



## 🌀🌀🌀🌀 The 45-Second Presentation 🌀🌀🌀🌀 That Will Change Your Life

### 🌀🌀🌀 This system makes long distance sponsoring easy 🌀🌀🌀

In the previous lesson plan, you were taught different ways in which to present the Business. This lesson plan will teach you another system that is so easy anyone can learn how to invite and screen prospects in 10 minutes. However, we have provided an expanded training including different scenarios on how to present your vehicle.

Most people in Network Marketing don't know how to effectively work a system or how to sponsor someone long distance. New distributors are usually taught to build their business locally first by:

1. Holding opportunity meetings – Business Briefings
2. Hosting at home presentations – PBR's
3. Arranging one-on-one presentations

Although this may be effective locally, those three things do not help you sponsor someone who is 2,500 miles away. This system will teach you how to sponsor and teach someone hundreds or thousands of miles away. You can use the same technique with someone 25 miles away, 5 miles away or right across the street.

This is important because it means that when you sponsor new people, they have the opportunity to work with their best prospects from the time they become active. ***Most people fail in Network Marketing because they never have the chance to sponsor their best prospects.***

The System (and its tools) will do the work for you. Introduction to the steps within The System may only take one or two minutes. Therefore you will save hours of long distance telephone conversations.

### 🌀🌀🌀 3 Easy Steps to Build Your Network Marketing Business 🌀🌀🌀

***The 45 Second Presentation:***

***This is what I think it means to "Own Your Life" – When you subtract out the sleeping time, commuting time, working time and time for things you have to do each and everyday of your***

*life, most people don't have more than one or two hours each day to do what they like to do and then, would they have the money to do it?*

*We have discovered a way for you to learn how to "Own Your Life" by building a home-based business and we have a system for doing it that is so simple anyone can do it. It doesn't require selling, and the best part is it won't take much of your time.*

## **Pre-step:**

Talk to a friend or family member about Owning Their Own Life. "Owning your own life is having the time and money to do what you want to do when you want to do it".

The object of this **pre-step** is to make a connection and build a desire in a person to consider "Owning Their Own Life" by starting a Home Based Business. If you immediately start talking about your vehicle (Company, Products and Compensation Plan) their first reaction is to think that this is a Network Marketing company or they have to be a salesperson to be successful. Because 95% of people believe they are non-sales types, you'll get immediate rejections from your prospects.

*Therefore the less said the better.*

1. **Use tools** like Own Your Life Pin, or a card that ask "Have you ever thought what it would be like to ...OWN YOUR LIFE?" printed on it or a card that says "Need a Vacation?". The pins and cards can be purchased through Failla's website: [www.45secondtools.com](http://www.45secondtools.com). You can also set up a website: [www.IOwnMyLife.net/your\\_name](http://www.IOwnMyLife.net/your_name) to be used as a marketing source. It only costs \$79/year.
2. **Help them understand Network Marketing** by loaning them Don Failla's "*The 45-Second Presentation That Will Change Your Life*". Ask them to read the first 4 Napkin Presentations in the book, which will take about 45 minutes. After they read The Napkin Presentations they will know what Network Marketing is and **you have now taken away their OBJECTION. Is this Network Marketing?** Now they either have an interest in getting more information or not.
  - **Set a time and date** with your prospect to get back with them in a few days after they have read the 4 Napkins Presentations. Create a sense of urgency by telling them that you want to share the book with others.
  - **Follow up** with your prospect on the day that was agreed on. Ask them if they read the 4 Napkin Presentations, If they say YES - ask them what they liked best about what they read.... Then ask if they would like to go to the next step and learn about the vehicle that is providing you with time and financial freedom. If the answer is YES. Go to Step 3.
  - If **they haven't read the Napkin Presentations**, set up another appointment and **follow up** again...**Do not move to Step 3**. Once they have read the Napkin Presentations and if they decide the opportunity is not for them, ensure that they have read all 4 Napkin Presentations. If they don't understand Network Marketing, they will not be interested in your vehicle. If they read what you have asked them to read it could change their lives.
  - If after reading the Napkin Presentations **they say NO** , thank them for their time and ask "*Do you know anyone who would be interested in earning an extra weekly paycheck*"

*working from home?* and ask if they would take a look at your products and/or services and make them a customer.

3. **Present your Vehicle** - Set a date and time to meet with your prospect. Contact your sponsor to go with you to share your vehicle (Company, Products, and Business Plan) or do a 3-way call with your prospect and tell them that you are with your sponsor or on the 3-way call because *“This is how I learn”*. This should take 15 to 20 minutes. When you have listened enough times you will be able to make the presentation for yourself and your downline.

**NEXT:** Enroll a new IBO and have them repeat the above steps with their friends and family.

### **Recap- it couldn't be any easier!**

1. Get their interest – Connect with their desire and dreams. Peak their interest with the Need a Vacation Card or the Own Your Life card. (**Remember, Saying too much is your enemy**)
2. Loan them the 45 Second Presentation book – Help them understand Network Marketing
3. Let your sponsor show them your Vehicle. (**Remember, a new IBO doesn't know enough to make a presentation**)
4. Enroll them in your company

## **🌀🌀🌀🌀 The System 🌀🌀🌀🌀 Using the 45-Second Presentation**

### **Pre-step to implement “The System”**

#### **🌀🌀🌀 Scenario I 🌀🌀🌀**

You are having a **conversation with your friend on the phone**, (they may be local or 100's of miles away) just before the conversation is ended say:

*Bill, have you ever thought what it would be like if you could “Own Your Life? There is usually a pause so while your friend is thinking about the question and not sure what you mean.*

#### **So jump in and say:**

*“You know, Bill, by the time you subtract out the time you spend sleeping, working, commuting and completing the normal, everyday responsibilities, most people don't own but one or two hours out of every day to do what they'd like to do. And even then, would they have the money to do what they want?”*

#### **You continue:**

*The reason I ask you the question is that I've discovered a way a person can own their life by building a home-based business, and the key is that I have a system that is so simple anybody can do it. You don't have to be a salesperson, and it doesn't require much of your time.*

When you get to the end of what this means and you offer to provide him the first step, perhaps he will ask – **What are you selling?**

**Your answer:**

*“I’m not selling anything. I’m a “lifestyle trainer” looking for people who want to teach their friends or people they meet how to own their lives.*

*Bill if you are interested, I’ll get the first step off to you right away.*

Wait for his response- if he says **YES**

1. Tell your prospect you are going to loan him a book then mail or hand him the 45 Second Presentation Book and instruct him to read the first four napkin presentations.. (This only takes about 45 Minutes) *You may also send the “Own Your Life” CD if you feel they are a great prospect.*
2. Set an appointment to follow up by phone to convey sense of urgency. The key at this point is to end the conversation quickly and hang up the phone, so there is no chance for them to ask questions.
3. See steps for the follow up below (**See Page #20**)

*🎀🎀 Scenario II 🎀🎀*

**You are having lunch with a friend**, just before the waitress brings the check, you say:  
*“Hey Bill. Have you ever thought about what it would be like to own your life?”*

*“You know, Bill, by the time you subtract out the time you spend sleeping, working, commuting and completing the normal, everyday responsibilities, most people don’t own but one or two hours out of every day to do what they’d like to do. And even then, would they have the money to do what they want?”*

**You continue:**

*The reason I ask you the question is that I’ve discovered a way a person can own their life by building a home-based business, and the key is that I have a system that is so simple anybody can do it. You don’t have to be a salesperson, and it doesn’t require much of your time.*

When you get to the end of what this means and you offer to provide him the first step, perhaps he will ask – **What are you selling?**

**Your answer:**

*“I’m not selling anything. I’m a “lifestyle trainer” looking for people who want to teach their friends or people they meet how to own their lives.*

*If you’re interested, Bill, I’d really like to get you the first step and have you go through it before I answer any more questions. Most of your questions will be answered by the information. Then if you have any questions, I’ll get back to you and address them.*

Wait for his response- if he says **YES**

1. Tell your prospect you are going to loan him a book and hand him the 45 Second Presentation Book and instruct him to read the first four chapters. (This only takes about 45 Minutes)

2. Set an appointment to follow up by phone to convey sense urgency.
3. See steps for the follow up below (See Page #20)

### *Scenario III*

Wearing **“Own Your Life” pin** always gets some interesting responses. People will approach and ask “How do I own my life?”

**Your answer:**

*Before I answer that, let me ask you a question. Do you know anyone who likes to travel or go on vacation?* - You asked the question in the 3<sup>rd</sup> party because most people will respond favorably if the question is not asked directly of them.

**You are looking for a YES – I do...Your Response**

*You know it takes three things to travel or go on a vacation. It takes time. It takes money. And it takes good health. If I can show you how you could have all three, would you be interested.*

**The answer is YES** – At this point you hand them your **Own Your Life Business Card** or one of the **“45 Second Presentation” pass out cards** and have them read The 45 Second presentation on the card. (Its takes 30 seconds to read) – This approach eliminates the excuse I don’t have time.

Now you are right into the steps of the system.

1. Get their interest – Connect with their desire and dreams – *Do you know anyone that likes to travel and go on holiday?*
2. Give them the 45 Second Presentation Handout card, and let them read the card or give them your LifeStyle Business Card with your phone number, email and [www.IOwnMyLife.net](http://www.IOwnMyLife.net) website. Here they will find out what it is like to “Own their own life” and can complete a form showing their interest.
3. Contact them by phone or email and help them understand Network Marketing by loaning the 45 Second Presentation Book to them – set a date to follow up.
4. Follow up as below. (See Page #20)

### *The Follow Up For All Scenarios*

1. Call your prospect on the day and time agreed upon.
2. Ask them if they read the 4 napkin presentations, if **the answer is YES**; ask if they would like to go to the next step.
3. Set up an appointment to present your vehicle (company, products, compensation plan) in person, by 3 way call or internet. If you are new and don’t know the 15 minute

presentation, ask your sponsor to present the vehicle, in whatever way is appropriate and tell your prospect that you are listening to the presentation because you are learning.

4. If **the answer is NO** – I just haven't had time to read the 4 napkin presentations – Do not set up a time to go to the next step. If they don't know what Network Marketing is all about it, they probably will not be interested in hearing about your vehicle because they do not understand the business.

### *3-Way Calling Script*

**This script can be used for a 3-way call or on a one-on-one and be modified to use if you are talking direct to a person who is your prospect.**

**IBO (Julie):** “Mr. Sponsor this is Bob, Bob this is Mr. Sponsor, my partner I told you about.”

**Sponsor:** “Julie tells me you are interested in an income opportunity and have a few questions. The money part is very exciting, but before we talk about that, let me ask you a question. What has Julie done with your so far?”

**Prospect (Bob):** “Well, Julie asked me if I would be interested in making some extra money with a home-based business. She gave me a little card that talked about Owning my Life, then she gave me The 45 Second Presentation and asked me to read the first 4 Napkin Presentations, after I read it, she asked what I liked best about what I had read. I told her the money and I would like to hear more. She then put me on the phone with you.” (Or she set up this meeting with you).

**Sponsor:** “Excellent. Let me ask you this: **Is there anything that Julie did with you that you couldn't do?** (Key Question because you have just shown your prospect how easy this business is)

**This conversation has just shown your prospect that this is a very simple process and anybody can do it.** (*The Ultimate Guide to Network Marketing – Chapter 21 – Art Jonak*)

This system is the method of our teams operation, meaning that we are using a 3<sup>rd</sup> party to qualify our prospects by telling them what Network Marketing is all about before we present our vehicle.

Do you think this is easier, than making an appointment with a prospect to get him to a presentation about your business, when he has no idea what he is going to hear?

Most of the time as soon as you start talking about your vehicle, the prospect starts thinking “this is one of those pyramid things” or “Oh no this is one of those MLM things that my brother-in-law tried to get me to look at” – just about now you have lost them.....WHY? Because they think that they know all about those pyramids or MLM things....

By giving them the 45 Second Presentation book and asking them to read the first 4 Napkin Presentation, when you present your business plan to them, they will know that this is something that they may want to take a serious look at....

As new IBO's you simply need to learn to point to 3<sup>rd</sup> party tools. It is much easier than learning a full presentation and knowing how to handle objections, you have your sponsors to do that for you.

## So as a recap here is how simple it is to enroll your new IBO

- Pique their interest.
- Get them the information.
- Sign them up.
- Repeat the process.

### *Presenting Your Vehicle*

By “vehicle” we are referring to the company, products and compensation plan for which you are a distributor. When it comes to your vehicle, everyone thinks they have the hot vehicle.

A typical scenario would be: you going to your best friends house and spend 2-3 hours telling them about your “hot vehicle” They get all excited and they jump in, then they go out and start talking to all their friends before they know what they are doing. They don’t understand this business yet and pretty soon they are crashing and burning all over the place.

If you have a really “hot car” like a Porsche or Corvette would you let your best friend go for a drive around the block if they didn’t know how to drive?

Why then, would you show your friend your hot vehicle (new company, products, and comp. plan) and let them go out and talk to people before they even understand how to drive the car (Network Marketing)? It’s a disaster waiting to happen. Instead, before we ever even show them our vehicle, we first need to teach them how to drive.

The best way to present your vehicle depends on you and what you are comfortable with. There are Business Briefings, PBR’s Product parties, One on One’s. Other tools that do a great job are 3 Way Calls, Internet Presentations, Books, CD’s and DVD’s. These tools make it easy to sell a prospect on the vehicle.

This is especially true if your sponsor has done an effective job in teaching Step 1 and 2. If you are comfortable with using these tools, then you will find that selling the vehicle is not difficult, and your sponsor will be there to take care of the prospects questions. ***The most important tool in selling your vehicle is YOUR SPONSOR.***

Notice that in the previous paragraph, I mentioned “take care of “instead of “answer” the questions. How you answer specific questions when you don’t know the answer to anything right now. How do you take care of them? You do a 3 way call and tell your prospect:

***I have my sponsor, Don on the phone and he will answer the questions on my behalf – while I listen – because “This is how I learn”.***

That is a powerful phrase ***“This is how I learn”*** So what did you have to know to sell your vehicle? Nothing your sponsor did it for you.

It is that simple.....use **YOUR SPONSOR**

Another way to **use YOUR SPONSOR** to sell your vehicle is to invite your prospect and sponsor to a meal or for a cup of coffee. During the meal/coffee don’t talk about the vehicle. Instead talk about the prospects – their family, interest, where they live, their goals and

aspirations, what they would do if they “owned their life”. After the meal is over, **your sponsor** will present your vehicle in a short presentation. (15- 20 minutes)

**Remember!** What your prospect sees you do is what they think they have to do to be successful. If they see you spending hours on each prospect, they will believe they have to do the same and you will lose them, because they think they don’t have the time....**Keep it Simple!**

Also remember, that it is important to learn to “**NOT TALK**”. **Talking is our worst enemy.** We have to learn to talk just enough, then let the tools do the instructing for you. The more you talk to your prospect, the more he/she will begin to think that they can’t and don’t want to do what you are doing.

### *☞☞☞ What Could Be Simpler? ☞☞☞*

The System can eliminate weekly Business Presentation, PBR’s and One-on-Ones should you choose not to do them. All you have to do is introduce the “Own Your Life” concept, either locally or long distance, get them started with the 3 steps and follow through The System.

It is so simple, anyone can do it, and you can learn **The System** in 10 minutes and teach it in less than 10 minutes. THAT’S DUPLICATION – and the easier it is to duplicate, the more people will succeed, and the faster your business will grow.

***Learning the 45 Second Presentation is easy; you can read it in the 45 Second Presentation Book, on the back of your business card or hand out card, until you learn it.***

### *☞☞☞ Tools To Build Your Business ☞☞☞*

*All materials are written or recorded by Don and Nance Failla and are available at <http://www.45SecondTools.com>*

**In order to learn this system thoroughly, it is suggested that you use the following tools (\*\*\*)**

\*\*\****“The 45-Second Presentation That Will Change Your Life”*** – This book is a virtual training manual on network marketing, designed to teach you a step-by-step plan for building a profitable, sustainable network marketing business. **ISBN-10: 160008009X (own 5 copies)**

**Note:** Amazon has the best price for this book, and there are some book dealers on line that will ship direct to your prospect, with free shipping.

\*\*\****“The 45-Second Presentation That Will Change Your Life”, second edition*** - This 2nd Edition has been polished and reformatted to fit Don’s brand and message. – This book is a learning tool for the IBO; it has more information for the trainer.

\*\*\****“The System-The 3 Steps to Building a Large, Successful Network Marketing Organization”***

The purpose of this book is to teach a person how to instruct others about building their home-based business in a training that will be ten minutes or less. Once you have read this book you



will understand why anyone who really wants something can build a business in Network Marketing.

**\*\*\**The System - Audio CD*** - The System is one of the fastest ways to build your network marketing organization. This CD is a conference call that briefly describes Don & Nancy Failla's proven system, followed by a question and answer segment. – Length -30 minutes long – perfect for brushing up on the "The System."

**\*\*\*\**“Own Your Life” CD*** - Don's training CD includes topics on how to use the *45 Second Presentation* book, how to approach and sponsor in your endless warm market, what to say and when to say it, also how to get your new distributor sponsoring like you. Don will also teach a classic method of self-motivation that is sure to get anybody off and running. This CD is a perfect companion to *The System*. - Length: 75 minutes – Helpful to send to prospects that already know Network Marketing – separates the way they have been trained previously.

***45 Second Presentation Personalized Business Cards*** - With 5 different styles - all with The 45 Second Presentation printed on the back of the card, these cards are completely customizable with over 100,000 possible configurations! Make your business card YOURS with these personalized business cards. - Don & Nancy use the term “Life Style Trainer” We really like the name since it best describes what we do for people.

***The 45 Second Presentation Pique Interest Cards - Own Your Life*** - Don & Nancy's famous pique interest card - this professional card is perfect for "Step 1" in Don & Nancy's system or as a powerful prospecting piece in your own system. Have you ever thought what it would be like to own your own life? Help others understand that they can earn a residual income while building your own business. These pique interest cards come complete with a place to put your contact information. Own your own life and help those around you to do the same!

***Need a Vacation Pique Interest Card*** - These new pique interest cards are the perfect way to pique the interest of anyone in your cold market that is looking for a way to own their life. The card ask what are you looking forward to: Another day at work or Waking up with a new outlook on life – Another day of dropping the kids at day care or Being there to see your kids grow up – Another day of going to work for someone else or Going to work for someone else- Etc..

***IOwnMyLife.net*** - Create your own prospecting website. Put the URL on your business cards and other literature and let the site sift and sort those that are interested. With either a monthly or yearly billing option, these sites are flexible to meet your budgeting needs.

***“Own Your Life” lapel pin***- Definitely gets peoples attention and will start conversations that will lead into The System.

### ***🌸🌸🌸 Other Tools Available 🌸🌸🌸***

***Just the FAQ's About Network Marketing*** - Anyone who has been involved in network marketing can tell you that getting started brings with it a lot of questions. Whether you are just starting out or have been in the industry for 10 years, you can still benefit from the over 36 years of experience of Don and Nancy Failla. Here are some of the frequently asked questions that are answered in this book: - If the question is not answered here, your prospect can email the Failla's direct with their question.

***“Fun to be FREE”*** - Network marketing not only allows the financial freedom that everyone is striving for, but gives the freedom of time to do what they like to do; HAVE FUN! This book is perfect for motivating team members or spelling out the benefits of Network Marketing to a prospect.

***“The Time for Women is NOW”*** - This book by Nancy Failla is a must for all women who want to be independent and financially secure. It is a great motivational book for new and seasoned distributors. Not only for women but also for men who enjoy working with women.

There are many more tools, DVD trainings and other CD's. Take a look at the website to see the complete line of materials. [www.45SecondTools.com](http://www.45SecondTools.com).

*Excerpts were taken from “The System” by Don and Nancy Failla for this training.*