

MAXIMUM LEVERAGE

Welcome back to Maximum Leverage. What is it? Simply it's the difference between a thriving and successful online home based business, and one that's ultimately doomed to fail. But what it really is, is it's how to get maximum online exposure for your efforts. How to generate maximum leads. How to make maximum profits. And how to recruit the maximum number of prospects possible, with minimum time, energy and complexity on your part.

Before I even tell you what today's lesson is, I want to start with a quick story. I was hanging out in an online forum not too long ago, and someone posed a question; how do I sell better? And to this, I replied with something that you already know. Well the first criteria other people had already weighed in their own opinion, "what you need to do is this...", "what you need to do is this..." - but no one said this; what I weighed in with was, "The first thing you need to have is a hungry market." The second thing I said to this guy was, "Look, you don't have to be doing the one on one selling stuff, if you don't want to." Which he replied, "Well if it's an expensive higher tier opportunity, you have to do it."

Well, what this lesson today is all about is **"How to recruit with zero resistance"** regardless of what the entry fee to your business is. In fact this is one of my favorite strategies for recruiting. One I've taught to one of my students, and she went out a week later and recruited three people within an hour. She was just getting her business started.

Once we go through this lesson you'll have the same opportunity and power to create these results for yourself. What are we going to talk about today in this lesson? Zero resistance recruiting.

If you're just getting started, this lesson is going to be power-packed for you. This is quite honestly one of the most - if not THE most - effective way to recruit into any business whatsoever.

If you've been in business for a while, most likely you have not used this strategy. I'm going to lay this out for you so that you can start using this and reaping the rewards immediately.

Let's get to it.

Before we get into today's lesson, let's just review what we've covered so far. We've actually come a long way.

MAXIMUM LEVERAGE

In the first lesson, we talked about the three main criteria of a Maximum Leverage business. That being you focus on leads, relationships, and profits. You simply can't lose.

In lesson two, we talked about how to attract prospects without being a guru. Two parts there. Number one; find the hungry crowd. Number two; enter the mindset of the prospect and give them what they want. You can do it two ways: either leading them away from a pain, or towards a pleasure.

In lesson number three I shared two of my favorite "Cool Ninja Lead Getting Secrets". And if you put those lessons into play, you could be getting leads right now. And if you are, let me know about it.

In lesson number four, we talked about the most important lesson in terms of your business: it's the difference between a mediocre and a wildly successful business. How to develop rock solid relationships with your prospects. And we revealed that the true key is simple consistent communication. Think of it like a radio show.

And the last lesson we talked about was how to turn your prospects into cash. What we revealed was, number one; why it's so important to your business and its long term growth that you do it. And several simple strategies that were plug and play that you can instantly use to increase your profit margins.

What are we going to talk about today? What we're going to talk about today is how to literally recruit at the speed of sound. Like I've already said this is a strategy I've taught to one of my beginner students. She picked it up, used it a week later and recruited three people. She was brand new in her business. If she can do that being brand new, so can you. All you need is the blueprint, and that's what you're going to get right now.

What are we going to cover today? We're going to cover the number one recruiting strategy of the heavy hitters. We're going to talk about why you really can use this even if you're not a heavy hitter. I think you already know why you can, but we're going to go through it anyway.

Then we're going to walk you through the steps to recruiting three or more people in an hour or less. Without rejection.

MAXIMUM LEVERAGE

Then for icing on the cake, I'm going to walk you through the steps for how to actually do it over and over and over and over and over and over again, on auto-pilot, without being there.

The number one recruiting strategy of the heavy hitters; what is it? The tele-seminar. Let's talk about some of the benefits.

Number one; tele-seminars greatly enhance relationships with your prospects, for some reasons we're going to go into later.

Number two; it builds your authority. Well if people show up to a tele-seminar that you put, they're coming to learn something right? You're the teacher. They're there to learn from you so it really enhances your authority.

Number three; it is of the most responsive mediums that you can use to persuade and recruit on the planet, quite honestly.

Some more benefits: its event based. Now you may not have realized this, but this is a huge advantage when it comes to tele-seminars. The reason is, when we build to an event there's this internal tension. This excitement about what's going to happen, that just doesn't happen in any other way of marketing.

Everyone shows up, they're excited, they know the date, and you have their full attention. Hugely powerful.

Next; leverage. The results of your tele-seminar aren't based on how good you are - in fact I'm going to reveal some statistics on it in just a second. Really, once you get this strategy down all that matters in term of how well you do, is how many people show up.

As I said before there's zero rejection; you don't even have to be there. And you can do this on auto-pilot.

Even if you use this strategy that I'm about to share with you - and you do it totally wrong - the statistics say, for my own business and my students businesses - you're going to see about a ten percent conversion rate, no matter what. So rest assured.

As I said before the only limit to your results when using this model is the numbers. Think about it like this: say you have 100 people that come on your call. Well you're going to have at the end of that call, 10 people in your down line. Pretty cool. Now think about this; what if you have a thousand people come on

MAXIMUM LEVERAGE

that call? The same conversion factors are going to play out. About 100 of those people, within that same exact hour, are going to be in your down line. That's even cooler.

I know the biggest thing that you're probably thinking right now about this particular way of recruiting, but who am I? How can I pull this off? So let's deal with that right now.

What I want you to do first is think about your business. I know in every single business that I've been a part of they've always had opportunity calls. And who does those opportunity calls anyway? Well sometimes it's the big time heavy hitter. But other times it's just the person who volunteers.

All you have to do is volunteer for the success of your own business. And use a plan that we're going to go through right now.

So what do you need? Hungry market, we've got that covered. The questions that we reviewed before, and yourself - you're pretty much ready to get started with this strategy right now.

Let's review the questions; remember the questions from how to attract prospects without actually being an expert. This time that I go through them what I'm not going to do, is I'm not going to give you my answers. What I want you to do as a homework assignment is to actually go through and fill out the answers to these questions yourself. Remember these questions are important because they help you get into the mindset of your prospects. Once you're there you're on the same wave length and your ability to communicate is greatly enhanced.

First question is what keeps them up at night? What are your answers? What are they afraid of? What makes them angry? Who makes them angry? What are their top daily frustrations? And what do they secretly desire the most? These answers - the answers to these questions - are the most valuable things you're going to be using in your tele-seminar as we go through this plan.

One of the most important and honestly the secret sauce to this whole strategy is the power of using stories. Let me say it like this. They're honestly the best teaching tools on the planet. Have you ever been to a movie and gone to see it again and again and again? Why? You like the story. And at the end of it, you get excited, you have a certain feeling. Maybe you're a person

MAXIMUM LEVERAGE

that likes to cry and you like sad movies. Well that's incredibly revealing itself. Because what stories do, is they allow you to be an emotional compass for your audience.

In other words, what stories do, is if you want to take your audience to a certain emotion, well tell a story that takes them there. All you have to do is dig into your own history, what you've been through. If you want to talk for instance about - and get your prospects into a frustrated state of mind - all you have to do is go there first.

Talk about the situation when you got started in your business, and how frustrating it was. "I got involved in this business, I was excited. I remember the day I got involved and I thought my life was going to change. I called my sponsor and said what do I do? Bought leads, called leads. And you know what? A couple of months later nothing happened. I wasn't deterred yet. But you know what did start happening? When I started to look at the phone, it looked heavy. I would still go to sleep at night, and dream; really visualize that success coming to me. But in the middle of that dream all I could see was me picking up this thousand pound phone and on the other end this prospect either hanging up in my face, or telling me no, or yelling at me. Can you imagine the frustration?"

See if you go there first you take your prospects there. The other powerful thing that stories do for you is they allow you to allow your audience to come to their own realizations. This is going to be important as we get into the actual blueprint.

Here's what I mean by this: say for instance, you're in a low tier opportunity. Well, what do your prospects need to know about opportunities that will help them come to the realization that low tier opportunities are the right type to go in?

Maybe tell a story about someone you know or yourself that was in a high tier opportunity and went bankrupt. They allow your prospects to come to your own realizations. There as personal as it gets.

You tell a story about yourself and your prospects really get a feel for who you are. The hidden benefit behind the power of stories - and you should be using them all the time - is regardless whether or not someone joins your business, they come and they learn from you. And at the end of it, they know you a whole lot better.

MAXIMUM LEVERAGE

The end here is making sure you use stories everywhere. We're going to talk about where to use them in your tele-seminar.

How do you construct your tele-seminar? Well you construct your tele-seminar by simply filling it with what your prospects want to know about. This stuffs pretty simple. They want more leads, they want more recruits, they want more money, less rejection, and more simplicity. That's why we have this Maximum Leverage series here. You're watching this now because these are some of the things it's bringing to you.

Well your prospects are no different. So all you have to do is construct a tele-seminar that helps fulfill these needs, moves them towards pleasure or helps move them away from pain that they may be in, and you're in there.

Constructing a tele-seminar that recruits; there's really only three components. Number one; there's the intro. The intro, we're going to talk about this a little bit more, but it's basically about where you open up the call, talk about what you're going to talk about. Tell them about what you're going to talk about. Provide an outline. Give them something called a "stick" - we'll talk about that in a second.

And talk about your story. There's the content. And I have right here, why a what-why story? Because when you give content in a tele-seminar this is a formula that always works. So if you're going to talk about a secret to getting more leads, you would first say, what the secret it is. Tell them what it is. Then you would tell why it's important. Then you would tell a story about why it's important. You can use this formula over and over and over again. For every piece of content you put into your tele-seminar.

By the way what I'm sharing with you right here in this lesson, I didn't learn this for free. I learned this the hard way going out and doing all this stuff for myself. And actually paying people that were far better, far smarter than me, a lot of money to learn this stuff, so please it use well. It absolutely works like gangbusters.

We have the intro, we have the content, and then we have the close. The close is constructed of a transition from the content, you opening up the opportunity for people to join you in your opportunity, and a few other pieces. We'll get into it.

MAXIMUM LEVERAGE

Important to tele-seminars is this: you always want to begin with the end in mind. So what is the end you want to come out of your tele-seminar? Well you want people to join your business.

What you have to do is, you have to first define well what type of a business are you in? Well I'm in a business that's internet based, we generate leads online. It's a lower tier business, or it's a higher tier business. It's in the health industry. In the person development industry. Etc. etc. etc.

What you want to also know, and in terms of beginning with the end in mind, is you want to define why do other types of businesses suck? It's incredibly technical term - incredibly technical. But these are the two pieces that allow you to bring your prospect to the decision, that, "Hey, heck, getting involved with Daegan is really what I've been looking for."

Because if you use the power of stories - and we're going to go through this - and share with them what-why story about the different aspects of why your business is the type of business (and you don't just right-out say this) and then you also follow this up with what-why story about why other types of business suck - when it comes time for the close, you transition in, you talk about your business, compensation plan, a few other things - we'll get to it in a minute - and it's like, man why didn't I think about this before (to your prospect).

Why? Because you're setting everything up with the end in mind.

Let's get to it. Creating the intro. First off you need a topic. We talked about what our prospects want. All I did right here was I just used a very generic topic; "How to guarantee you make money." It could be "Three simple ways to generate leads." It could be "How to avoid the three biggest mistakes most home business entrepreneurs make, and make a profit soon." Or it could be any number of things. As long as we're focusing on the things that our prospects want.

This is to be generic. The point of your tele-seminar again is to give value.

After you describe the topic the next thing you move to is the outline. You talk about what different pieces of content you're going to talk about in your tele-seminar. When we get to the

MAXIMUM LEVERAGE

content I'm going to give you some specific content topics that you can use yourself. We'll skip over that for now.

The next thing you want to in your intro is you want to provide something called a "stick". What a "stick" is is it's something that keeps your prospects around to the end of the call. You only recruit people if people stick around to the end. So there's two simple ways that you can create a stick.

Number one, after you give the outline you can say, "By the way, don't worry about taking extensive notes because at the end of the tele-seminar what I'm going to do is I'm going to give you exact details of how you can get the entire recording of what we talked about here tonight at absolutely no charge. So just listen for that at the end." So now your prospects can relax, sit back and know they're going to get the recording at the end. And they're sticking around to the end so they can get it.

The other way to do it - the other way to provide a "stick" - is this: when you're creating your content - when you're creating your outline - have one piece of information - maybe one topic, one special resource, something that's the most important - you build it up to be the most important thing to your prospects.

You tell them about it in the outline, but you don't actually give access to it, till the end. For instance, if I was going to do a tele-seminar on newsletter marketing; if I wanted to keep people around till the end, I would say, in the outline, "You're going to want to stick around because what I'm going to be doing is I'm going to be revealing the three best newsletters I've ever placed an ad in that work for everything I do." Now people are going to stick around.

And the final part of the intro is to tell your story. We've talked about the power of stories. What you want to tell in your story, is what you want your prospects to know about you that's going to help them make a better buying decision - or joining decision - when it comes time for them to join your business.

You could tell the story about how you chose your business. What failures you've had in the past. By the way, I didn't mention this earlier, but both - in sticking with the end in mind and the power of telling stories, something that's incredibly... cost me a lot of money to learn this - and incredibly powerful - is to use stories to handle objections that your prospects are going to have.

MAXIMUM LEVERAGE

There's some generic objections that everyone always has. "It worked for you; it won't work for me." Here's why this is powerful if you use a story: you can provide a story of how your business or whatever you're talking about in your tele-seminar, worked for someone other than you. Now, you didn't right out say, "I know what you're probably thinking is this won't work for you." But if you tell the story about how Joe didn't think something was going to work for him, and then he just gave it a shot and it did, now your prospects aren't saying "it won't work for me"; they're saying "Maybe this will".

So it's an incredibly powerful kind of subversive way - a chess playing game to say - to handle all the objections. A couple of other objections are, as I said, "This won't work for me." "I've done this before and it doesn't work." "I don't have the money." "Right now is not the right time."

If you can create or find stories - by the way the stories don't have to be right from you, they can be from people you know - or even stories that are historical stories - these work just as well. You can pull from any fable, any document, any story that's been powerful for you.

For instance; when I think about what recruiting becomes in a business, sometimes I think about a myth I read in high school. It's called "The Myth of Sisyphus". And in the "Myth of Sisyphus", what it's basically about is this guy named Sisyphus who was condemned by the Gods for eternity to have to roll a rock up a hill, only to have it fall back down again.

Well that's how most home based business entrepreneurs actually feel. They get started; they start rolling a rock, a little something happens; and failure. And the rock rolls back down and they've got to start all over again. That's a story. That gets people to the emotional state. They understand implicitly what you're talking about. Stories are powerful.

Let's talk about the content now. One piece of content that is incredibly important, that you can use, is "How to choose the right business." And of course you can pull right from this training and use it in your own tele-seminar. You would give a story about how you chose your business - you don't have to name the business of course - you're helping them to make the right decision to choose the right business for themselves. You would give factors that they should consider in choosing the right

MAXIMUM LEVERAGE

business. And you would tell them why. Important right here is, let's say you're in a low tier opportunity. Maybe you tell them, why high tier opportunities are incredibly dangerous, people get in over their head, and it just doesn't work.

If you're in a high tier opportunity, you say the opposite; why low tier opportunities suck, "You can recruit a lot of people, but then you don't make any money at the end of the day. If you want to get paid if you're an entrepreneur you want to get involved in a business with a high profit margin."

You see how all this stuff plays out. Use it in your favor.

Another piece of content you can use is "The three biggest mistakes most people make." Buying leads, what-why story, calling them, what-why story. As I already said, the opposite of your type of business.

Some additional content: you could talk about the best free ways to generate leads. Our prospects always want to know how to get leads; we don't want them to pay for them from lead companies because that never works. You could share one strategy, say article marketing. What it is, why it's so powerful, and a story about how you've used it so well. Or someone you know has used it so well. Or why it works so well. It's very repetitive in terms of how we're laying out the information but when you actually do it's very fluid and it just comes off and people learn a ton. They really enjoy it. I love doing tele-seminars.

Another piece of content could be how to turn a profit in no time flat. Story about why profit matters, why doing it their way - just recruiting or whatever their way is - isn't the right way. And a simple way to make money - maybe put Ad Sense on your blog and send people there.

Now, this next piece of content is what I call the transition. Because this is what movies you from the main meaty content - which should be about 25-35 minutes of your tele-seminar - to your close. So the number one most important success secret and what this always is when you do a tele-seminar is the importance of mentorship. Following after someone who has been where you want to go.

Just like the Maximum Leverage mentorship program that's going to come next. It's a lot easier to get involved and to be successful when you've got a successful model to follow. When

MAXIMUM LEVERAGE

you talk about this story you want to talk about how you failed without the right sort of mentorship. You could even talk about why some mentors aren't the right mentors. And you also want to talk about why mentorship is important, what it really does, like I said before.

So this is a transition into your close. Let's talk about the close. Transition with the story - remember the number one most important secret to success; mentorship. And you use a story.

After you tell that story you want to give a damaging admission. What does this mean? What a damaging admission is, is that the grass isn't always green. Or that the roses don't always bloom. So something like, "Look I know you're here to get help in growing your business, and I'm about to give you the opportunity to get that sort of help. But if you're looking for a get rich quick scheme, or if you're dangerously low on funds and you're getting involved in a business out of desperation, or any number of things, this isn't the right thing for you to do. I am not Midas. What I am here to do, is I'm here to help people that want to get started in a business with a business frame of mind. Learn how to build a business that's going to be sustainable and grow over time. I'm not here to fill you full of hype and tell you that you're going to get rich tomorrow. If that's what you're looking for, then you can go ahead and hang up the phone right now because what I'm going to talk about in a second isn't going to be for you."

The reason you want to add a damaging admission is because it kind of lets out the steam. Because people always want - they always know that something's not quite right. And if you give a damaging admission - tell something about what you're going to do that isn't perfect - now you've given them that peace that they needed.

After the damaging admission in your close you always want to talk about the limitations on how many people you're going to let in your business. Now a simple rule of thumb here is you can say, whatever number of people show up, you're going to let ten percent of that in. at maximum, you always want, you don't want to let more than ten people in your business at a time.

I know this from experience because I let a heck of a lot more than ten people into my business at a time when I first started and I really had to work a lot, a lot, a lot to handle that. I had people calling me at all times of the night.

MAXIMUM LEVERAGE

You want to limit it to ten people or less. And the reason why; you want to make for sure that you can provide the best mentorship possible. As you just described; the importance of mentorship. It's critical to success in order for you to do it right, you can't have more than ten people.

After you talk about the limitations and why you have limitations, and qualification factors you have for people joining your business, tell them about your package. Let me talk about what this piece means.

What most people do in tele-seminars is they just say, go over here and join my business. What I'm about to tell you right now, is a huge secret to success and will increase your conversion rate dramatically over just that. What you want to do is you want to create a package that people are going to get. An example of a package could be a fast start training guide.

Really these are things you might be providing to your team members anyway, or you would provide to them anyway when joining, but now's your time to really use them as true value - true tangible value - in letting people in. maybe you have a fast start training guide, or you create one, or you have training that happens every week.

"When you join as part of our getting started package, what you're going to receive is our fast start training guide. Its 40 pages, it's going to show you how to get your website set up and start getting leads immediately. The retail value is \$97.00." or whatever value if you were to sell it out there in the real world. Or, "When you get started, we have a series of training we're going to provide you with that happen every single week and if you are to pay for these things alone, they would cost you \$197.00 per month."

Fast start training videos is another example. Here's the coolest part about all this; you get to add your one on one mentorship with true value. You would've given a person one on one mentorship when they joined your business anyway, but now you get to give true tangible value to it. And what this does, all this stuff right here that I'm talk about does in the mind of your prospect, is it makes them value your time.

One of the biggest problems to not creating tangible value and just letting people join you is that they don't value you and

MAXIMUM LEVERAGE

your time at what it is. But you create this tangible value and now they do.

Here's why you do this: as I said, it builds real tangible value. And one secret is, when you create your package that they're going to get for free when they enroll through your business and you give them instructions on how to join your business, you want that package -the value of that package - to be at least double whatever it cost for them to join your business.

"So all together this package is a value of \$497.00, but because I know you're a successful minded person, what I'm going to do for the first ten people that decide to get started tonight, is I'm going to give you that entire package for free with enrollment in our company. And enrollment is only \$200.00."

"Wow, now I get \$500 worth of stuff for \$200? I'm in." Lowers resistance. Huge secret to success. Use it.

What I didn't talk to you about yet, if you're the type of person that's a little scared about putting yourself out there and getting in front of people live - even though they're not really live, you have them on mute, they hear you, but they can't interact - is here's how to put the whole thing on auto-pilot.

Again, this is hugely valuable; not something that you just find floating around out there. With tele-seminars, the honest truth is you don't even have to be there for them to be effective. Here's how you do this: number one; after you have your outline put together, you practice it a few times. You record it. You listen to it. You fix up any weirdness or portions that don't flow the way you like them to flow. You re-record, and listen until you have it the way you like it. Then you post it to a 24 hour recorded line.

Then whenever you want to recruit, what you do is you promote the event as if it was live. The cool thing about this is you promote it, you look up the next day, and there's ten people in your business. Only you know you weren't there. It's some powerful stuff.

Time for the conclusion: why recruiting at the speed of sound is so powerful? We talked about all the reasons. Leverage, event based, it's incredibly personal, personal authority, it's one of

MAXIMUM LEVERAGE

the most highly responsive mediums to recruiting, etc. etc. etc. Believe me on this. Remember why you can and should do this; pretty simple. I taught it to someone who was brand new in the business, they just followed the instructions, they did it, recruited three people the first time.

Same thing will happen for you. The other thing to remember here is, think about your own opportunity. A lot of times people that do those opportunity calls are people that basically volunteer. So the only difference here is you're volunteering for your own success. The other part about this is its systematic. I just gave you a system that works. If you follow the system, you're going to get the results that I told you you were going to get. That's why you can and should be doing this.

Steps to setting up your system: review the questions, we create our outline based on what our prospects want, and we practice it. Then how do you put the sucker on auto-pilot? You practice it, you listen to it. You smooth out any weirdness. And then when you're ready you put it on a 24 hour recorded line, promote it as live. That's recruiting at the speed of sound. That's using the number one recruiting strategy of the heavy hitters. I

If you do this, your team will grow and it will grow fast.

What I want to do right now, is I want to congratulate you. Remember when we started this whole thing, I told you that this whole Maximum Leverage series is about the 20 percent that matters. Well really that's what it was. Each lesson was specifically designed to steer you in the right direction so you're only doing the things that matter in your business. From how to attract prospects to how to generate leads to how to develop relationships with those leads, to profiting immediately, and now to recording. You've got the basic blueprint. What I want you to do is go back, review it, use all of this information. As I said before, I will be opening up a mentoring program. We're digging really deep. And I share the whole plan that I can't really share in a video like this, and we go in and we dig into my business and I show you what works and what doesn't work. What I want you to do is if you're interested in being in that mentoring program is stick around. I'm going to have the details for you soon and it's going to be something that is going to change your life. I'm going to make sure of it.