

Script for people responding to ads or from purchased leads—

(After the initial rapport developing)

So how did you hear about us... on the website, or on our TV ad?

On the Internet

Ok, what did you see on the ad that made you believe that you wanted to do this? Or I should say... what impressed you most?

Well I saw people on the ad that were making a lot of money. You know, I need to make a lot of money.

Ok, how quickly do you need to do that? Right away

Well, what made you believe that you could do it from home? What kind of skills do you have that make you think that you can do this and work from home? I'm a people person. And I once worked as a manager of a nursing home and I love working with people.

Tell me about that.

Here's the process:

- How'd you hear about us... was it on the Internet or on our TV ad?
- What did you see that made you respond?
- What did you see that made you believe that you can do this?
- OK, Tell me more about that.