

\_\_\_\_\_, it's **(YOUR NAME)** from **(YOUR CITY)**. You responded to an ad **(looks like it was THIS MORNING / LAST WEEK)** about starting your own business – where you filled out your contact information... I was getting back to you to see if I could help. Is this a good time?

I guess I wanted to start off by asking, if you had actually **found a business yet** or if you're **still looking for one?**

Now, you saw my **ad/website**, **what was it that attracted your attention?**

**What are you currently doing for work** right now?

**How long** have you been doing that for?

**What got you involved** in that?

**Do you like/enjoy** what you're doing?

**IF YES:** **What do you like** about it?

**IF NO:** **What don't you like** about it?

What's the **MAIN REASON** you're looking for a **business** right now, rather than just focusing on **(what you're currently doing / finding another job)?**

Finding **(MAIN REASON above)**, **why** is that important to you now?

Have you been out there looking, or **what have you been doing about trying to find a business?**

**If they go into BUSINESSES THEY'VE LOOKED AT...**

**If they mention MLM's** - Tell me, what prevented you from having success doing that?

**If they say "I've look at this, I've looked at that."** – What prevented you from starting one of those?

**If they say, "I just DIDN'T HAVE THE MONEY to start."** - How do you mean by "money to start?" **(They may mention other business' start-up costs)** - Just to see if I can help you here, but I'm assuming that you can appreciate that when you start a business it's going to require some type of capital or credit to invest in a business to make money – What type of funding do have right now to be able to put into a business to profit when you start?

**If they say they have under \$1,000** – O.k. with my business, you're going to need at least a

minimum of \$1,500 dollars initially to invest - to make money when you start, is that something that you can come up with if this fits into what you're looking for? **if they say "NO"** – Yeah, o.k. – without that type of funding, I probably wouldn't be able to help you.

What are you looking for in a business, I mean what would be the **IDEAL CRITERIA** of a business for you?

What about this then... What if you could do a business, where you'd primarily work from your home, and mainly work off your computer and telephone. You wouldn't have employees, per se, like a traditional business, but you would have other people assisting you in running the business. For example -- if the business does resonate with you, our team would be working directly with you, like on a one on one basis, mainly to make sure that you're profitable in your business quickly, but obviously, we would not be your employer - **(PAUSE)** More of a team effort. Would that be of interest to you?

## **GET TO THEIR WHY...**

**(This area is crucial to really dig deep and help them uncover what they really want.)**

Now you mentioned you wanted to make more money. What would be your **ideal income**, let's say on an annual basis?

How close are you to that **(\$\$\$)**, with what you're doing right now?

Let's say we got your income up to that point, making **(\$\$\$)**, how would your **LIFE BE DIFFERENT?**

So, being able to **(Repeat back what they just said they wanted)**, what would that **MEAN** for you?

**HOW IMPORTANT** is it for you to **CHANGE YOUR SITUATION** and start having those things in your life?

To give you an overview – I work with a wholesale distribution company out of my home here in **(YOUR CITY)**. The wholesale company we work with – they're headquartered in Carefree, Arizona and they've been in business now about 7 1/2 years.

Here's what our products are that we market – we're actually in the personal development industry. We do personal development, self-empowerment products that help people overcome, I'd say their limiting beliefs, fears - things subconsciously that are holding them back from having financial freedom in their lives.

Are you familiar with **personal development**? In what way?

Have you seen the book/movie “The Secret”? **What are your thoughts** on that?

So, here’s what I’m going to suggest to you as far as your next step then - I’m going to invite you our business overview website that we have, that explains the business. On the site, you’re going to get the details of really how our business works, and also what our products are - as far as personal development, to see if you enjoy those types of products.

**Do you have a PEN?**  
**(GIVE WEBSITE INFO.)**

Now, once you review everything - you can write your questions down **(PAUSE)** - do you want to give me a call then, with your questions? **(GIVE THEM YOUR CONTACT INFO.)**

**Anything you’d like to address to me at this point?**

I enjoyed meeting you.

Anytime throughout the conversation...

**IF they say they are “JUST CURIOUS.” – YEAH, I’ll go through those details if it’s appropriate, now...GO BACK INTO ASKING ANOTHER QUESTION...**

**IF they continue pressing “I’M REALLY CURIOUS - WHAT THIS IS ABOUT?”** Yeah, I can go through that... You know how a lot of people nowadays days are finding it harder to get by financially with the current state of the economy? – Well, what I do is help people set-up their own full or part-time wholesale businesses from their home - and really, what I’d like to do, is ask you a few more questions to find out a little bit more about you and what you’re looking for to see if I can help – then, if it’s appropriate, we can go through those details. Now... **GO BACK INTO ASKING ANOTHER QUESTION...**

**IF they keep pressing “TELL ME WHAT YOU DO!” – What would you like to know?**