

100421 The Secret of Making More and Making it Faster

NICK: the use of the internet. If somebody on the other hand has a background in communicability, which I seem to be having a problem with, Alex, tonight. But I'll get the marbles out of my mouth. But they are pretty good at using the phone. You want to capitalize on that. And then you have these people that have these natural centers of influence. The warm market. The real warm markets. They are big in the congregation, they are a fireman, or police officer, or teacher or coach. And have access to like minded people. But a good business builder, a good leader, knows how to explain and do all three. And then get your person to where they can perform where they have the most passion. I guarantee you if you find out which area of prospecting you want to focus on, the one that your heart is into, the one that you are most comfortable with is eventually the one you will excel at. When I said that selling wasn't really about selling, it's about building relationships, and the best way to build a relationship is always to share a story. And if you are taking notes, please write this down. Just put share a story. People will remember a story, I promise you Alex will give you two or three stories tonight. You might forget everything else that was covered here, but you'll remember those two or three stories. And that will reinforce what you need to do to acquire better marketing partners. And help you build that relationship process a little bit faster.

Now, when we're building the relationship, you guys know the basic steps. You got to get people to like you and trust you. And that's part of the appointment process. And we've given you plenty of scripts, a lot of transitional phrases, that you can use to help speed that process up. And kind of filter some people out. That's our job. Setting the appointment, getting people to like us and trust us. And then, we've got to show this is universally good business. Now this burden falls back on your company. Your company has to have that good recorded call, those live presentations, that great video, or web video, that explains the company, the product, the money, the opportunity in great detail. So that when people leave that call, they are filled with a sense of curiosity, some enthusiasm, some excitement. They want to get their questions answered. And if that piece is missing, many times, people try to do that presentation call on their own, or they try to do it one on one, and that may be difficult for a lot of people until they develop the confidence to speak with that sincerity and conviction. Because we all know sometimes it's not what you say, but how you say it. And then we go to the last piece of the puzzle. Which is once they can see that this is universally good business, for people of all walks of life. Doesn't matter how tall you are, how short you are, etc, etc. I could give you 16 other analogies, but you guys have been there, done that. But it's a level playing field. It's a way that whether you're a PhD or a high school drop out, if you got the desire, if you're coachable and trainable, if you've had that epiphany call, if you don't like what you're driving, don't like where you're living. Don't like where you are at this particular age in your life and you want to do something about it, hey, we can work together and make that happen.

Nick, I've heard that before. You know what? It's worth reinforcing. It's one of the most important things people miss as they go about their daily recruiting activities. And then you come to what some people refer to as the close. And you might call the enrollment

process, or the invitation. That might sound a little better. But a rose by any other name... And that's when you are able to focus in on somebody's specific financial problem. Carry it forward to how it affects them psychologically. We talked about that. It's not that they owe \$18,000 in credit card debt. It's what it does to them stress wise. And how some mental stress can manifest itself physically. And you know, you can become literally debilitated by what goes on in your mind, and the domestic conversations that kind of go down hill. And so what you do is bring that plasma to that financial wound. You remove that stress. You bring hope. It's in the scriptures where there is no vision, people perish. You get them to see that there can be a better way of life. You get them to see that they are where they are at by decisions and actions that they've taken. But you don't have to continue down that path. And I'll share with you in a minute how to get that point across, but those five steps. I want to give you a good story. And then, regardless of what their dominant buying motive is, what their hot button is, whether they are trying to get their kids through college, or they are trying to get out of debt. Or maybe it's something on a more positive note. Maybe they've got a pretty good retirement, and they just want to make sure they can generate some cash, so they don't have to dig into their retirement account. Or maybe they need to get some adequate health insurance. Talk to Tim about that, he'll tell you all about the health care policy of this country. But maybe they need something, like a reward, like a big vacation. Maybe they want to celebrate 40 years of marriage, and go take three weeks off and go travel wherever they want to. That's the carrot and the stick. It's not just all negatives of getting out of debt. It's not just people who are desperate. And sometimes we tend to recruit those people, instead of going for the quality people who recognize this is a significant stream of separate income that can be generated to supplement what you are doing professionally. I'm on the phone today with a guy who's making \$250, I'm on the phone with another guy who's making over 100, and you know what? It's easier for us to deal with somebody and say, you know how I can help you get to 50% of your income, without interfering with what you are doing professionally. It's easier to do that with a hundred thousand dollar person, and generate that extra 150,000, whatever it takes, a year, two years, it doesn't matter. Then it is to take a \$30,000 person and try to create that extra 15,000. I could spend an hour on why that's true, and yes there are some exceptions. But you guys have been around us for a couple weeks. So you should pretty much be able to fill in the blanks yourself.

But, let's take a conversation, and they want to get out of this apartment, this rental house, and get into a home. I don't need to spend an hour telling you what the advantages are. Is the market down right now? Absolutely. But, you know what, people in long term make money in real estate. You've got equity, you've got tax advantages, you got the psychological satisfaction. You have none of those things when you're renting. You're building somebody else's dream, right? So, if I'm talking to Alex, and Alex, you want to get out of that apartment and get into a house, right?

ALEX: Absolutely.

NICK: And now you got to come off mute and work a little bit with me.

ALEX: Right, absolutely.

NICK: I always tell people, Alex, do you have a piece of paper and a pencil handy?

ALEX: Yes, I do.

NICK: I don't care what conversation I'm on, it's a little control factor. It shows people are receptive. But I know, and you guys know, what you hear last so long in your mind, what you see lasts so long in your mind, But when you hear it and see it and I place them in a position where they can refer back to it, I've got the best of all worlds. So, Alex, what if there was a way we could produce some immediate income. Just write down some immediate dollars. Would you be kind enough to do that?

ALEX: I have.

NICK: And , underneath that you mentioned that you have some bills. So let's pay the bills off with this immediate income that we can make. And Alex, I'm going to structure this so you can work with us on a part time basis. And yes, I've had people make full time income on a part time basis. But, we won't interfere with what you are doing professionally. And pretty much we won't interfere with what you are doing personally. But there is going to be a little less TV, and there is going to be some time where we got to work together on Saturday morning. And we're going to take some dead dormant hours and turn that into some immediate income, so that from your primary paycheck, you don't have to worry about paying off the Visa cards, the Mastercards, etc. etc. And that's a pretty good start, isn't it?

ALEX: sounds good to me.

NICK: Well, what are you doing 10 hours a week, Alex, that is wasted time that we could utilize right now to start towards building your dream into a reality?

ALEX: probably sitting around worrying about problems.

NICK: oK. And you're being pretty honest with me. You know, I have people, they get addicted to gambling, or drinking, or drugs. Or they live together to a catatonic state where they hole themselves up in the house, and don't go out. And some people are a little more at the other end of the spectrum, and just go oh man, and buy more things, and think they'll have instant satisfaction, they get rid of it, or they go to the movies, and get a small fix, right? So, we've got the time. Now, if we improve paying off your credit cards, and remove some of this stress, what happens to your FICO score?

ALEX: Um, well, if I don't owe as much, and I still have the credit, FICO score will go up.

NICK: It'll go up. We know that, right? So, do you know what your credit score is, by any chance?

ALEX: Under 600. Probably about 550, something like that.

NICK: Alex, when you deal with me, we're going to deal in specifics. I think you're going to find that....

ALEX: 565.

NICK: I got an old saying I got from an old friend of mine, Alex Weiss, when you deal in generalities, you shall never succeed. When you deal in specifics, you'll rarely have failure. I stole the opening line from you tonight. But I wanted to use it.

But here's the thing. Go, at your convenience to creditkarma.com. And you know what, you can check on your credit score every day, if you want to. And not pay any money. It's not like some of these quote unquote free credit scores, where they want you to pay \$19 a month, and \$29. You can go there and actually, it's a secure site, you can trust me on that. And you can actually get your credit score. Creditkarma.com. Cause I want you to see the progress we're going to be making. So, as your credit score goes up, then you've got a better credit rating, and when you go to buy your house, when you have a better credit rating, what happens to the interest rate that you have to pay?

ALEX: it goes down.

NICK: You see, Alex, I don't want you to feel bad, but I have a great credit score of 780. And I go to maybe get a car, and I'll probably get 0 % financing, or maybe some type of incentive on a lease offer, cause I've got two one credit. On the other hand, if someone goes in with a low credit score, and that's an extremely low credit score, the rich get richer, and the poor get poorer. You could literally pay 15-16 or 17%, or higher a percentage rate. And you and I are buying the same car. That's how life works, Alex. Make sense?

ALEX: Absolutely. As a matter of fact I'm trying so I can get the loan.

NICK: Those people are called get me dones. And you know, Alex, I've been in that position. I've been where it wasn't even a new car, and I remember back in the old days when me and Helen would go in, and we just hoped we could get that car. We liked it, it was a good basic transportation. And the salesman knew that. And unfortunately, when car salesmen know things like that, they'll take you to the max. and there are a lot of things that shouldn't be said, but you'll pay an exorbitant interest rate, and that's the bottom line.

ALEX: Absolutely.

NICK: Now, we've got money coming in. We've got your credit score going up. Now, we can accumulate money for the downpayment. Now, what happens when you make a bigger downpayment on a house, Alex? Doesn't the interest rate, also sometimes reduced because there's a better loan to value ratio on the mortgage?

ALEX: less risk for the mortgage holder.

NICK: There ya go. And lower payments for you, too, right?

ALEX: Absolutely.

NICK: And then, Alex, you see, its not just the immediate income we can produce by taking those dead dormant hours. There's the residual income, because all the while we've been building this business, after making these weekly paychecks and bonuses, and the fast start bonuses, etc. There's a residual that accrues that's going to be paid week after week and month after month. So, when you get into your house, isn't it nice that maybe the mortgage payments can be taken care of from your residual income. Maybe the taxes and insurance could be taken care of from the residual income. Can you see now, maybe for the first time, where you and your wife can get into that dream house you promised your wife 10 years ago?

ALEX: And she still remembers it.

NICK: And probably still reminds you of it, too, right?

ALEX: Absolutely.

NICK: But you can see now how we have a specific plan and you have a specific objective, you will be more inclined to work with me for the 10-12 hours a week. And as things start coming to fruition, you know, all along, this process, Alex, its not just the stick of having the well I'm working, I'm reducing the cards, there's room in there for rewards. There's room in there to take a nice weekend vacation and not have it come out of your pocket. But use the money that you've made from an entrepreneurial activity. There's room in there to furnish that house and not have to get trapped into high ticket items with large monthly payments. There's room in there to go out and have a nice dinner, because you had a good week. And you want to reward your wife and reward your family, because you had to spend some time on the phone or on the internet talking to prospects just like you and I are talking right now. And by the way, Alex, how comfortable are you with this conversation?

ALEX: Very comfortable. Non threatening for sure.

NICK: well, I'm not a very threatening individual. But, if I could place you in a position where you could merely return phone calls, or return emails to people who have requested information? And I trained you on what to say and how to say it, and gave you a specific bylaw to follow, do you think I could get you where you are totally comfortable, and this could actually be fun?

ALEX: Absolutely. There's no risk to my ego if I know what to say.

NICK: Well, you see, its fun for me. And here's where you are. And I think you have determined this, you are on that other side of that proverbial marketing fence. You are looking for a way to make money spending your time doing that. And I'm investing my time making money. Can you see where life is a little more fun, a little more profitable, on my side of the marketing fence?

ALEX: and more under control, absolutely.

NICK: Well, you bring up a good point, Alex. It's unfortunate, that nobody has total control of their life, but because of the industry that I'm involved with, I have more control than the average person that has to report in and punch that clock to take that JOB, what do you call it, just over broke, or jump out of Bed. Or whatever. So it won't interfere with what you are doing professionally or personally. It'll take some dead dormant hours and maybe for the first time, you can see that you can quit dreaming and start achieving. You can see where you could actually turn that dream into reality. Isn't that something you want to do?

ALEX: Absolutely. Especially as the benefits don't have to wait for a year or two down the road, but they start showing up on a regular basis.

NICK: We call it earning while you're learning. And Alex, this dialog we shared tonight, I don't think it was a sales presentation. I think we just had training 101, because I'm going to show you how to help other people achieve their goals, and their dreams as well.

So, I'm going to stop at that point. Cause I could go on and on and on. But to be a good recruiter, know you don't have to be a silver tongued devil. You have to talk to a lot of people. You have to speak with strength and conviction. It's nice that you develop a little story about yourself and can show some success, because people will more readily follow leaders who lead by example. You know, the old saying, some people do it, some teach it, the best ones do both. And if you can do it, believe it or not, many times, particularly when you are working with your warm market...Alex, you're friends are like my friends, they think if I can do it, they can do twice as much. That's just the way human nature is. And that's fine with me. But that's how you will be a better recruiter.

Now, some of you are saying, well, Nick, that's a long story there. You know what, once you find out what they do professionally, and how much they want to make, and what companies they were in before, and what baggage they have, and you do a temperature close and what you've got to share with them to make this the perfect situation, you're going to put together a story like that, and it might be a feel, felt, found story. But, you got to let them know that you have been where they've been. And you've been able to change things and you've been able to help other people do the same thing. And that's how this hole process comes about. And that's why we're training you.

Alex, we did a checklist on doing these calls. And if we get some (unknown) to it, I want to start be in a hurry, and I'll end up with get off the phone. But if there's one thing I can share with you, and them I'm going to turn this over to Alex. I would hope, we talked

about Earl Shaw. I like to quote some of the great mentors, and Alex is going to share some valuable information from one of his very very successful mentors, he knows personally. And invested a lot of time with. But, I like a what's called a do it now attitude. I talk to someone on the phone today, and once everything's covered, lets just go do it! Do it now! My wife is the same way. I got to get a fax off my desk and into the fax machine, lets do it now. Let's keep moving forward. I'd like you to write this down: Do it now, keep moving. And underline forward. Keep generating some type of activity. Look, we can waste more time thinking about what we are going to do and talking about what we are going to do. Get up and do something and keep moving. I don't want you to always be in a hurry, but I want you to remember, Earl Shaw said about the biggest thing that he thought was important was that most people, you know, if you join for \$500 or \$250, or \$2500, whatever it is, and in the (unknown) scheme of things, that's a pretty insignificant amount of money. I realize sometimes you gotta do a couple little tricks to put together \$2000 to join XYZ Company, but (unknown) scheme of things, that doesn't compare with having to be an entrepreneur with a bricks and mortar store or franchise, etc., etc. But the same opportunity exists to earn the same income. But being in a hurry, keep moving forward, and then when you are doing the appointments, get off the phone. When you've established the repoire, when you've booked the appointment, get off the phone. I worked with a few people last week, and it was pretty simple to solve their problem. Some people call it talking past the sale, when you're in a closing situation. The same analogy holds true when booking appointments. Ideally you'd like to find out all of the information on the scripts that I've provided you guys. You'd like to know the hot button, the dominant buying motive. You just want to make sure that once you got the appointment, and it might be as simple as this, Alex, when you go to this call, when this call's over, you still have that pencil handy, right?

ALEX: Yes I do.

NICK: You definitely wanted to make \$2300 a month and have it grow from there. And I said, I can't get you to \$2300 between now and the end of April. But if I could get you to that amount by the end of March, and grow from there, you'd be highly interested, correct?

ALEX: you mean by the end of May or June?

NICK: That's exactly right.

ALEX: Absolutely

NICK: Well, remind me, when we come back together, after you've heard this short 28 minute overview, remind me to give you a financial formula, let me reduce this down to specifics. We're back to specifics again. Let me show you in terms of numbers what can be done. And you know for those of you who are listening on the call right now, or listening on the tape. These numbers when you really have desire, when you are really hungry, when you really master the fundamentals, these numbers are small. It's possible to get in and make that \$10,000 your first month. It is possible. Some people do it in a

week. Some people do it in 90 days and they are still excited. But you know, Alex, you say it best. Sometimes we settle for a lower amount, where if we raised our sites a little bit higher, we'd achieve that amount. What is it you say, Alex, when people want something, when they need something? It draws it all together nicely.

ALEX: When people need something, lets say they need insurance, or they need medicine. They are going to try and get as little of it as they possibly can get away with. Cause they don't want more than they need. But when somebody wants something. They are going to spend as much as they possibly feel comfortable spending to get it. And sometimes the sky is the limit. Take a look at some of those Ferrari's out there. You'll understand what it means to want something. And that wanting something, if you can get in touch with it, and start satisfying that want, that can take you to pretty big places pretty quick. I remember when I took my company public, and within 12 months, we were selling product and had distributors in 29 countries. Now, its not as easy as going to the post office and putting it into a box and shipping it to them. We had to get the countries laws fulfilled. We had to get instructions in different languages. It was really hard. But we did it. And that's, I could have just as easily spent my time selling stuff out of a box on a corner someplace. But it's the same 24 hours, the only question is what you do with it.

NICK: I want you all to hear something. Some people thinking recruiting 29 people is a big deal. Some people think having people in 29 states is a big deal. Here Alex is talking about 29 countries. Please understand this. Once you master the techniques and internalize the scripts. The only thing that is going to limit your success is your specific activity that you generate. How many times have you heard me say that there are great mentors in my life that make massive amounts of money. And the difference is in how they use those 24 hours in a day. There are specific techniques that successful people utilize on a daily basis. That can be learned, that can be shared, and can be duplicated throughout your down line. So, set your sites high. Because the only thing that's going to limit your income is the activity once you master these basics. And pass that message forward.

Now, I want to go back to Alex, so Alex, I can give you a specific financial formula. We want to cover that, right? You definitely want to get those numbers, right?

ALEX: Absolutely. Specificity helps. Helps solve problems. Cause you don't have to guess about it. It's written down.

NICK: Alex, I should have taped that. This would be a good call.

I was speaking to Alex as the prospect. As you guys know this call is taped.

So, Alex, here's the 2nd thing I'd like you to write down. You know, this is a simple program. But it's not easy. But I'm going to show you the simple part first. It's as simple as A, B, C. Would you write that down? ABC.

When you come off the call, you're simply going to be one of three types of people. You may be in the minority, this is very rare, but you might be a C person. And for whatever reason, this is not your cup of tea. When we trade phone calls, just tell me what it is, maybe there was something miscommunicated. Or I didn't explain properly. But for my own marketing edification, just let me know what that is. Would you be kind enough to do that for me?

ALEX: sure.

NICK: I appreciate that, because I feel I made a friend here on the phone. On the other hand, a lot of people are B people. And B people are highly interested, but they have specific questions that have to be addressed. And the good news is, if you're a B person and I can answer the questions to your satisfaction, you just became an A person. And an A person is somebody that sees the opportunity, would like to work together with me as a team member. Ok? As a mentor student, and as a full marketing partner. And we can begin making money immediately. So we are going to go through the financial formula. And we're going to go through the ABCs, and when do we plan to trade phone calls. Why don't we do it later tonight. It's about 9:30 right now, would you rather talk tonight at 11, or tomorrow morning before you go to work at 7:00?

ALEX: I'm ready to go. Let's do it at 11:00.

NICK: Let's do that. I like that, and it'll be a nice quiet time for you and I, so I'll see you then. I followed this up with an email, all my contact information is on there. I look forward to seeing you in just about an hour and a half. Take care and bye for now.

Now, remember. People love to do business with busy people. Rather than fake it till you make it, rather than fake being busy, do it so your phone's ringing all the time. Do it so you have people you got to get back to. Do it so you have people you have to enroll. Do it so you got to put your marketing plan together. Do it, Do it, do it. Just like it says on that Black Eyed Peas, Alex.

Alright, Alex, I want to turn it over to you. I want to get directly involved in adding to the checklist that we went through just about a month ago. And I want to start with Be in a hurry. So, I'll turn the microphone over to Alex Weiss.

ALEX: So, I'd like to just digress a little from that. And folks, you heard what Nick said, there were two things to add to that checklist. At the beginning put in Be in a hurry. And at the end put in Get off the phone. We forgot to put those in. Those two things are very important.

But, Nick, when you said, just got a headset, and it's a good thing you can do recruiting, cause that way you don't have to make a living out of technology. You brought up, I had a flashback. Because one of the things, when I grew my business. See, when I started out 45 years ago, I thought I had to know everything. And boy, I sweat bullets when it came to sitting down with someone. One of the first jobs I had was selling encyclopedias door

to door. And I'll tell you something. When you sell encyclopedias, people expect you to know what's inside the encyclopedias. And I felt uncomfortable. I just didn't enjoy it. But here in this business, what we have and what you reminded me of when you said, you're not an electronics expert with a headset, is that here, cause we talked about the secret of making more faster. How you can make more and make it faster. First thing you've got to know is what you don't know. I mean, you'd be surprised how many people out there either think they know everything, or don't bother thinking about for a moment, what they don't know. Cause you see, when you don't know something, that doesn't make you less. That makes you stronger. Because you understand and appreciate what you have to add to your knowledge or ability base, or skills base, to be able to get to the next level. Well in the business that we are in, we are in the team building business. Because the only way you can make more and make it faster, is if you have more people working towards the same goal. And once you know what you don't know, you start looking for that. You look for that team member that knows what you don't know. And you get them on your team, and you give up control. You want to give up control because you want to win the power of the people. The greatest feeling in the world, and Nick tell me if this isn't accurate. Isn't the greatest feeling when you hear somebody get up on a stage and do it better than you do it? If he's in your down line, or she's in your down line?

NICK: Real leaders develop leaders, and the real source of satisfaction sees somebody who went through the ranks and came up and actually surpassed what you accomplished as a leader. That's when you've really done your job as a coach. That's 100% on the money. It's not about the ego of me me me.

ALEX: And the next thing that you want to watch out for is being that martyr or the savior, the guy who's trying to, Oh, if you would only do this, and if you'd only do that. I mean, if you're trying to get a car...lets say you have a car at a stand still. It's not moving. And you want to get it to go to 20 miles per hour. It is hard to push a car, even when you put it in neutral, to push a car to get it up to 20 miles per hour. But if you have a car going 5 miles an hour, and you just have to push it a little harder to get to 20, you discover the secret that what you want to do is find those people. When you are ready to help someone, you want to find those people who don't need your help. And those are the ones you help.

You want to find the guys going 5 miles an hour, and help them get to 20. you don't want to get the guy who didn't learn yet, after 40 years or 50 years, that you have to get up out of bed to do your stuff. Because nobody's going to do it for you. And when you find those people who don't need your help, and you start empowering them, and making them into hero's and letting them shine. You don't have to shine all the time. I'd rather deposit checks than shine. Nick, do you feel the same way?

NICK: Yeah, and Alex, I got to put a foot note in there. Let's suppose that you guys want to make this entirely nonalchewistic(sp). And you want to focus solely on the money. Many of you are in some type of binary or something. And you think that's where you are making the money. But a lot of programs today have what they call a matching bonus.

Or some type of genealogy tree. So you can be greatly rewarded for helping somebody surpass what you are capable of doing. I mean, if you are looking at it strictly from the money. The real money in networking comes from duplication and focusing in on leaders. And a lot of comp plans reward you handsomely over and above their steps and cycle checks for doing exactly what Alex is talking about. Exactly what he's talking about. It's the old Jay Paul Getty thing, you don't want 100% of your time, you want 1% of 100 people's time. I hope you guys get that point I'm trying to make there. And I'm not trying to sound like it's all about the money, cause it's not. But if you want to put it strictly in monetary terms, that's how it works. Go ahead Alex.

ALEX: Everybody has measuring sticks. Money is a very easy measuring stick. And a lot of people say I'm successful and I have money. As you get older, you realize that many other things that define success, not money. But that doesn't mean that money's not a measuring stick. I've been rich, and I've been poor. And I'd much rather be rich. I mean, that's just a fact of life. Life is easier when you have the money and you don't have to worry about paying the rent at the end of the month. And you don't have to worry when your grandchild comes over and says he wants to get a car, and you don't want to get him the fanciest car, you don't want to spoil him. I remember I had a great program with my children, that worked really well. I told them they could have anything they wanted. Anything. They only have to figure out how to come up with ½ the money. So I had my fourth son, who back, this was awhile ago. I got married when I was 19. My wife was 18. So it's quite awhile ago. He wanted a Maxima. It was a \$16,000 car. I remember it like yesterday. And I said, hey, no problem. You got to come up with \$8,000. It took him a year. He figured it out. He was selling watches door to door. He was working. He was up before me sometimes. And I get up....Nick as you know...I get up pretty early. And my daughter, God bless her, just wasn't as motivated. She just wanted a set of wheels that would turn. And she picked out her car, a Ford Ferling, a \$400, no problem. You got to come up with \$200. and you see, they were both motivated by different goals. But I supported each of them. I could have criticized my daughter that it was too cheap. And I could have criticized my son that it was too expensive. That was their goal. It was reasonable. If somebody wants to work for it, God bless them! Because once they spend the money, they'll realize they don't have more of it to buy something else that quickly.

So, the goal, I learned really good goals from a gentleman by the name of Stewart Gees. I met him when I first got into networking back in 1990. A Next financial advisor. A very very honest person. He called the shots the way he saw them. And he never was too busy to talk to somebody. He might say, you know, I've only got 2 minutes now, I could spend a half an hour later. But, he treated everybody in such a way that they wanted to talk to him. And he was very straight forward. And he gave a few rules that you touched on before, Nick. And if you don't mind, I'd like to go through a few of Stewart's rules.

The first one, he said, was what you raised before. Was when you deal in generalities, you never will succeed. When you deal in specifics, you rarely have a failure. What that means is, that if you set your goals to recruit one person this week. Or one person this morning. Whatever your goal is, it should be specific. Very clearly stated so it's measurable. Not because you're trying to impress someone. But you want to know if

you've reached the goal. Maybe you set the goal too aggressively. Maybe you didn't set it aggressively enough. I mean, I got trained as a pilot. You know, when you get into an airplane, if you don't touch the wheel, and just fly straight, you might think you're flying straight, this was the greatest story. I was learning. I was a student pilot. I took my wife and three kids in an airplane. I had three seats. It was a Cherokee Piper. A low flying Cherokee Warrior, rather. And I was so afraid of, I was taking off from Los Angeles from the airport, and there were mountains on my right, and ocean on my left. And I said to myself, there was no moon, no stars. And I said to myself, stay away from the mountains. Stay away from the mountains. Because, mountains blend into the sky. And it looks black. You can (inaudible). It's no joke. And what happened was, about 5 minutes, or 10 minutes later, I'm lost. Cause I knew I was supposed to see, the freeway was next to the ocean, I was supposed to see lights. I didn't see them. I called the tower. And I said, so and so, my numbers, I'm a student pilot, can you please help me? I can't get my bearings where am I? And they told me, they said you are at 8000 feet directly above the airport. What happened was, I had gripped the wheel so tightly and tried to stay away from the mountains that I couldn't see, that I slightly turned the wheel, and I was doing a slow spiral going up. I didn't go anywhere. I went in a circle straight up. You see, when you don't have the map clearly defined and don't have road signs, and different markings to let you know whether you've gotten to where you want to go, you're going to go in circles around and around and never get anywhere. So you need to be specific. When he said, when performance is measured, performance improves. I knew I had to get close to the ocean so I could see the freeway. So I could see the cars going, and I would follow the cars home. I lived in Santa Barbara at the time. And I would just follow from Los Angeles to Santa Barbara. Well, I didn't see them. So I knew I was measuring that after a few minutes I should have seen them. And my performance improved because I measured it. Well, then the next thing he said when performance is measured and recorded, the rate of improvement is accelerated. So, what that means is, that ok, you measured what you were doing. And you wrote it down. And you told somebody about it.

NICK: Now, we are getting into responsibility and accountability. Two words worth writing down. Sorry to interject Alex.

ALEX: No problem. And once you do that, you are going to have another pair of eyes helping you out. To get you back on the right path so you can fly home. But you got to measure and report it. Keep a good diary. Remember, I was once introduced to a gentleman in Japan who owned the largest group of shopping, of large supermarkets in Japan. And he got up at 4 in the morning, every single morning, to meditate. And write his goals. Now, I've seen people write goals for a week. I've seen people write goals for a year. I've even seen people write goals for 20 years. Even for a lifetime. He wrote his goals for 100 years. He wrote them down every morning. Meditated about it and adjusted his goals for a hundred years. Because you know what? Its just as easy to set the goals for 100 years as it is for a day. Once you get used to it. So you might as well make them big goals. Audacious goals.

Now here comes something that really really gave me something to think about when I thought I was really a hotshot working hard. A lot of people confuse work and sweat with

results. He said, it takes as much energy to think about doing this business as to do it. You can't sit and just make plans. You've got to initiate the plans and put them into action. And here comes another good one. If you don't know what you're doing, you'll naturally assume that you've done more than you really did. If you don't know how much you can accomplish. If you set as your goal to recruit one person this week. And you didn't realize you could recruit one person this morning, you recruit two this week, you think you've done a hell of a lot. But guess what. You could have done one every day and recruited seven. So, when you don't know what you are doing, you naturally assume that you've done more than you did.

Now, talking about getting control. I'll tell you what, you want to have control. You want things to be done your way. He gave me a simple solution. He said to get more control, he said control and responsibility are inseparably linked. One goes the way the other goes. So you have to create, accept, and manage greater responsibility to get greater control. Greater control doesn't mean telling other people what to do. You get to tell yourself what to do. But, you got to get responsible, assume more responsibility. Become the leader of the pack. The view of everybody but the leader of the pack always gets the same. You're looking at the lead dog's rear end. So, you want to definitely, definitely, take the lead. So, the person in search of greater responsibility is guaranteed to end up in greater control. Because people hand it off to them. People say, oh, you want to be in charge of recruiting the people? No problem. You are in charge of recruiting people. People want to give up the responsibility, but they want to keep the control. But they go together.

And this is what you say, Nick. You say, this is not a sprint it's a marathon. That's true. But you also say, don't close sales, open relationships. And then he said, don't be followers. Don't be a follower. Be students. Is there a difference between followers and students? Absolutely. Because students can become teachers. Followers never become leaders. And learn....

NICK: That's worth repeating, Alex.

ALEX: You like that one. Followers don't become leaders, but students can become teachers. And teachers are the leaders of the world. People surround people who know things that they want to find out. Knowledge is free! It is so free! Sometimes you got to pay a hell of a lot because experience breeds knowledge. But rather than making the mistakes yourself, let somebody else make all the mistakes, and you learn from them. It's much cheaper. Much less stressful. And then he said, don't confuse money and fame with success. Michael Douglas, yesterday, saw his son sentenced to five years in prison for being a drug dealer. Michael Douglas had all the money he needed in the world. But his success....I guarantee you he didn't sleep much last night. If only I would have done this, if only I would have done that. Wait till he gets out, and I'll do this. You know, peace of mind is also success. So, he left me with the final thoughts.

Strive for excellence. Believe in the product. Believe in the company. And more important, believe in yourself. And don't make this a hobby, it's a full time commitment.

And set your goals based on be, do, have. Life is usually divided into being, doing, and having. And he says when you have something, it excites you. When you do things, it empowers you. And when you are something, when you reach that being, when you are something, it's very satisfying. So those were my lessons from Steward Gees. God Bless him. One of the nicest guys I ever met.

NICK: You know, Alex, one of the things I love about listening to you. We are all in home based businesses. And home based entrepreneurs. But we sometimes lose site of the fact that even though it's a home based business, it's a business. I love the way you bring the business man's perspective. And probably business man is not a politically correct thing to say. But business person's perspective. I hope when you were listening to Alex, the analogy about the pilot. One of the things I look for on people who are really good potential leaders, is what I call that jet/fighter pilot mentality. I hope all of you have it, if you don't, I hope you develop it. And that's where you have zero call reluctance. Now, don't get me wrong. Nobody likes somebody to say no, whether its face to face or over the phone or via email. But you can (unknown) the athletics, and you've heard those analogies many times. The more bats, the more hits you're going to have. Etc. Etc. but no call reluctance. Don't take it personally. Just because you present an opportunity to somebody, and it's not the opportunity for them. Maybe the personalities don't mesh. Maybe its not the business they can have true passion in. Accept that as part of understand that this is a numbers game. The thing that people don't explain or share is that numbers can be massaged. But what you are looking for, what I'm looking for, what we are looking for, is people who really want it. They really need it. And they are willing to work to get it. Because in their heart they believe they deserve it. Look, there's plenty of people that want to make plenty of money. Use the numbers. Pick and choose who you want to be with. And get with like minded spirits that will fuel your passion. You're going to find there are three types of people. There are people you get off the phone, and you're more excited than when you get on the phone with them. You're going to find some people that are just neutral, you don't feel any different. And you're going to find people that just drain you. Avoid negative energy. You don't need it. Never recruit anybody unless they want, need, and will accept your help. I'm going to repeat that one. Unless they want, need, and will accept your help. Its he old (unknown) I've used before with you guys, would I work for you, would you work for me, can we work together? That's the three questions I'm getting answered mentally when I talk to a person.

And Alex, I'll turn it back to you. And then I have a closing comment. That was a nice session tonight, and its good to be back with everybody, by the way. Thanks for your time and attention. But stay with me here for two more minutes. Alex, closing comment from you, then I've got one.

ALEX: There's one thing that was left out, and that's that you got to pay your dues. And there's experience that comes only from getting into the trenches. There are some things you can't learn. I remember when I started out in one of the businesses I was in. I was in my early 20s. And I was selling watches. and I didn't know the first thing about watches. And I loaded myself up with two rolling suitcases of samples. Because I wanted to make sure that if they asked me for something, I had it right there. And then I remembered 15

years later, after a year of calling almost every day, I finally got an appointment with the Sears Roebuck buyer. And I go to him, I had one sample in my briefcase. Cause I knew exactly based on my questions, based on understanding where he's coming from, I knew what they were looking for. And I had exactly what they were looking for. And I didn't have to have the Plan B's carrying it around with me because I already got it to a point where I knew what the right thing was. Being able to go to a prospect with what they need and what they want is based on asking the next question. We're in a numbers game. You know, you ask one person a year to join you and that person says no, you're batting zero. But if you ask 100 people a day, and yes you can make 100 calls a day. It is possible. If you are hungry enough, you can do it. You could make 100 calls. If you make 100 calls a day for 30 days, that's 3000 calls. I guarantee you, I'd put money on it, that no matter what you say, you will find somebody that wants to be in this business more than you do. It's a numbers game.

NICK: We can work and massage the numbers to our benefit. And to the benefit of the person who's joining us.

ALEX: And every person that you talk to, your experience will go up. Higher and higher and higher. And you have to work less hard. And you'll have to kiss less frogs. Yeah, we do have to kiss frogs.

NICK: you can reach a point where you don't have to deal with the frogs, Alex. Nice thing, as we grow in this business, it gets easier and it gets more fun. You really pick and choose who you want to work with. And I'll tell you what, on behalf of Alex and myself, I'm flattered that you would pick us to invest your 60 minutes session on a Wednesday night. You know, I started off earlier. And I said a certain percentage use the internet and I said a certain percentage use the telephone, and a certain percentage uses face to face, and we don't need to be experts in all of them, but we need to be familiar with all of them. We need to understand this, I hope you guys do understand this, when I was young and when in college, I remember Brendon B. Turner. And, when you think about him, he was a master motivator. He came and spoke, and I was one of those young and naïve people. Had a chance to shake his hand. And when you meet somebody who's famous and rich and somebody that really has things going on in their life, you always ask me for the silver bullet. The magic question. you know, what's the difference between success and failure? How can I become you? And I forget how I phrased it. But I was looking for something fast, quick, slick and easy. That would put me on the track more to success. And at the time I was selling insurance to get through college. And I'll never forget those three words. No free lunch. As a matter of fact, that's exactly what he said, Son, there ain't no free lunch. Now, as simple as that sounded, that had a big impact on the future decisions I made and the future things I do. I hope you guys understand this. There is no application you are going to put on the internet, and you're going to put something up and people automatically enroll. And automatically stay with you. There is no free lunch. If that was true, we wouldn't be on the phone with you guys. Alex and I have plenty of money and plenty of technicians, probably not enough, Alex, because we like to work. But, you know, we could put that gizmo up and make that thing work. That's not what it's about. It's about relationships. Alex was talking about the money earlier. You know, its

always about the money, but its not about the money. Nick, what does that mean? Its contradictory. No, its not. There's things like achievement, recognition, self esteem, and self satisfaction. When Alex was talking about being a good coach or a good leader, we had a convention recently, and 90% of the people I worked directly with walked off with all the rewards. We were all seated at the front and at private tables at a roped off area. We were laughing and high fiving. I watched somebody go up and take the rocket award. And somebody else would take the top rookie award. And yeah, I got some nice diamond trophies, I was the top enroller and the top earner and things like that. But, to see the people that started with me, that went through the process. That worked in the trenches like Alex was talking about. That mastered a few techniques. The people who wanted, needed, would accept my help. The people who were my business partners that became my friends. You can't buy that type of satisfaction. You can't buy that type of happiness. And the next day a couple of us went out and played a round of golf, and a few others and I went out to dinner. And you know, what we need, and please put this word down, is connectivity. That is what our business is all about. It's about building those relationships. And I have to mention this, you know we don't talk about companies. But I can talk in generalities. I resigned from my company on this call. I officially sent my fax in after a couple of conversations and I have nothing but respect and wish everybody well with my former company. But companies are like people. They go through inception, take off, rapid growth, maturation and decline. And I was flattered that they put 5 million BV in my account. And I can put that on Facebook. I don't want to do that. I want to put that behind and I want to move on with my life. And I'm a relationship builder. You know, if people want to find me, they'll find me. And I can promise you this. I will make a fortune in the next 12 months and continue on my journey of success by helping others find and make their fortune, on their journey of success. And it's an old Zig Ziggler slogan that I share all the time. You can get where you want to go by helping others get to where they want to go. And the last thing I'd share Alex, I know we've talked about this enough. Always wear the white hat. Always do the right thing. May not seem like the fastest, or quickest, or most efficient thing to do, but there are some universal laws in place. And you do reap what you sow, and you do get it back ten fold. And I hope all of you will always do the right thing. Cause in the long run, that's what's important, our character, and how we lived our lives. I hope that never, any one of us, measure people by what kind of car they drive, or what kind of house they live in. Measure them by what positive impact did that person have on my life? And hopefully you guys, and I always phrase it like this, you guys will be like Alex and I try to be, and we're basically good news merchants. That's what its all about. Right to the celebration.

Alex, I'll give you the very last word. Cause I thought this was a great call tonight, and we are right on time.

ALEX: Yes, we are. As a matter of fact, we are 2 minutes late and say good bye. So, let that be the last word. Good night.

NICK: I look forward to seeing you Wednesday night, and don't forget to visit the nickskolsky.com blog and there's going to be a big announcement on that. You need to go in and get your pictures sent in and make some comments. Cause we are going to do a

pretty neat contest for you guys. And its not going to require much effort at all. But, I think you'll be favorably impressed on what we're going to share with you.

ALEX: Nick we have to tell the people, there's a button up there in the top right corner that says click here to ask Nick a question. You can ask....

NICK: That's important. Take a minute to tell them that. That's very important.

ALEX: At nickskolsky.com what we have are the recordings and questions and answers. And there's a box there, if you click on it, it gives you the opportunity to ask any question you want as long as it doesn't have business specific...we won't answer questions about a specific company. Just ask him the questions and you can share the questions and answers with everybody else.

NICK: And here's the good news. I can promise you that you guys can look at some of the questions, I answer the questions in detail and in written form. And I think if it's a significant question, other people might want that information, I take the time then to do a recording so you can both hear it, particularly if I'm using a transitional phrase or technique that I want you to master. And then we post it up there. And then many times, I'll go ahead and give you a personal call, and make sure the information I sent you is something that you understand, that you internalize, and you can immediately apply. So, our business is helping you get more business. On behalf of Alex Weiss and myself, this is Nick Skolsky saying God bless you, take care. I'll talk to many of you between now and next Wednesday. Good night everybody.