

"BIG AL" SCHREITER'S MAGICAL SEQUENCE OF WORDS

MINI-REPORT #1

Successful network marketing...it is not what you say; it is in the magical sequence of words that you use. Knowing the correct sequence of words to use when talking with a prospect or potential customer; according to Tom Big Al Schreiter is a skill that you must master if you ever hope have success. World renowned Industry Trainer, Tom "Big Al" Schreiter, shared at a live workshop that we had the privilege to attend, a study that was done to find out how people go about making decisions.

Researchers found all decisions are made by the subconscious mind and it does it within 7 seconds! With all of its intelligence the conscious mind is as dumb as a brick and about the size of a pea. On the other hand the subconscious mind is beyond huge. All of our thoughts are stored in the subconscious mind. It does not matter where they began. All of our memories and childhood lessons are stored there, all of the lessons that we have learned throughout our life span are all held in the subconscious mind. This is the part of our brain that makes ALL the decisions in life for us.

Big Al set out to prove to the disbelievers amongst us that the subconscious mind makes all the decisions. He used this phrase, "Would you be interested in..." Tom had not even finished asking the question and our subconscious minds had already made a decision and closed out any further communication. The old language of selling, "Would you be interested..." needs to be replaced, not only in our network marketing but also work in our day to day relationships. Tom Schreiter suggests this... replace this phrase with a sequence of words that will allow the subconscious mind, the decision maker, to be open to what we have to say, that is what we want after all isn't it?

Instead of using,

"Would you be interested...", replace it with

"Would it be okay if..."

When the subconscious mind hears this sequence of words it is always willing to go along with what you have to say next, as long as it is logical, not illegal or harmful to one's self or others. You're asking permission, offering an option, this takes the pressure off. There is just one rule, the shorter the statement the better. Remember the subconscious makes up its mind in 7 seconds!

Here are some examples of Tom Schreiter's Magic Sequences of Words.

"Would it be okay if..."

I showed you how to get your car payment paid for every month?"

You could lose weight eating cookies?"

I could show you how to save money on your electric bill?"

You worked 6 weeks and got paid for 7?"

You could look 10 years younger when you wake up?"

I showed you how to earn an extra \$1000 a month?"

I helped you win a 5 day Caribbean Cruise?"

To achieve successful network marketing...it is not what you say; it is in the magical sequence of words that you use. Know the correct sequence of words to use when talking with a prospect or potential customer.

MINI-REPORT #2

Our not so intelligent subconscious makes decision based not on evidence of the information presented or knowledge but simply on “Social Proof” or “Herd Mentality” as Big Al refers to it.

At the workshop Tom gave this example. You are hungry and you are visiting in a new town. You are unsure where to eat; you do see two restaurants just down the street and decide to check them out. You look in the window of the first restaurant and see that it is empty. You peer in the window of the second to see that it is full of hungry people; all eating, drinking, talking and having fun just like they do at “Cheers”. Which restaurant do you decide to eat at? Yup! The busy one of course! Why? Because your subconscious mind figures that if all the people are eating here it must be the better place to eat.

Hang on though, you really do not know for certain if the food is any better, less expensive or that the second is where “Everybody Knows Your Name”. As far as your conscious mind is concerned the first restaurant, may have just opened a bit later than the second or the word has just gotten around town that the food is so good, people have gone home to pick up their spouses and kids to bring back with them. You really do not know, your subconscious mind just decides based on “Social Proof” or Tom’s “Herd Mentality” that the second restaurant is better than the first. How ridiculously stupid of our decision maker to come to this conclusion.

The decision was based upon an assumption without any real proof of the facts. Since we have now established in the last two posts that the subconscious mind is the decision maker and loves to be doing what everyone else is doing, knows or says, perhaps it would be a really good idea to implement the skill or sequences of words that everyone is using now.

Would it be ok to be successful in network marketing using these sequences of words... **“Most people”** or **“Everybody says”** or even **“Everybody knows”**?

Here are some examples of Tom Schreiter’s Magic Sequences of Words.

“Most people... that I talk to get excited and join the team!"

“Most people... that I talk to get excited and want to know more!"

“Everybody says... that having a home-based, network marketing business is the best way to save money on income taxes!"

“Everybody knows... that the fastest way to financial freedom is a home-based, network marketing business!"

“Everybody knows... that Team OYL4Life is helping people like you achieve financial success while having lots of fun!"

Now that you know the subconscious needs and cannot help but do like everyone else, you need to tell it why it needs to make a decision to do what you are suggesting. Using the word sequence of “If you”...(what needs to be accomplished in here)...”then”...(answer to problem), usually will call a person to action. Humans respond well when instructed in what needs to be done next. An example

of this word sequence would be: "If you implement these word sequences in your conversations with prospects and customers then you will see a stupendous about face in your business."

Here are some examples of Tom's Schreiter's Magic Sequences of Words.

"**If you...** follow the 10 Step Success Pattern, **then** you will have more success faster!"

"**If you...** approach 10 new people/month, **then** you will sponsor 1 new teammate/month."

"**If you...** use the product, **then** your health will improve!"

"**If you...** use these magic sequence of words, **then** you will enjoy explosive growth in your business and income!"

It is a well known fact that closing is very hard for most network marketers. It is equally uncomfortable for the person being sold. At this point it would be fair to point out that it is not our job as network marketers to sell anyone anything. It is our job to allow our customers or prospects to make their own decisions based on the information we have presented to them... period. We do not have to steam roll over them or beat them over the head, coerce or strong arm them into making a decision based on hype. So learn to use phrases that are going to allow them to remain open minded, leaning forward asking for more information so they can make a decision.

MINI-REPORT #3

Using these magic word sequences of, "So what is going to be easier for you", followed by an and/or statement (I.E. "So what is going to be easier for you, getting 300 or 400 people in your network marketing organization to earn \$10,000 a month or continuing to struggle to get 2200 in your organization to achieve \$10,000 a month residual income?")

Here are some examples of Tom's Schreiter's Magic Sequences of Words.

"So what is going to be easier for you... teaching 6 people in 6 months to make \$1000 a month **or** selling to 64 people in 6 months to make \$1000 a month?"

"So what is going to be easier for you... reading an 86 page, \$11 training manual that'll teach you how to become a millionaire **or** going to school at a cost of \$100,000 to make \$32K a year?"

"So what is going to be easier for you... explaining the business to everyone **or** letting a short 5 minute video do it for you?"

"So what is going to be easier for you... explaining the company and products to everyone **or** using a short 10 minute video do it for you?"

"So what is going to be easier for you... doing it all by yourself **or** getting lots of help?"

MINI-REPORT #4:

We are always looking for great opening sentences to attract our prospects' attention.

Try weaving these benefits into your own personal opening sentences and watch your prospects lean forward.

1. How to work half days and get full-time pay.
2. How to spend an extra three hours with your children every day.
3. I show people how to retire five years early -- but at full pay!
4. Take a six-month vacation, twice a year!
5. How to get \$300/month raise without having to ask your boss.
6. How to fire your boss and start your own business.
7. How to get a 25% raise and never have to commute again.
8. How to make \$200/week by having fun.

You see, when your first sentence is good, your prospects will lean forward, and then the rest of your presentation is easy.

Most distributors think that it is their wonderful presentation that makes a difference. It isn't.

Prospects make up their mind very quickly, so it is what you say before your presentation that will make the most difference.

So try to create your own first sentences that naturally and effortlessly get your prospects to smile and lean forward.

MINI-REPORT#5:

Great signature files.

You don't have to just say easy sentences, you can write them too!

A cheap and easy way to send people to your home page is to use attention-getting signature files. Don't use boring signature files such as:

* The world's best home-based business opportunity with lifestyle enhancement features. Go to <http://www.boringopportunitypage.com/1234/id=j2kt4>

Now, that's bad. Instead, use your imagination. Make a signature file that creates curiosity and interest.

Here are a few examples:

- * **Click here to see a picture of** my wife's stomach.
- * **Click here to see a picture of** my boss' face when I told him I quit.
- * **Click here to see a picture of** the new car I won.
- * **Click here to see** how much weight I've lost this month.
- * **Click here to see** my "before" and "after" picture.
- * **Click here to see a picture of** my dog biting my ...

See the difference?

Your prospects will click on your signature file and will go to your sales page or testimonial page. Did you notice how I started each sentence with:

"Click here to see a picture of ..."

There is magic in that phrase.

MINI-REPORT #6:

Your simple sentences can also be a "headline" for your ad, or maybe even a signature file.

One good headline could make your business explode. But, you will have to create that special headline for your business.

Here are some headlines to help you start your creative process:

- * How To Make Your Boss Cry In Three Easy Steps.
- * Don't Make This \$10,000 Mistake Tomorrow Morning.
- * How To Make Every Day A Saturday.
- * I Wish I'd Thought Of That!
- * Does Your Boss Laugh Every Time You Ask For A Raise?
- * My Parents Kicked Me Out Of The House - I Was Making Too Much Money.
- * If You Don't Think Your Future Is Worth \$300, Then I Don't Either.
- * Stop Allowing Your Job To Steal Your Life.
- * When Is Your Next Pay Raise? How About Tomorrow?
- * The Three Words That Your Boss Fears.

Notice how these headlines create "curiosity" instantly?

Curiosity is powerful. Curiosity makes prospects lean forward, begging for a presentation.

Mini-Report #7:

More headlines! More headlines! More headlines!

- * How To Get An Extra Paycheck Every Month - Legally!
- * The Get-Rich Plan For People Over 40.
- * I Knew He Was A Maniac, But He Was Right About One Thing!
- * 3 More Reasons Not To Work For Your Overpaid Idiot Boss.
- * Become More Popular - By Becoming Rich.
- * Stop Paying The Maximum Tax On Your Paycheck.
- * Work Part-Time, Live Full-Time.
- * How To Call In Sick Seven Days A Week.
- * Leave Your Boss A Good-Bye Note.
- * Work For 50 Weeks. Vacation For Two Weeks. Is That Fair?
- * Why Some People Don't Care If They Get Fired.
- * The Secret Paycheck You Didn't Get.
- * Would You Rather Have A 3-Day Workweek?
- * Here Is How To Make Your In-Laws Jealous.
- * Can An Employee Become Rich? -- Nah.

You can use headlines like these on your business card. These headlines will be much more impressive to your prospects than your name.

Your prospects are only interested in themselves.

That's why we have to grab their favorable attention with world- class sentences. So invest your time and energy in creating many of these business-building sentences.