

THE MAGIC QUESTION

'Who do you know who could use an extra £1000 - £2000 per month, if they could earn it in just 6 - 8 hours per week, part-time?'

Note: It is important to ask this in a very low key manner and don't come on strong. Don't sell! The person will normally say 'Sure, what is it?' The only answer to give is:

'TRUST ME, YOU NEED TO SEE IT'

You can say TRUST ME in different ways and some suggestions are:

'I would tell you more if I could, but I am brand new myself. As a matter of fact, I would like you to watch a short video so that I can get your opinion.'

'Look, I want you to get the whole story and all the facts. Do you have a few minutes to take a look and let me know if you like what you hear and see?'

'I want you to get all the information from one of the top people in the company. I know him/her/them personally, and he/she/they will answer all your questions one-on-one.'

If they say, 'Well, tell me a little bit' you can reply with:

'I can do better than that. I'll send you the video and you can hear the entire thing. It takes just a few minutes. In fact, we could watch it together if you like.'

If the people are close friends and really press, the most you should say is:

'OK I can tell you this: It's a financial education company. It's a real ground floor opportunity that you need to see to make up your own mind. Can you spare a few minutes to watch an overview of who we are, what we do, and, most importantly, what's in it for you if you were to get involved?'

If all else fails and they are cynical, say, 'Please watch the Business Overview to understand all the information. If it's not for you, that's okay, maybe you could forward it to someone else who might be interested. Does that make sense?'

If this doesn't work just say 'NEXT!'

REMEMBER:

*People attend an overview for 4 main reasons:
NEED - DESIRE - CURIOSITY - FRIENDSHIP*

Not because of the information!

Too much information makes people assume they know what Genistar is all about before they get all the facts and then they won't see it for themselves.