

THE PBR PRESENTATION

"I really want to thank each of you for coming! I'm going to show a quick video which explains why I'm so excited! If you're interested, GREAT, and if you're not interested, that's GREAT, too.....but you probably know some people who WILL BE. We'll keep this short and simple, and then (*your Expert*) will share the best part!"

1) POWER PLAY PRESENTATION--

Push POWER, then push PLAY, and start the Business Of A Lifetime DVD or the PBR DVD by Brian Carruthers and Darnell Self. Watch the video to show our own interest in learning more, and by YOUR watching it, everyone else will pay more attention. Sit at the edge of your seat and "bob & nod" throughout the presentation like it's the first time you've seen the DVD yourself.

It's natural for your good friends to want to ask questions and interrupt the video....but don't let them. Encourage everyone to pay attention and NOT talk while the video is playing. Remind them that the video is short, will explain everything way better than you can, and questions will be answered at the end.

2) EXPERT TAKES OVER PRESENTATION--

Your Expert should QUICKLY explain the membership benefits and the compensation plan in a SIMPLE manner, focusing MORE on getting to Senior Associate than Executive Director--keep it real! Discuss personal retail income, override income and touch on residual income! Your expert can even call in over a speaker phone you've set up in the room where you are conducting the PBR. In person or over the phone, both work extremely well.

3) EXPERT CLOSES THE PRESENTATION--

3-Step Close: You're a 1, 2, or 3, pick a number!

A #1 is "someone who doesn't think their family is worth \$35.95/mo, and doesn't want more income"

A #2 is "someone who wants the membership now, but may have questions about the opportunity"

A #3 is "someone who wants the membership, and an income with us working part-time"

If someone is clearly not interested, thank them for their time, and immediately make plans to speak with them BY PHONE the next day to answer questions. Get them OUT of the room if they're negative, so they don't spoil anyone else's fun! The Expert should stay with the group, and the host should handle those who aren't interested. Follow up with them later.
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4) PASS OUT AGREEMENTS TO EVERYONE,

Encourage them to fill them out:

"Where do you want your Will Questionnaire sent? Fill in your address, and write legibly!"

"Fill out your checking information in section one, or your credit card information in section two"

"Make sure your kids living at home, under age 21, are on your agreement! They're covered, too!"

5) KEEP IT FUN AND CASUAL

Don't sweat the small stuff! Just know that by doing a PBR, you're already doing more for your financial future than 95% of our population! MOST people aren't willing to CHANGE anything in life to get more out of it. Don't listen to opinions of those who haven't ALREADY created the lifestyle you want for yourself some day soon. If they aren't living it, they don't know how to get it!

"Criticism is the death gargle of non-achievers!"

-Dr. Mike Murdock
