

HOME MEETING (P.B.R.) SCRIPT

(SPEAK WITH URGENCY & EXCITEMENT AND MOST IMPORTANT BE YOURSELF !!!)

Hey (Prospect), What's going on? {Make small talk if you have to}.

I'm not gonna to keep you long, the reason why I am calling is to find out have you ever heard about Identity theft? (WAIT FOR RESPONSE)

*As you probably know Identity theft has been all over the news, and I just start working part time from home with a company that is leading a **CRUSADE** against Identity Theft. (Pause.) (Prospect), What I love so much about this company is, we are on a mission saving lives, saving jobs, saving people money, and saving people the embarrassment of wrongfully being accused of crimes that they did not commit. **This CRUSADE is like the fight against CANCER, DRUGS, & HIV etc.**, the difference is we get **paid** for helping people .*

****(DAY OF THE WEEK at WHAT EVER TIME)**, I am having an Identity Theft Specialist come over to my house to share information about the program. (Prospect), you have to check this out, its gonna Blow Your Mind!!!!*

*Is **(DAY OF THE WEEK at WHAT EVER TIME)**, Good for you? (If they are not available on that date and time, then book a time to take the information to them).*

*I'm going to give your name to the specialist and he/she will give you a call to confirm, so please try your best to make it because I asked him/her as a **FAVOR** to come and share this information with people that I care about.*

Great, I'll see you on _____. Can you do me a favor and bring a bag of ICE!!!!

If they ask any question about the company or the service ... you may respond with...

I am still learning. That's exactly why I have an expert coming to my home to help explain the program. (He / She) will be giving you a call to confirm your attendance. At that time you can ask any questions that you may have.

-- Give your list of all invited guests to the expert. The expert will call to CONFIRM all guests the night before and the day of the PBR.

-- 50% of all CONFIRMED guests will cancel at the last minute. Most will forget you invited them. So invite 40-50 people and the expect 20-25 to show up. Don't worry, A Packed House Creates More Value©

“HOW TO DO A PBR BLUE PRINT”

1. First, all guest should be invited out using **the PBR Script**.
2. The day before or the day of, each and every guest should be confirmed by the **EXPERT** and reminded to bring a **BAG of “ICE”**.
3. **EXPERT SHOULD NOT GO DO THE PBR IF (HE/SHE) IS NOT GIVEN A LIST OF PROSPECTS TO CONFIRM. “NO CONFIRMATION LIST NO PBR.”**
4. You should have light music playing in the back ground.
5. Pay attention to the guest who arrived on time. Once the PBR begins, do not worry about the people who are not on time, they can come to the next PBR.
6. Keep all distractions to a minimum: kids, phones, door bells etc. Dress neatly.
7. Do not rearrange the furniture, do not cook a huge meal. (Juice, Soda, Chips etc are fine).
8. The host should tell a “30 SECOND STORY **ONLY**”. Then **EDIFY** and introduce the **EXPERT**.
9. The **EXPERT** should then **EDIFY** the host, and then the **EXPERT** will tell his / her story.
10. The expert should then read the MARATHON MISSION STATEMENT (*Optional*)
11. The expert should then go over the “**5 TYPES of ID THEFT**” & “**YOUR DATA BASED YOU**”, use the hand outs.
12. Then the expert should show the ID Theft Magazine, ***Documentation Beats Conversation***
13. Show the **CNN DVD**. This DVD gives your prospect a real live look at Identity Theft ***Documentation Beats Conversation***.
14. You can go over the membership one of four ways:
 - A. You can use the ID Theft brochure, The Legal Shield brochure, and the Legal Plan brochure **in this order**.
 - B. You can use the “Flip Book”
 - C. You can show the “Balance of Power” that’s on the DVD
 - D. You can show the first part of the “PBR” DVD. **Darnel Self**
15. After everyone has signed up for the membership, go over the Compensation Plan for those who are interested in the business.
 - A. You can pass out copies of the compensation plan and go over it, **KEEP IT VERY SIMPLE**.
 - B. You can play the second part of the “PBR” DVD. **Brian Carruthers**
16. Then go over the investment (**\$49.00**) with the VISIONAIRES and properly fill out associate agreements.
17. **“Tap rooting now begins”!! Have new associates contact and invite their prospects for the next event by using the PBR script or 3-way call script!**
18. Give all new associates a **STARTER KIT**. .

TOOLS NEEDED FOR PBR

1. Copies of the MARATHON Mission.
2. **CNN DVD** (Contact your Executive Director).
3. ***Balance of Power***, or ***PBR DVD***. ***Flip Book and Copies of the Compensation Plan for the State you are in***. You can order the DVD’s from Video plus www.ppltools-videoplus.com or call 1-800-388-3884. You can retrieve copies of the compensation plan from www.marathom4life.com in the training section.
4. DVD PLAYER “VERY IMPORTANT EXPERT” If you are going to use the DVD make sure there is a DVD player available. If the host does not have one YOU BRING YOURS!!!!
5. Membership & Associate Applications & Promotional Agreements & Brochures.
6. 24-72 Hour Game Plan
7. **TEAM**

Marathon Mission & Vision

Marathon Mission

We are on a CRUSADE to protect and save lives, families, jobs, homes, money, and the good name of innocent law abiding citizens. We realize that thousands are being infected everyday with a financial and character cancer called Identity Theft. We are the only company with the vaccination called the Identity Theft Shield. We have taken a pledge to go out and vaccinate the market with the Identity Theft Shield. We will help others who can not help themselves. We will help educate those who are not aware. We will recruit a powerful army of associates and members that will range in the millions. Our army of honorable and committed, associates will lead the CRUSADE against the evil forces that have brought heartache and pain to millions. We will cover the nation with our shield of protection one day at a time one person at a time until everyone is safe.

Marathon Vision

Isaiah 55:10,11 “For as the rain comes down, and the snow from heaven, and do not return there, but water the earth, and make it bring forth and bud, that it may give seed to the sower and bread to the eater, So shall MY word be that goes forth from MY mouth; It shall not return to ME void, but it shall accomplish what I please, and it shall prosper in the thing for which I sent it”.

We are going to create hundreds of millionaires across this country over the next few years. As a result, we will build better schools, hospitals, shelters, community centers and real estate developments. Scholarship funds will be available for our kids to complete college. Better pay to attract and hire the best teachers in our schools. Our economic power will bring about social change and change in politics. Our kids will be better educated; our youth will aspire to enter professional fields that range from accounting to zoology. With financial independence, more of our citizens will have time to get involved in community activities. Our vision is clear, beautiful and won't be denied. We are creating millionaires, ethical businesses, affluent communities and a new standard of living for our future and ourselves. We are going to change the world and how the world sees us....MARATHON!!



What is Identity Theft?

Five Common Types of Identity Theft



**Drivers License
Identity Theft**



**Social Security
Identity Theft**



**Medical
Identity Theft**



**Character / Criminal
Identity Theft**



**Financial
Identity Theft**

Identity Theft is not just about Credit Cards!

ID Theft is an international crime and access to an attorney may be critical



What is Identity Theft?

The DataBased You™

