

# FOLLOW THESE STEPS TO SUCCESS!

## 1) Introduce your prospect to the magazine, highlighting many of its impressive points:

"I'm excited because the company I have partnered with was just profiled in a national magazine. Have you heard of **Success from Home**? It's available on newsstands nationwide, like Barnes & Noble and Borders, but I'd like to give you this free copy to read. It features an in-depth look at the company, its products and the many people responsible for its enormous success."

## 2) Next, try to tailor one of the features or profiles to the prospect:

"I see you have children. I also have children and I am determined to find a way to spend more time with them. There are several pieces in the magazine that focus on the importance of family and how the company has made it possible for parents to spend more time with their children. I think that's something that will interest you and your wife greatly. Let me show you this article..." (and then turn to a particular article that would appeal to your prospect)

## Or, try to engage them in another topic covered in the magazine...

"I've been trying to exercise more, eat better. I want to look and feel healthier as I get older. I guess a lot of other people our age do, too, because experts are predicting the wellness industry will produce many of the next decade's millionaires. It just so happens my company is a leading provider of cutting-edge nutritional supplements that are being endorsed by world-class athletes. There's an article in this issue that explores the topic that I think you'll find really interesting..." (and then open the magazine to the Paul Zane Pilzer article, or the Products article or the Olympian article)

## 3) Once you've gained their interest, introduce the free DVD.

"And don't forget—it comes with a free DVD, designed to give you even more insight into the company, its business model and an incredible opportunity that could literally change the lives for you and your family. When you finish reading the magazine, you should definitely give the DVD a look."

## 4) Last, schedule the all-important follow-up:

"As you can see, I've stapled my business card to the front cover. When would be a good time for us to get together to discuss what you've read and seen? I know you're going to want to learn more and have your questions answered."

## SAMPLE APPROACH:

*I told you about the business project I have recently established, right? Market America and their innovative approach to marketing? Well, to update you, I must say this is the best company and business I have ever been exposed to in my life. I have never seen so many people doing so well financially. The company's CEO and Founder is featured on the cover of **Success from Home** magazine on the newsstand as we speak! And there are several articles in the publication not only about the way Market America is changing the business landscape, but also some incredible stories about people like you and me who partnered with the company and are reaping huge rewards in residual income! As a matter of fact, I went and bought you a copy. You've GOT to read it. Best of all, inside there's a special DVD that will introduce you to people who are improving their financial position and enhancing their quality of life. This information is so powerful that most of the newsstands across the country are sold out! But I got you one! Take this home and pop in the DVD, and I will call you tonight at [8 p.m.]!*

## REMEMBER

The key is to have as many feelers "in play" as possible. Pass the magazine out, engage your prospect and let the publication do the talking for you! Hailed by industry veterans as a "magic wand," **Success from Home** is designed to do all the heavy lifting—it introduces your company, establishes its history, profiles successful UnFranchise owners and then validates the company and the industry with expert third party content from best-selling, renowned experts. All you have to do is get the magazine into as many hands as possible.

And always be sure to have a label with your name and number on the magazine cover or staple your business card to it when handing it out.

## SAMPLE FOLLOW UP:

(Should be done inside of 48 hours and repeated until you get a "yes" or "no.")

*Hey [insert name], it's good to speak with you again! You know that **Success from Home** magazine I lent you yesterday? Well, I've told some other people about it and they are anxious to get their hands on it, so I need to get that from you. But first, did you get a chance to read through it and watch the DVD?*

*No? Even though I don't want you to miss out, I really need to pass it along to some other colleagues of mine who I promised it to. Is there any way you can go through it today so I can get it back from you later on tonight?*

*Yes? So what did you like most about what you read and heard?*

[Wait for Answer]

*I understand. I felt the same way when I was first introduced to Market America's UnFranchise Business System. It really is a remarkable new way of doing business. And it's only going to get bigger. Right now, Market America is expanding all over the world and continuing to stay ahead of emerging technologies and trends.*

*If this is something you would like to explore further, let me get you on the phone with a business partner of mine to tell you how simple it is to make money in this business. It will only take a few minutes.*

*Hold on just a second to see if I can catch them ... (Hit the flash button on your phone and three-way in your business partner. If available, be sure and introduce him/her in a professional manner. Your partner, or expert, will provide more insight and schedule a time for the prospect to evaluate the products and the marketing plan.*

## Order Now

While supplies last.