

**(Potential Prospect)** ... so, how have *you* been doing?

**(You)** Great, my wife and I have just started a new business and we're running it out of our home! I can't believe how much stress has been taken out of our lives!

**(Potential Prospect)** Really, what do you do?

**(You)** We're home business developers. We create second incomes for people and teach them how to turn things they're already paying for, like heating costs, electric bills, and car mileage into tax advantages.

**(Potential Prospect)** Really, how do you do that?

**(You)** Well right now a lot of people need more money and they're looking for a way to work from home because they're looking for the freedom and income a home business promises, but they just don't know what kind of business to start or where to turn for help? Do you know what I'm talking about?

**(Potential Prospect)** All too well...

**(You)** Which means they're working more hours than they should or want to... are stressed about money... and become disillusioned about finding solutions

**(Potential Prospect)** Sounds like you're talking about me!

**(You)** Well what I do is help people who are seriously looking for the time and financial freedom that comes from working from home... ***and I help them get results!***

**(Potential Prospect)** Sounds like something I could use...

**(You)** Do you have a paper and pencil handy? Let me give you my website:

It's [www.LMSuccess.com](http://www.LMSuccess.com) We also have conference calls that help support all our members. Here's the number: (712) 432-3100 and the PIN is 701017. The calls are Monday through Thursday at 9PM Eastern time.

Notice the prospect is the one doing the asking and you are "merely" answering his or her questions. If they do not respond to your answers to their questions you should not talk about your opportunity until he or she requests more information. In that situation, you should F.O.R.M them until a need arises, i.e. you find out he or she needs money to buy a new car or to send their son to college, etc. At that point you could say more about your opportunity. But subtlety is the key to success in this.