



Part 3 – Check the Homework Assignment

For candidate's who have completed the 2nd homework assignment

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 with your sponsor to make the call.

Goal of this call: Qualify, educate and establish the value of 24/7 to the **right people**.

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 continue building rapport.
- 3) Review the homework assignment, answer questions, establish value.
- 4) Close with a call to action – Invitation to review additional information about 24/7 **OR** send out the Letter of Understanding to the people who are ready.

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, _____ {Candidate's First Name} this is _____ {Your First Name} and _____ {Sponsor name} back again for our appointment. Did you get to the 24/7 members website and finish the homework assignment?"

(If not, find out when they can complete it and reschedule the appointment...)

"At the risk of sounding repetitive _____ {Candidate's First Name}, I'm sure you remember that we are only looking for just a few really serious and motivated people that we can work with to create six figure residual incomes. Do you still see yourself in that category? Great, so can you get to the website and complete the homework assignment 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 and we can get your questions answered?" (**OR, set another time...**)

Day_____ Time_____ Time Zone_____

>> For candidates who have completed the homework:

That's great! So, how did you like our member's only website? (**Wait for and briefly discuss reply**)

OK! So are you ready to answer those Quiz questions we gave you?



(DON'T give them the answers! Wait for them to tell you. If they get it right, pat them on the back, and elaborate on this benefit of the system – see below! If they give a wrong answer – correct it, gently and with humor, pointing out the benefit, and suggesting that they might like to re-read the Recap section of the site. The correct answers appear below in red.)

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

(Just 4 members on your team) That's right. It's one of the keys to our system. Once you have four people duplicating the 24/7 system (that's any combination of one personally sponsored member on your 1st level, and three on your 2nd level), your success is pretty much guaranteed. That's because you have no marketing costs, every month you get another **10,000** fresh names in your data base, the system is sending out another **600,000 emails a month** for you, and you have more people automatically joining, so it becomes pure profit and you begin building a sizable residual income from there.

Q2: What will your monthly residual income be when you have a team of just 56 members ... 7 on your first level, and 49 on your 2nd level?

(\$9,576 per month or \$8,986 net of your cost per month) That's not too shabby, is it? We refer to this as our **7x7 Plan**. Do you know that that works out to over **\$114,000 per year** for the rest of your life? And who stops there? Let me walk you through the next step, our **8 x 8 Plan**, which could reasonably occur within 3 years.

Using 24/7, over the next 12 months you will have **120,000** names in your database. Lets assume that instead of 7 people you choose **8 people** out of those 120,000 that are serious about earning a 6-figure income and commit to 24/7 MultiMedia Marketing. That's about 1 person every 1 1/2 months. Does that sound reasonable to you?

In this example, we're going to stop at eight (worst case scenario), but obviously you will continue to have people join your team as the names in your database continue to multiply. Over the subsequent 24 months you teach your 8 members to duplicate the system, and each sponsors 8 new members for a total of **64 members on your second level**. Now of course, you will have people joining on levels 3 through 7 ... in fact these levels have the potential for thousands or even tens of thousands of members ... but we're not even going to factor in that income.

With a total team of just **72** members, your monthly income will be **\$12,440 per month**, which equals more than **\$149,000 per year**. Tell me something, *{Name of Candidate Here}*, would you be upset if it took you **3** years to reach an income of almost \$150,000 per year?

OK – now for the 3rd and last question:



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

(120,000 leads will be in your database, and the system will have sent out over 7 million emails promoting your business.) The figures are sort of mind-boggling, aren't they? But that's exactly what happens. You receive 10,000 leads every single month – multiply that by 12 – and you have 120,000 names in your database.

Simply import these names into your autoresponder campaigns and the math is simple. The system is sending out 600,000 emails for you every month (times 12) - by the end of the year the system has sent over 7 million emails promoting your websites and business.

And that doesn't even include the emails being sent by your team. With just 10 team members, you have over 70 million emails a year promoting your business. With 100 team members, it works out to 700 million emails a year.

So, as you can see _____ {Candidate's First Name}, our focus is on exposure and constant follow up. It's strictly a numbers game. As with any business, the more people who hear about your company and products, the better your results should be. With 120,000 leads per year, do you think that 7 or 8 quality people like yourself will see the potential and the flawless logic behind 24/7? You see it, don't you? [\(Wait for answer\)](#)

Well, you did a super job _____ {Candidate's First Name}. Now it's your turn. What questions can we answer for you? [\(Write the questions down\)](#)

[\(After the questions are answered to their satisfaction\)](#) So, _____ {Candidate's First Name}, do you think that 24/7 MultiMedia Marketing could be what you're looking for?

(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? [\(Wait for answer\)](#)

>> For those who said NO

Of course you can always build your business without 24/7 MultiMedia Marketing. It will just take a little longer. There are many different ways to promote your business and we'll support you if you're serious and work hard. You can use drop cards, flyers, etc. You can do local advertising and contact your own warm market.



Let's set up an appointment to establish a marketing plan for your business. ([Make an appointment to go over your member's options based on their budget and time they have to build their business.](#))

>> For Candidate Who Answer YES

Can we ask you one final question before we take this further, _____ {Candidate's First Name}? On a scale of 1 to 10, with 1 being, 'Don't ever call me about this stuff again!' ([laugh](#)) and 10 being, "This is the greatest thing since sliced bread, how do we get started?" - how would you rate your interest level?" ([Don't say another word until your prospect tells you how they rate and WHY.](#))

(If it is **less than a 10** and they don't tell you what the issues are)

"What do you need from us, _____ {Candidate's First Name}, to increase your interest level to a 10?"

(If the only issue is money, [explain the following.](#))

"We completely understand your concern about the investment. Now we are not trying to minimize your concern in any way, but do you agree that you have to spend money to make money?" ([Wait for an answer](#))

(If Yes)

OK, so think about this for a minute, _____ {Candidate's First Name}. Imagine the following hypothetical situation. Let's say we owned a two-story apartment complex with 56 units that each rented for \$600 a month. Now let's say that we offered you the following business opportunity ... we will sell you the entire complex for roughly \$5,000. The only condition is that you need to find 1 tenant to rent an apartment on the first floor, and you must help that tenant find 3 people to rent on the 2nd floor. Once you have 4 tenants, you will never have to take another penny out of your pocket.

From the minute you rent just 1 more apartment on any floor, you start making a profit. By the time you've rented 7 apartments, and helped each of your tenants to find 7 tenants – filling all the 56 apartments - you would be earning **\$114,000 a year** in pure profit. If we offered you this exact business opportunity, would you consider it a good investment? ([Wait for an answer](#)) And if you didn't have the money, would you find a way to come up with it? ([Wait for an answer](#))

([Wait for an answer](#))

Well of course you would, and so would most logical people. Well, here's the way we see it... 24/7 MultiMedia Marketing can help you build a 2 story apartment complex over the next couple of years ... as long as you work smart and hard. But you're not going to do anything until you, yourself, believe that it can be done. Are you with me so far?



So here's the challenge, _____ {Sponsor's Name} and I know that this business is worth a heck of a lot more than \$114,000 a year ... you just have to decide whether you agree with us. Once you're sure that the value far exceeds the investment, you'll probably find a way to come up with the money. Does that make sense?

Great, I'm going to send you the links to some of our income streams. That should help you decide if this business is right for you. ([Briefly explain about your various websites, and mail them the links.](#))

(If money is the only remaining issue, give them the information for the next web conference, send the [Raising Money Email](#) - personalized to reflect the specific tone and outcome of this conversation, and follow up to remind them about the next conference call.)

Always end the phone call by establishing an action plan with your candidate and scheduling a follow up appointment.

If they DECIDE TO JOIN ... They will need to make ...

THE COMMITMENT

Send your candidate the Letter of Understanding. Schedule a 3-way call with your team leader who will explain exactly what will be required of them:

Team Leader

OK, _____ {Candidate's First Name}, at this point I'm sure you understand what the system is designed to do for you. 24/7 MultiMedia Marketing is part science and part art. I'm going to paint a mental picture for you of how the system works.

Just imagine the system as two funnels, one giant one directly above a much smaller one. The larger funnel is about 100 times the size of the smaller one and feeds the smaller one. The giant funnel has the word "science" stenciled in big, bold letters on it. The smaller funnel has the word "art" in teeny, tiny little letters. The system operates the large funnel and you and your support team operate the small funnel.

Now, as long as you do your job and follow the system to the letter, the system will do 99% of the work for you by pouring a minimum of 120,000 leads into the giant funnel and sifting and sorting through the leads. 24/7 will send out a minimum of 7.2 million emails, contact, invite, prospect, qualify, and present for you until you have interested people to interview. These people are the qualified prospects and automatic enrollments that drip out of the giant funnel and into the smaller funnel. Does that make sense to you, _____ {Candidate's First Name}?

Now that brings us to the 1% of the work that we do... which is absolutely essential in order to succeed with 24/7. Here's what you need to do to operate the small funnel, which will sift and sort through the



interested people (by interviewing them) to help you choose 8 qualified members per year. In order for you to be successful, you will need to agree to these 11 conditions:

- 1) You must agree to make a **12-18 month commitment** to follow the system to the letter. What is your income goal with 24/7? OK, great, will you agree not to deviate from the system until you've reached your goal? Do you also understand that this is not a get rich quick scheme and it takes every bit of 6 months to ramp up and 12-18 months to achieve significant results? As we said earlier, you can reasonably expect prospects and automatic enrollments at your websites each year ... but most of them will come in months 6-12. Are you in it for the long haul, _____ {Candidate's First Name}?
- 2) You understand that **you'll need to invest** about \$600 into your new business right away and budget \$4,000 – 6,000 over the first 12 months, right?
- 3) Do you understand that 24/7 MultiMedia Marketing is a lot like an iceberg ... 10% is above the surface and 90% is below the surface? You have to agree to work side by side with your support team to **learn the 90%** of 24/7 that is below the surface over the next 4-6 months.
- 4) Do you also understand that you'll need to commit to doing **three-way Interview Calls with your sponsor** over the next year and providing the same level of support to your new members?
- 5) Also, it will take **15 hours a week** to build the business. Of course, we don't have any weekly hotel meetings or home parties with 24/7, but you'll need to invest a minimum of 2½ hours each week on our web tours and team conference calls. You will also need to attend two or three 24/7 MultiMedia Marketing Beach Parties and encourage your team to attend with you.
- 6) You also have to understand that no system is perfect (especially on the ever evolving Internet) and agree that **you will always remain positive** ... choosing to focus on the solution and not on the issue, especially when working with your team.
- 7) The Internet is an **ever-changing landscape** that makes Internet marketing a moving target. You understand that tools and **income streams will be added** to the 24/7 toolbox. You need to recognize these changes are necessary to maintain an efficient and effective system for all 24/7 members.
- 8) When contacting 120,000 prospects per year with 7.2 million emails, we will be encountering all different types of people ... wonderful people, excited people, motivated people, lazy people, forgetful people, cranky people, and even downright nasty people. You must agree to keep a level head no matter what types of emails you receive in response to mailings from the system.
- 9) 24/7 members are involved with many different primary income streams. Since 24/7 has been built on a strong foundation of honesty & integrity, cross recruiting is strictly forbidden. You can only discuss your primary business with members whom you have personally sponsored. **You cannot, under any circumstances, try to recruit other 24/7 members into your primary business.** Understand that cross recruiting is grounds for termination.



10) You must agree to do the following each time a prospect visits your site or a new member enrolls in any of your income streams: 1) forward the welcome email to your sponsor, 2) register your new member

for the Email Training Series, and 3) contact your sponsor immediately to schedule a 3-Way Interview Call.

11) Lastly, you'll need the following equipment in order to be successful with 24/7 MultiMedia Marketing:

- a) You'll need a phone with the following capabilities: **3-way calling**, a **mute button**, and an **answering machine** or voice mail.
- b) You'll need the capability of being on the **phone and Internet** at the same time.
- c) You'll need a computer headset with microphone so that you can participate in the web conferences.
- d) You'll need a PayPal account to make and receive payments through the Internet.

Do any of these 11 requirements I mentioned scare you off, _____ {Candidate's First Name}?

Great. We have a mandatory 24 hours "cooling off" period for you to review everything and make sure that this is something that you believe in 100%. We also want to be sure that you have a very clear understanding of what will be required of you to succeed with 24/7. Does that make sense to you, _____ {Candidate's First Name}? Fantastic ... we encourage you to write down any questions and make sure that you are totally comfortable before going any further. Would you like to get back together tomorrow at this same time or will you need a few days to review it?

You need to answer your candidate's questions, ask them if they are 100% committed to 24/7 (if not, do not let them enroll), and ask them to fax or overnight the signed and initialed LOU to their sponsor. The sponsor will then sign and return a completed document to them.

>> Once your candidate makes the necessary commitment, explain the enrollment process, and send them an email IMMEDIATELY with your affiliate site links. Ask them to rate their computer skills on a scale of 1-10 (10 being the highest) and make a decision about how much support they need in the enrollment process. **A general rule of thumb is to provide more support than you think they need.**

Congratulations!!!