

## 6-23-10 Nick Skolsky How to Custom Design the Perfect Prospecting System for You

Nick Skolsky: Everyone, this is Nick Skolsky, greeting you from South Carolina. I'm accompanied by my good friend and marketing partner, mentor, (unknown) Alex Weiss, out of Los Angeles. Alex, how are ya?

Alex Weiss: I didn't know somebody had the same name as mine, and your contour, and your mentor. Wow, I'd like to meet the guy.

Nick Skolsky: Your (unknown) is so much better than mine. Alex got a new ego today. Having fun hooking it up. As always it's a pleasure to be here with you. We promise you this, we'll give you 60 solid minutes of business building information. Most of you know the ground rules. If you're new to the call, we do an environment where everything here is totally cooperative and noncompetitive. It's strictly business building information, no endorsements, about products or people or comp plans or anything like that. I do want to give you something, though.

You might want to jot this down. [WWW.10KwithNick.com](http://WWW.10KwithNick.com). Gift from me and Alex. You'll get a free set of 9 CDs. Have nothing what so ever to do with any company. They'll have everything to do with making money. And this is going to be the last few days these CDs are going to be offered. So, if you want a set, or you want to get a set for your friends, absolutely no cost, no obligation, go there, register, and you'll receive a CD every other day, including a bonus CD that lays the foundation for all the training we do. So, take advantage of that, because we're going to be transferring those marketing rights shortly. And they will not be available.

Now, Alex, I don't know about you, but on my emails, what I hear is, Nick, there ain't enough Q&As. There's not enough interactivity. So we thought we'd do tonight, instead of going through a whole bunch of introductions and people saying hello, and where they're from, and that's important. I like to hear who's out there. We're going to go live in just a minute. And we're going to give you a chance to actually interact with Alex and myself. And between the two of us, we got a little bit of network accumulated. And a little bit of success. And one of favorite things I've learned from a friend of mine, a man who became a friend of mine, who's a billionaire. Is that best indication of future success is past performance. That's worth writing down somewhere. That's worth remembering when you're talking to someone, maybe in a recruiting scenario. And you're pretty high in that particular prospect. Do a litmus test. Doesn't matter where you are, it matters where you're going. But, certainly where you've been lends a lot of credibility, and could be the tipping point towards you getting a really good prospect and a marketing partner who's a builder, as opposed to a warm body. So good indication of future success is past performance.

Alex, after we do the Q&A, you're going to work with me a little bit, and I think it's mostly going to be you, because Alex sent me over 16 pages. And I know we're not going to cover 16 pages tonight. But, Alex, tell them a little bit about the custom design prospecting we're going to share with them.

Alex Weiss: Well, I have teachers, Nick heads the list there. And the reason for that is that it's something I heard a while ago. It's in my borrowed knowledge notes. It's a gentleman by the name of Dennis Apture, who used the wording that I like. It's been around in different wordings. He says surround yourself with people who can do the impossible. Surround yourself with people that can do the impossible. And watch the miracles show up.

In other words, if you raise the level of the group that you hang with, and you raise the level by finding people...never find people that are not as smart as you. Find people that are smarter than you. And keep surrounding yourself with those people. Because they are going to find people that are smarter than them. And the more you hang around with them, just osmosis, it'll rub off on you. One of the people I really enjoy, and he's just a gentleman I enjoy. He's had his ups and downs. And works very hard. What I get from him is information. But, information that has been filtered by his brain. It's basically stuff that he either knows, or created, and he makes it his own. So it's not really his own, but he adopted it. So it becomes his own.

One of the things he talked about, this is a gentleman that's been in network marketing for a long time. And has been teaching it for a long time. You see, he's been the owner of an MLM company. And had done millions of dollars. He decided that as part of his teaching, he's going to go out, and he set a goal for himself of 365 people that he's going to talk to about his business. One a day, sometimes he may take a week off and do seven, the next extra, the next week. The reason he came up with this, is he said that you have another muscle in your body that you don't know about. And he called it prospecting awareness. That's the name of the muscle. It's your prospecting awareness muscle. And just like any other muscle, you have to develop it. And you have to keep using it to keep it strong. Otherwise, you know, somebody lays in bed a week or two, and they can't walk anymore. Because their muscles have lost their muscle tone.

He says that to develop this prospecting muscle, you have to raise your awareness. And your awareness is raised just by thinking about it. So, when you go out in the world, whatever you're doing, whether you're riding in a cab, or you're going to the market, and you're standing in line, wherever it is, you don't take a sledgehammer and try to convince somebody about your business. It just doesn't work that way. Nobody's interested. No more than you would be interested. But, what you do is you open up channels of communication and start developing relationships.

This saying about the custom recruiting, the custom design recruiting. It's all part of that, how do you go about and start building and flexing that recruiting muscle, and start increasing the awareness. By the way, that's how you measure the strength of the recruiting muscle. You don't measure the strength by how many people you recruit. Because when you have your awareness, at the right level, you're just going to be a recruiting machine. That's just the way it is. Because every person you talk to is on your radar as a recruit, a potential recruit.

Nick Skolsky: Ever been in the zone like that, Alex?

Alex Weiss: I have. And it's usually when two things. When you don't take an interest in a business. It's when you make a commitment to the business. There's a big difference to having an interest in the business, like a passive investment, or when I think about it, I'll do it. And when you have a commitment where when you burn the ships. It's like, what's the name of the explorer that came to Florida, and to make sure that nobody would rebel against him and go back to Spain, he burned all the ships. They were stuck here. No matter what.

Nick Skolsky: Montezuma in Mexico.

Alex Weiss: Somebody like that. But, you make the commitment, you burn the bridges behind you. This is it. You're going to live or die based on the business you're in. And when you make that commitment to nobody else but yourself, you realize that you think about it all the time.

Imagine if you were close to broke. Which I've been there, it's not something... You dream about it. When I grew up, my parents couldn't afford beds. We slept on mattresses on the floor. And all I could think about was making money to get stuff I wanted. I had to earn money if I wanted to buy a pair of pants. My first pants that I can remember, we went to the Good Will Store, and bought them second hand. And when you have that burned in your mind. Whether it's something you want or something you don't want, then people will run longer, harder and faster, to get away from pain, than they will towards pleasure. So, it's always important to know what somebody's afraid of and what you can talk to them about, that fear.

You can add to it the realization that you're one recruit away from explosive growth. Because it's not the person you recruit that's going to make you the big bucks. And it's not the person they recruit, but it's somebody five, six, ten levels down. Nick, correct me if I'm wrong. But, I was told once that Geeda, the guy that's Jaeger, the number one guy in Amway. Dexter Yager. Was 163,000<sup>th</sup> to join Amway?

Nick Skolsky: Probably pretty accurate. Way down. It wasn't certainly the innovator with Rich Devoss and his partner there.

Alex Weiss: And he's the guy with the jet planes. With the Rolls Royce at every airport. And I heard he had a million square foot warehouse, just for his tapes and support materials. It's there. And you start off with simplicity. You start off with the three foot rule. And everybody's heard of it. If anybody is close enough to ask a question, how are you? That's all you got to do. You make eye contact. How are you! You're standing in line at the grocery store, how are you? Boy, I hate standing in lines. Just start a conversation. Be honest, be truthful. The purpose of the conversation is not to talk. People are afraid to enter into a conversation because they think all they have to do is talk.

I remember when, Nick I don't know if I ever shared it with you, but when I first....My first job was as an accountant. It lasted a year. I said, I'm not going to sit around with a pencil in my hand my whole life. And I got into business. And a couple years later, I think I was 23, 24. I got a sales job. Selling wrist watches, and I got stressed out. Pain in my stomach. When I had to think I had a luncheon appointment with a buyer. And I would sweat. Because I didn't know what to talk about.

Nick Skolsky: And later on you liked it so much, you bought the company.

Alex Weiss: No. I quit when the boss didn't keep his word. He said work for me for three years and I'll give you stock in the company. In the end of three years, he said, what are you talking about? And I pulled out the document, because I knew he'd say that. He said, ah, you can go paper your bathroom with that. You're not going to go anywhere else. You got a sweetheart deal here. I said, if I don't have the shares within 48 hours, I quit. He says, you'll never quit. I quit. Because he didn't do it. And the customer that represented a third of our business, which was a division of Thrifty Drug. We represented 25% of their bottom line. And I quit two weeks, or four weeks before, it was April 15<sup>th</sup> I quit. April 17<sup>th</sup>, two days later. And it was before May 7<sup>th</sup>, I think it was Mother's Day. And he calls me up, the guy's name was Peterson. He was the President. And he said, Alex, you quit? I said, yes. He said, well what am I going to do with my order for a million dollar's worth of product? I told him, the company will take care of it. He said, I didn't deal with the company. I dealt with you. You get your act together, and I expect delivery in the store in time for Mother's Day. And that was the beginning of my launch business. Until I went into the computer business.

Nick Skolsky: That's called building relationships.

Alex Weiss: You build relationships. You make it so people like you. I never had to sign a contract. Because people knew that I worried about their business more than they did. And I did.

Nick Skolsky: Now, I got to interrupt you. Because you're on a roll here. But there are a few things. And there's some key points that Alex made, I want to share them with you.

First of all, Alex, I think we were talking about Horando Cortez. I think that's pretty accurate. When he was...Mexico. But we can give the same analogy back in the ancient Greek days, I'm sure the same battle strategy was used. Here are a couple things I want you to remember. I hope you write it down.

We are all products of our genes and our environment. We can't do too much about heredity. But, who you hang around with, and what you think about is probably going to be pretty much where you're going to go in life. Right? If you hang around with poor people, there's a good chance you'll be poor. If you hang around with gamblers, there's a good chance you'll gamble. Now, here's my point. A lot of you are under the misconception that your down line is the most important part of the equation. That's not true. It's your up line. That's how you grow. Otherwise, you've got somebody making

\$40,000, recruits somebody that makes \$35,000. (unknown) lower levels of income, who recruits \$20,000, etc. etc. So, recognize that your up line is more important than your down line. Nobody teaches that better than Brad Hagger. But, (inaudible) tonight.

Second thing, the awareness factor Alex was talking about. Try this tomorrow. When you're in your car, pick out a car, an SUV or a truck. Just pick out whatever you like. Most of you guys know I like Cadillac's. Just pick out a Cadillac. And all of a sudden, for the next three or four minutes, pay attention to your driving. But, you'll notice Cadillac's come out of nowhere. All of a sudden, you'll see Escalades, you'll see Deville's, you'll see the new SRX. You might see a couple of SLR's, whatever. And refine it a little bit more. Pick out a color. Look for a silver one. Look for a black one. Look for a white one. Whatever. And amazingly, you're going down this same stretch of highway you've probably driven every day for the last 10 years. That silver Cadillac Sedan Deville comes up out of nowhere. And keeps popping up. Because now what's in your subconscious, is now in your conscience. And that's part of the idea of having your radar on at all times, in order to be a good recruiter.

Now, I want to give you one other thing, with what Alex is saying here. This is very simple. And it's a good way to train your new people. And most of you guys know this, but you should explain it to your new prospect. Those people who join us in networking, join, Alex I don't know why I'm holding the phone up to my face, here. You know, I have a microphone here. I've been doing that for the last five weeks. Let me put this in my pocket. Most of us recruit people joining on a part time basis. And we generally share with them, that if they can invest 10 maybe 12 hours a week, let's just call it 10 hours. They can achieve some degree of success, maybe even turn a part time opportunity into a full time income. It's been done many times. Maybe get out of what you're into. Maybe replace an income. Maybe bring a partner, or your husband or wife home from work, and replace that income. I don't know. But, I do know this. All you have to do is get the message across to them. That during that 10 hours a week, they very simply have to show the plan. Whatever your program is. Whether it is an internet company, a health company, a seminar company. Whatever it may be.

They simply show the plan four or five times a week. Please write that down. Four or five times a week. Now, this could be a webinar, it could be a flip chart. It could be a conference call. It can be face to face. It can be over the phone. You can be sending emails. But four to five times a week, build that muscle in two ways. Number one, it makes you cognizant that there are people all around you. Whether you're using Craig's List, software, ads in newspapers, warm market, three foot rule, thirty foot...there's plenty of people to make plenty of money.

The other muscle that's being flexed is the fact that you're going to get better and better at presentations. You might start off over a kitchen table in their house, or your house, with a little flip chart. You might upgrade that to a gathering, in the technological area they call it a business briefing, in the health area, they call it a tasting. And the next thing you know, you've got five or ten or 15 people. And maybe you're just running a VGA cord up to a flat screen TV and now all of a sudden you're not using a flip chart, you're

showing it on the TV right there. And then you might upgrade that, you might be doing a hotel meeting with a thousand people, I don't know. But it all starts from building that initial muscle that Alex was talking about. Which is a two prong approach. It's a guild edged sword. It is getting in front of people. And if you get in front of enough people, you're going to get results. And its building your confidence, and correcting your presentation, because nobody is perfect. But in the pursuit of perfection, we can achieve excellence, right? So we can be pretty good.

Write this down, please. It's simple, but it's not easy. Well, Nick, what do you mean by that? I mean, every one of these companies that are out there have a simple marketing plan that doesn't require a college degree. Doesn't require a great level of technological expertise. Doesn't even require, a lot of people skills. But it's not easy. Because most people simply just don't have the discipline to perform the activity. Why don't they have the discipline, Nick? They don't have the discipline because they don't have the confidence. Why don't they have the confidence, Nick? They don't have the confidence because they don't have the knowledge.

Now, that's where me and Alex come in. That's where your upline comes in, back to my original comment that your upline is more important than your down line. If you get the knowledge and can internalize it, then you'll have the confidence, which you can apply, which will give you the discipline to do nothing more than lead by example. Do four or five actual presentations. Like I said earlier, face to face, over the phone, it doesn't matter. And probably do one of these meetings. Whether it's a tasting, a gathering, or private business reception. That's all. That's how simple this business really is.

But, take me up on my offer. Tomorrow, pick a color of car, truck, SUV, whatever. Put that in your mind. And as you drive for the next 10 miles, you'll be amazed at how this comes. Same thing Alex was explaining when you're looking for prospects. That's a lot of good information. Go ahead, Alex, I had to interrupt you.

Alex Weiss: I'm sorry. I'd like to bring some more to it. And that is, when you are filling up your bucket, most people fill the bucket and don't realize there are holes in the bottom. And you've got to plug those holes. One of the biggest holes, and I have this issue myself. One of the biggest holes people who go out and finally do give exposure to their program, and do start making contacts, is that after they've called them and told them they are going to call them back, or give them a tape, or told them they'd meet them at a business meeting, whatever it is. You must follow up. And it's a really sophisticated, complicated tool that will help you do that follow-up. It's a little calendar. Just write in what you have to do, when. That's it. And you won't waste, and it's a waste, you won't waste all those exposures.

Now, the other thing, now you have to really have fortitude and courage to be able to do this. Because most of you will end up crying after you do this. If you really want to see how effective you are, take a sheet of paper, and put in there every 15 minutes, you put in midnight, 12:15, 12:30, 12:45, 1:00 and just make a couple of sheets like that where you have space for every 15 minutes. Pick a day. Pick Tuesday. Pick tomorrow. Thursday.

And just every 15 minutes, make a little note what you were doing. And then, at the end of the day, or the following week, look at what you spend 24 hours a day doing. Most people waste, literally waste, a big chunk of life.

My father-in-law, God rest his soul, when he wanted to make a point, he'd say just take that amount of time that you've wasted and multiply it by ten years. 365 days times 10 years. And you'll be amazed. If you waste one hour a day, is 365 hours for the year, is 3650 hours in 10 years. With 2000 hours in the average work week of 40 hours, that's 1 ½ years of a full time job that you waste every year by just wasting one hour a day. And if you think you don't have time to do this business, whatever business you're in. Picture what it would be like if you had an extra year and a half to do the business full time. I can't do it on part time. Fine. Figure out where those hours are, and I'm sure, and yes you shouldn't be a workaholic. You should take time off to rest. But, the successful people that I've been associated with, usually were extremely critical of their own actions. In a healthy way. Because its ok to make your decision to spend, to just veg out and spend three hours in front of the TV, especially if it's the 7<sup>th</sup> game of the Laker's playing.

I know a lot of people who do that who make a lot of money. But, analyze what you're doing, and deal with it, and do it by choice. Make a conscience decision to do that. And there's nothing wrong with it, it's a free country. Make a conscience decision. But, don't fall into it by accident. What I've found is that people who are successful, they have more to do, than they have time for. They either find a way to get somebody else to help them, or they start pruning the things they are doing. Or, they get up an hour earlier. I know people, take some doctors. There's some doctors that work 36 hours without ever going to sleep. I spoke to a doctor friend of mine, emergency room specialist. We were talking about sleeping. He said, oh I learned long ago how to sleep standing up. Because they have a choice they wanted to make. I want to do more than if I sleep 8 hours. Let me find out what else I can do. And if nothing else, I'll sleep 7 hours. It's as simple as that.

Once you get into that mode of being sure that you're spending the time the way you want to, then you can take a look at your goals of what you're trying to achieve. The thing that really blew my mind, is that I like to read stories about successful people. And this was a gentleman about 25 years ago who was the owner of the largest chain of food stores in Japan. And people make a one year plan, a five year plan, a ten year plan, a twenty year plan. His plan was four hundred years. Now, you say why would anyone in the world think about making a plan like that? Because what he was looking for was what he was building to survive and exist when he's gone. And it meant that he couldn't do everything himself. He had to surround himself with powerful people, otherwise, everything would fall when he's gone. And there are many companies like that, that depend on the founder to put the energy into the company. But, it just blew my mind, 400 years. I have a hard time with a week or a month. And he got up every day at 4 in the morning, to meditate for a half an hour. And to work on his goals. That's what he did in the morning, he worked on his goals. 400 year goals.

So those are just ways to get real. In other words to become honest with yourself, that when you say something to yourself, I can't do it, and by the way, Nick, did I ever tell you about my daughter that took that S Seminar, 34 years ago?

Nick Skolsky: You told me, but that's worth sharing with everybody else.

Alex Weiss: I got involved with some mind enlightening stuff. I love that kind of stuff, where you push your brain, or your body to the max. And I sent my 6 years old daughter, at the time, our six year old daughter at the time. For two weekends, Saturday and Sunday, to go to this seminar. And we put her with someone else that was going, and adult was taking their kids, too. And at the end of the two weekends, I asked my six year old daughter, what did you learn. Six years old. She says, we learned can't lives on won't street. When somebody says they cannot do something, it's because they are afraid to say the truth. Because what they really mean is they don't want to do something. But, they are afraid somebody will give them an argument about it. So, they say they can't do something. And when you say you can't enough times, guess what? Your own predictor of what reality will become. You won't be able to do it. So, its ok to say I don't want to do it. Absolutely ok. Nothing wrong with that. But, don't say you can't do it when you really mean you don't want to do it. That's just disempowering.

Nick Skolsky: Let me tie some of this together here, because we're going to come up on the half hour mark when we go to Q&As, but I want you to all think about something. Because I get these psychological reverberations over the phone. Nick, Alex, where's this going? I want you to write this down. The yellow balloon. And what we're trying to get out here, is when you're doing the prospecting program, regardless of what it is, people are going to want to recruit in the manner in which they were recruited. You've heard me before. I said you could put a \$10,000 ad in USA Today, and if you got four responses and recruited two of them, you figure out your cost per sale is 2 into 10,000, each of those recruits cost you \$5000. Your cost per lead was 4 into 10,000, each of those leads cost you \$2500. But, you know what, those two people that you recruited, even if you told them I spent \$10,000, it wasn't a very profitable marketing campaign. That's how they want to recruit. They want to run that ad. If you're walking around with the yellow balloon, and somebody comes up, and you recruit them because you got a yellow balloon, they want a yellow balloon.

So, you've got to have a prospecting system and recognize that what you are doing, and offering, in a prospecting manner has to be duplicable. That's why you hold a business reception, or gathering, or tasting, whatever you want to call it. You can get people up and get them going to the next step. That's why if you recruit people using dialing software, which requires a little bit of investment of capital, you better make sure your marketing partner that you're bringing on board has got the necessary capital to set up a system like that. And has a little bit of technological expertise. And that's why we, as leaders, and big time recruiters, because many of you are on this call, have to experiment with each of these different venues of prospecting, so that when you find a teacher or coach that makes sense, if they came from your warm market, put them in their warm market, because they've got a better warm market than you have.



When you have somebody that has a little bit of technological expertise, you take advantage of technology. You take advantage of the internet. You take advantage of social media. But, you don't put a square peg in a round hole. You don't recruit somebody from a newspaper ad and try to put them on some \$500 software system. You don't take somebody from a software system, and get them to run ads in newspapers.

Well, Nick, I've done that. And it's worked. I'm proud of you. Everything has an exception. But, you want to write this down, it's don't risk a lot for a little. Don't risk more than you can afford to lose. And the big one, number three, is don't violate the odds. In other words, load the odds in your favor. We always want to load the odds in our favor. Alex is talking about Dexter Yager a while ago. He's the exception. But, certainly it shows its possible, that I'll be very candid with you. If you want to capitalize on where your company is going, and growing, you should know that companies go through a foundation stage, a momentum stage, and as solidification stage. If you want me to be more detailed, its inception, take-off, rapid growth, maturation, decline. Wow, companies are just like people.

Inception, take-off, rapid growth, maturation, decline. Inception is when they get all the headaches. I know of a company right now that the time to hand out money, they don't have the cards geared up right. The checks are screwed up. It's a new company. They've been around for three weeks. They are going through growing pains. I don't want to be there during the inception stage. That's when all the wrinkles have to be worked out. That's when everybody spends a lot of time doing things other than recruiting, which makes everybody money. But, during that take off and rapid growth, that's when all the money's made. Not during maturation or decline. So, figure out where you can be in the top 2 or 3%. Because if you're with a company that's coming out of inception, and going into take off, if you project out, and Alex is a big proponent of planning for the future. Four, five years down the road, that judgment you made to join that company, will place you in that top 2-3%. And then what are you doing? You're loading the odds in your favor. You're increasing your chances for success.

Pretty good, right? So far? Alex, what I would like to do, is take a few Q&As. I don't know if we're going to Q&A for 3 minutes, or 30 minutes.

Alex Weiss: Let me throw one thing in here. Because we talked about the customized recruiting plan. It'll take 5-10 minutes.

Nick Skolsky: Well why don't we go to Q&As, we might not have any questions, and then we'll come back. You stop me at 10 up.

Alex Weiss: After telling people I keep my word, I want to say sure.

Nick Skolsky: And actually watch game 7 down in Florida with a new friend of mine, Super Dave. And I was looking for your neighbor who was sitting next to Jack Nicholson, but I realized I wouldn't recognize him if I saw him.

Alex Weiss: There is a 6'7" heavy set gentleman at the far right side of the screen, with a white shirt and black pants. With a scruffy beard. That's one of my neighbors.

Nick Skolsky: That's serious ticket money when you're courtside at a Laker's game.

Alex Weiss: Game 7, you're talking midsized figures, \$50,000.

Nick Skolsky: Everybody say hello so I know we're live.

Here's what I'd like you all to do, if you would. If you'd be so kind. If you're not going to ask a question, could you be kind enough to hit start 6 right now? That'll block out all the background noise. And there's definitely more than 2 people on this call, Alex. You want to come back in and ask a question, you can hit start 6, which will unmute your phone. And Alex and I are going to open it up and feel free to ask us anything. But, I'm going to ask you to respect one thing. Remember what I said at the beginning, we don't discuss specific companies or products. But you can put your question in the form of a generality, or hypothetical. And I'm sure we can get you where you want to go. Now, it's always tough to be the first one to ask a question. Alex, do you have a special gift for the first person to ask a question tonight?

Alex Weiss: yeah, our best shot at two answers, yours and mine.

Nick Skolsky: Good answer, Alex, I like that. Who wants to go first?

Gene from Champagne Illinois: What's your best opening, Nick, to create interest when you're trying to get an appointment with a potential prospect, either on the phone or face to face? And I've heard something like that called the 30 second commercial, or perhaps an elevator speech.

Nick Skolsky: You want a little elaboration on last week's call here. Hold on one second. Alex, I don't know if you heard Gene or not, but he wants what you call an elevator speech. Or what I call a 30 second commercial. You want to go first, or you want me to go first?

Alex Weiss: You go ahead.

Nick Skolsky: You only have a few seconds when you're talking to somebody, whether it's over the phone or face to face. But, you've got to come up with something, and my standard one is, particularly because I use the phone a lot. I don't do a lot of face to face recruiting. That's changing, but if I could eliminate your two biggest monthly expenses, that's probably your car payment and your house, without touching your primary source of income, would that be worth 30 minutes of your time? Would it?

Alex Weiss: Absolutely.

Nick Skolsky: Is the car and house payment the two biggest monthly expenses?

Alex Weiss: Yes they are.

Nick Skolsky: Ok, and you know that's all you do. But, Gene, what makes it different is once I get that information, and this is something people don't get. They just go ahead and book the appointment, say look, I heard from Nick, I need to be professional, be in a hurry, get off the phone. That's fine, but spend an extra minute and say Alex, help me to help you so that I can get a dollar amount here. What kind of car payment are we talking about?

Alex: Three hundred dollars.

Nick Skolsky: And what kind of car is that? Do you have more than one car?

Alex Weiss: Yes, but ones paid off and ones not.

Nick Skolsky: You married? The other car your wife's?

Alex Weiss: Yes. She's got the nice one.

Nick Skolsky: and do you own your house? Or do you rent your house?

Alex Weiss: At this point in time, renting.

Nick Skolsky: So what are you paying for rental payments?

Alex Weiss: \$2700.

Nick Skolsky: So, if I can show you how to eliminate the \$300 and the \$2700, that's about \$3000. You got a piece of paper and a pencil handy?

Alex Weiss: Sure do.

Nick Skolsky: So, let's write down \$3000. And listen, Alex. I don't want to be unrealistic. I probably can't get you the \$3000 between now and the end of June, although it's been done. But, if I could get you to \$3240 between now and the end of July, and it could grow from there, is that something you'd have an interest in?

Alex Weiss: Oh sure.

Nick Skolsky: You think you might even be interested in making more money, and actually buying a house?

Alex Weiss: Ah, I'd like to have it again. I lost the last one.

Nick Skolsky: Now, see what I did there, Gene? First of all, who rents? With very few exceptions, the only people that rent are the people who can't afford to buy a house. Now, some of you don't want me talking like that, but that's the life. People don't rent and pay for somebody else's equity when they can build their own equity. Now, some of you are saying, it's a good market right now to rent. This is down, that's down. If you're thinking long term like Alex talked about, you want to own your own home, right? Probably own some rental property, too.

So, Gene, that's one of them. The other ones are, depending on the situation. Because you've got to have these at your fingertips. What if I could show you how to make full time income on a part time basis? Alex, you like your job?

Alex Weiss: As much as the next guy doesn't like it.

Nick Skolsky: What was the one you told me today? We were talking about liking your job. This is a good....

Alex Weiss: I was talking about the custom approach, custom recruiting plan for a guy who hates his job? And what this was, the 8 steps we talked about once before. Be in a hurry, compliment the prospect, make the invitation, make a deal with the guy, if I did this, would you do that? Get a time commitment. Confirm it. Get a time and a number, and get off the phone. So, what the custom approach is, is taking those eight elements, putting it on a sheet of paper, and before you talk to the person, know what you're going to say. So, let's take this example, the person who hates the job. You just use the direct approach. And you talk about the first was be in a hurry. So, the first you could fill in, and this is coming from a sheet that I filled out. Hey, I don't have a lot of time to talk, but it was really important that I reach you. That's the hurry. You took care of that first step. You set the parameters that you're not in for a long chat.

Nick Skolsky: Alex, would you repeat that? Because that's a good one. I like that approach.

Alex Weiss: Hey, I don't have a lot of time to talk, but it was really important that I reach you.

Nick Skolsky: And you put their name in there. That's a good opening. Go ahead, Alex.

Alex Weiss: The next one we talked about, was to give them a compliment. So, something you got to give. Listen, you're one of the most financially intelligent people I know, and I've always respected that about you. And whether you say, look you're a gentleman that's always on time, or we just met and I can hear the way you're talking, you're really educated. And you care about what you say. There are 50 different things you could say. You could even talk about, there are two things I look at that tell me if a person cares about how they look. Their watch, and their shoes. And your shoes are spit polished. Did you spend any time in the military? There are ways to pay a compliment.

The next thing is...

Nick Skolsky: let me interrupt you. The compliment has to be sincere. It has to be appropriate. Don't tell somebody you respect them for being a financial wizard if they are hanging on by a thread.

But, Alex, let's do this. Hold on one second. Let's save those. Can we put those up on the blog? So we have all 8 of them? And let's see if we can cover the rest of them, as we see if we got any more questions here. But, you guys go to Nickskolsky.com, tomorrow, we'll have this call up there. And we'll have those 8, what would you call those, Alex?

Alex Weiss: Simply eight steps in creating your custom designed recruiting plan. Because its designed for each person. You think about it before you talk to him. You know the night before, what you're going to say to them.

Nick Skolsky: So, we have six more steps to cover. We'll get through those, we've got plenty of time. But, we have a way to answer a specific question while we are doing that. So, I'm going to go back live.

Gene, say hello. Does that answer your question?

Gene: Yes, it does. Thank you and Alex immensely.

Nick Skolsky: No problem. Somebody else have a question? Last chance? Ok, Alex. Now we have plenty of time now. Now we go to step number three.

Alex Weiss: Step number three was make an invitation. So, you have to know in advance how you're going to invite them, what you're going to invite them to. So, again, this is the person who hates their job. When you told me you really didn't like your job, were you serious or were you just kidding around? And wait for an answer.

And then the answer, whatever he gives you, say great. No matter what his answer, yes, no, it doesn't matter. You come in with what you wanted to say. Say great. You know, I think I've found a way for you to create an exit strategy without jeopardizing your family. It's as simple as that.

And step four, is the trade off, if I did this, would you do that? I have a CD that you have to listen to. And I want to put some enthusiasm into it. I have a CD you HAVE to listen to. It describes what I'm talking about better than I can. But, here's the deal. If I gave you this CD, would you listen to it? And now comes the time commitment. If he says yes. If he says no, skip it. Next. It goes SWSWSWSW. Some Will, Some Won't, So What, Someone's Waiting.

So, now, the next thing that comes up, you want to get a time commitment. When do you think you could listen to it? For sure? And the other way to handle that, look, I don't have a lot of these. I really want you to listen to it. I need it for some other people I was

thinking of. Do you think you could finish it by tomorrow night? So, I could pick it up from you? And you pick it up.

Nick Skolsky: Something given with no value, has no value. What Alex is doing, is building value. Whether you're securing an appointment over the phone, or handing out a CD, or you're inviting somebody to a hotel meeting. You've got to edify. You've got to build the value. Go ahead, Alex.

Alex Weiss: And now, you want to reinforce it and confirm it. Because he said he'd listen to it by Tuesday. So, you just say Tuesday, so if I call you Wednesday morning, you will have reviewed it for sure, right? Because you want a deal here. You're creating a deal. You get something, they get something. Your time is valuable. You could be talking to someone else who might be a real catch. Don't give it away.

Now, you've confirmed it. Now, you get a time and a number. Or some kind of structure for, alright I'll check back with you then. What's the best number for me to call? Just get into the nitty gritty. there's no way to build a foundation for something unless you build it with the nitty gritty. You can't build it on sand. You've got to have something concrete there.

And the 8<sup>th</sup> one is, real simple one. Great, we'll talk then. Gotta run. Thanks!

And I'm reading this. So, you have a different one. Let's say you're talking to a good friend. The same eight points. You say, so I'm running out the door, but I needed to talk to you real quick. (Step number two, give them a compliment) you've always been so supportive of me, and I really appreciate that very, very much. (Step number three, make an invitation), I just started a new business. And I'm scared to death. You know, the most valuable words in the English language, could you help me please? Those are very valuable words. Five words. I've just started a new business, and I'm scared to death. Before I get going, I need to practice on someone who's a friend. Would you mind if I practiced on you? Now, if somebody's your friend, they are probably going to say, there he goes again. But, if you asked them to listen to you, he might listen to you. And if you've never told him about any kind of a business, for sure, he will. And if you don't have any friends, go to church and get a pastor to listen to you. Pastors are great, or priests or Rabbis. Great circle of influence, aren't they, Nick?

Nick Skolsky: I was going to say, if you don't have any friends, there's still plenty of time to change your life. Because living, you might call that living, I don't call that living life. You get by a lot easier with a lot of friends. I'm well aware that my life is a lot easier because I'm blessed with a lot of friends. So, why not make a lot of friends? The relationship doesn't have to be based on a monetary exchange. But, this is a business for people who like people. So everybody on this call should have a lot of friends. If you don't, you should be getting some. Go ahead, Alex.

Alex Weiss: So, the next thing is step number four, which is the deal. So, he says yes, hopefully. And great, if I gave you a DVD that laid out the information in a professional

way, would you watch it? Wait for an answer. And you might want to add, if it's a 20 minute DVD, say its only 20 minutes. But, something that doesn't scare them off. Because someone handed me a 3 hour DVD, I wouldn't watch it. I would say to him, you wouldn't do that to a friend, would you?

And then, you get a time commitment. When do you think you could watch it by, for sure? Thursday? Now you're confirming it. So, Thursday, so if I called you Friday morning, you would have reviewed it for sure, right? Fantastic. What's the best number and time for me to reach you on Friday morning? Get off the phone, great we'll talk then. Gotta run, thanks.

Now, what if you were talking to one of those really, really successful people. Do you want to see if there are any other questions? Because you know me, I could talk...

Nick Skolsky: Go head, I like where you're going with this. Go ahead.

Alex Weiss: So, let's say you're talking to a really successful person. So, let's get the hurry script in there. I know you're busy, and I have a million things going on, too. But, I'm glad I caught you. That's it. Now, a compliment, you've been wildly successful, and I've always respected how you've done business. That's the compliment.

Nick Skolsky: I'm going to interrupt Alex for a minute here. I want you all to get the gist of this. I don't want to wait till osmosis sets in. But, the whole idea on getting appointments is to get somebody to like you and trust you, so that you can get the appointment and then your higher mechanism in place, whether it's a conference call, or a big meeting somewhere. Or some kind of DVD or movie, like Alex was talking about. But, the initial project is to make a friend, please write that down. Get somebody to like you. And by extension get them to trust you. If they don't like you and don't trust you, they won't do business with you.

Alex is giving you a blueprint on the steps on the transitional phrases, on the techniques on the strategies you can use to do what? Build more bridges. Jimmy Buffet says build more boats. I've got boats to build. I've got a life to live. I've got places to go, right? Same thing. Make a friend. And by using these transitional phrases, get them to like you, get them to trust you. Then, you take them to the presentation. And the presentations job is to sell your company. The company, the product, the money, the opportunity, who we are, what we do and how we do it. And then, it comes back to you as a close.

And I want to mention one more thing, Alex, as we go to the next point. This whole thing is about duplication. I want to share something with you, because a lot of you are letting your down line steal your time. I am a firm believer in getting people on the phone, and letting them listen to me set appointments before they actually use leads and set up appointments. I'm a firm believer that if I'm working my warm market, to go with my new marketing partner and make some warm market calls, whether it's by phone, or face to face. And I'm a firm believer of doing closing interviews on three ways. But, you know what, after you set up three appointments on the phone, they should be able to

figure this out by themselves. After you get three or four closes, they should be able to start doing closes for the three or four people you recruited. So, recognize, after you do this process, three or four times, whether its setting appointments, whether it's doing an actual presentation, face to face, or over the phone. Whether it's the closing scenario, that if your marketing partner isn't getting it, and isn't duplicating it, at that point. It's time to move on, let them figure it out. Because obviously they are not taking a vested interest in what we're really doing here. And that's how you get this duplication going forward. By the same token, if you do three closing calls, you don't close anybody, you stay with that new marketing partner till they hear three closing presentations. If you're making phone calls for appointments, you don't get on the phone and talk to 20 people and don't get an appointment. You make sure they hear you secure three or four appointments. And then they should be able to duplicate that process. Go ahead, Alex.

Alex Weiss: So, we gave the hurry script, we gave the compliment, now comes the invitation. And by the way, this is for a highly successful person. Nick, do you know how you can tell in 30 seconds or in 10 seconds whether you're speaking to a very successful person or not?

Nick Skolsky: I have no idea, Alex. This will be an eye opener for me.

Alex Weiss: If your palms are sweating, you're speaking to someone that's way out of your league. You're talking to the right person.

Nick Skolsky: Or the converse Alex, is, we teach this. You want to speak to people that want to talk to you more than you want to talk to them. Maybe that's why my palms don't sweat too much.

Alex Weiss: Absolutely. And the difference between fear and excitement to the body, if somebody as looking at symptoms your body is showing, they are identical. So, don't think of it as fear, think of it as excitement. Like you're getting ready for the roller coaster ride.

Let's talk about this highly successful person. How do you invite someone like that? Here's a phrase you can use. I've recently thought of a new business, (we've used that before) and I'm looking for some sharp people( oh oh, here he comes...he's going through his mind, oh no, not another one of those). Next phrase. It's clearly not for you. Take them off the hook. But I wanted to ask, who do you know that's ambitious, money motivated, and would be excited about the idea of adding some more cash flow to their lives? That's it.

Nick Skolsky: by extension, I want to give you another one in line with what Alex said. When you're working your warm market, it's called a release. And you know, Alex, I'm going to do this program, I'd feel really bad if I made a lot of money, and at the end of the year, you said, Nick you made all this money, and you didn't tell me what you're doing. So, I'm going to make sure I show it to you first. I'm going to share it with you, but Alex, understand, whether you want to do it, or don't want to do it, it in no way



impairs our relationship. Ok? But, it does make it stronger, because if I won the lottery, or you won the lottery, I'm sure we'd invite each other to the victory celebration? So, that release is very important. And that release removes a lot of the fear in approaching your warm market. Back to you, Alex.

Alex Weiss: So, now we're up to step number four. Which is the deal, where I would, would you. So, the deal with this highly successful person, is I understand that you would want to know more about it, before you recommend anybody. I have a DVD that explains exactly what I'm doing. And the kind of people I'm looking for. Its brief. Ok? There's the first part. Here comes the deal. If I send one to you, would you view it? I know you're extremely busy, and I'm so grateful for your help. And then, either yes or no. If its yes, thanks for agreeing to look at it. And so, when do you think you could view it for sure? Tuesday? So, if I called you after Tuesday, you'll have reviewed it for sure, right? You don't want to waste your time, you don't want to keep calling, and calling, and calling. People who are successful usually keep their word. If it's not for them, if they don't want to do it, they'll blow you off.

But, don't be afraid of getting blown off. A yes or a no. They are both answers, and you what it does is frees you up to go to the next person. Don't hold onto people as if each one is worth their weight in gold. Most people are not worth their weight in gold. Just what you're looking is for someone that wants it more than you want it. And there are people.

I'm going to do the next one. I have one here, for a guy who sold you shoes. So, we're up to point number six. Confirm it. So, if I called you after that, you would have reviewed it for sure? Number seven, get a time and a number. Alright, I'll check back with you then. What's the best number and time for me to call? Very simple. And it's all written out.

Step number eight, get off the phone. Thanks again, I appreciate it so much. I'll talk to you then.

That's it. That's the whole story. I mean, it's less than 60 seconds out of your life. And for all you know, I remember when I was in business. And I was about to go under. I was desperate looking for something. And for those that think that people are successful all the time. I counted how many times I buried businesses, and I ran out of toes and fingers.

Nick Skolsky: Or they buried you.

Alex Weiss: But, you got to keep going at it. Nobody's going to keep doing it for you. It just doesn't work that way.

Nick Skolsky: Like I say, we'll have this on the blog. NickSkolsky.com. but, I hope you understand what Alex gave you tonight. It doesn't matter if you're handing out DVDs, if you're booking appointments, or an in-home appointment, or an office appointment. It doesn't matter if you're setting up somebody for a bridge line call, tomorrow night at 9:30. Whatever it might be. Those are the steps to go through. And get it out.4

Alex Weiss: Let me fill in the last one. Because I love this one. This is the cold market prospect who sold you some shoes and you were happy, you thought he did a good job selling you shoes. Do you mind if I throw this in?

Nick Skolsky: no!

Alex Weiss: So, let's do the in a hurry part, number one. Now isn't the time to get into this, I have to go, but.. So you've established that it's not going to take a lot of time. Put a compliment in. You're super sharp. The guy sold you a pair of shoes you didn't want to buy. Sharp guy. Third step, invite him. So, and I happen to be looking for some sharp people Do you plan to do what you're doing now, for the rest of your career? Remember, he's selling shoes. How's that for a simple question to get to the bottom line? Do you plan to do this for the rest of your life?

No? Good. I have something you might be interested in. That's it. That's it. Just five seconds and you got him to listen to you. So, now's not the time to get into it, we're up to step number four. If I could, would you? Now's not the time to get into it, but I have a DVD that explains it all in great detail. If I gave it to you, would you watch it? Number five, when do you think you'd watch it by for sure? Number six, here comes the confirmation. So, if I called you after that, you will have reviewed it for sure? Right? Number seven, get a time and a number. Alright, I'll check back with you after that, then. What's the best time and number for me to call? And here comes number eight. Get out of there. Ok, here it is, thanks again for the excellent service, and I'll talk to you soon.

I just did this. I bought a pair of the Sketcher Shape Ups, you know the shoes that are like the Mathi Warriors, which are higher heel, and then in the middle, like you're walking on a D, on a bow?

Nick Skolsky: Mathi Warriors, talk about effective advertising. Do you feel 10 feet tall now, and bullet proof?

Alex Weiss: Absolutely. I bought the shoes. And I really liked the guys' attitude. I said, if I don't like them, how long do I have to get them back? Oh, for you, seven days. I said, the policy says 30? Oh, I was just kidding around with you, you're right, its 30 days. I bought it at a big Flag store, a big sporting goods store. He knew it was 30 days. He was being a good salesman. He was striking up a conversation in a way that he could joke around.

Nick Skolsky: Now, I'm going to give you a closing comment, and then I'm going to let Alex put the last word in here.

You know, I recognize that most of you are not handing out DVDs. So, just insert. Most people are recruiting, now a days, using corporate bridge line calls. A live presentation. And if I'm trying to put Alex on that call, I'm going to substitute the DVD for the fact that me and my marketing partner, whoever's going to present it. Doesn't matter if the presenter lives in Noam Alaska, or if they are in Miami Florida, or they are in Dallas,

Texas. I might not even know Alex. He might just be doing the presentation, but I'm in the same company as he's in. I guess he's my marketing partner. My marketing partner, Alex Weiss and I, are actually going to do a business overview, or business briefing, however you want to form it. It's going to take about 26 minutes. Do not tell people it takes 15 minutes if it's a 30 minute call. If you're booking an appointment, for one on one, don't tell people it takes 10 minutes if you're going to take an hour. And yes, you get less appointments when you tell them it takes more time, but the quality is higher. So, in 26 minutes you can get a good overview of who we are, what we do, and how we do it.

Just jot your questions down, and then use that hook that I gave you guys before. You're going to find out you're one of three types of people. A, B, or C. Or you are going to use the money close. You're going to find out how you can generate that \$3000, to pay for the car, to pay for the house, without touching your primary source of income. Or interfering with anything you're doing professionally. I'm going to show you how to take some dead, dormant hours, and turn it into a steady cash flow, of not only immediate cash, but residual income as well. And on next week's call I'll share with you what really separates me and Alex from the common recruiter. And that's the ability to share a story, and within that story is a solution to the prospects dominant buying motive. Their DBM, their hot button. That's what really sells. Stories sell. But you don't get a chance to share a story, unless you can book the appointment. So, be sure and take advantage of those 8 points that Alex gave you tonight. And try to put those to good use.

And I hope that we shared at least one technique or strategy, or a little different shift in your mindset, that will enable all of us to be more the recruiters and the business builders that we're capable of being. And put less and less in the past. And what I mean, is last year was no piece of cake for anybody. And economically it's going to be a tough year this year for a lot of people. But, we're kind of unique. And the industry we're in, we really do get a chance to control our own destiny. Control our own time. Control our own life. And control our own future. So, grab this opportunity by the reigns. Take full advantage of it. When you reach a stumbling block, reach up to your upline, reach up to your mentor, so you can get over, around, however you have to do it, to get to where you want to go. Alex, you get the last word.

Alex Weiss: And just three things I want to add to this. Number one, if you're doing a call, it's like when we used to bring people to meetings. When you had to get them into your car. You never told them I'll meet you there. You get in your car, pick them up and take them. You have a call, you say, you know what, I want to listen to this call, too. This guy is phenomenal. If I can get a place with him, do you want to be there? Is 3:00 better, or 7:00 better? And you three way them into the call. Don't give them the number. Three way them into the call. And you sit there, don't yawn. You sit there at the edge of you seat, excited about it. Don't make sounds in the background, like you're watching TV or radio like somebody else was doing on this call tonight. That's number one.

Number two, always remember, you're one recruit away from explosive growth. Not from growth, explosive growth. You're one recruit away from explosive growth. Imagine if you recruited the next door neighbor of Nick, and that person got Nick to join? Because

the person that's going to give you the explosive growth is not the guy you know. And usually not the guy they know. It's usually a few people down the line. If you recruit upwards. If you're a six, if you recruit a five, then that guy will recruit a four, and the next guy will recruit a three, and pretty soon, the only people you're recruiting are the people sleeping on park benches. But, if you're a six, and you recruit a seven, that seven, if he saw what you did, he'll probably be able to go to an eight. And that eight will go to a nine, and imagine getting a ten?

But, you have to plan it out. You have to know what you're doing. Don't do this by accident. This is a business. This is real. This puts money on your table. Think about it a little bit. And the third thing I wanted to say, the last thing, is Nick and I never stopped learning. We know that we don't know it all. We are constantly looking for other people that we look up to, and trying to listen to them. Nick and I talk almost every day about new things we've heard. Today we said, what are we going to talk about tonight on the call? And how are we going to do it? And it doesn't just fall together by accident. But, when you have a library in your brain, or written down, or someplace you can refer to, you're miles ahead. You're miles ahead. And if it's really good, write it down and put it in a book. Not a loose leaf book, which are sheets that you tear out and fall out. Put it in a bound book. You can get it in the store for \$2, \$3. A ledger type of a book. And just keep it. Put your activities down in there. Put things down, that when its red time, when you can't talk to anybody because everybody's sleeping and you're still up. Not green time. Green time you do recruiting. Red time, when you can't do anything else, is when you do your planning, do you thinking. You know, flip back over the pages. See how you're doing.

Anyway, that's it for me. Nick?

Nick Skolsky: Alex, I got to (inaudible..talking over each other) I've never had a great mentor, and I've had a lot of them, that did not keep a personal journal. And I used to do it, and somehow got off track. But, I'm in the process of re-inventing myself over the next couple of weeks. So, I'm going to take your advice and put together a journal tomorrow.

Listen everybody this is Nick Skolsky, and Alex, I'll give you the last word to say good night to everybody.

Alex: I think I've spoken enough. Good night everybody.