PROSPECTING | PROFESSIONAL DEVELOPMENT | THINKING | MARKETING

# Why your prospect worships the ground you walk on and wants to join your business now!

*Say the **right** words.*

by **Tom (Big Al) Schreiter**

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As network marketers, we lead sheltered lives. We don't have to take the latest abuse from an illiterate boss or evil employer. We don't have to beg on bended knee to get Thursday afternoon off. But our prospects? Ouch. They are taken advantage of daily.

Commuting through traffic takes longer and longer. Their lives are spent working and commuting, with very brief visits with the families. Their employers have very sophisticated strategies to squeeze more work and more hours from employees without increasing their salaries. Plus, why not give them extra work to take home to get that last ounce of energy from them? And when the annual review comes, the boss tells the employee:

*"Thank you for your hard work and overtime. However, no one is getting a raise this year. Times are tough. There is an economic crisis. But when we do give raises sometime in the future, you'll be at the top of the list."* And then the boss drives away in his new BMW to meet his friends for a three-hour lunch.

Your prospects know that they have spent $100,000 on a college education to get a job that will be taken away from them a few years before they qualify for pension benefits.

They are constantly taken advantage of, abused by greedy employers, forced to commute long hours, and get just enough salary that they can't afford to quit, and they can't afford to do anything else.

And now you arrive with a solution.

Your prospects are pre-sold!

## The only thing you have to do is to not "talk them out of it" when you present your opportunity.

Now, everybody knows you can't sponsor prospects using the **wrong** words, but what are the **right** words?

That's the **difference** between hard-working, broke networker marketers... and network marketing professionals who go from successful experience to successful experience almost effortlessly.

It's the words we say.

Now, if we want to do network marketing as a hobby, a fun activity, or as a chance to buy a product wholesale for our mothers, it really doesn't matter what we say. We can just enjoy ourselves, as we have no income expectations or needs.

However, if we want to do network marketing as a business, make a really good part-time income, a full-time income, or even the big money in our business... then there is only one path to take. We must learn the "**sequence of words"** to instantly get our message inside our prospects' brains.

There are certain words and phrases that clearly communicate our message and go directly into our prospects' brains, and then our prospects will believe and understand what we do.

So let's not talk our prospects out of their dreams.

Instead, let's give them a chance to see what we see, and allow them to live the dream of network marketing.

Bottom line?

## Say the right words.

**Tom "Big Al" Schreiter** is the author of many books and audio trainings on how to recruit more distributors.

36 years of experience of testing exactly what to say and do to get prospects to join.

Download seven free mini-reports on the magic words and phrases of network marketing at: http://www.BigAlReport.com