



Part 2 – 24/7 Homework Assignment #2

For candidate's who have attended the 24/7 Web Conference

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 take a further look at 24/7.

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 – 247members.com reading assignment.

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 (247members website) 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.



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

>> **If you get an answering machine** "This message is for _____ {First Name of Candidate Here}. This is _____ {Your **Full Name**} and _____ {Your Sponsor's Name}. We're calling for our scheduled appointment. I sure hope everything is OK. Please call me back right away so we know that everything is alright and we can reschedule."

>> **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 they **are not in**, indicate that you had an appointment and you hope everything is OK, leave your name & phone number to call back, and send the **Broken Appointment Email**.)

"Hi, _____ {Name of Candidate Here} this is _____ {Your First Name} and _____ {sponsor's first name} with 24/7 MultiMedia Marketing calling for our appointment.

(**If they weren't on the web conference**) " How are you today? We didn't see you in the web conference. Did something urgent come up? (**Wait for your candidate to answer.**) Well we're sure you remember _____ {Name of Candidate Here} that we are only looking for those really serious people that we can work with to create six figure residual incomes, and we need to know if you see yourself in that category? Great, can you get on the next conference at _____?" (**give details of the next web conference and make an appointment to call back after they have been on the call**)

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

For candidates who have been on the web conference:

What did you think of our web conference? _____

So what did you learn on the web conference that you liked best? (**Write down all answers.**)



(Highlight and go over all the points they liked. If they don't bring up all the points, bring up ones they haven't ... automated system, no cold calling, no selling, no family and friends. But wait for them to TELL YOU what they learned, and how they feel about these advantages of the system.)

Do you have any questions for us {Name of Candidate Here}? (Write down the questions)

OK _____ {Candidate's First Name}, as we talked about during our last conversation, the only open question is ... how to best market your business, right? (Wait for answer)

How are you going to drive traffic to your website? Do you want to send out postcards, flyers, and samples? Do you want to do home parties and recruit your family and friends? Are you interested in cold calling from lists? (Wait for answer)

Or would you rather send out **600,000** targeted emails every month driving people to your website? (Wait for answer)

Of course, it makes the most sense, doesn't it? Our team all uses 24/7 MultiMedia Marketing to automatically send out **600,000** targeted emails to **10,000** people every month who are looking for a home business.

>> So, _____ {Candidate's First Name}, does this sound like something you'd be interested in taking a closer look at?" ___ Yes ___ No

(If NO) "Well, _____ {Candidate's First Name}, thanks so much for your valuable time. Would you mind sharing with us what you didn't like about 24/7? (Wait for answer)

Of course you can always build your _____ {Name of Business} business without 24/7 MultiMedia Marketing. It will just be slower, and you'll have to do more of the work. Are you still serious about building your business? (If yes, expand on some of the other ways they can build their business the traditional way. Set another appointment to put a plan together with other means of marketing).

>> **If YES – THEY ARE INTERESTED IN LEARNING MORE:**

"OK, _____ {Candidate's First Name}, at this stage we really need to determine if you see yourself in that category of special, motivated people that we can work with to create six figure residual incomes? Is that how you'd describe yourself? Great, so you're ready for the next step – your second homework assignment!



"Do you still have that pen & paper handy? Good, we're going to give you a web site address. It is www.247members.com. This is one of our Members Only websites. You'll need about 45-60 minutes to go through all the information thoroughly.

Of course, you want to read all of the sections but we're going to give you a road map of what to read through when you get there.

Please pay close attention to the links titled **Evolution**, **Duplication**, and **Recap**. While at the site, be sure to have a pen and paper and write down any questions that come to mind.

The Recap section is extremely important ... it ties everything together and gives you a breakdown of all the potential income and costs involved ... and how much you'll need to budget over the first twelve months. While at the site, be sure to keep that pen and paper handy to take notes and write down any questions you have.

One thing to remember, _____ {Candidate's First Name}, as you heard on the call - nearly 100% of the people who are using 24/7 MultiMedia Marketing and committing to the system for 12 months have been successful.

Now for the most important part of your assignment:

We'd like you to be prepared to answer 3 short quiz questions on our next call to you. This will ensure that we all understand what's involved with building residual income with 24/7 MultiMedia Marketing:

Q1: How many 24/7 team members do you need on your team for your system to become FREE?

Q2: What will your monthly residual income be when you build a 7x7? In other words, you sponsor 7 on your first level and they, in turn, sponsor 49 on your 2nd level ... for a total team of 56 members.

Q3: Over the course of a year, how many leads will you personally receive and how many emails will the system send out to those leads on your behalf?

Can you take a look at this right away?" (If yes, make an appointment to call back in 45 minutes to an hour)

(If no) OK, how about we get back on the phone around this time tomorrow night and see what you think?" OK..... OR, set another time but don't agree to their first suggestion, remember how busy you are...)



And we do want to repeat that whatever you decide will be absolutely fine with us. If you see the value, that's terrific; if you don't, that's OK too. We will never try to sell you, persuade you, or pressure you in any way. As we said, we are looking for 10 special people who "see it." We simply need to know if you see the value like we do.

Now, don't hesitate to contact us if you have any questions before we get back to you. GREAT! Enjoy the site, and we'll get back to you at [{date and time}](#). And please don't forget to notify us ahead of time if anything crops up to prevent you from keeping our appointment. Bye now.

>> Send [Confirming Email](#) (with a copy to your Sponsor) recapping the 2nd Homework Assignment and the 3 Quiz Questions, and confirming the next phone appointment.