



□ Part 1 – 24/7 Homework Assignment #1

For candidate's who have completed the steps to get started

These calls should ALWAYS be made as a 3-way call with your sponsor, team leader and/or running mate. Prior to calling your candidates, be sure to coordinate an appointment with your sponsor to make the call.

Goal of this call: Invite the **right people** to the 24/7 Web Conference.

This script covers the following points when talking to your candidate:

- 1) Let them know who you are, why are you calling, and get to the point.
- 2) Ask permission to talk and build rapport.
- 3) Give out the homework assignment.
- 4) Close with a call to action - an invitation to do join the 24/7 Web Conference.

General Call Guidelines and Etiquette

- 1) **Keep control of the conversation.** These calls should take 10 minutes and be no longer than 15 minutes. If your calls are running longer than this, you are presenting and selling the business.
- 2) **No selling or presenting!** Use the tools that are available to you (24/7 Web Conference) to present the information to your candidate. This is the only thing that is duplicatable.
- 3) **Ask for your candidate** - Never assume the person who answered the phone is your candidate.
- 4) **Always ask if it is a good time to talk** – Be respectful of people's time.
- 5) **Introduce your sponsor/running mate** – When you're making a 3-way call, be sure to introduce your sponsor/running mate as soon as you find out it's a good time to talk.
- 6) **Listen to your candidate** – Don't go through the motions; really listen to what your candidate has to say.
- 7) **Write everything down** – Questions your candidates ask, personal information, follow-up appointments
- 8) **Be yourself!** – Relax, be who you are. People like to partner with others who are confident, fun, and comfortable with themselves.



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**Answering Machine/Voicemail Messages (Always leave your name and phone number.)**

>> If you get an answering machine and are sure it is your candidate's machine, leave the following message, "This message is for \_\_\_\_\_ {First Name of Candidate Here}. This is \_\_\_\_\_ {Your **Full Name**} from \_\_\_\_\_ {Your State/Country}. As you know I'm your sponsor with \_\_\_\_\_ {Name of Business}. We're calling to assist you with getting your business started. Please call us right away at (xxx) xxx-xxxx. We have some very important information to share with you!"

>> If you get a generic answering machine (you are not sure it is your candidate's machine), leave the following message, "This message is for \_\_\_\_\_ {First Name of Candidate Here}. This is \_\_\_\_\_ {Your **Full Name**} with \_\_\_\_\_ {Name of Business}. Please call us right away at (xxx) xxx-xxxx. We have some very important information to share with you!"

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>> If you get a live person, "Hello, this is _____ {Your **Full Name**} from _____ {Your State/Country} may I speak with _____ {First Name of Candidate Here}?"

If your candidate is not in, "Can you please take a message for _____ {First Name of Candidate Here}? Great, do you have a pen and paper handy." (ALWAYS leave a message with your name and number ... the right people will call you back.) "By the way, when will he/she be available?" (write it down) Thank-you. Please have him/her call us back when he/she gets in.

If your candidate is available, "Hi _____ {First Name of Candidate Here}, this is _____ {Your Name} with _____ {Name of Business}. I'm calling to see if you finished going through the information we gave you on our last call and are ready to get started. Is this a good time to talk? Do you have a few minutes? "

(If not) "I'd be happy to call you back at a different time. Let me just ask you a quick question before we make an appointment ... are you **serious** about building residual income from home? (If not, give them your name and phone number and ask them to contact you when they are serious. Let them know you will continue to follow-up with them by email)

{If yes} "Great, because we're only looking for 10 serious people we can work with ... when is a good time for us to talk?" (**Posture yourself** by changing the time they give you by 15 minutes or so. Remember, you are the CEO and you're only looking for 10 members for your board of directors. You're conducting the interview on **YOUR** time.)

"Fantastic, we'll talk to you at _____.



{If it is a good time to talk} "I have my business partner, _____ {Sponsor or Team Leader Name}, on the line with me, _____ {Candidate's Name}. He/she is one of the top people with _____ {Name of Business}. He/she would like to share some important information with you and also ask you a few quick questions to see if we have a match between what we're looking for and what you're looking for, OK."

Very Important - before we interview anyone for 24/7 MultiMedia Marketing, they must have completed the necessary steps to get started with the particular business (i.e. placed qualifying order, set up website, complete wealth plan, etc.)

Once they have completed the necessary steps, they are ready for the interview.

IMPORTANT - Write down the answers your candidate gives you to the following questions!!

(Sponsor, after saying hello)

As _____ just shared with you, I am a representative for _____ {Name of Business}. First of all, I'd like to welcome you to our team. We are delighted to have you. As your sponsor and team leader it's our job to help you get started and put a marketing plan together to build your business.

OK _____ {Candidate's First Name}, let's make sure we're all on the same page. Right now you have a _____ {Name of Business} business. You have a website and you're now eligible for commissions. The only open question is ... how to best market your business, right? (Wait for answer)

There are many, many different ways to build your _____ {Name of Business} business. Understand, as long as you're serious and willing to work hard, we will support you with whatever marketing method or methods you decide to use.

We'd like to start off by showing you the system that our team uses. In fact, it's the exact same system that brought you to our team. Does that make sense to you, _____ {Candidate's Name}?

Great, we use a system called 24/7 Multimedia Marketing. As you can tell by the name, it works 24 hours a day, 7 days a week, and the best part is 24/7 does 99% of the work for us.

Would you like to hear how 24/7 is working for us, _____ {Candidate's Name}?"

(Sponsor or Team Leader shares the following information.... how long in the particular business, how many personally sponsored members (without talking to them first), and how many total team members. The last statement should be something like... "Now we are fortunate to be earning income from the efforts of xxx people.

"OK, _____ {Candidate's Name}, I'm about to ask you a very silly question ... Would you like to be



earning income from the efforts of hundreds or even thousands of people?" (Wait for your candidate to answer yes)

Silly question, right? Of course you would and so would most logical people. Everybody realizes that no matter how good you are at what you do, it is very difficult to become wealthy from 40, 60, or even 80 hours of your effort. And the really neat thing is, anybody, regardless of background, experience, or skill level can do just as well or better than we have!"

"Now _____ {Candidate's Name}, we're looking for 10 serious folks that will make a commitment to work with our team to create six figure RESIDUAL incomes. We are not looking for just anybody, mind you... these people have to be committed, dedicated, motivated self starters who are willing to roll up their sleeves and get down in the trenches with us."

Does this sound like something that you would like to take a closer look at, _____ {Candidate's Name}?"

Either way (yes or no) ... "We have a three step process to get you all the information, _____ {Candidate's Name}. We do it this way for two reasons. First of all, we want to make sure that you have all of the information you need to make an educated business decision. Second, we need to determine if you are qualified to teach the system to ... in other words, the process helps us determine if you are the right person for 24/7 MultiMedia Marketing and it helps you determine if 24/7 is right for you. Fair enough, _____ {Candidate's Name}?"

"Great, the first step is to give you an important homework assignment. We need you to tune in to our private, invitation only web conference. On the web conference, you'll hear from members from around the world who will share their experiences with the system.

In order to participate in the web conference, I need to ask you some important questions about your computer. Do you have Internet access or can you get access to the Internet? What type of connection do you have, dial-up or high speed? What operating system do you have (ie. Windows 98, 98 SE, ME, XP, etc.)? _____

If their operating system is Windows 98 SE or higher The next conference is on _____ at _____.

We will be sharing some amazing information about our marketing system. You will also see, hear and feel the latest technology in multimedia marketing.

When you get on the web conference, all you need to do is introduce yourself and then sit back, watch and listen for 25 minutes or so. Make sure to keep your pen and paper handy so that you can take notes and jot down any questions you might have.

In order for you to participate in this private conference you will need to download our conference software. It should only take approximately one or two minutes to setup. The software will automatically



download, launch and direct you to the 24/7 MultiMedia Marketing conference room. We will send you an email within the next 30 minutes with a link to the software setup.

This is a small, private, invitation only conference. To gain access to the private room, you will need to use the following password: readyforsuccess

Please send us a quick email back after you have setup the software so we know you will be able to keep our appointment. We will meet you in the room at _____ (time). If you encounter any challenges while setting up the software, please call me at xxx-xxx-xxxx or email me at _____.

Ask them for their email address and let them know you will be sending them an email to confirm your appointment as well as give them a link to setting up the software. Send them the "Confirming Email" found at <http://www.247members.com> > Members> Email Library.

"OK, how about we get back on the phone shortly after the web conference and see what you think?"
OK ... (OR, set another time but don't agree to their first suggestion, remember how busy you are...)

Day_____ Time_____ Time Zone_____

OK great! Now keep in mind, _____, after attending the web conference most people feel 1 of 3 ways:

- A: They love what they heard and want to get started right away.
- B: They like what they heard but they need more time and/or more information.
- C: It's just not for them right now.

"If you like what you hear, that's great. If not, that's OK too. Remember, the only thing we're looking for are serious, motivated people who share our vision and goals. We will support you in building your business, no matter how you choose to build it, as long as you are serious and work hard. Now, don't hesitate to contact us if you need to, _____ {Name of Candidate Here}, write down _____ {Sponsor's} name, phone number, and e-mail address.

OK, then, we'll meet you in the web conference room at _____ {date and time}. Can you think of anything that could come up that would prevent you from keeping our appointment? Great, then we'll talk to you then. If something comes up be sure and let us know so we can plug someone else into your time slot, OK? Bye"

>> After the call be sure to send the [24/7 Homework #1 Email](#) with a carbon copy to your sponsor or team leader who did the call with you.