of telling a story and creating an experience. Because there's a purpose to creating an experience and that is that the person you are talking to, the prospect, has only two reasons that they don't do the business. They don't do the business because they don't think it's worth their time. Or the other one is, they don't think they can do the business. They don't think they are capable of doing the business. When you create a story, that lets them enter your story and see themselves in your story and feel themselves in your story, then they realize that if you did it, they can do it too. Especially if you're going to be at their side. And the odds of getting them to say yes to you go up tremendously. So that story is very important and if you don't have one of your own, take somebody else's that you like and you say that's the guy I want to be like. Or that's the person, woman, I want to be like. That's the person who really did what had to be done to get where they are today. I want to take those same steps and see if I can get there, too.

NICK: I like that. That's a good note to end a call on. So, some of you guys ought to get a hold of you upline tonight and say, what are the three questions every prospect has on their mind that I've got to answer to recruit them? I'd be interested in the results. Send me an email. I'm going to open the lines up now, Alex so everyone can say good night.

If you enjoyed the call, let Alex know. Good night everybody. I look forward to seeing you next Wednesday.

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