

## Sample Scripts for Approaching a Prospect

Your goal is to invite people to listen to a CD [or watch a DVD]. Be sure to ask for their phone numbers so you can follow up. Let the CD or DVD do the presentation for you. Call them within a day or two, and if they are interested, use three-way calling with your upline. These scripts will give you some clear ideas and simple information to effectively introduce people to this opportunity.

“I am looking for people such as you who want to improve their financial situation. If you want to earn more money each month, let’s talk. Listen to this CD [or watch this DVD] tonight or tomorrow. It will tell you more about what I do. Let me jot down your phone number so I can call you tomorrow to see what you think.”

“Are you making enough money on your job? If not, I have a business in which I teach people how to supplement their income. I am looking for a few people to coach on how they can create more income within the next few months. If you want to know more, please take this CD [or DVD]. Listen to [or view] it tonight, and I’ll call you tomorrow. What’s your phone number?”

“You impress me as someone who is quite sincere. I am looking for a few people to expand my business. If you are interested in earning more each month, then we should talk. But first, listen to this CD [or watch this DVD] tonight, and I’ll call you tomorrow to discuss it. What’s your phone number?”

“Hi, I liked the way you helped me today, so I know you have the potential to make a lot more money than you are probably making now. If you are interested in making more money, I can show you how to do that. Here is a CD [or DVD] that will tell you about what I do and how you can make extra income while at the same time improving your health and helping others to do the same. Please listen to it later today. What’s your phone number? I will call you tomorrow.”

“As a business owner, you probably have a large customer mailing list. I can show you how to use that list to generate extra income. If increasing your income appeals to you, please listen to this CD [or watch this DVD] tonight. I will call you back tomorrow and tell you more about this opportunity. What’s your phone number?”

“Are you earning enough working here? I’d like for you to work with me. Would you like to earn more money? Then listen to this CD [or watch this DVD] tonight, and learn how you can begin earning more each month immediately. I will call you tomorrow. What’s your phone number?”

### Sample Phone Conversation

*(Joe prospecting Dan)*

*Joe:* Hey Dan, how are you doing?

*Dan:* Okay, been real busy at my job.

*Joe:* How’s that going?

*Dan:* Still the same old grind; you know, blah, blah, blah.

*Joe:* Yeah, I hear you. What’s happening at work?

*Dan:* Well, they’re downsizing and so I’m working extra hours for the same pay.

*Joe:* Wow, that’s too bad. What do you think is gonna happen?

*Dan:* I don’t know; it’s hard to tell the future. All I know is, I have no time for anything, and I’m beat.

*Joe:* Sounds tough. What can you do about this situation?

*Dan:* I’d like to change jobs, but I need the money. There’s Sara and the kids.

*Joe:* Are you ready to make a change?

*Dan:* I’m stuck. I wish I had more time for the kids. And I would love to go fishing for a week.

*Joe:* Is there anything about your work situation that you like?

*Dan:* Yeah, I like working with some of the guys at the office.

*Joe:* If you could keep working with your friends, but change your circumstances, would you consider it?

*Dan:* Whaddaya mean?

*Joe:* Well, have you looked for anything else? What do you see as a way out of this?

*Dan:* I don’t know, Joe. Like I said, I feel trapped, and I’m tired all the time.

*Joe:* Do you think you are ready to make a change?

*Dan:* Yeah, if I could do it without losing the paycheck right now...

*Joe:* Okay, so it sounds like you want more time to do what you want to do, but you need to keep the bucks coming in. And it sounds like you want more energy too.

*Dan:* Yeah! So what are you leading up to?

*Joe:* I found something recently that's going to help me solve my not-enough-money problem.

*Dan:* What's that?

*Joe:* Do you have a few minutes to hear about what I'm doing?

*Dan:* Sure.

*Joe:* Well, you know how you said you'd like more time and you'd still like that steady paycheck? What I'm doing is building a long-term income for myself by building a network of people who want to get healthy and make money.

*Dan:* Is this network marketing?

*Joe:* You bet! What do you know about it?

*Dan:* Oh, I tried that once and didn't make a dime. I'm no good at selling and I don't want to have to put out a lot of money buying products that I have to get rid of.

*Joe:* Dan, that is as far from what I'm doing as you can imagine. I wouldn't buy a lot of stuff either, and believe me, I'm no great shakes at sales.

*Dan:* So how does this work?

*Joe:* I'm working with some folks who've been really successful and have made a lot of money and know what they are doing. The best way for you to learn about this is to come to a meeting and meet these folks. I'd like to send you a CD [or DVD]. Listen to it [or watch it], and come next Wednesday night and I'll introduce you to my other friends. This is really great, Dan, and it's nothing like what you experienced before. This is for real, and these people are really helping one another. There's a lot of people in our situation that you'll meet, and you'll see a possible solution for you. If not, hey, what have you got to lose?

*Dan:* Okay, call me Tuesday night and remind me about the meeting.

*Joe:* Yeah, I will. And bring Sara with you. Judy will be there too.