

Framed Firelighter:

Current conditions: Fact - Fact - Small bit of information

Taxes

The government takes a big chunk out of paychecks each week.

Add to that property tax, sales tax, meals, tax and there's not much left

Some people have found a way to get \$100 back every week.

So, would an extra \$4000-\$5000 per year be something you'd like to see coming in?

Gas

Gas is expensive

The \$1/gal days are history

Some people have found a way to get 58 cents back from the government for every mile they drive

Groceries are expensive

The \$20/week for food for a family is over

Some people keeping an open mind have found a way to generate a second income and the cost of food is not a problem any more

Car insurance is expensive

And, it's not coming down

Some people have found a way to have the government pay for their insurance every month

Health insurance is expensive

And, the price never seems to come down

Some people - keeping an open mind - have found a way to have the government pay their health insurance every month.

College is expensive

Good schools cost even more

Some people have found a way to pay for their kids college education without loans and stress

Occupation:

I understand **Real estate** has slowed down

We don't always know when it will improve

Some sales agents have found a way to develop a great second paycheck without giving up their Real estate career

I understand **building** has slowed

No one can predict when it's going to turn around

Some builders have found a way to develop a great

Lots of people are concerned **about their pensions**

Let's face it - SS isn't going to be enough to live on

Some people have found a way to retire in 3 yrs at full pay without giving up their current job

Product:

Arthritis is painful

Government is taking dangerous drugs off the market (Vioxx)

Some people have found a way to get relief all natural and have the government pay for it

Complete frame: Answer to “What do you mean?”

Can use 1 minute presentation - Or - Most people (used mostly on phone)

Most people get excited or at least curious when they hear that and they want more information. But honestly _____ some don't. I think you know the type: They'd rather watch tv, surf net and pretend they care about their kids college – instead of doing something about it
May I get you some information?

Strike Interest –with lead or How to Bring up business

If they ask: What's this about?

Let me tell you a little bit about what we do in less than 60 seconds

Our business is based on the fact that people would love to make more money, have more time freedom and pay less taxes

More and more people want to do something about that

Some people have found a way to keep \$100/week in their paychecks

Most people once they hear they can do something one time and paid over and over again, get excited or curious and want to know more

But some don't – they'd rather watch tv, surf the net and complain about their situation instead of doing something to take care of themselves and their family.

Someone complaining about boss/work

I just found out - How people can start their own business have the government pay for it and fire their boss in 6 - 12 months

Vacation

I just found out - How people can take a 1 week vacation every month have the government pay for and not even have to ask for the time off....

Pain

I just found out - How people with joint pain can get relief naturally completely free

Retirement

I just found out - How people can use some of the money they're paying in taxes to create an entirely different retirement fund for themselves.

I just found out - How people can retire in 3 yrs at full pay

Students

I just found out - How students can make more money part time than their professors do full time without ever leaving the dorm.

Secretaries

I just found out - How secretaries can make more money part time than their bosses do full time without even leaving their job.

If you ever want to know more about it, just ask me and I'll get you some information.

Change last sentence to something different: "pass the peas" "pass the ketchup": Freeze the sales filter.

I just found out how people can pay for their kid's education with no loans and no stress.

Most people get excited or at least curious and want to know more.

But, honestly, some don't. You know the type: they'd rather watch TV, surf the net or complain about their situation instead of doing something about their situation.

May I get you some information?

Let me get your name and phone #, and I'll give you a call. What's the best time?

Most people, once they hear they can do something right once and get paid over and over and over again, well they get excited or are curious so they want to get more information.

But, honestly Mary, some of them don't. I think you know the type, they would rather spend time on the internet or watch TV and then complain about their circumstances.

Mary would you like me to get you some information?

NOTE: Call your business partner to set up a 3 way call.