

## What is a Firelighter?

Firelighters are a phrase or sentence that Strikes Interest in the prospect's mind. We call them fire-lighters because they light the fire of hope in the subconscious and engage the prospect's curiosity. A "Yes" will follow if used properly.

Note: Firelighters that are in the third person are 400% more effective than first person.

When you bring up our **plan, product or company**, that is not only of no interest to a potential prospect – in addition it will raise the sales filter.

If prospects are asking questions about any of those things, we've made a mistake and they are asking for the sole purpose of saying "No".

Less than 5% of those you get into Q & A's with, PRIOR to getting their subconscious **deciding** getting more information is a good idea, will **NOT** look at your information. Sure, they will take it, but they won't look at it. The subconscious has already decided it's selling, and unless they love selling, our goose is cooked.

Ever had people ask questions, (you think they are interested, right?), and not look? Now you know why.

Below you will find some possible firelighters.

As you read them over, pause after each one and imagine what it would mean to you and notice how fast your subconscious starts connecting other good things to that benefit statement.

Example: How to pay for their kid's education with no loans and no stress.

Pause and think about what it would mean to you and your kids. Notice how your mind instantly starts piling on benefits. A "Yes" comes more often and more quickly when this dynamic is set in motion.

What prospects may instantly imagine may be different than yours or mine, but it does not matter. It's positive and far more likely to get a "yes" when the prospect, on their own, is thinking positively rather than negatively.

## **Firelighters**

**"I find it interesting..."**

**"I'm fascinated..."**

**"I'm amazed..."**

**"I've learned..."**

"...that in this economy we're seeing some people making more part-time than their bosses."

"...that some people are losing weight and having someone else pay for it."

"...that some people are figuring out how to lose weight and retain muscle."

"...of the lottery tickets that people buy to solve a problem."

"...how middle class people are dealing with 10 years of flat income."

## **Opportunity**

**"I've learned over the years..."**

"...how parents can pay for their kid's education with no loans and no stress."

"...how moms can make more money part-time from home than their husband's do full-time."

"...how secretaries can make more money part-time than their bosses do full-time."

"...how to get relief from arthritis naturally."

"...how employees can make more money part-time than their bosses do full-time."

"...how real estate reps can build a great income without giving up their real estate career."

"...how a person can work hard for a few short years and retire with no stress financially."

"...how to get the chemical toxins out of my home."

"...how some people are figuring out how to keep more of what they are earning."

"...how some people have figured out how to maintain their income even when they are not working or not there."

These firelighters will work for you if they are used properly, meaning you do not put them into a question. This keeps the sales filter down and will allow the subconscious to want more information.

## Problems?

Yes. Two of them.

**ONE:** It is so hard to trust that so much happens with so little effort that the temptation is to add stuff in. Been there, done that. Everybody does. We'll help you avoid the mistakes I made improving something that works perfectly.

**TWO:** When we get a live one, the first few times we go right back to talking about the plan, product or company. Forgive yourself with laughter once it's over. For most of us, habits are hard to break and any interest at all means, to us, "tell them everything." We forget something very critical to success – don't do anything unless you know why you are doing it.

Our job at Step 1 is to Strike Interest in the prospect about their life, not our deal. Just notice how fast people go from interested to polite. Once they are being polite and asking questions, we need to know we got in the way by giving too much information and it is OVER. We blew it with our mouth. Don't worry, just notice and really laugh. You will get better.