

...A GAME PLAN INTERVIEW

FOR NETWORK MARKETERS

REFERRAL MARKETING

MLM (MULTI-LEVEL)



LEVERAGE DISTRIBUTION

A HOME BASE BUSINESS



(TEAM OF PEOPLE THROWING MONEY UP)

Great Products & Services - Incredible **INCOME** Potential - Residual Retirements

“Network Marketing...”

\$10.00

WWW. _____
(your website)

Name: _____

I am a Business Owner with: _____

**Prepared for the Entire Home Based Business Industry.
An Above & Beyond The Call Enterprises Venture
www.PROMELLWealth.com 202-723-ABCE (2223)**



*Malcolm D. Alexander
Author*



...A Game Plan Interview

9 pages of A Proven Method To Financial Freedom

prepared by Malcolm D. Alexander to Help You Explode Your Business!

“GOD said you deserve the Fruits of the Land, but He never said you didn’t have to earn it”

MDA





The Business Cycle

Game Plan Interview

(step 1)

“Make sure your new recruit is signed up on your companies Auto-Ship”

Closing

(step 4)

person 1 = the customer
(give them your site, get referrals & email)

person 2 = wants it all
(sign them up, & introduce them to upline)

person 3 = passive owner for perks
(This person takes advantage of your business for the discounts and/or the possibility of an income by referring possible customers or recruits to you. **Respect them in that decision!**)



Contacting & Inviting

(step 2)

Presenting

(step 3)

Show your prospect everything you have to offer through you company/teams recruiting systems. Then let your prospect decide for themselves on your product and/or opportunity **“If you can’t show them everything, show them nothing”**

“ When you want something you have NEVER HAD, you have got to do something you have NEVER DONE !” *MDA*

GOOD LUCK!



The Financials & Benefits

1) Explain: the compensation plan, your products/service

- a) the available website(s) and online marketing systems
- b) the companies background & commission payouts
- c) the Auto-ship, any other necessary fees and your residuals
- d) the different ways to build and maximize your compensation plan
- e) why you want to get off to a Fa\$T \$tart and create your 30 day story
- f) income streams that can be developed throughout your business
- g) any Bonuses, Fast Start Programs or Incentives etc. that your company offers



2) Explain Your Team (ie: Team PROMELL)

(PROMELL is an Acronym that encompasses EVERYONE)

**“Promoting, Money, Entrepreneurship,
and to Love Life”**

*“You can’t make it in LIFE without LOVE and one
can’t make it in the world without MONEY, and
that means ENTREPRENEURSHIP” MDA*

Give any special Team info, special systems,
contests and meeting/training procedures.

Give out the team web site:

(ie: www.PROMELL.com)



3) Explain any current Company Promotions or Contests

At times there are different Promotions, Benefits,
Contests, and Specials. Explain what is going
on at the time and/or coming up. **Get a commitment
to the next convention** and/or major event and set
up a plan to start paying and preparing for it.





3

PROMELL Wealth.com

an ABCE Company

202-723-ABCE



The Only Variable in your entire Business is YOU!

- 1) Everyone has the Exact Same Products or Service to market
- 2) Everyone has the Exact Same Opportunity (Business Model) to work with
- 3) **YOU** are the **ONLY** thing different in the whole equation!

Quote to your new Business Partner: *“ I (& your team members) am not responsible for your success or failure, that is all up to **YOU**. I will help you, guide you, support you, but **YOU** are responsible, I will NOT do it for you. The Faster you become independent, the better for Everyone, including **YOU!**”* MDA





YOU Must Become:

Teach-able
Coach-Able
Train-able

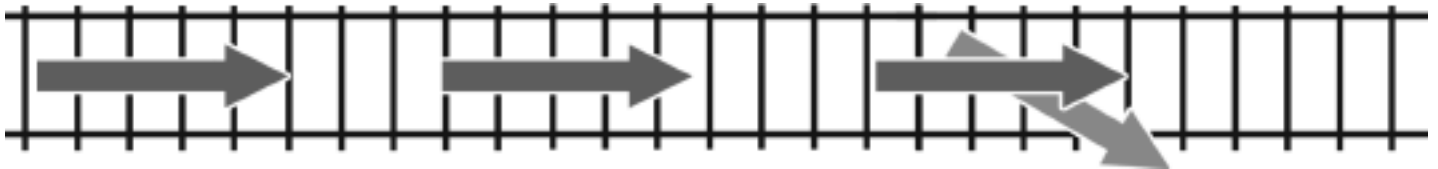
Remain this way until at least at the level of your Team Upline Mentor(s). Remember they have a vested interest in Your Success!

“Don’t Make this a Tug-A-War, or Harder than it is”



Tell - Show - Try - Do
Get 3 Notebooks: Notes/List/Everything Wrong

Most people will join your Company & this Industry and try to make it conform to their past experiences and background. **DO NOT DO THIS, IT DOESN'T WORK!** Just be a sponge to what is working.



Stay On Track! If you decide to do something fancy, do it your own way, or re-write the will, myself and the team won't even look. If we do even that, **we also will be off track**. If you decide to build a team, ask yourself this question if you get confused. **“Can 100% of the people on my TEAM do what I am doing? If not, DON'T DO IT!”**

*** KEEP A DUPLICATABLE SYSTEM THAT WORKS!**
*How do you know it works? IT PRODUCED SOMEONE A
\$\$ HUGE CHECK \$\$ LAST MONTH!*

FOUR WAYS TO LEARN

- 1) **Learned Knowledge:** Learn from Personal Development (training, reading, tapes, make your car “Drive Time University”)
- 2) **Activity Knowledge:** Learn by Just Doing It! Don't wait until you know it all to get started or to do anything, Just DO IT, EARN WHILE YOU LEARN!
- 3) **Modeling Knowledge:** “Do what successful people do, and you will get what successful people got”
- 4) **Teaching Knowledge:** You will learn more by teaching what you know to others.

YOU DON'T NEED TO DO ANY OF THIS, BUT YOU DON'T HAVE TO BE RICH EITHER!

(A food for thought: “to even be truly comfortable in life you have to be well-off, otherwise you are truly just settling”) MDA

Most people think this type of business is like the Lottery, buy a ticket and wait. Well, what are your chances of winning the Lottery? hmmm (When you buy your business, you must go to WORK)

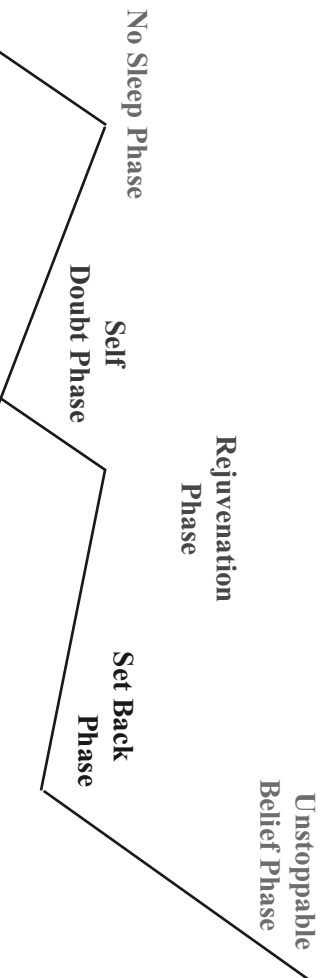
This is a BUSINESS (Treat it like one)

- 1) It will be HARD
- 2) There will be Ups & Downs
- 3) IT WILL BE WORTH IT !

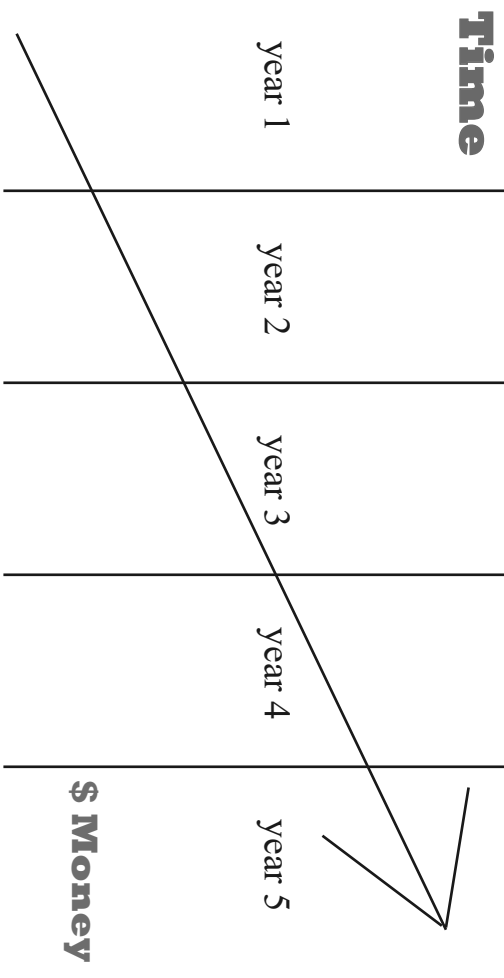
Something to consider: If you were in Jail, and it was your last day before your release, you would become a hated person. **When you Decide to become Financially Free, You will become hated!**

Self Doubt will happen & you will begin to question everything. This will be caused by rejection from family & friends, financial hardships, ridicule by the ones you least expected it from (spouse, etc.), jealous & selfish people that are scared you will make it and leave them behind, everything will seem to get in your way. The TEAM will know it because you will avoid contact, always have an excuse, miss training, calls, & TEAM events; get angry at those feeding you positive motivation. At this point you can **FIGHT** or **QUIT**. If you're a quitter don't even start, it's not fair to anyone. *Do you promise not to quit & give us permission to help you get through this when it happens?*

YES initial over one NO



At first it won't seem as fair to you as you put in a lot of time for a little money. Then it won't seem fair to others as you put in a little time and make Incredible Money.



If you were the Michael Jordan of your job & you left after 5 years, what would happen to your income? It would STOP. **Not in this Business!**

4 Skills You Will Need

- 1) Learn to Market, NOT SELL; Push but Don't Convince
- 2) Learn to Recruit & Sponsor Partners
- 3) Learn to Lead & Build for Events



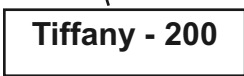
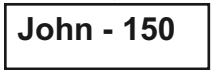
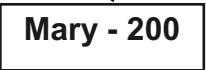
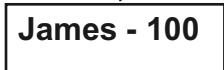
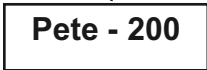
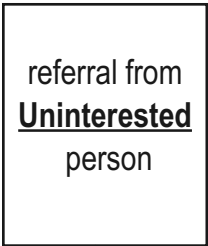
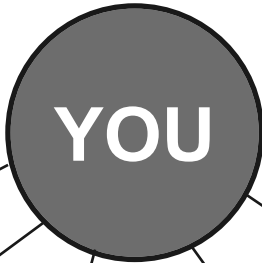
4) FOCUS ON PERSONAL DEVELOPMENT

McDonald's didn't sell you French Fries, NO, they market/advertise so much that you went and bought fries from some kid that couldn't even spell French Fry. Bring in partners that you truly want to help, lead them to their Dreams, and yours will automatically come true.

"A Winner Never Quits, and A Quitter Never Wins!" PJM

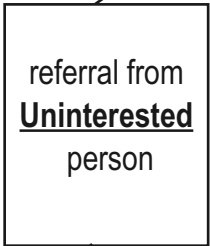


NEVER Run Out of PROSPECTS

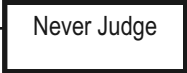
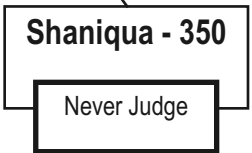


HAVE EVERYONE IMMEDIATELY DO A LIST OF EVERYONE THEY HAVE KNOWN SINCE KINDERGARTEN...

...plus at least give everyone they know their products/service information and attempt to put them through the **“SYSTEM”**



**You now have 1200 Warm Market people to talk to;
What lessons did you learn from this diagram?**



- 1) Go wide & deep as fast as you can by getting a copy of your new peoples list
- 2) Remember to get referrals from everyone & give out your products/service info
- 3) Even if someone is not interested in the business opportunity, be nice to them and they will give you referrals (*keep going until someone sees it - go back & give the uninterested people another chance at joining the team before you put the person that sees it in directly under you. You will create **“The Fear of Loss”** and often end up with new team members. Don't be Greedy, always do what's right!*)
- 4) Never assume that someone wouldn't be a good prospect, they may shock you
- 5) You never had to go out & spend money on any Leads & Advertisements
- 6) Always Leave The Person With an Invitation to Use YOU For **RETAIL** Purchases & The QUESTION; **“Do You Mind If I Keep You Updated On My Success In The Business?”**

Now help your TEAM work their lists, do not do it for them. If at some point you know there was a serious prospect, but your team member didn't follow through, you do it! If your team member enters the **Witness Protection Program** (*meaning they are quitting or avoiding everyone*) then you have their lists to work from once you finish your immediate warm market. Be fair, if you recruit a team member's prospect from their list; place that person in their organization if they are still in your Business.



T . E . A . M .

“Together Each Achieves More”

There are many things surrounding **Your Business** to Help and Support YOU in **Achieving your Dreams and Goals**. Our company is a vehicle, not a career. A way that you can make enough money over the next 2-5 years to truly live out your life the way GOD intended for you to do. Whether its just to get a little extra cash, to help people, bring home a loved one, retire your parents, **share this incredible Business, Products/Service and Tax perks** with business owners & the ones you love, create more time in your life, buy a new car or home, and some of you may even want to even pay the price to become a

Multi-Millionaire in this Opportunity!

SUPPORT SYSTEMS

- 1) TEAM TRAINING / Events / OPPORTUNITY MEETINGS
 - 2) Company & TEAM Training Call
 - 3) Recruiting Calls & Pep Rallies
 - 4) Specialty Calls & Web Conferences
 - 5) Recorded calls
 - 6) Numbers you need to know
 - 7) Web Sites / Back Office Knowledge
 - 8) Where, and how to get tools
 - 9) Conference Calls
 - 10) Put an email on file with your Uplines
 - 11) Meet and get your Upline & TEAM numbers you need
 - 12) Find a Work Out Partner



“If YOU don’t have what you need to build, CREATE IT; If YOU don’t have the Team or Upline Support, then become to Others what YOU have Lacking. But DON’T Fix Something Not BROKEN, and NEVER EVER QUIT!” MDA

“You are in this for Yourself, but not by Yourself”



Things To REMEMBER in Your Business

* Immediately Do your List with the help of a Memory Jogger

Contact & Expose at least 3 people **RIGHT THIS VERY MINUTE!**

Check back with uninterested prospects every 6 months until they are **Dead** or in your **Business!**

Set A Goal Bigger Than Yourself

My Word is Bond, I Promise NEVER To Quit, I Will Be here a Year From NOW! X_____
(your signature)

If it's **MONEY** you want, Remember the **POWER of Leverage!**

(YTB was one of the fastest growing mlm companies with huge incomes being paid out, all they sell is Travel; the Same Way, the Same Price, for the Same Travel! A-L Williams/Primerica went to a Billion, all they had was a piece of paper that you benefited from after you were DEAD! McDonald's' System is Simple & Lucrative. While their food loses to Burger King they still sell more Burgers! These companies & people understood it was about Distribution & Simplistic Marketing, NOT Selling a GREAT Product or Service!

So REMEMBER; Learn Your Companies Systems & It Will Work For YOU TOO!

Your Success will be determined by how fast you can Get off the phone and away from Uninterested People

Business Builders are paid for selling Products & Services and Building a TEAM, if **You** are doing anything else **You** are **UNEMPLOYED!**

Have Fun, play with People, leave an impression on them they will never forget; remember adults are just big kids with a bunch of junk now in their brains. **If you disturb the junk they will remember you when they are ready.**

DO NOT BEG a retail customer to Be SMART or ANYONE to Be RICH!

REMEMBER: "When you want something you have NEVER HAD, you have got to do something you have NEVER DONE !" Lets Go Get It Done Together !

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