



**The Personal Financial  
Success Company**

INDEPENDENT ASSOCIATE

Business Card and Brochure Prospecting

**Turning Strangers into Friends**

*And*

*Business Partners*

# Friendship Farming

## A System to turns Strangers Into Friends

There are four questions you can ask (in order) when casually visiting with a stranger. This is called the FORM System. This system flows more naturally if you prime the pump first by volunteering personal information about yourself. For example, when waiting in a customer service lounge at an auto service center, you might say to another nearby patron, I sure hope they finish my car soon. I've got to get to my son's Little League game in 30 minutes. Are your children involved in Little League or any other sports? This light info and conversation can lead to a 3-to-5-minute conversation. You can keep the conversation going by using the acronyms for FORM.

**F** Stands for Family. You might ask him or her if they have kids, did they grow up here intown, etc.

**O** Stands for Occupation. What does he or she do for a living? How long? Does he orshe like his other job?

**R** Stands for Recreation. Perhaps you have a common recreational interest.

**M** Stands for Message. Tell the prospect what you do, pique his or her interest. Get his or her name (ask for business card) to call or visit in the future and share therest of the story.

**Option 1-** You might say “I own a business in which we show people how to increase their cash-flow and minimize their taxes, I don’t know if it’s something you are interested in but, I would gladly give you some free information. Do you have an email address and contact number.” Get her name, number and email address.

**Option 2 -** You might say “I own a business in which we show people how to increase their cash- flow and build investment income, I don’t know if it’s something you are interested in but, I would gladly give you some free information. Do you have an email address and contact number?” Get her name, number and email address

## *Business Card Prospecting*

This form of prospecting is best done as you go through your daily routine.

You meet people and see new people daily at the grocery stores, at church, your kid's schools, ball games, restaurants, etc. As you go through your day look for opportunities to start conversations with strangers or acquaintances (people you see, but don't know their name or anything about them). You can start a conversation with topics like sports, weather or news. Stay away from topics such as religion, politics or negative topics. For example: "Wow, It's really hot today." or "I really hope (my favorite team's name) will do well this season or game." or "This city is really growing."

When the other person begins to converse with you steer the conversation toward F.O.R.M. (Family, Occupation, Recreation and Money). As you begin to finish the conversation, say to the prospect, **"I have really enjoyed our conversation and, by the way, I am a business owner here in (your city) and we help people increase their cashflow and minimize their taxes. I don't know if it's something you are interested in but, I would love to give you my Business Card."**

Have two business cards handy. Take one out and while handing it to the person say, "Here's my card, do you have one?"

Nine times out of 10 if they have one, they will give it to you. If they do not have a business card, simply say, "That's okay, just give me an email address and contact number and I'll send you some free information." Write the number and email address on the back of your card. No matter what happens after you get the number, do not stay there, and try to tell them details about the business. You are not prepared – no materials and you are not in a business setting. Wait 24 to 48 hours, send the info you promised and a few days later contact the prospect about a BPM of some kind. If you don't get the BPM appointment continue dropping good news about myEcon and related topics to the person and try for an appointment for a BPM on a later date



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*Helping families attain financial  
success through cashflow generation  
and financial education...*

**Alvin Curry**  
EVP Infinity

4002 Hwy 78 W  
Suite 530-282  
Snellville, GA 30039  
Cell: 770-696-6380  
Web: [glory.myEcon.net](http://glory.myEcon.net)  
Email: [glory@myEcon.net](mailto:glory@myEcon.net)

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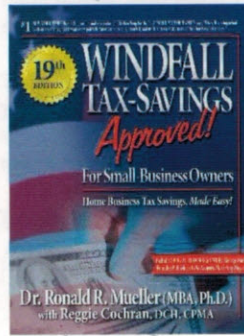
### ***Brochure Prospecting***

Purchase a quantity of brochures from myEcon, attach your business card to each brochure and pass out three brochures each day as you meet new people. Simply say, "I'm a business owner herein (your city) and would like to give you a brochure about my company." About 20% of the time, this will generate a conversation and a new prospect. If the prospect asks, "what kind of business is it?" Do not get into great detail about the company. **Simply say to the prospect, "We show people how to increase their cashflow and minimize their taxes, I would be happy to get you some free info on my company." My business card is attached to the brochure, do you have a business card?"** If he has a card, he will give it to you and you have another contact. If the prospect does not have a card, ask the prospect for an email address, and contact number. You can write the number on one of your cards or put it in your phone address book. Add the name to your Contact List. Send the contact the free info you promised within 24 to 48 hours. Contact the prospect for a BPM appointment of some kind within a few days. If you don't get the appointment continue to drip positive info about myEcon or related topics to the person and try for an appointment for a BPM on a later date.

# Uncle Sam will PAY YOU to Run a Home-Based Business!



**DR. RONALD R. MUELLER**, author of this brochure, is also author of the bestseller "WINDFALL Tax-Savings APPROVED for Small Business Owners." (Available at Amazon.com and [www.HomeBusinessTaxSavings.com](http://www.HomeBusinessTaxSavings.com).) He is a former investigative reporter who spent a full year researching home-business tax deductions, tracing each deduction back to the federal law that authorized it, translating his findings from "government-ese" into "plain English," and ultimately putting it all into an easy-to-read book that demystifies the small-



business tax deductions that Congress wants every taxpayer to know about. When "WINDFALL Tax-Savings APPROVED for Small Business Owners" was reviewed by the IRS, they did not request - or even suggest - even a single change.

Dr. Mueller is a highly sought-after speaker, and is widely recognized as a leading authority in small-business tax-law.

**Alvin Curry**  
EVP Infinity

**myEcon, Inc.**  
Independent Associate

**Phone:** 770-696-6380

**Web:** [glory.myEcon.net](http://glory.myEcon.net)

**Email:** [trust@myEcon.net](mailto:trust@myEcon.net)

To learn more about the EXCELLENT HOME-BASED BUSINESS... costs and with...  
To learn more about the HOME TAX SAVINGS approved by Congress specifically for home-business owners, please visit [www.HomeBusinessTaxSavings.com](http://www.HomeBusinessTaxSavings.com)



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# AMERICAN FINANCE



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*America is the land of  
opportunity but, you will need  
knowledge, mentorship and  
a plan to successfully  
navigate it...*

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*For More Information Contact:*

**Alvin Curry**  
EVP Infinity  
**myEcon, Inc.**  
Independent Associate

**Phone:** 770-696-6380  
**Web:** [glory.myEcon.net](http://glory.myEcon.net)  
**Email:** [trust@myEcon.net](mailto:trust@myEcon.net)

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