

100324 Recruiting Checklist

Everyone this is Nick Skolsky, greeting you warmly from Hilton Head, South Carolina. And Alex Weiss from Los Angeles, California, respectively. Alex, do you have these lyrics memorized yet?

Alex: I just hear the word good over and over and that's what I decide to listen to is what I want to listen to.

NICK: So, you focus in on the good and I focus in on the do it do it do it. I am going to get you to write down one thing tonight. And we'll go ahead and get started. First of all, I appreciate your time and I promise that Alex and I will respect your time. I do want to thank you guys, it's amazing the emails we get of people that are actually taking what we are sharing with you. I've got people who are not only going to meetup.com, but they have now formed their own meetings. And are expanding out their warm market literally creating a new warm market. And that's just one specific example. Tonight we're going to get into the finer points. Alex do you want to take some introductions real quick?

ALEX: Listen, we told people we're going to give them our checklist. And I'm so excited about letting them know that they won't need more than a single sheet of paper. Some of them not even that.

NICK: Let's maximize our time. So let's skip the introductions. But this is very important. About 35 minutes from now, Alex is going to interrupt me. We're going to share with you something that is going to become very very useful and unique for your ability to build any business that you're in. Quicker, more conveniently, more profitably. And I'll get away from all the clique's in a minute. But I promise you, you'll want to be here 35 minutes from now. Alex, give us some magic words to write down. Let's get right into the training here.

ALEX: So, folks, don't be worried. We're not going to teach you anything that you've never heard of before. As a matter of fact, we're going to remind you of what your old English teacher, well maybe they weren't old, but your English teacher from years ago would just hammer on you about. That when you want to be complete, in a story. When you want to be complete about what you're talking about. You need to have six questions answered. And the six questions are: (Ready to write?) Who, What, When, Where, Why, and How. Nick, do you want me to expand on that a little bit?

NICK: In a second. But I want to make sure everybody's got who, what, when, where, why, and how. Let me just share a few minutes to kind of till the soil and open up the minds a little bit. The biggest obstacle that people share with me and Alex, and believe me, we get a ton of emails. Is probably that most people have difficulty not in setting the appointment, but the greatest degree of difficulty is getting a real appointment. If you notice your flier tonight I sent out, it's a confirmed appointment. Somebody who's in a position that they want to get back with you. And most of you talk about, you think you got an appointment and they don't return your phone calls, they don't return your emails.

And they drop out of site. We're going to give you some fine tuning tonight that for a lot of you may be just a little spaced repetition. And like Alex said, might remind you of things you think you should be doing on the call. But for others it's going to be that little step forward that takes you out of that grey area and gets you in a position where you actually know you got a confirmed appointment. We're going to give you the reasons why and the way to get there. But this is important. You can sit back and relax with me for five minutes. I just want to kind of set the stage here.

You have to understand, what we share with you is all interconnected. And you've got to have things in place. And I'm going to give you specific example. Now, if you don't have these things in place, doesn't mean that you can't get to where you want to go. Just means the road's going to be a little more difficult. I'll be the last person, and Alex would be right in line with me, to rob anybody of their dreams. But in the recruiting process, here's the ideal system. And if your company doesn't have this, it's not their fault, it's your fault. If you're a leader and the idea of these training calls is to grow leaders, correct? We're not interested in attracting followers. Then, you have to be a contributor to have all this in place. But number one, you need a recorded call. It's got to be less than 20 minutes. It's got to cover the company, the product, the money, the opportunity. It's got to light some people's eyes up. It's got to create the curiosity and excitement. And its got to be able to show them how this system, this company, this opportunity that you are presenting to them has worked not just for you, but worked for thousands, and tens of thousands and millions of, whatever is the correct number, of other people from all different backgrounds. You know the great equalizer is we all have 24 hours in a day. This isn't the corporate world. How many times have you heard me share with you in networking, it doesn't matter what your race, creed, or color is, how tall, how short, what your gender is, how you say your last name, what church you go to. Well, Nick, I heard this a hundred times. Do me a favor and embrace it. Cause here the playing field is truly level. So, when they get on the recorded call, they can see this universally works for people from all different backgrounds. All different ages. And all different educational levels. They can see that it can work for them. Second point of that is the live presentation call. You can tell when companies are on a roll. They have at least one call everyday. Sometimes they have two or three. I'm talking about a company I used to be associated with. Mentors in Motion. And I'll mention the company specifically because they are no longer a business, because the presenter who is one of the best in the world, Val Smith, many of you know him, developed acid reflex disease. Hard to do a seminar business without your keynote seminar speaker. But my point is, that when we were on a roll with that company, we would literally have people on a call in the morning, they'd be back in the afternoon, maybe to get some reinforcement, and in the evening they would have a guest on the call. And the process would repeat itself. Then, you've got to certainly have a product call. Doesn't matter if you're in the health industry, communications, seminar business, the gadgets and gizmos and magic wands business, whatever. But you need to have a product call. People will get confidence from what? Knowledge. They need knowledge of two types in our business. What are they Nick? They are people knowledge, or skillset, and a mindset on how to handle, deal, and work with people. And then there's the product knowledge. And you got to know what you are talking about. And the source of all confidence is knowledge. And then that's backed up

with a fast start training call. Typically held on a Saturday morning, 90 solid minutes where people get an ABCDEFG of exactly what to do, when to do it, and how to do it. Talks about there's only two ways you can build a business is the warm market, the comfort zone, or with leads. And then we've got a big treat for you tonight on leads. So, I don't want to give that away yet. And then you have, in addition to the fast start, you have your individual team meetings. And if you're a leader, even if you're brand new and have two people. Do a team meeting. Even if it's a 15 minute call, once a week. Meetings build up loyalty. They build up confidence. They give you and your team members a sense of connectivity. People think people leave the business when the cash out exceeds the cash coming in. That's a misconception. People leave the business when they lose the connectivity. When they see, at least in their own mind, that the original objective, the original goals can't be achieved. People can always do negative financing if they feel connected and part of something bigger than what they can accomplish by themselves. Now, this isn't a lot of diatribe or soliloquy that I'm giving you here. This is something that as a leader, you work with the people in your company or you do it yourself. And if it takes a month, it takes a month. If it takes a year, it takes a year. But the more components that you put in place with the recruiting information we give you, the easier and more convenient it becomes to build your business. I talked to somebody earlier today, and you know, people aren't going to roll that stone uphill forever. But you've got to do things today, we do things in networking today, that we don't get paid on, so that somewhere down the road, we get paid on things that we don't have to do. Isn't that where the real money comes in. Where there's some duplication? And this system that I shared with you is a universally good system to have duplicatability. If you're going to write one word down from my previous five minutes, its people have to be able to do what you do. It's got to be simple, it's got to be convenient. And it absolutely has to work.

Here's the second part. And I'm going pretty quick here. Psychologically people have to like you...Alex, why do people have to like you?

ALEX: they have to like you because if you don't get them to like you, then they won't trust you, and if they don't trust you, they won't do business with you.

NICK: There it is right there. And that's the second part. It's trust. Look, how many times have you went to buy a durable good, or piece of land or something and the personalities just didn't mesh, or you felt like you were dealing with somebody inefficient, or somebody who didn't care. So you go look somewhere else. You find a way to get your objective, but here's the steps, people have to like you, they have to trust you, and then the calling system that I just gave you? That's up to your presenters. That's up to your company's propaganda. And I mean that in a positive way, they are advertising and marketing. That's up to them to create the interest and excitement and validate what you have shared with them about being the financial salvation for their financial problem. And then, you as a result of doing this interview process, and don't think I'm getting to ethitorial on you, this will all come in by osmosis by the time we wrap this up tonight. You, by collecting information in a manner that we shared with you last week, the week before and tonight, can show them how individually, this could work. You and I working

together. You can get to your goals, your success must come before mine. I like this because if you put all this together, and you back this up with a prospecting system, that's one of the things we'll talk about in April, is having a prospecting system. All big money makers in all companies have a prospecting system that everybody can take advantage of. With some company it might be a simple lead coop, where everybody throws in a couple hundred dollars and it's a nice ad in USA Today, and they divvy up the responses. It might be some type of sophisticated but simple to use dialing software, or emailing software. But understand this, it's the yellow balloon theory. If I recruit Alex, because I happen to be walking by with the yellow balloon, and attracted his attention, and he's going to do the business with me, he's going to want to know when and where he gets his yellow balloon. It's difficult to bring people in on one system and then switch them over to another. The nice thing is, you only need two systems. You need a lead system, or be plugged into one. And you need to be able to show people how there's a lot of profit in working their warm market as well. You've got to be able to do both if you're going to be a real leader. But understand the basic misconception about the warm market. The real warm market people are those who are socially active, big in their church, big in their rotary club, connected somehow, a teacher, a coach, a policeman, a fire officer, whatever. Someone who sees people on a daily basis and is in constant contact. For most people, they don't know a lot of people. The society that we live in now, you have more connections between Facebook and Twitter than you do on the same street you live on. That's just the way that we live. And this is a very very important point. Where people get off track from getting to their financial goals, is yes, you can get an app, a (unknown) a gizmo, you can find all different ways to get people attracted to you, and collect information. But if you don't know how to build the relationship part, I don't care how many people you have in front of you, it's not going to work. And believe me, getting people in front of you is the easiest part of this whole process.

I want you to write something down, and then we're going to get in the meat of tonight's meeting. And this is something I got from Alex a long time ago, and he reminded me about it yesterday when we were talking. We want to put you in a position, and Alex, do you remember how you phrased that about wanting to talk to people?

ALEX: You want to be in front of people that want to talk to you more than you want to talk to them.

NICK: could you repeat that Alex, it's that important.

ALEX: You want to talk to people who want to talk to you more than you want to talk to them. You want to talk to people who are dying to hear what you have to say. And what you'll find out is what they really want is someone to listen to them also. They want somebody to be with that makes them feel good after they are finished talking with them.

NICK: Alex had that nailed down a long time before I said become a person worth meeting with an idea worth sharing. So, please understand there are enough tools and applications that we can put in place for you, that you can be in front of as many prospects as you want to be. But this information we cover about building a relationship,

on getting people to like you and trust you, is a sifting process. We are giving you a way to get rid of the dreamers and schemers and the people who are interested in making 10,000 a month. But they've been interested for the last 20 years and haven't done anything about it. We're interested in getting you a way that you can come in and make the real money that is to be made in this business by simply giving people the same track to run on that you ran on to acquire them as a marketing partner. Now, Alex, I'll turn it back to you and you tell me where we want to start. But I think it's important that we set the stage there.

ALEX: I'd like to add one more thing. Because you triggered something else in my mind. What people are looking for, especially when they are investigating and doing due diligence and trying to figure out what to do, is they are looking for trusted advisors. Nick, you were in the insurance business as I was, and you know that's the highest level you can reach in the insurance business is when you become a trusted advisor, right?

NICK: Right.

ALEX: So, trusted means that people accept and believe that you are going to do what is good for them. Advisor means, not necessarily that you know what to do on every little thing, but you know where to get accurate information about everything, and that could be a three way call, that could be a website, that could be a booklet, whatever it is. That's what makes someone an advisor. You know, someone, I could never get this out of my mind. Someone went to Einstein when he was still alive, and he asked them for his phone number. And he starts shuffling around on his desk looking for a piece of paper. He said, what are you looking for, he says I'm looking for my phone number. And he says, I can't believe it, Einstein doesn't know his own phone number? Einstein, the genius? He said the sign of genius is not what you know, but the fact that you know where to get the information. So, we're talking about becoming a trusted advisor. It doesn't mean you got to go back to school, and you can't start talking to people, because you know where to get the answer. You have an upline someplace that had the answer when you were looking for the answer. You have the people that you can use as part of your reservoir of information. You have this huge library of information. It's not all in your back pocket. It's not all in your head. But if you arrange for it, you can pull it together. All you got to do is call your upline and say, excuse me, I have somebody that's interested, and has a few questions I think we could probably talk to him for about 15 minutes and answer all of his questions. Would you have time for that this morning, or this afternoon? Or if that doesn't work, do you know somebody else that knows the answers that would have the time? You're not responsible to know all the answers. And you know, quite frankly, if you know all the answers, and you give everybody all the answers, you're doing the wrong thing. Because people will look at you...there are only two reasons somebody doesn't do a business. They don't do a business because they either think the business is lousy, and it's a lousy business and they don't want to do it. Or, the other one, which people don't realize, deep down, they don't think they can do it. So, when this person you're talking to listens to you give answers, he's saying in the back of his head, he's saying, Oh, my God, I have to learn all of this before I can talk to people? Oh, I'll never do that! That'll take me forever. But, if you get a third party to give those answers, what's

in the back of that person's head, of your prospect's head is, Wow! I don't have to know anything! I just have to call somebody to give the answers.

NICK: I'm going to edify that. Because a lot of you miss the boat on this. I don't know any plainer way to put it. All you need to be, in the networking business when you start off is an appointment setter. You may not like that job title, but I don't care who you are, what you've done, what you haven't done. Me, you, Alex, everybody else in between, we started off as appointment setters. That's how we did it. We started off, and that's the whole purpose of our training, is so that the time you invest on the phone, or face to face, or sending out emails or whatever, is time that becomes profitable with confirmed appointments. The other thing that I want to edify, too, some of you might get this psychological vibrations over the phone. You say, oh, great. Nick and Alex are talking about three ways. What's the big deal on a three way? You call your upline up and you put somebody on the phone. Alright? Listen...get the message here. This is a favor, listen to me, please. You share everything in the form of a story. Imagine Alex has a guest on the line. He's got a prospect, his name is Bob. Bob gets a lot of calls, Alex. We say that all the time. But I say, Bob, listen Bob. As a matter of fact, Alex, you be Bob. And Alex is on the line. So, Bob listen. You've done your due diligence. I made over \$50,000 in cash and awards in my first thirty days in the business. Would you like to find out how I did it?

ALEX: Absolutely!

NICK: and suppose, Bob, that we were 90% wrong, and only 10% right. And you only made \$5000 instead of \$50,000, would you be mad at me? Or would you be mad at Alex?

ALEX: No, I'd probably still say thank you, if I had a chance to do that!

NICK: Well, suppose it took 90 days, not to say you wouldn't make any money, but it took 90 days to get up to \$5000, and it could grow from there. Would you still be pretty happy that we're having a conversation?

ALEX: And I didn't have to pay you to do that?

NICK: Actually, Alex, and this is the most important thing...actually, Bob. This is the most important thing I could share with you. Alex and I work together as a team. You could become part of that team. And this is what I really want you to understand, Bob, because this answers your question completely. Now, I'm going to step outside of roleplaying. If you guys are real leaders, and many of you are, you are doing mostly three way calls. This is where you bring some power into the call.

You see, Bob, this sounds cliqueish, but it's true. Your success must come before our success. Now, Alex is introducing me to you, I want you to know, I don't make one dime unless you make money. We make money together. The only thing I'm doing is either wasting my time right now, or investing my time. And Alex, where you are right now, you correct me if I'm wrong, excuse me, Bob, you correct me if I'm wrong. You are on

the other side of the marketing fence spending your time looking for a way to make money. We're over here on this side of the marketing fence, investing our time, making money, operative word, spending and looking versus investing and making. I can promise you, Alex, and you probably know this anyway. Life is a lot easier and a lot more fun on this side of the marketing fence. Would you like to find out how to get there?

ALEX: Absolutely.

NICK: Now, here's the thing. I shared it in the form of a story. Nick, I didn't make \$50,000 my first month. I don't really care! Go make it! Go make it in 6 months. Go make it in a year! Go make an extra \$1500 and go back to your warm market who said go make some money, you'd be amazed at the number of people, because you generated an extra thousand or \$1500, how you'll all of a sudden attract their attention because you didn't just talk about it, you did it. But think about the power I had on the three way. I'm on the call, yes I want to make a friend. But you know what, I don't want to go play golf with you this Saturday, because I belong to my own country club. I want to be honest, Bob. Right now, our common denominator is, Bob, you want to make money, right?

ALEX: Absolutely!

NICK: Don't let me put words in your mouth! Cause you're not paying attention, Bob.

Here's the thing, Bob. That's where we start. That's our common denominator. I make more money if I help you make money. If I help you with some leads, or I invest some time and help you with a script. Or I do some three ways. You know, I'm helping both of us. And this is true. If you really do these things properly. And then the whole thing makes some sense. Then people don't feel like they are part of the line going through the slaughtering bin. And they are just somebody, cause they got a credit card, you want to talk to me. This is why I love to do three ways, because people know that you are speaking sincerely, and you know, I am! I don't make any money! Alex might make a fast start bonus on Bob. That's not my money. But at this level, at this stage we operate on, at the level you guys will operate on, this is pretty powerful when you can share with somebody that you have to be successful in order for me to be more successful. And the other part of that equation is, you want people to notice in the posturing, that whether they join you or not is not going to affect what you drive, where you go on vacation, or where you live. But it could have a dramatic affect on their life, as to where they'll be next year at this time. Where they'll be 10 years from now, at this time. What will be different next week, next month as a result of the decisions they make right now? Sorry, Alex, you're trying to say something, I can hear it.

ALEX: Yeah, because what people don't understand is that there is an under current of a deal here. There's a give and take. Look, the leader who is doing the three way is saying, we've got a deal here. And if we don't have a deal, we can't go further. We are going to share the knowledge that took us decades to gather. We're going to show you what we do. We are going to share with you the secrets. Whatever it is, whether it's the exclusive lead system. How you find other people, how you grow your business. Whatever it is, we

are going to share it with you. We're going to take our time and spend it with you. To help you get what you told us you want. But, understand this. Our time is valuable. If we wouldn't be spending it with you, we would be doing something else. Either making money, or having fun. Whatever it is, but there are only 24 hours in a day. Now, we expect something from you. We expect you to be prepared for when we talk again the next time. Just like we're making an investment in you, we expect you to make an investment in yourself to find out more about what we're talking about. So that tomorrow, or the next day, or whenever we have that next meeting, we can discuss it. So we can find out if we're on the right track with what you want and headed in the right direction. We're just asking you not to waste our time. That's the deal.

NICK: And unfortunately, Alex, we probably should say it just like that, but there's an easier way to convey that and communicate it. But, Alex wanted you to feel the point. Look, here's something I will try to underscore what Alex is sharing. And again, this will make sense to you when you think about it. I'm talking to a prospect. Alex, you're the prospect, and your biggest concern is our product requires an auto ship. And Alex is asking me about what happens if the auto ship comes up next month for lets say \$200 and he hasn't made any money? Now, how do you guys answer that? And think about this for a minute. We're in a selling situation right now. And somebody asks you that question. You have to be in a position to say, you don't know, because you don't have that problem. In other words, since the first month you were in the business, you made a profit, so technically, you're kind of getting your product for free, because you've always made more money than what you put in. Now, if that hasn't happened, then maybe as a result of this training, it will happen. But you got to be able to answer it like that. You know what, at the end of thirty days, the only way that you cannot be making more money coming in than going out, is if you simply didn't follow the formula, the bridge, the blueprint, that I'm going to share with you. You see, here's the point that Alex is getting across. This is true. When you are operating at this level, we all have 24 hours in a day. You heard me say that a million times. It's the great equalizer. The truth is this, we are so systematized and know exactly what we are doing, that we can literally stay on the phone 24 hours a day talking to prospects. But, all money, and all work and no play makes Jack a dull boy. The idea is to live your life in balance, right? Be able to work when you want to. Be able to work when you have to. But be able to enjoy life and live life on your own terms as much as possible. The prospect needs to understand this. He needs to understand that whether you've been in business for 6 years or 6 weeks, you have a system in place, and you need to write this down. That you can make money at will. That's a nice place to be. Alex, would you like to find out how you can make money at will? Would you like to find out how, if you invest a certain number of hours, you can expect a certain amount of profitability. Would you like to find that out, Alex?

ALEX: Absolutely!

NICK: Would you like to find out how you make the real money by simply introducing people into your company and getting paid a small percentage on each introduction you make. And that would actually be worth more than all of your individual efforts combined? Would you like to find that out, Alex?

ALEX: For sure.

NICK: Now, what Alex is going to share with you, in the next 15 minutes, are the questions that normally nobody has shared with you before. To answer that who, what, why, where that Alex gave you at the beginning of this call. You're going to get into the actual sifting process and be able to weed out the dreamers and the schemers. And be able to focus in, and focus laser like very quickly. And within a few minutes know, do I want to invest about four or five more minutes with this person. Or do I want to merely send them to a website and get rid of them and go onto the next one? You can't be holding onto every prospect like they are valuable. You've got to be in a position like Alex said earlier, people want to talk to you more than you want to talk to them. That's a great position to be in. And you can be there. And you know what that does to your mind set? When you know, that listen, when I'm done with this call, I can make 20 more phone calls if I want to. Because I know what I'm doing and I know how to collect the information. So, I hope that ties it together. And it's all going to relate back to the script. And you'll have a copy of my script with those questions on there. But, now we are going to get into the finer fine points of what you need to do. About who you are, and what are you looking for, and what do you want, and when do you want it, and get into more detail. And to find out how motivated they are. Go ahead Alex. Where do you want to start on this....

ALEX: And don't forget that you are going to tell people about that special thing that we are going to talk about. So, even if their upline doesn't answer the questions, they'll figure out a way to get an answer.

NICK: I'll tell you what I'm going to do. You all stay on the call. Because I'm going to open the lines up. And I'm going to send you to a website tonight. And I'd just like to get your opinion on it, live, on the air tonight about what we're going to do. So, thanks for reminding me about that, Alex.

ALEX: So, let's take a look at that six point checklist. Who, what, when, where, why, and how. Six points. Anybody taking an English class and having to write a composition knows that. Who, what, when, where, why and how. So, what's our goal here? Our goal is to become a friend. To make a friend. And to get them to trust us.

NICK: Let me put universal goal down at the top. The goal is to get the appointment. Alex is giving you the steps to get there, but an appointment is somebody who follows through and gets back to you. Go ahead, Alex.

ALEX: So, the way you become a friend, is that they get to talk more than you talk. Because the best way to become a great speaker, a great conversationalist, I should say. The best way to become a great conversationalist is to ask questions, and close your mouth and listen. You may think conversationalist means you have to talk and talk and talk, like I'm doing now. That's not a great conversationalist. That might be a speaker. But it's definitely not a conversationalist. You want to ask questions, so that the person

becomes at ease. Because he thinks and he feels that you know him. That you know enough about him that he can consider inviting you to become his trusted advisor. And share things with you that he hasn't shared yet. That's important. Cause unless he feels like that, he won't tell you the truth. He won't tell you the whole story. He won't tell you that he has a third job that he's working and that's why he can't do the business. He won't tell you he's got to make a \$300 payment in 10 days, otherwise he's in big trouble.

NICK: He won't tell you he failed five other times in five other businesses either, so you can determine what he was doing wrong, so that you can help him do it right this time.

ALEX: Absolutely.

NICK: Had to get that in there.

ALEX: And I was going to say the other thing. When the guy says, I'm afraid I'm not going to make my money to pay for the auto ship. You say, I will help you do it. Let's sit down. Do you want somebody to help you do it? Do you want somebody that's a strong partner? Or weak partner? You want to posture yourself so that when you ask them to do something, that they'll do it. You don't want a partner, you're not looking for someone that's going to pull you down to their level. I was telling Nick that I was listening to Les Brown, and he mentioned Sidney Portiere, that its interesting that when two people walk on the beach, one ends up walking at the speed of the other. So, are you the one who's walking faster and the other person speeds up to catch up with you, and to continue walking at your pace? Or are you the guy who slows down to walk with the other guy at his pace? You want to be the leader. The guy is not going to follow you if he thinks he has to be your leader. So you have to ask him to follow your lead. And he will, if he thinks you're a trusted advisor. So let's get to those six words.

Who, What, Where, When, Why, and How.

Who: Who are you? What's your background? What have you done in the past? What have you succeeded at? What have you failed at? What do you enjoy doing? What do you wish you could have done? What is it, if you had a million dollars, you'd be doing today? What drives you? Who are you? That's Who.

NICK: Here's the trick. While Alex is sharing this with you. The trick is not to sound like a census taker. And not to do these abrupt questions. The trick is to be a good listener and blend it into the conversation. Make it a natural progression. Talk to the prospect like you would talk to one of your neighbors over the fence in the back yard. Or someone you're having over for a barbeque. Relax with it. Show some interest. And segway into the next part of it. Somebody said something...say something complimentary about that. Somebody says they're a teacher, you know you mention the fact, everybody knows teachers are underpaid and over worked. But yet, I've had a lot of teachers be very successful in our business because of the communication skill set that all teachers have. And then continue on with your question. But, you plant these little seeds, why you're asking the questions. The other thing is, remember the answers you're getting to these

questions, don't be Johnny on the spot with something....oh yeah, I know this this and this. Save it like bullets in a gun. Save it because we're going to come back to this later and you're going to use this ammunition to take them from where they can see this is a universally good program to where it can be individually good for them to achieve their financial goals to get to where they want to go when there's nothing else they can do to get there. They don't have plan B or plan C. And recognize that, when you're talking about this Who person, its always going to be related to money. But like Alex shared two weeks ago, you've got to knock the dominoes down and go from the fact that they need 60 grand to get to where they need 60 grand to pay off the credit card debt, because it would take them 13 years worth of minimum payments. And who knows how much interest or how much aggravation or how much frustration and how much mental imbalance, or how much stress. All that builds up. And how stress can be mental, but can manifest itself physically. And then you've got real problems. That's how you get to the inner game of recruiting. When you take it from a dollar figure and factor in a psychological value. Think about that for a minute.

ALEX: And you take it to another step. Because who doesn't only represent the person, the individual. You want to know who their friends are, who their family is, who they go with when they go to have fun. Who they go with when they are going to do things they don't want to do. You want to know if they're somebody that they wish they could be with. This is psycho-social type stuff. You see, what Nick and I did, is we could easily take a book, I mean, I've got....Nick how many pages was this stuff I sent you? The ones we got at Kinkos. I'm in California, he's in Hilton Head.

NICK: It's three two inch binders completely stuffed. And I've already used up three yellow markers and I'm only half way through.

ALEX: So it's very easy to put together a lot of information. I am so proud that we were able, we said we would get a checklist and we got it down not to pages, not to sentences, not to phrases. To words! Six words. That's the entire checklist. Now, we're going to expand on it. But, that who are you is very important. Because you have to make people feel good. That's your job. Your job is for that person to want to talk to you again. Because he felt good when he talked to you. So, that's Who. Let's go onto WHAT.

Your job is also to be a detective. You want to find out what they are looking for and why. Let's stay with what they are looking for. What are they looking for? Are they looking for money? Nobody's really looking for money. People are looking for what money can get. But lets stay with the what for money. Let's say that what they want is money. Leave that as it is. How much money? And then we come into the When. When do you want to reach that goal? For all you know maybe their goal is not money. Maybe they have an ego goal, and they went to this meeting with you and they saw this guy on stage and they said it's like the guy who wears the checkered jacket with the striped shirt, and he's going up to the stage to speak, and he trips along the way up to the stage and he gets up there and he can't adjust the microphone, its making a lot of noise. Takes out his notes from his pocket, they fall on the floor and he has to pick them up. Then somebody whispered that guy made a hundred thousand dollars last month. And somebody looks at

themselves and said, Oh my gosh! That idiot made \$100,000, can you imagine what I can make? So, you don't know if it's just money! Maybe he just wants to be on stage because he thinks the guy on stage is an idiot. And by the way, the guys on stage that make the hundred thousand and fall and trip and wear the checkered jacket. They got the sleekest clothes you can imagine in their closets. But they have their uniform that they wear for the meeting. Because that's their goal! Their goal is to show you that it's a simple process even an idiot can do it.

NICK: You bring up a good point, Alex. Cause we always like to kind of lay the whole process in a realistic state, the barest of it. Kind of the truth. And the truth is this, look, in every organization where there's a leader, there are factors like somebody is good looking, or they are an extremely good communicator, or they have a large amount of confidence, or they got a little bit of brass about them. I mean, there are some inherent characteristics of leadership that people have either acquired by the luck of the gene pool, or they have developed as a result of an environment. But the things that we share with you are things that anybody can do. I'm not the type of guy that could (unknown) and make you into a millionaire. You know, I'm not going to tell you I can do 10 million, but I can tell you this, there's not a person on this call that if you follow through with what we train you on, there's not a person on this call that can't make a minimum of \$50,000 a year. You know, when you are doing part time work, a thousand dollars a week, that's pretty good money. I think you'd probably have to make like \$650,000 or \$70,000 after taxes to clear an extra \$50,000 a year. But, you got to follow, when Alex is talking about this money, here's what you've got to paint the picture of. Ok, the \$60,000 in credit card debt. Obviously it's bothering you, or you wouldn't have filled out that form at 2:00 in the morning when you became a prospect. But you take them from where the money's coming in, you pay off the credit cards, you not only accomplish the financial objective, but by freeing up a bunch of capital, you've removed that stress. You've replaced it with positively. Now, what do you do with all that money you've been spreading out over 18 credit cards, and paying out \$2300 a month on, what do you do with that money now? You've got to take the prospect psychologically to that place. But at the same time you've got to put the salt in the wound and let them know if he's suffering physically, mentally, financially right now, it's only going to get worse next year, or two years from now. Unless you do something, and this is where we come in, we are disruptive people. We're going to change their life. We're going to have a little less TV. We're going to work on a Saturday morning. We're going to make phone calls to people on the west coast when it's 10:00 or 11:00 on the east coast. If you're that type of person, then you really want to change your life. If you're not that type of person, no it's not going to work for you. If you're the type of person who's going to contact two people a day, and you're going to build your business, good luck. So, as part of the sifting process, you're looking for people who are willing to pay the price to do what you did to be successful. Go ahead Alex.

ALEX: Yes, I just wanted to add to that a little story. And that is, that what you're describing, Nick, is the biggest problem that affects network marketing. Which is false expectations. Unrealistic expectations. What we end up with in this business, whether people are promised something that they shouldn't have been promised. Or they expected

it because they didn't know what to expect, or because they were taking the easy way out. We end up with people that go out and buy a lottery ticket for a dollar, scratch off a number and nope I didn't win with this one. Now this recruit didn't work, scratch off another number, ah, I didn't win with this one, this recruit didn't work. Scratch off another number, I didn't win with this one, this one didn't work. Boy, this lottery system, this system just doesn't work. Then the next morning, there's some guy that won 40 million dollars. You know, its not that the system doesn't work, the people that are scratching off numbers, expecting a pot of gold every time they scratch off a number, don't know what it takes to do a business. Look, there's no business in the world that you can go into....I built a business, you built a business, Nick. I built a business, I did within 14 months, 120 million dollars. Ok? I will tell you that I sweat bullets to be able to do that. And I didn't go to sleep. I was up all the time. You have to work hard. I had to hock my house, cause I didn't have money. I borrowed, begged and stole every penny I got to put into it. But, boy, I had my goals clear. I knew it wasn't going to be easy. I surrounded myself...that's the beauty of network marketing, by the way. Is whatever you cannot do, whatever element in the formula of success that you don't have, you recruit somebody that has that. If you're a good inside person and can handle the paperwork, and can handle the structure of setting up the appointments, making sure people go to their appointments. And being basically an inside man, and you're not a good outside man...recruit an outside man! Or an outside woman. Recruit someone, and say look, lets make a partnership. I'll do this part of it, you do this part of it, and together the sum of the parts will be greater than the whole. That's the beauty of this business! But don't expect to scratch off a number and get the million dollars. It doesn't work like that. There's no business in the world that works like that. And from Nick and myself, you're getting free information that I've had a lot of people pay me a lot of money for my information. And Nick, you have too.

NICK: Yeah, I was just thinking. I wouldn't have paid any attention to you back when you were doing your 140 million dollar business. Because it wasn't duplicatable. And the truth is, if you and I knew as much about networking back then as we do now, we never would have done a bricks and mortar business. There's no comparison.

ALEX: Let me just give the rest of the story, as he says. After a year, I lost it all. Every penny. My house. Everything. Because you cannot be that smart and know everything. But I got up again. Just make sure when you fall down, you're looking upwards. So its easier to get up.

NICK: Ok. So, go back to the checklist Alex. We're running out of time here.

ALEX: Oh, we're running out of time. Sorry about that. OK. So who are you, what are you looking for, when do you want to reach that goal. This was the hardest word, the next one. What goes with where? Where will you find your Plan B if you don't do this? What's your alternative? What are you going to do if you don't do this? And then, why are you looking for that? What do you want to do with the money. And let me finish with the sixth one. And folks we're not telling you what to say or how to say it. This is a checklist. This is what you should cover so that you end up knowing the person so that he

feels like you know him. And all you have to do is get him to talk, because if he's talking and you're listening, he thinks you know him.

And then, you become closer to becoming a trusted advisor. The sixth one, How, and this is an important one, because you're going to be spending your money, and money is time, and time is money. How motivated are you to go after what you say you are looking for? What are you willing to do for it?

NICK: You see, here's what Alex has done. If you take my script, hey this is Nick Skolsky giving you a quick call from Hilton Head, did I catch you at a bad time? You were kind enough to respond to my national email campaign....go through the profession, the dollars wanted to earn per month, the hours traded, are you in a home based business now, or previously, what's the dominant buying mode, or what's the hot button...help you find out who we are, what we do, how we do it, etc. If you put my script on your desk, and right next to it you put those six questions that Alex just gave you. And if you're asking them those questions with the idea of attaining the answers to the six little words Alex gave you, you'll get inside the prospect's head and you will plant those seeds so that you get them to what? The B interview. Do you remember this? We covered this in our first session. The first call was the A call, that was the call to action, or the attack call, however you want to phrase it. That was the selling call. Your goal was to get the appointment, but as a result of doing it this way, of collecting this information, you get them to the B call. And the B call is when they agree to show up, and they actually show up. Then it becomes a buying call.

ALEX: Sorry, Nick, but they show up prepared.

NICK: That's how you get to the C call which is the closing call. But you know, you've got to be disruptive. We'll go back to what Alex shared earlier, about the guy who was worried about the \$200 auto ship? I know you've had people question that on the first call. The way you answer this is, you know what? I can see where you're having trouble financially, cause your mind set is already set up for failure. You are worried about a \$200 auto ship that doesn't even take place cause we haven't even gotten together as business partners. And I'm trying to make \$2000 a day. You see where your focus is and where my focus is? Is there a little difference between your mind set and my mind set? I wouldn't say it quite as loud as I did right now, cause I'm trying out a new headset here. But you speak compassionately and you speak on an emotional level. But understand this. Alex, do people make decisions logically or emotionally? Are they using the right side or the left side of their brain?

ALEX: they use emotion to justify what they've decided.

NICK: There ya go. Ok. You've got to get them involved in the emotional process. So just by putting those six little words over there, and using the script. And then the people who aren't responsive, you know, I got two minutes, pal., what do you have? You know what, you are apparently having a bad day. You want me to call you back tomorrow or after Christmas? That works pretty good this time of the year. Not a problem. And get

onto the next call. Most people simply don't have enough leads in front of them. They have 30 or 40 leads, they are trying to set up 10 appointments. You go through 30-40 numbers, and you're calling them over and over again. Or, you talk to two people, and you're hoping they show up. And believe me it comes across in your voice. Somebody asked me one time, Alex, Nick, what would you do if you had one of your training calls and nobody showed up? Well, that's never happened to me in 20 years, but if it did, do you know what I'd do? I'd launch a new training call next week and start all over. Wouldn't bother me. It's not going to change....hey I'm going to get in my Bentley and be in Florida tomorrow. Regardless. That's my attitude. But you know what, that was my attitude when I had a \$600 car, and was wondering if it would make it down the highway. I'm going to be down the highway regardless. You can take away all the props, its an attitude, it's a mind set that you can acquire, that you can utilize as a result of having this knowledge which will give you the confidence to talk with the prospect in a postured manner. Not rude, not arrogant, not looking down on somebody. But letting them know this call is a heck of a lot more important for you than it is for me.

ALEX: But be honest! Be honest. Be a giver and not a taker.

NICK: What's that mean, Alex?

ALEX: You want to be...if you put yourself into position that I want to be his friend. If you're a guy, make him believe it's the most gorgeous girl in the world and if you're single, that you want her to be your friend. So if you're a gal, you want this handsome guy who looks like everything you always wanted. You want them to be your friend. You want to come across not like you're trying to rip them off. You want to honestly, if this guy works out, and this person is worth being your friend. You started first by wanting to be his friend, don't try to find out first if he's worth being your friend. Be nice. Be cordial. Be friendly. Be a friend. And then, if the guy's an idiot, you hang up, or whatever you're going to do. But, don't waste your time with him. But if people want to be with you. They want to be because you're warm. Not because the first thing that you ask them is do you have money? You know, that's not a friend, talking like that.

I don't know if you agree with me, Nick. But that's how I like to approach. I feel good when I'm nice to somebody.

NICK: Well, I think you're nice to somebody and you treat people like you would like to be treated. But I also know this, I think people waste a lot of time and a lot of conversation on people who really don't want to do what's necessary to get to where they want to be. And I think over this friendly fireside chat, while we're having this conversation, if you're asking the right questions, and you're getting the right answers, you continue. But if you're not getting the right answers, some people just continue to push for that appointment. Don't push for the appointment. Here, stop, Alex, we've been on the phone for about 6 minutes. Would you do me a favor?

ALEX: Sure.

NICK: Why don't you take the microphone and for the next two minutes, and I don't mean for this to sound arrogant or rude, but why don't you take two minutes and tell me why I should invest my time, my energy, my money to help you contact people to build an organization so that you can share in the same success me and many of my team members are able to enjoy. And then let them answer that question.

ALEX: That's only after they've gone past a certain point,

NICK: and you're not getting anywhere.

ALEX: That's right. Because if you ask them permission. You are just asking, do you want your business associate who's going to teach you, train you and share with you, do you want them to be someone who's a tough person, and makes sure things get done and sees things through to the end? Or do you want somebody who's lackadaisical about it? And let them answer you! And I guarantee you 9 out of 10 times, and a lot of times 10 out of 10 times, he'll say I want somebody strong that will see it through to the end and make sure it happens. And then the first time he says, today's Sunday, I'm going to the game. But you didn't talk to anybody today, yet. You don't deserve to go out to the game yet.

NICK: We're running up on a time constraint here, Alex. So let's....here's what I want to do. First of all, understand that there is no call next week. But, when we readjourn in the next two weeks, these calls are going to be based on what you want to discuss. Second thing is, the calls are going to be reduced to 30 minutes. Why are we going to do that? Because we're going to be able to now, give you more concise information in a shorter period of time, because Alex and I have been able to put together a little resource for you. So if we share with you a solid 20-30 minutes on a technique, or a transitional phrase, or a recruiting tip...something to make your life easier. You can then go to a resource and get 120 minutes, you can get the complete details on whatever you need. You want to tell them where they can go, Alex?

ALEX: Yep. It's a very very easy spelling, that most of you have seen before. It's NickSkolsky.com.

NICK: now, if you're near a computer, I want you to go there. We're going to take a few minutes. If you're not near a computer, and you're driving, just tune in with us here. But, Alex, this is what we've done. We put together a blog that really conveys what Alex and I are all about. In other words we are a totally cooperative, noncompetitive training tool. We don't ask you to fill out a capture page to come here. If we've got information to share, we share it freely. And its kind of a pretty unique form, because we can not only teach it with two guys who have actually done it. Alex, I see here it says Ask Nick a Question on the top right hand side. What does that do? How does that help me?

ALEX: What that does is, you get to put Nick in your back pocket 24/7. We have a button at the top of the page, just to the right of the Bentley where you click on Ask Nick a Question, it takes you to a page where you just enter the question that you have. And be

aware that we don't handle anything privately, because everything is available for everybody to learn. Cause that's why we're doing it. We're doing it so that when we answer the question once, it can go to hundreds of people.

NICK: But let me put a footnote in there Alex. If they go to Ask Nick a Question, they can certainly put, Nick, this is something I need a personal answer to, and Alex and I would be glad to help you with that. And no, we won't post it. I want to make sure they understand that we can do that. We can do that now, because we're small and embryonic. You'll see when you go in there, I've already answered a few questions, and I don't just take three paragraphs. I take three paragraphs and I take 20 minutes and an audio. Questions like this one I got...what do I do before buying leads? I'm not selling leads, I'm telling you what you should ask the broker who's selling you leads. Nick, how do you get the prospect to make a decision? How do I calculate the return on investment of a marketing campaign? Whether it's a direct mail, an email campaign, or voice blast campaign, an expo type thing. All that answered in complete detail. And the other thing is, this blog, the content will come from what you guys want to cover. Right now the only content is, ok, right now we're doing Wednesday night calls, there's no call next Wednesday, but then we start the following week. And then it goes right into the fact that the whole idea of our training is to become a person worth meeting with an idea worth sharing. And then you go in there, and you got all the contact information. Alex, how can people get their picture up there? I want to get the people to be able to show their team members where they can see their picture.

ALEX: In the upper left, just below the Bentley's headlight, there's a log in page, log in button. Just click on log in. And when you sign in...by the way, we didn't tell everybody Nick, that we're not launching this till middle of April.

NICK: This is all pre-launch. This is our gift from me and Alex to you. We want to cover what you want to hear. So you guys can design the input of our Wednesday night calls. And you guys design the direction of this resource library by doing nothing more than addressing the blog with a little five minute commentary on a question that you have or something you want to see covered. And then that way we can always be on point with what you want to hear. Because this is going to become a closed meeting behind closed doors in the very near future. This is not going to be something that is out here for everybody 24/7 like it has been. So Alex, where do they put the pictures underneath the Bentley headlight?

ALEX: Here you sign in just like you do for Facebook. And there's a spot there for you to put your pictures. And then we have on the front of the blog, a slideshow which will show your best side. And we'll be able to know who we're talking to. And we'll build a little community here with it.

NICK: If you read the first blog entry, Alex, you took the words out of my mouth. It talks about that this is our community. And each of us will make the contribution that will empower all of us collectively. And the underlying thing was this, there are common daily procedures that people perform every day to achieve uncommon superstar results.

And these are the actions that real leaders take. And I'm not saying that you're all going to be millionaires. But I can promise you this, if you incorporate what we share with you, if you take advantage of the blog, you don't have to register, if you just want to go there and check out the information, it's a tool for you or your team members to use. And it will never be used to coerce or promote any product, or any company. There's no hidden agenda. Everybody's waiting for the other shoe to drop, Alex. They are waiting for us to put a page up where they got to put their name, phone number and email or something to get information.

ALEX: Well, look at what you're doing on Facebook. You got 5000 people there, and you're not selling anything.

NICK: No, that's kind of impressive. Because I have like 600 and some on the waiting list to get on there. And when two or three drop off, it automatically puts two or three back on. I mean, that'll change too. But that's right in line with what we're talking about. So, I think I'd like to take introductions real quick before we say good night, just to thank the people for being on the call. And if they have a comment or two, I'd like to take that, if that's ok with you, Alex?

ALEX: Absolutely.

NICK: Hold on one second. Somebody say hello so we're live.

First of all, I thank you all for being here. Let's just take a real quick roll call. And just let me hear who you are and where you're from. And then you can hit *6 afterwards.

(INTRODUCTIONS)

NICK: First of all I'd like to thank you. Cause we got 15 people in the middle of the call there. But the only way we can really help you is we have to know where we need to focus everything. So if somebody wants to sign up for the newsletter, where do they go, Alex, to actually join the blog and become part of the community?

ALEX: There is a button on top of the blog, that says log in. And even if you're not logged in you can get....

NICK: If I click on log in and join?

ALEX: Log in and join. Yes. Does it say join? I'm just going there now.

NICK: The button's up, but its not loading for me.

ALEX: Ok. So by tomorrow morning it will.

NICK: And you'll see this training overview, behind closed doors. Let me share with you, cause we don't have up there what we want to have up there. But what we're going

to do is Alex and I are going to tape a conversation and actually lay it out. Like if he and I were talking. In other words really get into the details. Don't dress it up. Just lay it out. What do you really say when somebody says this, or somebody does that? And I think you'll really enjoy that. I think you'll enjoy that more than the Wednesday night sessions. Cause it's going to tell you actually how to do it. You see, most people when they say, well Mr. Upline, what do I say when somebody says what about the \$200 auto ship? They give you some crock of bull story about how wonderful this new telecommunications product is going to be that they are paying for on a monthly basis. No offense to you that are in telecommunications. I could have picked up any industry. It doesn't matter. I could have said it relates to health products, or the information you're getting for your seminar company. I'm just going to share with you the way Alex and I do it, and that is, you need to get your mindset off of failure, and adjust your mindset to success. You either concentrate on the thousands you could make. And understand that we got a blue print here that works. And the only way it won't work for you is you won't work the system. And you explain that in a friendly manner. But, I hope that you guys can see that you can now get to the dominant buying motif on this initial call. Here's where we got confused. I'm only going to take a minute, but its important.

Alex, this is Nick from Hilton head, etc. etc. Alex, if I can show you how to eliminate your two biggest monthly expenses, that's probably your car payment and your house, correct?

ALEX: yes.

NICK: Would that be worth 30 minutes of your time?

ALEX: To get rid of one of them its worth 30 minutes.

NICK: Ok. Well, this is a nice conversation. Now, can we do that tonight at 6:00 LA time, or is 10:00 tomorrow morning better for you?

ALEX: let's do it tonight.

NICK: Ok. So I got the appointment scheduled already. Now, this is where you all stop. Now I go back. Watch this. This is real training here you can use tomorrow. So, Alex, what kind of car do you have and what's the payment so we know how much money we have to generate?

ALEX: I'll give you the car I had 30 years ago....Olds Cutlass.

NICK: Ok. What were your payments on that?

ALEX: Let's say \$250.

NICK: And do you own your house or rent it?

ALEX: I own it.

NICK: Now, by own it, do you own your house like I own my house without a mortgage? Or do the bank and you own it?

ALEX: No, are you kidding? Things slowed down, I had to take a second mortgage already.

NICK: Ok. So how much are both of those payments?

ALEX: Oh, \$1800 a month.

NICK: Ok, so we got 1800, 250, up to \$2150. You need to generate \$2500 by the time we put insurance and everything else on there. If I could show you how to generate \$2500 and not interfere with what you are doing professionally, this would really be worth 30 minutes of your time, wouldn't it?

ALEX: I'm ready to listen to it.

NICK: Alex, you sound good on the phone! What do you do professionally now?

ALEX: I sell. I want to be a salesman just like you.

NICK: We're all individuals. We gotta capitalize on your strengths. But what are you selling right now?

ALEX: Cars.

NICK: Ok. I got a simple question to ask you. Why is it that you can't take care of these expenses right now? By selling more cars.

ALEX: We got too many salesmen for how many people are walking in the door.

NICK: Are you telling me it's a tough economy right now? There's not enough pieces of the pie?

ALEX: No, it's not like it was 2 years ago, where we had people walking in and waiting in line.

NICK: Alex, let me ask you something. First of all I like the way you handle yourself on the phone. If I just gave you that \$2500 and just wrote you a check out for \$30,000, is that right? \$2500 times 12 months?

ALEX: yes.

NICK: Notice what I did there? I wasn't playing dumb. I want to keep him involved in the conversation. Let him figure it out. What is that, \$30,000. If I went ahead and sent you a check for \$30,000.....be realistic with me. What would you use the money for? Some people say they are trying to get their kids through college, other people have credit card debt. Somebody else is trying to do a room addition. You know, somebody else is trying to do something else. What would you do? And please don't tell me like the last person did, said they'd take the money and go to Las Vegas.

ALEX: No, I'd take \$100 and put aside to take my wife to dinner, we haven't been out to dinner in a year. And then I'd use the rest to pay off the credit cards.

NICK: you're married. Do you have any children, too, Alex?

ALEX: You mentioned college, I don't want to think about it. The one thing I'll get from a (UNKNOWN) program is the kids will be able to get some money for a loan for college.

NICK: And all your friends just hung up the phone, Alex.
But do you see where I'm going with this? I'd ask him about his wife. I'd ask him if his wife works. I find out, Alex, have you been in a home based business before?

ALEX: Oh, I tried it, and that stuff just....

NICK: Name a company, Alex.

ALEX: Amway.

NICK: You know, everybody knows Dexter Yager, made a bunch of money. Presley Brigheart, used to live a mile down the road from me in Florida. He made a bunch of money. Do you think they maybe knew something that you didn't know?

ALEX: They must have. Cause I didn't make a million.

NICK: Alex, I'll tell you what. This 30 minutes that you and I invest tomorrow is probably more important for you than the average person I speak with. I don't want to be presumptuous, but I think I can show you how, first of all I can help you take care of those two payments without interfering with anything you're doing professionally or personally. Secondly, I can show you how it can build to a lot more money than that. And thirdly, I can share with you that what we are doing with our company, with our product, with our opportunity, is 180 degrees different than what you tried to do with XYZ company. Is that something you'd like to get the answer to?

ALEX: I'd like to.....yes it is...I'd like to get as much information as possible so if I do it, I stack the deck in my favor.

NICK: Ok, and I've got your email as alexweiss@aol.com. Is that correct?

ALEX: That's correct.

NICK: Here's what I'm going to do. I'm going to send you a quick email...all my contact information is on there. When you receive it, I just want you to type confirmed and send it back to me. And then I've got you in my planner already for 7:00 tomorrow morning, LA time. And if something comes up, if we need to reschedule, my phone number's there, just pick up the phone and give me a call. One professional to another.

Alex, I want to share this with you. There are 24 hours in a day. I call it the great equalizer. Right? We're all blessed with 24 hours. It's what we do with those 24 hours that makes a difference. You right now, and you correct me if I'm wrong. You're kind of on the other side of the marketing fence, spending your time looking for a way to make money. I'm on this side of the marketing fence, investing my time, making money. Would you like to see how much easier life is on this side of the marketing fence?

ALEX: For sure.

NICK: Alright. Get a pencil out. And that's when you go ahead and load them up with your video, or your recorded call, or your live call. Now that's not too much different than an actual call, except I talked a little bit too much, cause I was trying to give you guys bullet points. But what Alex and I have done over the last couple of weeks, is we've actually gone on some live calls, so you can listen to literally one hour of live calls. They all didn't turn into appointments. They all didn't turn into marketing partners. But you know what? You'll see that there's a common thread. Everyone was approached in the same way. The same questions were asked. They might be a little differently phrased. You know you got to (unknown) and pace when you're talking to a prospect. But you'll see that everyone was a boiler plate of doing nothing more than what Alex showed us tonight on using those six steps. And making sure that we got the answers to the questions by getting the answer to Who, What, Why, Where, and When and How.

ALEX: I just want to add something to what you said. Do you notice for the last hour and 15 minutes, we talked about everything that you have to do before the call, and during the call. And we didn't talk about, you said, you analyzed the calls, and you said some calls will be like this, and some calls will be like that. Because you know what the results are of the calls. And you made note of it. You remembered it. Because folks, nobody's perfect walking out the door. Nobody. We're all born naked, dumb and can't talk. That's just the way it is. And if when you finish a call, whether it went well, or whether it didn't go well, make notes. What went well, what didn't go well. And get instructions on what to do on the stuff that didn't work. These are learning experiences. You know, you spend 20 minutes on a call. It costs you 20 minutes of time you could have spent with something else, doing something else. Get your money's worth out of it. Analyze it. Figure out what was right. Figure out what was wrong. Figure out what has to be changed next time. And keep the notes in front of you so that you know what you have to do.

NICK: Ok. I have two closing comments here. I'll put a footnote on that. One thing I'd like to see you guys do is become better students of the game. You know, you should be aware that a company like Arbon just filed for Chapter 11, I think, Alex? Which is reconstructive bankruptcy. Even though they do 300 million in sales, might be a lot of people, might be good prospects. And I think there's another company called Fortune High Tech, that just had a problem 48 hours ago. You should become students of the game. And follow what these other companies have done, because there's a lot of people that believe in a network marketing industry, who are going to be looking for something else to do. And you should be aware what's going on in your industry. And here's the last thing I want to give you. I just want you to write this down. One third. Once you digest this and internalize this process, and it becomes a part of you, here's what you can count on happening. This is what gives me my great source of confidence in talking to people. I know if I do things in the way that I was trained and the way I've done them in the past, and operate at the best of my ability, one third of the people will follow through. That means that if I set up six appointments today for tomorrow, two of them will show up. This is going to hold true for most of you guys. One third will be deeply apologetic. You'll send them a quick email and Bob, we had an appointment at 10:00 and I hope that everything is ok with you and your family. Because otherwise we would have been meeting at 10:00. And there'll be effusively apologetic. You know, this came up, the dog ate the homework, whatever happened. And people do get caught up in the business of life. So, now that means I've got four of my six appointments that I can get to the buying process. Alex, you still there?

ALEX: absolutely.

NICK: Now here's the third point. There is a third when you start off that you just never hear from. You went through all the steps, you asked all the questions, but they never responded to your email, they don't follow up. Why is that, Nick? I don't know why. I didn't sign up for that course. That's just the way it is. The third doesn't matter. It's part of the law of large numbers. You know, you talked to them, maybe they found out they had to do some work. Maybe they didn't like the idea of watching less TV. Maybe they didn't like the way I spoke with them on the phone. It doesn't matter. That's how it works out. Now, based on those numbers, and of course you can improve those numbers. That's my chart. That's my basis. That's my standard. In other words, a third and a third.

ALEX: but it's not one day or two days or one week or two weeks that you base those numbers on.

NICK: no, I base those numbers on what has actually occurred over years of calling. A third a third and a third. It's just like if you want something else, if you're a numbers type person. I think this is important. I don't mind taking an extra minute here. If you can get the prospect to answer your questions and you form that repoire and they like you and they trust you and they digest the information, and they will come on a three way. In a case like mine, they listen to a recorded link. They have to go to www.10Kwithnick.com and I do give them a set of free cds. But you have to understand this, all my marketing partners can also give away those cds because I said my system has to be duplicatable. I

had somebody challenge me last week and said Nick, your system is not duplicatable. I said, you're right, it doesn't work for people that don't want to work. Everything that I've got is in place, anybody can use it. I challenge anybody to take me up on that bet. And then they go to cyberinfo link which is attached to 10K with Nick, and they add the money up and they see that this guy made more than \$50,000 in cash and awards his first 30 days. Heck, he had a \$40,000 weekend. Ok? Then, if they go through those two steps, the A call and the B call, remember it? The sales call where we got the appointment, and the buying call where they came back like Alex said, and did their due diligence? You can take this to the bank. You can recruit 9 out of 10 of those people, at some level. Nine out of ten with fingertip control. Now, if you want to back it out, watch, you probably make 100 phone calls to reach 5% of those hundred. You know, you get busy, you get no answers, you get whatever. I got to make 100 phone calls. But I got to get them through step one and step two. The reason I don't like statistics too much, and this is my closing comment. It's kind of like this, Alex, there's a high incidence of death, homicides and shootings when people eat ice cream. This can be proven. Do you believe that Alex?

ALEX: If you say so.

NICK: well, here's what they've done. They've taken the amount of ice cream sold on the given day, nation wide, and they take the amount of homicides and shootings and they can show when ice cream sales are up, homicides and shootings are up. Are you with me so far?

ALEX: I am.

NICK: Alright, that's one way of presenting that statistic. Another way might be, Alex, when its late at night, and its hot and people are liquored up and it's the middle of summer time in the city, a lot of times people lose their temper a little quicker. So it has nothing to do with ice cream, has a lot to do with stress and hot summer climates and people with short tempers, right? Just different ways of presenting numbers. But, people tend to eat more ice cream on hot nights, right Alex?

ALEX: Yes, they do.

NICK: Probably losing everybody else. But maybe you got that on there. My point is this. The statistics for me don't matter. What does matter is that you approach each call with not just the objective of getting the appointment, but taking the ammunition that we give you and leave that phone saying if I was on the other end of that phone, or on the other end of that face to face conversation, I'd be doing my due diligence. So, I look forward seeing you all two weeks from now. I'll be traveling, if you have phone calls, feel free to call me. You all have my phone number. I'm looking forward to seeing your interest in this blog. Because this is going to determine the direction all our training is going to take. So, go on there, put your questions, your comments, get registered. Send in your photographs. And I'll see you all in two weeks. Alex, words from you.....

ALEX: See you all in two weeks. And there's a box there for suggestions, please take advantage of it. And we plan to launch after the 15th. So, go easy on us!

NICK: If you put something up, we're probably going to put it up there. So, you post up whatever's on your mind. And we'll try to address it. As always Alex and I appreciate your time and attention. I hope your 60 minute investment was worth something to you. Everyday, starting tomorrow, to assist you in building your business quicker, bigger, badder, better, more conveniently, more profitably, and with a lot of fun along the way. We appreciate your friendship, take care, and we'll see you all soon. On behalf of Nick and Alex, this is Nick Skolsky saying bye for now.