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# Generating Business Income

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## INTRODUCTION

myEcon is grounded in the foundation of helping Associates attain personal financial success. Financial success is attained by generating enough cashflow during our working years to support our lifestyles and simultaneously investing enough money to build assets adequate to generate our desired Financial Freedom Income. Millions of people are not accomplishing these objectives because they need more Cashflow and Better Financial Strategies. We provide a Turnkey solution that addresses each obstacle to attaining Personal Financial Success. In this training module, we focus on Business Income, which empowers our Associates to generate more cashflow by building unlimited income in his/her own home-based business.

Most people have linear pay systems, where they get paid only on their personal effort and only one time. This type of pay system is restrictive and limiting. myEcon provides its Associates with an Unlimited Leveraged and Residual Pay System. This type of pay system enables each Associate to get paid on the efforts of multiple people and to get paid multiple times on the same customers. We provide each Associate with a World Class Business Ready Website in multiple billion dollar industries. We teach each Associate to build a network of Associates that generate product sales. Imagine owning 500 vending machines which generate weekly income or having 500 marketers on your team who generate weekly income.

## MYECON'S TURNKEY BUSINESS BUILDING SYSTEM

Obviously, myEcon has great products, services and financial strategies. The big task at hand now is to build the company by maximizing the sales of products and services. We use network marketing to build our business. Our goal is to recruit and train a network of distributors that sell products and services. We use a strategy, we refer to as our Turnkey Business Building System (TBBS) to help us recruit and train our sales force.

TBBS is fantastic because almost anyone can master the system quickly. The Turnkey concept is based on the idea of providing everything a new Associate needs to be successful. The concept has been utilized and mastered by McDonald's and other fast food franchisers. When someone buys a McDonalds, the company provides every aspect of being a successful restaurant owner; choosing a location for the restaurant, restaurant design, menu selection, equipment, marketing etc. In reality, McDonald's simply repeats the successful processes they have used for their other franchisees. myEcon's goal is the same, we strive to provide everything a new Associate needs to be successful.

myEcon Associates do not have to figure out how to build their business. The system empowers each Associate to build a team of Associates that sell products and services which generates income. myEcon's strategy is to build a network of Associates by sharing the advantages of our Income Shifting Strategy with people who want more cashflow. Exposing people to our Income Shifting Strategy will generate new Associates and new customers for the company. The new Associates come aboard because they want to take advantage of the Income Shifting Strategies which will enable them to generate more cashflow, by using the strategies and selling memberships. New customers sign up because they were exposed to our great products and services at discount pricing. The new Associates will share the advantages of our Income Shifting Strategy with new prospects which will generate more new Associates and customers. The cycle is repeated over and over by Associates.

Additionally, while Associates are taking new prospects through the system, they are also improving their personal finances because they are acquiring cashflow by using the Income Shifting Strategy. The system provides continuous cashflow and continuous financial improvement for our Associates. The system is priceless, because we attain amazing results by relentlessly repeating simple successful processes. The system is referred to as TBBS because it is based on 4 repetitive steps. See the TBBS Flowchart on the next page. The 4 steps are:

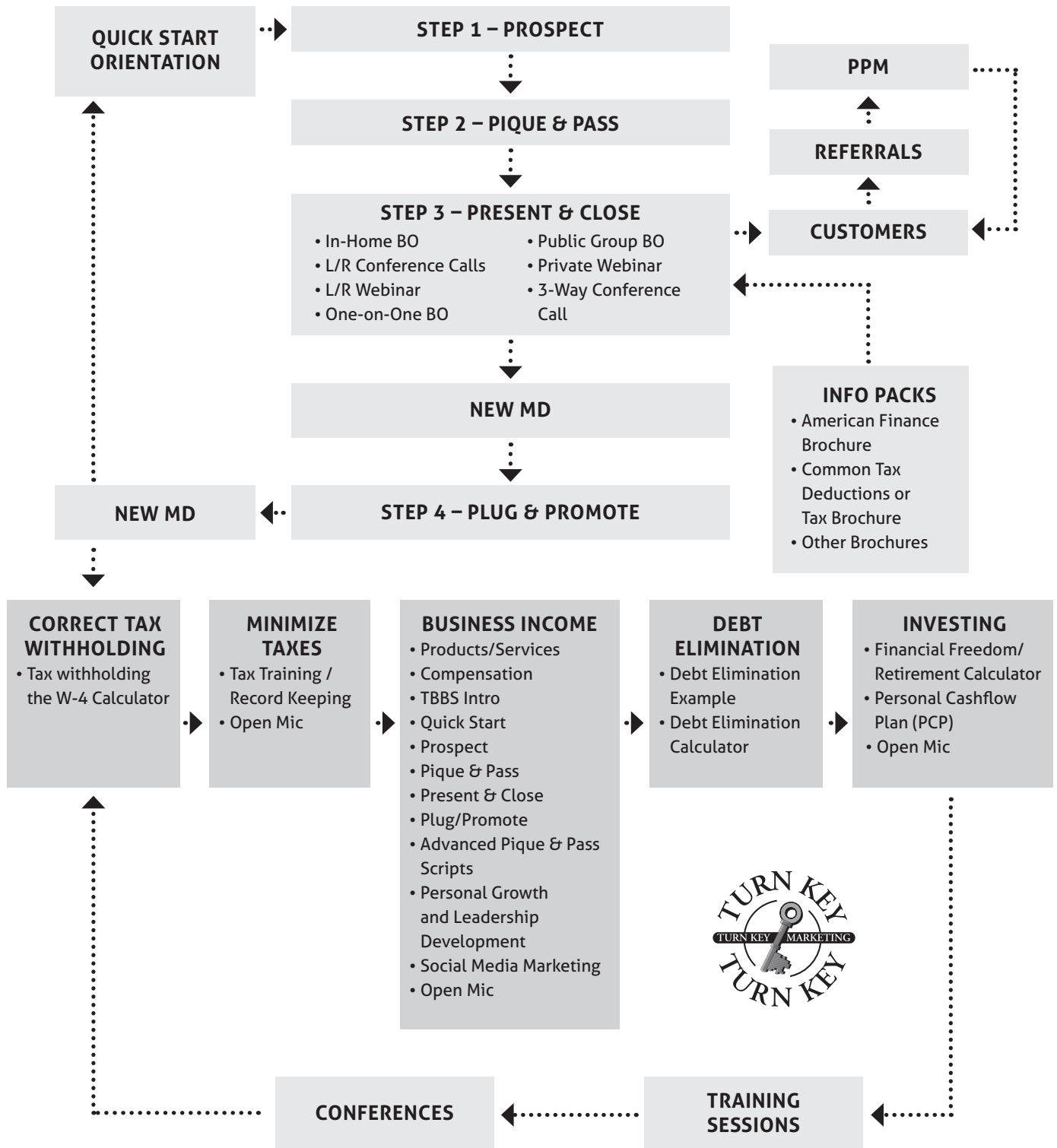
**Step 1 – Prospecting**

**Step 2 – Pique & Pass**

**Step 3 – Present & Close**

**Step 4 – Plug & Promote**

**TURNKEY BUSINESS BUILDING SYSTEM FLOWCHART**



## STEP 1 – PROSPECTING

The number one key to selling is to have prospects or potential people to sell to. There are many techniques to get the prospects. One of the great benefits to myEcon's prospecting techniques is they can generate an endless number of prospects at little to no cost to an associate. The prospecting techniques we use at myEcon are best explained and understood by video. Go to your myEcon website and login. Click on the tab labeled Prospecting in the BMC and you will see short educational video's explaining multiple prospecting techniques. The title of some of the videos on prospecting are listed below.

- Initial List and Tap Rooting
- Business Card Prospecting
- Brochure Prospecting
- Social Media Prospecting
- Event Prospecting
- Out & About Prospecting
- Plus many more

## STEP 2 – PIQUE & PASS

In step one you learn to get prospects that you can market to. Once you get a prospect, you need to get them to see / hear some information that can potentially cause them to become an associate, customer or both. We accomplish this by tapping into their curiosity or desires through a technique we refer to as Pique and Pass. The idea is simple: we show or tell the prospect some quick key phrases or words that create curiosity or a desire to know more about myEcon. The technique is similar to when advertisers use words like Blowout Sale or Special Promotion to get people to look closer or desire more info. In myEcon, we use words like Income Shifting, Cashflow Transformation, Raise Credit Scores, Become Debt Free or Instant Pay Raise. When an associate calls a prospect, the phrases are used in the communication to get the prospect to agree to see/hear a short presentation on myEcon. The presentation can be a recorded video, live webinar, an In Home Business Overview or some other medium. Below you will see phone scripts that Pique the interest or desires of prospects and get them to agree to let an associate Pass some myEcon information to them that they have agreed to view.

There are multiple scripts, because different prospects have different interests and desires. Choose a script based on the suitability of the situation. We might pique and pass a long time friend info by inviting them to an In Home Business Overview, but you might Pique and Pass a stranger by inviting him/her to view a recorded video or live webinar.

When you call prospects, you should not read the scripts word for word. Practice the scripts before contacting the prospect and say the script in your own words or style, but keep the concept intact. We have included seven (7) sets of scripts:

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## Recorded Webinar Business Overview (BO) Scripts

You can use recorded webinars to provide your prospects the opportunity to hear / see a quality BO anytime. Use the following scripts to make the initial contact to direct your prospect to the BO.

### **Script 1**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people raise credit scores, minimize taxes and become debt free, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to watch the video using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. I have a short video that I would love for you to see and give me your opinion. Will you take just a few minutes to watch it? *[Wait for response, answer any questions using the Q & A scripts on page VII-15]* I will call you back in a few minutes. [Send the prospect the video]

### **Script 2**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people minimize taxes, eliminate debt and build investment income, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to watch the video using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. I have a short video that I would love for you to see and give me your opinion. Will you take just a few minutes to watch it? *[Wait for response, answer any questions using the Q & A scripts on VII-15]* I will call you back in a few minutes. [Send the prospect the video]

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## Live Public Webinar Business Overview (BO) Scripts

Public Group Webinars are great for getting prospects to hear BOs because prospects from anywhere in America can attend the BO. Because the event is live there can also be a personal touch, which can add credibility and excitement to the presentation

### **Script 1**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people raise credit scores, minimize taxes and become debt free, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to the webinar using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. [Leader's Full Name] a very successful leader with the organization is sharing some powerful information about the strategy on a webinar on \_\_\_\_\_ (date/time). Will you be my guest for the webinar? *[Wait for response, answer any questions using the Q & A scripts on page VII-15]* I am very excited about you being a guest for the webinar on \_\_\_\_\_ (date/time). *[Send the prospect the webinar access information]*

### **Script 2**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people minimize taxes, eliminate debt and build investment income, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to the webinar using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. [Leader's Full Name] a very successful leader with the organization is sharing some powerful information about the strategy on a webinar on \_\_\_\_\_ (date/time). Will you be my guest for the webinar? *[Wait for response, answer any questions using the Q & A scripts on page VII-15]* I am very excited about you being a guest for the webinar on \_\_\_\_\_ (date/time). *[Send the prospect the webinar access information]*

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## Live Public Group Business Overview (BO) Scripts

Live Public Group BOs are very important because they provide a bigger picture of myEcon. All prospects that attend a myEcon BO other than a Public Group BO should be invited to a Public Group BO for a second look, bigger picture and to meet local leaders if there is a quality Public Group BO in their local area. Group BOs will be conducted by local, experienced leaders and presenters. Group BOs will be conducted at public venues; hotels, offices, restaurants, etc

### **Script 1**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people raise credit scores, minimize taxes and become debt free, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to the webinar using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. [Leader's Full Name] a very successful leader with the organization is sharing some powerful information about the strategy on \_\_\_\_\_ (date/ time) at \_\_\_\_\_ (location). Will you be my guest for the seminar? *[Wait for response, answer any questions using the Q & A scripts on page VII-15]* I am very excited about you being a guest for the webinar on \_\_\_\_\_ (date/ time). [Send the prospect the webinar access information]

### **Script 2**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people minimize taxes, eliminate debt and build investment income, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to the webinar using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. [Leader's Full Name] a very successful leader with the organization is sharing some powerful information about the strategy on \_\_\_\_\_ (date/ time) at \_\_\_\_\_ (location). Will you be my guest for the seminar? *[Wait for response, answer any questions using the Q & A scripts on page VII-15]* I am very excited about you being a guest for the webinar on \_\_\_\_\_ (date/ time). [Send the prospect the webinar access information]

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## Private Group Webinar Business Overview (BO) Scripts

Private Group Webinars are very important and enable leaders to do a lot of presentations quickly because there is no travel time or geographical restrictions. The objective is for a new Marketing Director to get 10 to 20 of his contacts to meet with him and his upline EVP to see a webinar. This type of BO is like doing a Home BO except, it is electronic and has no geographical restrictions. Example: You are a new Marketing Director and instead of hosting a Home BO, you get 10 to 20 of your friends and associates on a private webinar/conference call for your upline EVP to present to. Since the group is small, the upline EVP can edify the new MD. This type webinar is great when the new MD's friends and family are spread out in multiple cities and states. This type webinar is also very effective because it allows for questions and personal interaction. Also, the upline EVP can play off the influence and relationships of the MD.

### Script 1

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people raise credit scores, minimize taxes and become debt free, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to listen to a short Business Overview using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. [Leader's Full Name] a very successful leader with the organization is coaching me to help me maximize the strategy. He is presenting a short private webinar for me and a few friends on \_\_\_\_\_ (date/time). Will you be my guest for the webinar? [WFA] *Answer any questions using the Q&A Scripts on VII-15] I am very excited about you being a guest for the webinar on \_\_\_\_\_ (date/time).*

### Script 2

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people minimize taxes, eliminate debt and build investment income, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to listen to a short Business Overview using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. [Leader's Full Name] a very successful leader with the organization is coaching me to help me maximize the strategy. He is presenting a short private webinar for me and a few friends on \_\_\_\_\_ (date/time). Will you be my guest for the webinar? [Wait for response, answer any questions using the Q & A scripts on page VII-15] I am very excited about you being a guest for the webinar on \_\_\_\_\_ (date/time).



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## In -Home Business Overview (BO) Scripts

A great way to have several prospects hear / see a BO fast is to host a Home BO. The power of the Home BO is relationships and speed. You can get 8 to 10 contacts to hear / see a BO in a few hours instead of days. The people that attend should be friends, relatives and close Associates. Most of these people would have been to your home before. (Each new myEcon Associate should host 1 to 2 Home BOs during their first 30 to 45 days in myEcon.) Serve light refreshments and keep your home natural. Don't set your home up with chairs like a formal meeting.

### **Script 1**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helping people raise credit scores, minimize taxes and become debt free, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to listen to a short Business Overview using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. A very successful Associate is coming to my house on \_\_\_\_\_, (date/time) to share some information on the strategy. Will you be one of my guests? [Wait for response, answer any questions using the Q & A Scripts on page VII-15] I am very excited about you being here on \_\_\_\_\_ (date/time).

### **Script 2**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I am calling because I represent a company that helps people earn serious cashflow, helps people raise credit scores, minimize taxes and build investment income, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to listen to a short Business Overview using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. A very successful Associate is coming to my house on \_\_\_\_\_, (date/time) to share some information on the strategy. Will you be one of my guests? [Wait for response, answer any questions using the Q & A Scripts on page VII-15] I am very excited about you being here on \_\_\_\_\_ (date/time).

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### 3 – Way Teleconference Call Business Overview (BO) Scripts

Three-way teleconference calls are great for recruiting new Associates into myEcon. The new Associate and the upline EVP agree on a window of time to make 3 way teleconference calls to new prospects for the new Associate. Setting a window of time of about 60 to 90 minutes is ideal. The new Associate calls a prospect using the sample scripts below to introduce myEcon to the prospect. The new Associate gets the contact to agree to talk to his upline EVP to get more info and validation. The upline EVP brings more experience, expertise and validity to the recruiting process

#### **Script 1**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I represent a company that helps people earn serious cashflow, helping people raise credit scores, minimize taxes and become debt free, using a strategy known as Income Shifting. Have you heard of it? [WFA] Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to watch the video using script B.

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. Also, because I am fairly new at this I asked [Leader's Full Name], a very successful leader in the organization to spend a few minutes sharing this info with both of us on a private teleconference. Will you spend a few minutes listening to what [Leader's Name] has to say about the strategy and give me your opinion. *[Wait for response, answer any questions using the Q & A scripts on page VII-15]*

Would \_\_\_\_\_ (date/time) or \_\_\_\_\_ (date/time) be better for us to talk to [Leader's Name]. [WFA] *Schedule a time.* [Prospect's Name] I am excited about us having a conversation with [Leader's Name] and getting your opinion of this amazing information on \_\_\_\_\_ (date/ time). I will call you on \_\_\_\_\_ (scheduled date/time).

#### **Script 2**

**A** - Hi \_\_\_\_\_, this is \_\_\_\_\_. [Small Talk] I represent a company that helps people earn serious cashflow, helping people minimize taxes, eliminate debt and build investment income, using a strategy known as Income Shifting. Have you heard of it? [WFA] *Independent of prospect's answer, acknowledge the prospect's answer by saying something like, "that's fine", "that's great" or "I understand" and then invite the prospect to watch the video using script B.*

**B** - [Prospect's Name], that's fine, I have also used the strategy and my results have been amazing. I am very excited about it and would love to share the information with you. Also, because I am fairly new at this, I asked [Leader's Full Name], a very successful leader in the organization to spend a few minutes sharing this info with both of us on a private teleconference. Will you spend a few minutes listening to what [Leader's Name] has to say about the strategy and give me your opinion. *[Wait for response, answer any questions using the Q & A scripts on page VII-15]*

Would \_\_\_\_\_ (date/time) or \_\_\_\_\_ (date/time) be better for us to talk to [Leader's Name]. [WFA] *Schedule a time.* [Prospect's Name] I am excited about us having a conversation with [Leader's Name] and getting your opinion of this amazing information on \_\_\_\_\_ (date/ time). I will call you on \_\_\_\_\_ (scheduled date/time).

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### **Pique & Pass Script to get someone you met at an event or while you were out prospecting. In this scenario you want the prospect to view a video**

Hi \_\_\_\_\_ this is \_\_\_\_\_. [Small Talk]. I am calling because I met you (time & place) and I promised to send you some free info about our company & strategies. I sent you an email or (text) with some info. Included in the info is a weblink to a powerful video recording. View the recording and I will call you back shortly, because I would love to get your opinion of the information.

Give the prospect sufficient time to view the presentation and then follow up with the prospect using the "Close the Deal" guide in step 3 – Present & Close

## **STEP 3 – PRESENT AND CLOSE**

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### **Presenting the Business Overview**

The Pique and Pass examples in Step 3 – Action 2 are demonstrating how to get a prospect to a live webinar or pre-recorded webinar. The live webinar or recorded webinar is your actual presentation even though you are not the presenter. In our advanced marketing training, we show you how to pique and pass prospects to additional Business Overview presentations.

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### **Closing the Deal**

Mastering "Closing the Deal" is essential to every successful marketing career. You will be faced with this situation every time you present a Business Overview or send a prospect to hear someone else present a Business Overview. Every prospect must be closed, seldom does someone volunteer to sign-up without someone asking for the money. Closing is a mindset, you must feel like you are providing great value to the prospect. If you feel like you are providing great value to the prospect, you will feel like you deserve to be paid.

myEcon provides sample closing scripts as a guide to help you understand closing techniques. You should not repeat the words in the scripts exactly. Study the scripts and practice the words audibly until you feel comfortable with the flow and then use your own words in the same flow. The more you practice audibly and try to close prospects, the better closer you will become.

**The Alternative Close** - Your prospect has just finished seeing/hearing a Business Overview. You might say to your prospect, "myEcon is amazing and has helped thousands of people earn great income, improve their credit scores, minimize taxes, eliminate debt and build investment income. What part of the video and strategy did you like best? [WFA] *The prospect's answer will tell you the key points to encouraging the prospect to become an associate. When the prospect completes his answer, Ask the prospect if he has any questions. Answer any questions straight forward. You can then transition into the close by saying something; "typically, after people hear this info, they fit into two categories.*

**The first is Type A**, who say I can absolutely see myself using myEcon's complete system to grow my cashflow.

**The second is Type B**, who say I love this info but because of a lack of time or other responsibilities I simply cannot run another business at this time. However, I love the Income Shifting concept and would like to get access to the software and strategy to shift Income and grow my cashflow.

[Prospect's name], Do you see yourself as a type A or B person in this situation?" [WFA] *Whatever the prospect's answer is, you must be proactive and move on it immediately.*

If the prospect says type A, you could say, "That's great and congratulations on deciding to become a new business owner. You can then ask the prospect, "Are you going to put your business in your personal name or a business name?" Act as if the prospect is signing up immediately. If the prospect is not ready to sign up immediately, he/she will tell you. If money is an issue, try to motivate the prospect with a small coupon. As a last resort, set a signup date in the near future.

If the prospect says type B, you should still be proactive to sign him/her up. You could say congratulations, because with the amazing discounted price we are currently offering, you can get our entire system for a bargain. You can use the membership cashflow streams, excluding the business until your circumstances change. Additionally, if you have a friend or associate that wants to see the system, refer them to me and I will take it from there. If they join the business, I will put them on your team and you will get paid on them.

If the prospect decides not to get the entire system, try to sign him/her up as a customer: ID Defender, Nutrition, myCredit System, Zingo Travel Club, etc. If the prospect becomes a customer, do a follow-up call within 24 hours to answer questions and make sure he/she knows how to access and use the product. The 10 minutes you spend with the new customer is priceless, obviously the customer will be appreciative, but it could also get you valuable referrals and strong customer retention.

### **Prospect Wants More Time To Think About His Decision**

**A** - This situation will be very common in your career. Develop an appreciation for the person's desire to think about their decision or their desire to discuss the information with their significant other. Be positive and confident the prospect will sign-up. Ask the prospect to schedule a time ASAP (preferably within 72 hours) when you may follow-up with him/her to answer any questions or concerns he/she may have. Do not wait for the prospect to call you. The follow-up is best face-to-face, but a phone call or a private webinar will also work. A follow-up should only require 15 to 20 minutes.

**B** - Use the format below for the follow-up close.

- Thank the prospect for giving you the opportunity to follow-up.
- Ask the prospect if he/she has any questions. (Answer questions straight forward)
- Ask the prospect what 2 things he/she liked most about the information & concept. Focus on talking about the two things the prospect liked most, to convince the prospect myEcon is a great opportunity.

**C** - If the prospect does not sign up, it is not the end of the world. Your love for people should be greater than their decision. Ask the prospect to be a customer – ID Defender, myCredit System, Zingo Travel Club, etc. Ask the prospect for referrals. If people like you, they will love helping you. Everyone knows someone that needs your business, products or services.

Even if the prospect does nothing, love him/her anyway. Stay positive and you may still do business with him/ her on another day. Timing is everything. Call him/her back in six months and every six months. Tell him/ her of your progress, good news, and new developments. If you do email marketing, put the prospect on your email list and send him/her updates and info periodically. Include good news and success stories in your email updates.

## **STEP 4 – PLUG & PROMOTE**

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### **Plug**

When a prospect signs up in myEcon, plug him/her into the Turnkey Business Building System (TBBS) immediately start by introducing him/her to myEcon's Quick Start Orientation. Tell the new Associate you want to help him/her get a fast successful start in myEcon. Tell the prospect you want to help him/her quickly increase their cashflow. Plug the new Associate into the Quickstart Orientation by getting him/her to watch the four (4) Quickstart Videos. When the Associate has watched the videos, answer any unresolved questions and help him/her start building their business and improving their cashflow. The videos are in each associate's Business Management Center (BMC) on their myEcon website.

**Video 1** – Quickstart Orientation Introduction

**Video 2** – Correct Tax Withholding

**Video 3** – Minimize Taxes Via Tax Record Keeping

**Video 4** – Quickstart Marketing for Business Income.

Additionally, encourage all Associates to watch the myCredit System videos to familiarize themselves with the information so they are better equipped to answer questions for other prospects or to start improving their own credit.

## **Promote**

Promote all events; webinars and conferences to the associate. Help the associate understand, the knowledge and experience they gain from events and the culture will empower them to have great success in myEcon. Additionally, explain to the Associate that myEcon has video and live trainings on every aspect of myEcon. However, they should “Learn as they Earn” in incremental steps and should not try to learn everything at once, before they start building the business.

**QUESTION & ANSWER SCRIPTS**

**Q. So what's this all about? Or can you tell me more?**

A. It's about one of the most unique concepts in American business today. People are making money and saving money, then using the cashflow to build passive income.

**Q. What's this going to cost me?**

A. It's not going to cost you anything to hear the information. However, if you like what you hear, it could save you thousands of dollars annually.

**Q. Is this network marketing or multi-level marketing?**

A. Our concept works on an individual basis or a team basis, it's your choice. You will get details on this unique strategy.

**Q. Is this a pyramid?**

A. Absolutely not. Our strategy and products have been used in all 50 states. You will love what we do when you see it at the meeting.

**Q. Do you have a website?**

A. Yes, but our concept is detailed and tailored to each individual. I'll give you the web address, but I would still like for us to have a quick follow-up conversation so I can answer your questions and provide more details.

**Q. Do I have to sell anything?**

A. Our core concepts are based on financial strategies that do not require you to sell anything. However, many of our happy clients become business associates.

**Q. What are you selling?**

A. Our core system is based on information and a unique financial strategy. However, we also provide services that save our clients serious money. You will love the overall concept when you see it.

**Q. How are you doing in business?**

A. I just got started, but I have already increased my cashflow by \_\_\_\_\_. Also, (upline leader's name) who is helping me in the business has generated \_\_\_\_\_ cashflow using the system.

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