

ALEX: hi there.

NICK:hold on a second, let me see how many people are on the call.

ALEX: yeah right. Well I'm recording it already, so, I can see who's on this line.

NICK:Ok. You know where you want to start? Cause I have a pretty good idea where I want to start.

ALEX: I just wanted to give you another thought to throw it in there. And this was, we read a weekly section of the Old Testament every week. We have it broken up into weekly portions so that at the end of each year, we start over again. So its read the whole Old Testament, is read once a year. And this last week's portion is about the Jews and the Golden Calf. And it says God told Moses the Jews are messing up, and go down and take care of them. And it then says, He then looked and saw what they were doing, and he broke the tablet. So the question is, God just told them what they were doing, basically, why didn't he just break the tablet there? Why did he have to look and see, and then break. And he says, that's a typical human trait. That emotion, take off the e, you get motion. When somebody sees something and gets emotional. And gets involved emotionally, that's when the motion starts. So, if you want to get movement in your life. If you want to head in a certain direction, you better get emotional about it. Cause if you're not, you're not going to do anything about it.

NICK: that was kind of like the Tony Robbins deal, basically. The whole things built on emotion.

ALEX: that's right. I just like the fact that emotion is spelled E and then motion.

NICK: I didn't know what you were going to tell me. I thought you were going to have Moses knock on the rock twice and we were going to give everybody water.

ALEX: I was going to go straight to money, but that's ok. So we were going to talk about handling objections. By the way, everything is being recorded now.

NICK: OK. Let's go to a starting point if you want to mark this on the call.

ALEX: First give me the outline of what you think we're going to do, then.

NICK: I've got a good little story I want to share about growing corn. And then, I thought we'd do a quick review of things we talked about last week. And then we'll go into objections. And this might take 10-15 minutes before we actually get into objections. And then I thought we'd be about 35 minutes into the call, and I thought I'd give you the last 20 minutes to close the call out.

ALEX: so I think the way we close the call out is we actually bring up some objections that we didn't have yet.

NICK: Well, I want to get into the mindset of objections. In other words, people are afraid when they hear an objection. The first thing is, a negative sign. We've got an objection, we're going to lose the sale. Whatever it might be. I want to get into the positive aspect. For example, here's the best one. The worst thing is I'm trying to set an appointment up and I hate to hear yes yes yes yes. And then the guy doesn't show up. Where, if you understand that a few sales are made without some type of objection. That's a pretty positive reinforcement. In other words you want to hear something, because some people don't understand what you're saying. Sometimes they need reassurance, but it shows they are paying attention. There's a lot of things I could bring in like that. I want to get into that framework and...

ALEX: I was listening to Harvey Mackay and he basically, Worre was asking him, about all the turn over and how to handle that. And he said, look, when people are listening to you and talking to you. They are trying to make their mind up about the business opportunity. Yes, that's true. But more importantly, they are trying to make up their mind about you. They want to see how you handle yourself. How you handle their questions. How you feel about what you are doing. And they make just as much a decision about whether they want to hook up with you as if they want to get into the business. They are both important issues.

NICK: isn't that pretty much what we talked about last week? Who are you? That's where the whole basis of a person worth meeting with an idea worth sharing comes to play.

ALEX: So the idea of objections. If we changed the word objections into questions, it's a trial balloon. It's a trial balloon for the person to find out how you address those things. Because what he's basically looking at, ok, I don't know everything about this. I'm probably going to introduce some people, if I go into this program. I'm going to introduce some people I know to this person, how's he going to handle it? Am I going to be embarrassed by him if I bring these people who ask questions?

NICK: You know we could do a whole session on what you're bringing up. Because how you handle yourself on that initial conference is kind of what sets the stage and paints the overall landscape of where we're going to go. I mean, what do I see, do I see sunny skies and blue seas? Or do I see a rocky cliff and rough shores and a raging sea?

ALEX: and you need to see one more thing. And that is, there was a discussion about, I forget if it was Les Brown, or one of the other dozen guys I've been listening to. But, basically, what people usually say is, yeah, you can do it because you have so much experience. You know all the answers. And you can replace that knowledge and substitute that knowledge with enthusiasm. Hey, let's get that answer! I know someone who has that answer, and boy he gives good answers. I can't wait to hear what he's going to say! What a good question you have! And just approach it from a point of view of enthusiasm and excitement. You know people will walk for miles to watch somebody on fire. And you don't have to know everything to be on fire. As a matter of fact, the less you know, the more you'll be burning. And that is adequate, more than adequate to use

somebody else's experience, somebody else's achievements, somebody else's knowledge. And when you attach your enthusiasm to the conversation, then all of his knowledge, all of his experience, all of his achievements become yours. Because you're part of his team and he's part of your team. And it's yours now. People don't join just you.

NICK: I'm going to interrupt you. This is where we should start the tape. This is good stuff. I got a page of notes just listening to you here for three minutes. I do too! This is a good point to start on right here.

ALEX: ok. We're recording anyway. We can start it again.

NICK: No, we ought to do a call where you can just put the call up. But when you start talking about replacing knowledge with enthusiasm, and then we tell them, and when you acquire the knowledge, build on the enthusiasm, you've got something there worth for people to remember.

ALEX: And also that it's your team. You're not saying his team. Let me introduce you to my team.

NICK: our team.

ALEX: Our team, even better.

NICK: I got a question for you. I'm going to put the other blog up tonight on the call. Is there a way we can let people go in on Wednesday night and say, look, you can have access tonight only, on two portions of the blog. Where you can comment on either the introduction letter, by the way your letter needs to be placed as the first one in there in comments. And then, second part of the blog is on the call. If you've been to a couple of our calls, we'd be interested in your comments. And then close it off so they can't get back in there. Can we have them go to Nickskolsky.com...?

ALEX: and then when do they reopen it?

NICK: Well, they can't reopen it till we get the other parts of the blog done. But we knocked down twenty comments for each section.

ALEX: you know what, we can automatically open and shut it, because we are the ones that release that stuff to go to the comments. No comments get on there without our approval.

NICK: No, but I don't want them going in there looking around while we are building it out. Because it ruins the hype of opening it up. Cause I don't mind them going in there, look, there's 2 blogs in there. Give them a chance to make a comment.

ALEX: What we can do is we can remove, we can make Nickskolsky.com be the blog in addition to nickskolsky.com/blog and then when you want it removed, we just go back to the old way, that nickskolsky.com looks.

NICK: So there is a way. Do you want to run that by Laura, or do you want to put that on this tape.

ALEX: no, I know for sure we can do it. I just, we just change where the location is. Where the address is. In other words, we put it up in two places. One place we keep working on it. The other place just pops up, and then we remove it.

NICK: Why don't you just make a mental note there. And then when I drop off this call, then you can add that on there. I'm going to drop off the call like I'm going to get a late flight, or do you think we should take the whole hour and close it out?

ALEX: I think we should tape the whole hour start now. What time is your flight?

NICK: no I'm not going out till Wednesday morning.

ALEX: ok. No, I think we should tape the whole call. I really think its not as much as my ego would love it to be my call, its not advantageous to split up the energy that you are the focus.

NICK: No, I'd rather be a king maker than a king myself. So. The power really lies behind the throne.

ALEX: If you want to choose between you being and me being the one in the front line. We can talk about that. But I think we've already made that decision. My little convertible jaguar doesn't show as well.

NICK: I did a video today, I'll send it over to ya. I got a lot of work to do on my videos, but I want to get stuff up.

START THE CALL

NICK: hey everybody this is Nick Skolsky. Along with my good friend and mentor, Alex Weiss. Alex, I know you're out there. Welcome to the call.

ALEX: Thank you so much Nick. I think you made a mistake at the beginning of the call. You are the mentor. I'm the student.

NICK: Guys we just got started and we're making mistakes already. That's ok. We're going to talk about a lot of mistakes people make and how they are really not such a negative thing. Before we even get started, Alex, you shared something with me, cause

we're going to be talking a little bit about objections tonight. That I thought shed a little light on how people approach an objection which could actually be entitled a question. I'm going to turn the microphone over to you for a minute.

ALEX: you know, you're right. I do have a particular point of interest about objections. Because people call objections, objections, and then it has this negative light of it being painful, and something to avoid. But all objections are, are what we call them. It's not what the person, you know, nobody says, excuse me, Alex, I have an objection for you. That's not what people say. People say excuse me, Alex, I have a question. From their point of view it's a question. Its not an objection. An objection may be, you know, everything is answered and they just have one more thing they want to know about before they say yes to everything. It could be what's called a trial close. That's one thing. The second thing is they are really looking to see beyond tonight. In other words, lets say this is somebody that has some experience in getting into this type of business or a type of business that involves talking to other people. And they know that they can't do it alone. They don't want to do it alone. They can't do it alone. So, they are asking questions and they may be the type of questions that they think others will ask. In other words they have their circle of influence. They don't know anything about the business yet. They are going to bring somebody and say, hey Alex, my friend Bill had a few questions about what I showed him. Could you help us out, please? They just want to see how you are going to represent them. Because they are joining your team, and it becomes our team. And they want to see how the team works.

NICK: is it fair to say, sometimes, the prospect isn't thinking microscopically about, this is my question. They are actually thinking wow, if I was going to get engaged in this business, these are some of the questions I think either my prospects or my friends or whatever my circle was. These are the questions they would have. They are actually thinking macroscopically. Fair analysis?

ALEX: Absolutely. And you know, they are not only looking for an answer. That's only one part of what happens on what we call a three way call when you get somebody else there to answer the questions. They are looking for the posture. They are looking for the enthusiasm. They are looking for how excited and energized, the positive vibe they get from that call. Am I going to join up here with somebody that's like a dead fish. He doesn't move and feels slimy. I mean, that's not the kind of thing people have to look forward to. But if they find a bundle of energy, it doesn't matter what the answer is, because you know what, eventually that question will get answered. Somebody in the upline will know the answer. But the enthusiasm and the excitement, and the good feeling, the good vibes that come out of that call, are just as valuable as the words.

NICK: Two points. I've got to interject, Alex. And if you all are taking notes, Alex, this is something you shared with me last night when we were talking. I want you all to think about something. Alex, you ever had a conversation where you are trying to get the appointment, or you're in a closing situation, and it doesn't matter what question you ask, its yes, uh huh, yep, ok. It's a constant flow of yes yes yes yes.

ALEX: you're reminding me of my first dates.

NICK: I won't ask you how your first date was.

ALEX: not really a lot of talking.

NICK: now here's the thing. If yes yes yes yes. I'm only going to share this with you. And most of you know this to be true already. Please write this one down. Few sales are made without an objection. There's a lot of reasons we'll go into on this call. But write that down. I mean, it could be they are trying....it shows you they are paying attention. For one thing. It could be that there's some miscommunication, there's a lack of understanding. I'll give you specifics in a minute. But understand, this should be a good starting point. Few sales are made without an objection. This is something equally important, Alex. You shared with me, about, sometimes people are a little timid, because they don't have the knowledge, but there's a way to offset their lack of knowledge. I'm going to let you run with that one for a minute.

ALEX: Absolutely. You know, the knowledge is just one of the elements, as I was saying. You can handle any question that comes up. And I think we should stop calling them objections. They are really questions. You can handle any question that comes up with enthusiasm as part of the answer. Not as avoiding the answer, but as part of the answer. What a great question, Bill! You know what, I really like your question. You put into clear succinct words what I've been thinking about. And I'm not sure I know the answer, but I think I know someone who does have the answer. How about we both give him a call and let's see if he can answer it for both of us. You want to bring people inside to that inner circle as soon as possible. And not let them feel like an outsider. You know, the outsider that has all the questions. No, the whole educational process is learning. And that learning starts with recognizing what you don't know. And you have to ask a question to find out what you don't know. And then, that enthusiasm becomes part of the answer. That...

NICK: I'm going to interrupt again. Go ahead.

ALEX: I was going to say it may be the beginning of the answer, its not necessarily the end of the answer. But its part of the answer.

NICK: See, nobody has all the answers. But what I wanted you to hear, its not so much what you say sometimes, but how you say it. Please write that one down. Not so much what you say, but how you say it. Think about this for a minute. Did you hear Alex's voice? Did you hear the inflection? It's kind of like, I'm sure you're standing up, Alex, but its kind of like he rose up out of his chair. And rose to his full height. Do you all want to do me a favor? If you're not driving, do this right now. Stand up. Go ahead, do this. It only takes 10 seconds. Hold your shoulders back. Push your chest out, raise your head up, take a deep breath, hold it.... And let it out. You feel a little more empowered? You can sit back down and relax now. When you've got enthusiasm, enthusiasm will overcome your lack of knowledge. Please write this down. Our definition of enthusiasm

is feeling good about yourself. Feeling good about what you do, and having a specific goal, daily, weekly, monthly, etc. Now, understand, when we are talking about these questions, these objections. They don't just come up during the quote unquote closing conversation. They happen all the way through the conversation. That's why you have to be prepared. So if you get into a situation that you don't know it, not everybody has all the answers to everything. No one on this call is an oracle. Alright?

ALEX: I must break in there with one piece of information. I have the answer to every single question that anybody ever has asked or will ask.

NICK: I do too, but I'll let you go first.

ALEX: My answer is always the same. What a great question! Thank you so much for asking that question! You know, I'm not sure I know the right answer to that 100%, but I think I know someone who does. Why don't we both try to give him a call together, and we can both hear the answer.

NICK: I like that one. You see, Alex has got more patience. And patience is part of our process in being a recruiter. Because the way that I usually handle that is, some people get it and some people don't. I mean, this is probably something you'll use after the answer has been provided to the question, but understand that, some people get it, some people don't. But, Alex, when you are replacing this lack of knowledge with enthusiasm, you're still in the position, that the secret is you acquire the knowledge, is to increase the enthusiasm level that you had when you first came into the business, when you were first excited. Not to let the enthusiasm go down while the knowledge goes up. Which is what usually happens to most people.

ALEX: and there's another element to that enthusiasm and asking the question. There are only two reasons somebody doesn't join you in a business. One, they think the business is a lousy business. That's one of the. But the other one, they think they are not good enough to do the business. And if you can show them that they don't have to learn everything. As a matter of fact, that's the better way to do the business, is when they don't know everything. Because then they ask somebody to give the answer. Well, when you ask somebody to answer a question that you didn't know the answer to, guess what the person you're talking to, your prospect, is thinking? He's saying to himself, oh, there is a support structure here where I don't have to know all the answers. I just call someone and they give the answers. Boy, that saves me a lot of time studying until I know everything perfectly. That holds so many people up from going out there and calling people, is because they are afraid they don't know it perfectly. They don't know every single answer. You're better off.

NICK: Another thing, Alex, you're duplicating the entire system. In other words the whole system has to be duplicatable. Most of you know this, I'm not real big on the warm market. I make that pretty clear. I'm big on leads. That's where I feel the most comfortable. But, this element of enthusiasm, we talked about it so much last week. We talked about, we quoted Dan McCormick, about one guy was complaining about he was

not getting the same results and Dan says I don't do those things. And we talked about Earl Shaw on treating the business like a million dollar business, not like a \$500 investment, or Randy Gage with the passion and personality, and building relationships. And the best one, Alex, I don't think we even used it, was Les Brown, cause he's always talking about people doing one thing, and that's being hungry. Hungry. Les Brown lets people get hungry. And Mark Yarnell says, really if you just devote two hours a day, you know, every day in either retailing product or recruiting, you can get to where you want to go. But I can't underscore enough how enthusiasm will overcome. How this natural enthusiasm will envelope your prospect into going in the direction you want to go to. But here's the other point I want to make, when you're working your warm market. This should help posture you. Sometimes you work in your warm market, or your friends or your neighbors or your bump ins. And there's a feeling of, I don't know if its inferiority or you're operating on a lower level. Or you're picturing yourself as a peddler. I don't know how it is. But its some negative influence. Put this in your mind, and put this in your heart. If the business is good enough for you, if its good enough for us, its good enough for them. And sometimes we're afraid of approaching people in our warm market. And quite honestly, financially they could be worse off than you by many times. They just put up a good now right now, because remember this, there is no such thing as extra money. Doesn't matter who you are, doesn't matter what you do. There is no such thing as extra money. Anyway, I interrupted your flow there Alex. But I got like two pages of notes on what you've shared with me so far.

ALEX: I just wanted to add one more point about this enthusiasm. And that's what happens when you're enthusiastic, is when you get emotional. You get, you have feelings about it. You know, its not pure knowledge. Like we said last week, if knowledge of information was enough, everybody would be skinny, rich and healthy. Information's not enough!

NICK: and happy.

ALEX: and happy. Information is not enough. People have to be enthusiastic about it because it involves them emotionally. And once people, and I heard this from a Rabbi's sermon, that emotion is made of the letter E+motion. When you get emotional about something, that's when you get into motion. That's when you start moving. That's when you start taking action. And if you want your prospects to take action sooner, get away from the knowledge as quickly as possible. And get to the emotional side of it. Where the person gets, like we said last week, gets into your experience. Your exponential review about what you are talking about, where it talks about things that feel good. Things that not just words that are accurate, but words that feel good. Because once he gets that experience. Once your prospect gets into that experience, he can picture himself also having that experience. And that will get him to take action faster than giving him an answer that is accurate.

NICK: See, we're back to that left brain, right brain thing. And believe me, people make decisions emotionally. Now, I hear some of you. I'm getting the psychological reverberations over the phone here. They say Nick, we're talking about objections. I need

the nuts and the bolts. We'll give you the nuts and the bolts in a minute. We'll give you enough you'll feel your head is screwed on pretty tight, I promise you. But you have to have this foundation. You have to be postured. You have to understand that the embracement of the questions, which we formerly called objections, right? Which has a negative connotation to begin with. And how you approach that from your mental stand point, it all starts between the ears, is a positive thing. There's a lot of reasons why its positive. We already talked about one. We said few sales were made without them. And I know you've all been there. Where they give you that "yes, yes, yes, yes". And then when it comes time for them to show up to the appointment, they're not there. So it's a big no in front of us. How about the fact that when somebody questions, and they ask a specific question about what we're doing. Maybe about the company, the product, the money, the opportunity, maybe about you personally. Doesn't it show that they are paying attention? I mean, doesn't it show that they are being attentive to what you're sharing with them? Instead of you just out there paying, or them paying you lip service.

Thirdly, properly handled questions make sales. That's going to be the purpose of tonight's call. Is laying the ground work so that you know how to embrace the question, and turn that negative into a positive. And not just for you. But to actually twist the prospect's mind around from how they see things, to what things could be. That's where the focus has to be. The focus doesn't have to be on where they've been, or what bad experience they had with XYZ Company, or ABC mentor. The focus has to be, you have to convey the message, its worth writing down, what we could be doing together is literally 180 degrees different than what you've done in the past.

ALEX: you know, Nick, you've raised a very interesting point here. The most successful sales people, and we're into sales. You always say that recruiting is the highest form of sales. Most successful people do what's known as a trial close. And what that means is, that if you learn how to ask the little questions along the way to clarify and to guide the prospect along the path you want them to go, when you can start asking those questions, I guarantee your prospect will not see them as objections. You're not going to be raising objections. You're going to be raising questions. Even if its as simple one, do you see how that can be? Or can you picture yourself doing that? These are ways to reinforce what you're saying. A question, when its repeated by the prospect, with an answer, by the prospect, just mentally kind of puts the anchors into the ground. And solidifies the direction you're going in.

NICK: you see, when you can share, we call this the opening that closes. If you really participate and become a real student of our training, you're going to understand that the sequence of events that we take you through, so you can take your prospects through this same process, puts people in a position, where its kind of like a funnel. And actually, all their questions should be answered along the way, so this is the question. If you do this properly, the question is going to be, at which level are they going to begin at? Most of us have different levels, based on the amount of income you want to make. And the level that they select, is going to be based on, number one, how you handle this process, and number two, how much money they want to make. Then you don't sit down and have to draw little T diagram and do the old car salesman Ben Franklin close. Or try to insult

somebody or embarrass yourself. Its just a question of which level you want to begin at. I mean, its as simple as, at that point, lets do it. You know? You've embodied all these elements that Alex is talking about. You've let them know that there's a duplicatable process here. You let them know that they've got a financial wound, we've got a financial solution. And there's a way that they can create their own reality. We painted a verbal picture with our words. We show them that they could live life on their own terms, as much as anybody can. Instead of how life is dictated to them. And, what you really want to show with the people that have these experiences, these bad experiences, with other companies. Alex, what do you think is the major thing? The most common thing I get is, it usually relates to bad mentorship, no prospects, or no marketing system. Can you think of anything else that really needs to be overcome?

ALEX: Being able to get information or answers so that they don't feel like they look like idiots. I mean, the protection of their egos is so important. That's why most people are afraid to talk to people, I think, is because they are afraid they are going to say something stupid, like nobody else in the world ever says anything stupid. And having a good team, or somebody that's willing to spend the time with you, to help you get those answers, and have those answers, or answer those questions for you. I think, gives people a lot of confidence. And you could have the greatest pay plan in the world, you can have the greatest product in the world. But if you can't sell the product, and you can't recruit people, that's useless. But if you have a real solid program, and you have the support to go with it, that answers most people's questions I think.

NICK: Listen, for those of you getting a little off track, or getting a little lost right now, I can assure you this will come together to you by osmosis. But, think about this for a minute. Think about the three questions we said every prospect is asking themselves during the process, whether you're face to face, over the phone or in front of a large group of people on the stage, or your house. Who are you? What do you have? Is it worth my time? Draw a line there. Cause I've always taught it, Time, Interest, and Money. What you are looking for in a prospect is time, interest and money. Lets analyze this for a second, in terms of questions and objections.

Who are you? It comes down to credibility. Alex already showed you how to establish credibility. Feel good about yourself, feel good about what you do, understand that some people get it, some people don't. Play a numbers game. Recognize you can massage the numbers. When you hear these questions, understand that few sales can be made without them. They show that the prospect is being attentive. Properly handled, is the only way you're going to make a sale anyway.

What do you have? Isn't that basically the interest? What do we have? Forget about the company, product or opportunity. Most people involved, or thinking of getting involved with you for one big five letter word. And it begins with the letter M. Kind of tough to figure out, right? I mean, isn't that the bottom line? I love to ask people, I say would you like to have a thousand dollars worth of product, or a thousand dollars in cash? I've only had one moron tell me a thousand dollars worth of product. Doesn't matter what the product is, was. Why would you do that instead of having the cash? You can go buy the

product any time you need it. You know if you've got the product, then you've got to convert it into cash. That means, their focus wasn't on the money. They were the exception to the rule. A very small exception. So who are you is the credibility. That's where you become the person worth meeting with an idea worth sharing. That's where you believe in yourself, believe in what you're doing and you're not going to let anybody steal your dream. You're going to maintain your attitude, maintain your enthusiasm, I'll give you a secret. Everybody loves secrets. You can accomplish step one, and become that person worth meeting with an idea worth sharing. That explains who you are. And steps two and three will come automatically right behind there. But step two, what do you have? That's where the interest is. That's where the questions come up. You know, when you have, going back to the questions and objections, when you have somebody that presents something, doesn't this give you a good chance to show your ability? You know, with a little bit of investment of time, you can know as much about your product as the top 1/2 of 1/2 of 1% of anybody in the world. Same thing with your company, same thing with your comp plan. You can become a serious guru, compared to the average prospect that you are talking to on the phone. Think about this. Questions, objections....they give you an insight to what the prospect is thinking. Why is that so important, Nick? Because ultimately if step one is who are you, and that's credibility, ok? And step two is what do you have? Step three is, is it worth my time. Now, time is two things. If its time, interest, and money, and the money relates is it worth my time, we want to make sure they've got the money to do the business. And they have an interest in making money.

I said earlier, who isn't interested in making extra money? And I said the answer to that was virtually no one. I mean, Donald Trump with his schedule found a way to go ahead and get into network marketing, and make some extra money. I'm sure if you present a business proposal to Oprah that makes sense, is logical, that gets her involved emotionally, and can add to her bottom line, I'm sure you could get her interested in it, too. But, we have to understand, not everybody wants to do our type of business. Not everybody wants to do our type of business. And sometimes you can still recruit that person, and sometimes you can get them to come onboard with real passion and enthusiasm, just like you have if you can show them that the money is there. Because they'll work for the money, and they got to get past the money. It's not the money, its the money can do for themselves and for their family. Right? Remember that session we had three weeks ago? Its not the debt, not the letters and the phone calls or the stress of domestic disturbances and conversations, and again I'm being polite. It's the removal of that stress. And the ability to take that money they are using to pay off that debt and to put it into something that is a little more fun in their life. And I think we overlook that sometimes. You know, people say, how much time does it take? Or how much do I get involved? Let me ask you a question, Alex. If you were doing something that was fun and profitable, how much time would you like to invest?

ALEX: As much time as I could find! I mean, all the time possible! Who doesn't want to have, feel good! Who wants to stress and the strain and the headache? You know, the worst part of a job, is when you reach a point when you don't want to get out of bed in the morning because you don't want to go to that job. The best part of working for myself, which is what this business is for me, I'm my own boss. Is that I can't wait to get

out of bed, and I've called you pretty early in the morning, a few times also. And you're up late at night. I mean, you know, when you have something that really makes you feel good, you're going to go out there and get as much of it as you can.

NICK: And what was that you said about, Alex, the difference between what people want and what people need?

ALEX: This was from (unknown) Don Blantan, wonderful teacher. He taught me two things. One was never tell a mama her baby's ugly. And that's from a salesman's point of view. You don't want to argue with your customer too much. Or at all really. The other thing he said was the difference between needs and wants is when somebody needs something. You know you have these health companies, that are selling, boy do you need this product! Well, when somebody needs something, they are going to get as little of it they can get away with. But when somebody wants something, they are going to get as much of it as they can afford. When somebody wants a new toy or a new car, or whatever it is for them. Or a new house. They are going to squeeze out every last penny they can afford and sometimes more than that to get that. But when they need something, when you go to a doctor, you are not looking for the doctor to give you more pills, and more shots, and more everything. You want as little of it as you can get away with. Because you need it. Or when an insurance agent comes to sell you insurance, you're not saying to them, please sell me more. In most cases you're not. So, people who want this business because they want it? They are going to be the most enthusiastic about it. Cause, helping somebody else succeed, I know for me, and for you also Nick, it's the ability to take someone by the hand, and help them through the portal of success, to help them reach their goals. That's what turns me on. It's a feeling that just lasts forever.

NICK: you've stoked up a whole new venue for me. I get this all the time, they say, Nick, I read where the failure rate in network marketing is so high. You guys can insert your own percentage. Let me tell you what the failure rate is in this country. According to the US Department of health and wellness, by age 65, 9 out of 10 Americans are either dead or dead broke. That means they are dependant on welfare charity or the earnings of their children. You know, think about that and do some research. Don't take my word for it. But I want to go back to something Alex said, cause I like to quote not just people we read about, but people we meet, and I had a chance when I was down in Florida to actually spend some serious one on one time with Jack Zoofelts. Some of you might have heard of him. Pretty well-known network marketing trainer. One of the highest paid ones. And here's an interesting fact. The number one concern with people is their family. Please write that down. How many times have you heard, Alex, and I share with you, that we are looking for a person who wants to do something, you know he wants to provide his wife that dream home, that he promised her 20 years ago. Or, the wife that wants to reward the husband for the 30 years of hard work and take that luxury vacation. Or, the parents that want to get their kids through a school where they got accepted, and not where they are going to be able to afford it. The number one thing was family. And Alex, you brought that up about health. Health was all the way down on number four. Think about this for a minute. People are really, my perspective. My words, not Zoofelts's. People are only concerned about their health it seems, when they are losing it. Number

four. I read parade magazine last Sunday. There was an interesting statistic in there, Alex, if you gave people a million dollars, I hope I get this right. How would they allocate it? And they had these 25 various categories. And people would take care of their pets, ok? People would take care of their pets before they would put money into public education, and worry about other people's children. But think about that for a minute. What's number one with you? Well, what's number one with you is the type of prospect that you're looking forward to meeting. And when we get to this thing about, is it worth my time? It's going back to what Alex just shared with you. Number one is they have to see, write it down, please. Perceived value. If you haven't conveyed perceived value, all this rhetoric tonight is (unknown) it's going to fall on deaf ears. I can do it, they've got to see this. They've got to understand, and you've got to explain to them, you've got to share a story. Remember, all this verbiage is going to be encapsulated in a story that you share. That's how you become a big time recruiter. You share stories.

ALEX: Nick, you just raised another issue about perceived value. It's the law of supply and demand when there's too much supply, and not enough demand for it, people don't see it, the price goes down, when there's more supply than there is demand. Well, when you are taking a position for lack of a better term, begging somebody to look at your business, you're reducing that perceived value. I mean, the two hardest questions that new people that just got started this morning have, what should I tell someone when they ask me how much I make, or how much I've made? And what should I tell people when they ask how big my organization is? I was listening to Todd Smith, and he was my first mentor in network marketing. He interviews his prospects. Even though for the last 20 years he's made at least a million dollars a year in network marketing. He hasn't recruited in 20 years, a hundred people. He's not. If I remember correctly, when I was with him for the first 5 years, I think he had 19 people. Because what he does, is he flips it. He's not there only to ask other people questions. He's there to interview people to see whether its worth his time to spend time with them. You can create value by getting a little backbone and realizing there are 300 million people in the United States. That if you're talking to one person and probably the person you're talking to will not make the money for you. And I think you can recognize this, also, Nick. It's the person you talk to that knows someone who knows someone, who knows someone, 5, 6, 10 generations away. That's the person who's going to make you money. You haven't met the person who's gonna make you money.

NICK: I'm going to take you all to a different page here. And this is all in line with what Alex's sharing. Most people really don't put the effort in, in terms of time. And when you don't put the effort in, in terms of time, Alex just said, there's people everywhere. I mean, look, you can use email, you can use snail mail. You can put something up on Craig's list. You can hand out fliers, you can do banners, you can do bump ins, you can do walk ins, you can do house parties, you can do conventions, you can do things in hotel rooms, you can make phone calls, you can use software. There's a million ways to contact people if you want to contact people. But most people do the minimal amount of activity and then they kind of hang onto the prospect. Cause you finally got somebody that's been on the phone with you for a little bit of time. Now, think about what Alex said. He didn't say be arrogant or rude. But I want to give you two things. Wait in line,

and underscore it, Alex, Share. I love to take the microphone when I'm on the phone, that's another form, by the way. And say listen, Bob, I'm going to give you the microphone. I want you to take two minutes and share with me why I should invest my time, my energy and I'll put my money where my big mouth is in helping you contact people on a favorable basis, so together we can build an organization. Write that down as tempo, TEMPO, Time Energy Money, People, Organization. And I love it, and I say the clock starts right now. And the response is Nick, I'm a person of integrity, I've worked hard for 20 years, I've been downsized, my children, and they describe their children by name and where they are in life. As opposed to somebody who gives you this, well, uh, this happened to me, and that happened to me, and I got a couple of kids, and you can just tell by the way they explain where they are in life, where this prospect is. And if they can't do it. They want to come back and ask you a series of questions, I shared this with Valerie Thomas the other day when we were talking on the phone. And immediately the prospect wants to know, what all are we going to be doing? And she jumps right up as a result of this training and says, Listen, I don't know what we are going to be doing. Quite candidly, you don't know enough about us, who we are, what we do and how we do it, and I definitely don't know enough about you. At least this is a starting point. That brings me to something else about objections. Write this down, please

Bypass meaningless objections. Understand, sometimes the process just goes a little too fast for people. And that's called a stall. Or an evasion. It's kind of like a smoke screen. It's not something that's sincere and genuine. There are only two types of questions here. The one is a stall, which is an evasion, because sometimes the process is going a little too fast for them. Or maybe it's something they can't get their mind around. And the second one is sincere and genuine. The sincere and genuine one, that's the one where the prospect brings you into their world, and actually gives you clues to what they are thinking. They are actually showing you the answers that they need to become your marketing partner, and there's another one Valerie gave me. Just because you have some time and a credit card, don't think you're going to be my marketing partner. And I'll give you this, I find that I ask myself these three questions when I'm recruiting somebody. Would I work for them? Would they work for me? And can we work together? And without exception, without exception! If its not yes, yes, yes, on that one, I move on to the next prospect. Draw a line. Unless your new marketing partner or your prospect that's about to become your marketing partner, demonstrates that they want, need, and will accept your help, your time is wasted. Move on to the next conversation. You see, Alex shared with you what people will do when they want something. What people will do when they need something. You want somebody who does both. They want it and they need it. Everybody wants to make extra money. It's the people that need to get out of debt. The people who need to get the new car, the people who need to build up the 401K. You want the person that wants needs and will accept your help. Its like if you're in a health company, people say, Nick, do you want somebody that's a product user? And they want to lose weight or have less stress, or sleep better, or whatever? Or do you want somebody that wants to make a lot of money? I want both. That's what I want. Life without health is nothing, health without life isn't too great either, is it? You can apply that scenario to any one of the five or six different categories of companies that you may be involved in. That's what I want. And what you're doing in this call, when you are

answering these questions, think about this. There's only a handful, I would say there's less than 20, serious, real, objections. Now, there might be 20 ways to answer each one. You gotta adapt that. That will come later to the personality of the prospect. But, if you are competently, not just practicing, but doing perfect practice, and doing it with live ammunition. And engaging in either face to face conversations, or over the phone conversations, where you are building up your own confidence. You are building up your own enthusiasm. Think about the confidence, and what its doing to you, how strong its making you. Because we do know this, most people in sales, and Alex mentioned it earlier, sales, we are in sales. Recruiting is the highest form of sales, because its more than a financial transaction. They are giving us trust. That's the big difference, right? But, most people in sales, they never get to that point, where they create this armor of confidence. Look, negativity rejection affects everybody, alright? It affects everybody. But you know what? When you are strong, you get over it real quick. Think about that for a minute. What if you could literally be bullet proof when it came to rejection? Wouldn't that give you more times on the foul line? More time touching the football? Wouldn't that give you more times hitting the golf ball? If we get more times at that, if we get more times at the plate, if we get more ups in front of us, if we're in front of more people, isn't the person who gets in front of the most people the person that usually wins the game? I tell you what, you take 15 shots from anywhere on the court, and we'll play a point a shot, and I'll take 150 shots, and I don't care how good you are. Alright? And we could reverse it around and you'd beat my brains in too. It's a numbers game, but we find that we can massage the numbers. So understand this, when you create this confidence, and that's what makes you strong, that goes back to what I said earlier, about people generally, and this is important for you to carry back to your down line, because this is probably their problem, not your problem. Generally substitute this persistence on the prospect, and this forcing of the issues, instead of just going on to the next prospect, and getting to the people who what? Want, need and will accept your help. And then you paint a picture, that yes, I can do it, and you can do it. And they not only want it, they need it. It goes back to what I shared with Alex, how much time do you want to invest? Well something fun and profitable. How much time do you want to invest? If something's a losing proposition and miserable, how much time do you want to invest? How much money can I make? Well, listen, business is kind of like life. You get out of it what you put into it. How much money do you want to make? How much effort are you willing to put in? Do you have a high speed internet access? Do you have working capital? Do you have long distance service, even if it's a simple magic jack? Do you have at least 2 hours a day that can be worked on your own schedule from the convenience of your own home, with the comfort of your own flexible schedule? Wow! You're 90% of the way there! That's how you bypass these meaningless objections, because the biggest problem, Alex, that I say, so I'm going to give this microphone back to you, is that people haven't been trained properly to do one thing on the initial call. Which is to actually get an appointment. Remember we said that was our original goal, when we talked about the A call, or the attack call? Or the opening that closes? The goal was to get the appointment. Not to prequalify anybody. But in order to get that appointment, in most cases, we had to be enthusiastic, but we had to discover a dominant buying motive or a hot button, and let them know that we've got that financial plasma for that financial wound. Objections, questions, come up on that opening little 5 minute conversation. Use

the enthusiasm. Don't worry about the knowledge. Stay on track. Get the appointment. Answer the questions just like I answered when somebody says how much money can I make, how much time do I invest? Hey, that went through my mind. Boom. How much do you want to make? We don't know enough about each other. You know, where people set goals, even my marketing partners, the first week to work with, they want to set goals. I'm a firm believer in setting goals. I'm not getting off on a tangent here. But you have to know enough about them and they have to know enough about you, and you have to put together some numbers based on their activity to establish a meaningful goal. So, I hope you got a good idea on objections. Understand this, when they question, I'm going to start using Alex's terminology, I like it better than mine. Generally, they question because people resist change. That's only natural. Do we grow by making changes in our life? Yes. Is it sometimes a little painful? Absolutely. Do people reflect back and say, hey, I paid a small price in terms of emotional energy, or in terms of time, or in terms of money. But the rewards I would have paid ten times that price to be where I am today. So, people resist change. But that's how we grow. What is your plan B? Well, Nick, you're answering questions with questions. Yeah, I'm (unknown). What is your plan B? I don't have one Nick. Well, then this conversation is a pretty important conversation for you than the average person I talk to.

Two, they want reassurance. You know people talk to me all the time, I've been ripped off, not that the company went out of business, its that they got recruited by somebody who took their money, doesn't even send them a Christmas card. Gave them a pat on the shoulder and said, you know what, I figured out how to do the business, you figure out how to do the business. They want reassurance. They want reassurance, this isn't going to be the same blind alley that they tried before, with other companies. And maybe the companies had some deficiencies, and maybe the mentoring was deficient, or maybe the prospect just didn't measure up as a marketing partner, and invested the time, the energy, and the money to contact some people, because they didn't want it bad enough, or they didn't need it bad enough.

Three, they want advice. If you're really a person worth meeting with an idea worth sharing, they enjoy listening to you. And when they question you, show you they are being attentive, maybe they don't completely understand. Alex, there's always this person, I bump into them all the time. And there's always somebody that wants to make it a battle of wits. Change of conversation.

ALEX: its usually a guy that's lost an argument with his wife and he's trying to come back to his energies and he wants to put you down.

NICK: yeah, it's a contest. These things don't have to be entirely a negative situation. Sometimes people want to match wits with ya, cause it sounds like a strange avenue to take, but they are trying to impress you that they are a good prospect. Maybe they've got a little success, or had a little success. I have a story, but I have to save it for another time, of this exact situation, but if you understand these things: they resist change, they want reassurance, they want advice, they sometimes, sometimes the information gets miscommunicated. I know some of you use a video, or a record a call, a live call, and

maybe the information doesn't get transferred like it should be. People, you say different things to different people. I could say an exploit of Alex, right now, if I was standing in front of him, wouldn't matter how bad that word was, if I smiled at him, and extended my hand, in the spirit of friendship, he'd laugh, or he'd smile. Same word, without the smile, and without the extension of my hand and the spirit of friendship, draws a completely different reaction. Doesn't it? What does that mean, Nick? That means its not so much what you say, but how you say it. And when you are making these phone calls, and going through this interview process, and answering these questions, its not so much what you say, its how you say it.

Alex, I'll turn it back to you. And then I want to share a story with everybody here.

ALEX: I'd like to go back and pick up on one thing that you said. In terms of, when you mentioned about getting the confidence and the backbone, and the posture, I think one of the things that most people, and I'll generalize, but most people that I talk to, that want to learn what we do. And look, Nick, between the two of us, I think we have over 75 years of business experience in sales.

NICK: I'm Methuselah Jr, here? We've been around the block, lets leave it at that.

ALEX: yeah. And we've lost money on many many businesses. And I've talked to people that have lost less money than I have. And there was one differentiator. One thing that made the difference between somebody that came across as they knew what they were doing and somebody that's hemming and hawing, and not positive and not with real confidence in their voice, and you know a strong tone. And that is, they don't practice enough. Practice is one thing. But they don't take lessons from their practice. In other words, you have laid out an A call. Somebody goes out there and tries the A call. And we didn't do it this week, but I hope we'll do it next week. We'll have a check list for that A call. Right?

NICK: We have to continue this conversation, it's a pretty good conversation, but I've got a checklist written down. Go ahead.

ALEX: So, what most successful people do, the self made millionaires, the guys that started with nothing and had nobody to lean on, you know, because the first guy recruited in the company doesn't have an upline. So, not everybody has an up line to fall back on. What they do is they go in, they do a presentation with their checklist, and they make notes. And then, after the call, they come back, and they analyze what did I do right, what did I do wrong, what do I have to change, what question do I have to ask before the other one, what sequence, how should I modify my sequence. I mean, imagine if you were going to war. And every time you made a mistake somebody died. You would review that battle plan, I mean there are people out there reviewing the Polynesian, the Persian wars, and you know, going back thousands of years because these are classics. Classics of Napoleon on his Waterloo, or Dunkirk in WWII, or the unfortunate bombing of Pearl Harbor. These are all in the world of war, important lessons that you can look at and learn from them without having to have deaths and loss of lives. When you do it. Well, guess

what, when we are doing our business, and we're doing A calls, we're doing the calls, the first call with the prospect, its like a battle. Because we're trying to win certain points. We're trying to get certain points across. And we make mistakes. And we get hurt when we make mistakes. It makes our jobs harder. But if we would go back and analyze, and review, step by step, how did this step go? How did this step go? How did this step go? And guess what, what you want to do, I spoke, Nick, this week with a trainer, a guy by the name of Danny Hackinberk, who says the way I do it, is the way I was taught. I look to interview somebody to join my business, and then I stay with that person for the next 30 days. I want to know, who he talked to, what he said to them. What the reply was. What his attitude was towards that, and he goes through every single thing. And he says, he had a conversation with one guy, he said, yeah, I was finding out, we were getting to know each other. I said, how long did you spend on the call? He said 30 minutes. He said, why in the world would you spend 30 minutes on the call, finding out about somebody? He goes down to that nitty gritty. Well, if you don't have, if you're not lucky enough to have someone that does that with you, because, I'll tell you what, I wouldn't do it for less than \$25,000 a month, well, then, you have to do it yourself. You have to evaluate yourself. You have to see how it went. And you have to make notes on that, and you know what, ask your upline, or ask the person who you've selected as your mentor, what they think about what happened. And build a knowledge base of how to do it right. Cause there is a right way. There may be a few right ways to do it. But there are definitely wrong ways to do it. You know, the one way you say, please please please join me! You know what I'll buy your product, you can pay me back. Wrong. And the reason I can say it was wrong, is cause I learned the hard way. I learned the hard way. Cause I did that with my relatives. It doesn't work. You want somebody in this business that wants this business for themselves, more than you want it for them. So, build that posture out of practical experience, and you know what, its free. It's free. It's just a few hours of work. And you know, we were talking about getting emotional about something. Don't make all of your calls at 8:00 at night when everybody's ready to go to sleep. Make a few of them at 7 in the morning. Or 8 in the morning. Whatever's comfortable. That, you give people a sense of urgency. Its urgent. This is important! This is very important.

NICK: let me underscore this urgency. You've got me excited there, Alex. Listen, here's what makes me and Alex different from most people that you guys are probably getting your training information from. We want you to be successful in your business. We want you to get excited about who you are and what you do. That's what's different. I could take you guys, I'm going to do this, as a matter of fact, Alex, with your permission. I could take you guys for the next five minutes and I could have you jacked up 10 feet off the floor. You know what, Alex and I just got a wand. From China. Its got some kind of crystals in it that has zero energy. Now, what I'm going to do, Alex, is I'm going to try this and we know people that have tried this, and remember, this is a hypothetical situation here. This is not a real deal. You wouldn't catch me doing this.

ALEX: neither one of us has talked to anybody about a magic wand. There are enough other people talking about their own kinds of magical stuff.

NICK: but there's a purpose here. And stay with me for the next five minutes, because it ties it all together. But, I can say, that Alex knows somebody that waved the wand, and they got rid of migraines, and somebody else waved the wand, and they got rid of arthritic pain. Now, think about this for a minute. You might buy into it. Cause somebody will tell you that 90% of all illnesses are psychosomatic, doesn't mean you don't feel the pain, it means it starts in your head. Alex will tell you when they do blind studies, Alex, they use a placebo with sugar pill, right? And some of those people that take the sugar pill do experience positive results.

ALEX: A false positive, absolutely.

NICK: So, some people took the quote unquote cure, some people took the placebo. But you know what, we are going to get you this wand for \$1000, and every time you sell one, you are going to make \$900. And every time in your down line sells one, you're going to make another \$75. think about that! Think you could get excited about that? Well, you know what, you need to order it right now, because the demand is so huge, we can't get them to you for 90 days. So you need to go out right now, because you're going to make \$900 on every \$1000 wand. And then you are going to get \$75, well Nick, that's \$975. how can you pay that out? Hey, the wands aren't that expensive once you think about it, right? But, all of a sudden, and these people are selling a different version of the story I'm sharing with you. But how they do it, and this is one thing I respect, they are doing it without the product at all. They are doing it with complete enthusiasm. You can find something positive in every negative situation. But I could get you excited about that. Here's a wand that has something that's unique, something different, something you don't know about. I've heard that it works from some people. It should work for you. And its going to be a money maker. Its going to be a gold mine. You know. I told you the story about a guy that I know that makes millions of dollars. And circulates the product. Has a lot of people in his house, and circulates the product. He makes, he said, you may not even like the taste of the product, and his words, not mine, it's a damn good product, it'll help you. But what it will really do is make you money. And if you're here for any other reason than making money, you're in the wrong place at the right time. Now, they got rid of those people, all of us here, are in the right place at the right time. And have a chance to really create our own future. But think about what we shared tonight, in terms of objections. And we turned them into questions. And we went from questions and made them into positive situations. And think in terms of how we related the entire conversation tonight into getting you into position where you generated more activity, and focus on that approach call, where your goal is to sell the interview, right? And become a person worth meeting with an idea worth sharing. Remember Alex and I said, it wasn't just to get the appointment. It was to get to be so good on the phone or face to face, that if you were at the other end of that conversation, you'd keep the appointment. Now, I want to share this with you, and then Alex, I'll let you have the last word. But we get so many nice emails. And I apologize for last week. I didn't realize that Alex had a stack of questions and answers over there. We went live, and got a lot of static. But my good friend who's I've known for years, Susie McKinster, out in Iowa, said she wanted to share a story with me about what Alex and I do. And I'm going to read this to you, and I think it kind of ties everything together. And its brief, but its worth sharing.

There was a farmer who grew award winning corn. Each year he entered his corn in the state fair where it won a blue ribbon. One year a newspaper reporter interviewed him and learned something interesting about how he grew it. The reporter discovered that the farmer shared his seed with his neighbors. “how can you afford to share your best seed corn with your neighbors when they are entering their corn in competition with you each year?” Reporter asked. Why, Sara, said the farmer, didn’t you know the wind picks up pollen from the ripening corn and swirls it from field to field. If my neighbors grew inferior corn, cross pollination will steadily degrade the quality of my corn. If I am to grow good corn, I must help my neighbors grow good corn.

He’s very much aware of the connectiveness of life. Isn’t that where we started talking? When you guys get a chance to go on the blog, you’re going to see that one of the first purposes of that community was connectivity. Anyway, let me get back to my story.

He’s very much aware of connectiveness of life. This corn cannot improve unless his neighbor’s corn also improves. So it is in other dimensions. Those who choose to be at peace, must help their neighbors be at peace. Those who choose to live well, must help others to live well. For the value of a life is measured by the lives it touches. And those who choose to be happy, must help others to find happiness for the welfare of each is bound up with the welfare of all. The lesson for each of us is this, if we are to grow good corn, we must help our neighbors grow good corn. Nick and Alex, you’ve given us the tools we need to grow good corn. And she goes on to say, you don’t have to live in Iowa to grow good corn. Which I thought was kind of cute.

That kind of summarizes pretty much the training and what we’re trying to build here. It doesn’t matter what your age is, or what your sex is, or what your skin color is, or what your religious preference is, it doesn’t matter how you spell your last name, or what church you go to or don’t go to. What matters here is that we form a common bond, a connectiveness that we share and that we grow together. And if we can impact your life financially, which believe me, the techniques and tools that we share will definitely do that. By extension, you will improve your life physically, mentally and spiritually as well. So, I appreciate that from Susie, and Alex, we stayed a little longer, I thought we covered some great things, and I’ll flip it back to you for a closing comment.

ALEX: and I’m going to flip it back to you, because you know, we were dealing with objections and its already late to answer questions now. Maybe we should tell people about the blog that’s coming? And maybe we could open it for a few days and let people ask some questions?

NICK: How about this? Lets open the blog tonight, and Thursday. And here’s what we’ll do. It’ll be open for the next 24 hours starting right now. Alex will give you the details. But we have two posts up there. The one post, obviously deals with these calls that we do on Wednesday night, and nobody is in a better position than you are to comment good bad or indifferent about the quality of the impact of the calls. And we want you to be candid with us. Ok. Don’t just feed us a lot of fluff. If its not having a positive impact on

your life, feel free to say that. And the second thing is, I want you to take a look at, I don't want to use the word mission statement, but I want you to take a look at what this blog will be comprised of, of what this community of all of us working together. If in fact we do work together, your contribution to this community is going to have an impact by extension on everyone else, right? Right. Now, why does it work like that, Nick? I don't know. I didn't sign up for that course. But it does work like that. So for the next 24 hours, if you'll go in and post those comments, and I'd be interested in your feed back. Because Alex, this should be a good barometer of our first 8 weeks of working together. And also for you guys, it'll give you an idea of where this blog's going to go, because I can promise you this, this blog is going to become probably your best resource tool. Its going to give you access to so much information, you're going to wish you had this the first day you were in any home based business. but, Alex, why don't you share with them how they can do it.

ALEX: ok. So, what you could do is go to, we'll put up a new page. Which is Nick's blog at www.nickskolsky.com. Just go to nickskolsky.com, we'll arrange for this to be open after this call. And it'll be open like Nick said, for 24 hours. If you want to make a comment, or ask a question, at the top there's ask nick. You'll see that, just click on Ask Nick, and you'll be able to enter your question. A form will pop up, you fill out the form with your question in it and Nick and I will be able to address it. Or you can just click on comment, and make a comment on one of the other statements made, or questions, or answers, we're taking any kind of feedback. Wherever you want to put it. And we just want to get a sense of what people, make sure we're on the right track and get a sense of what people are looking for.

NICK: Alex, we gotta put this on there, for my marketing partners, you guys know you can always reach me at 843-301-6459. however, I'm going to be spending the next few days with my Dad. So don't expect an immediate return phone call. As a matter of fact, if its something that can wait for 5 or 6 days, that's fine, we'll take care of it when I get back. But on the other hand, I never want to hold you up from where you're trying to go. Just understand that I won't be back as quickly as I usually am, during my normal business week. And, Alex, I can't tell you what a pleasure it is to work with you. I think we shared some good information tonight. I'm looking forward to seeing how they put this ammunition to good use. I knew we were going to get into warfare. Either spiritual warfare, or marketing warfare, or being battlefield commanders on the home based business front. But, it seems to be a good analogy. But, I just want to thank everybody for being here. I hope you got at least one good idea. And Alex, I'll talk to you a little bit later tonight.

ALEX: Take care, Nick, and folks, make the world a little bit better. Good luck.

NICK: Thanks for being here. I hope we respected your time, and we'll try to be a little more succinct. I've got that thing in my head about the best speakers speak the shortest and go the furthest, but listen to this call when its posted back up on the blog. And you might have to listen to it two or three times, but I promise you by osmosis you'll have a whole new perspective on how to great questions in the future. On behalf of Alex Weiss

and myself, this is Nick Skolsky saying God Bless, and take care, and we'll see you next Wednesday night and bye for now.

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