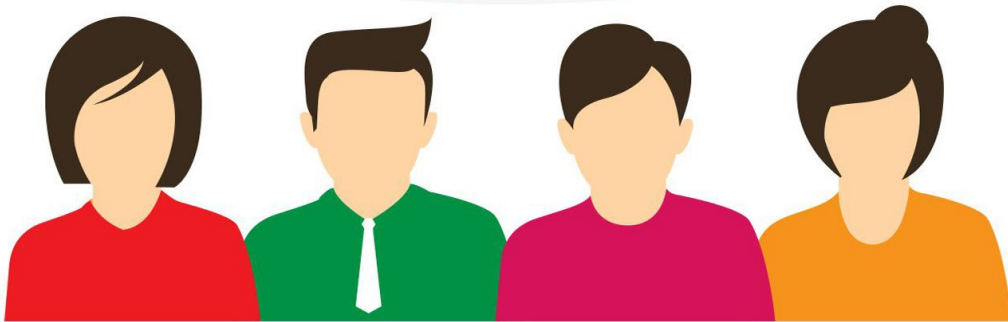


TALK THE TALK



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ANGELO M. D'AMICO

A Treasury of Quips, Quotes, Questions and Words of Wisdom
Essential for Building a Large, Successful Networking Business

Disclaimer

Although much of the material in Talk the Talk is original, the author and publisher cognize that some of the material in this book has been freely circulating in one form or other throughout the Network Marketing industry since its inception over 50 years ago. Due to the fact that the cornerstone of the Networking business is open sharing of formation and knowledge.

Wherever possible and appropriate, the originators of selected quotes have been notified in this book. However, the author and publisher recognize that it is impossible to entify the original author of each thought contained herein, as the material for this book is collected over the years through seminars trainings, conversations, books, audio and video tapes, and personal conversation.

To this end, the author and publisher never intended to take credit for originating many the questions, phrases, expressions, and words of wisdom contained herein; the material offered to the reader merely as a means to educate, instruct, and motivate in order to prove the reader's ability to succeed as a Networking Professional.

Talk the Talk

By Angelo M.D.Amico

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About the Author

Angelo M.D'Amico

Amway Diamond * Motivational Speaker * Best-Selling Author

At age 38, Angelo M.D'Amico was a highly respected businessman and church and civic leader. Despite being a million-dollar annual producer in the insurance business, Angelo was in debt over \$ 100,000 and struggling to fight off bankruptcy and foreclosure of his family's dream home when he was first approached about the Amway opportunity.

After overcoming his skepticism that "this thing was too good to be true." Angelo placed his faith in the power of the Amway opportunity and the Inter NET educational and training system and went to work, achieving Silver producer in 111 days, Emerald in 20 months and Diamond in less than four years.

Today Angelo and his wife, Cindy, are financially free with a significant, on-going income and live in a beautiful water-front estate on four wooded acres in Jacksonville, Florida. Their two sons, Brain and Mark, work in the family business.

***If I can do it,
You can do it, too.***

Angelo M.D'Amico

Acknowledgment

I would like to thank my beloved wife Cindy, my gift from God in whom I am well pleased, for her undying support and unshakeable faith in both me and the Amway opportunity.

With the greatest humility, I thank God for allowing me to be born in the United States of America, the world leader in free enterprise; and I thank my parents, Sam and Marie D'Amico, for encouraging me to dream big dreams and for showing me how to accomplish those dreams through discipline and hard work.

A special debt of gratitude goes to the founders of the Amway Corporation, Rich De Vos and Jay Van Andel, for having the vision and the know-how to create a model corporation and an extraordinary business opportunity based on "compassionate capitalism"

A big "Thank you" to the Amway Diamonds for creating a superior support system and for sharing their wisdom freely and openly with everyone who is willing to ask questions and go to work.

Finally, my gratitude and deep admiration goes to the Greatest Networker in the world, Dexter Yager, for his enduring wisdom, loving encouragement and unselfish leadership.

***You only live once.
But if you work it right, once is enough***

Joe E.Lewis, Comedian

What this book can do for you

"The will to win is important. But the will to prepare is vital.

- Joe Patemo, Penn State football coach

***One surefire way of persuading other is to tell them what they want to hear.
They'll always believe that"***

*Communicate
Communicate
Communicate*

**Yours success – and the success of your organization-depend
Entirely on your ability to communicate the Amway opportunity
Professionally, accurately and effectively.**

**By internalizing and mastering the questions, phrases and
Expression in Talk the Talk, you will be able to:**

- **Provide prospects with information that will intrigue and
Excite them.**
- **Handle Objections with confidence.**
- **Make new contacts effortlessly.**
- **Identify hot prospects.**
- **Motivate and train your new distributors.**

How to get the most out of this book

*Chart Your
Progress*

**For the next several months, your job is to invest 20 minutes
a Day reading, memorizing and practicing the expressions in Talk
the Talk. You should make it your goal to read this book a
minimum of 100 times during the next 90 days!**

**You should carry this book with you everywhere you go
And fill out the Daily Progress Report located on the inside back
cover each time you re-read this book! Like Talk the Talk says:**

Inch by inch, anything's a cinch.

Yard by yard, everything's too hard.

**Once you begin memorizing the material in Talk the Talk, you need
to start USING IT IMMEDIATELY!**

**I'LL GUARANTEE YOU THIS. If you master the material in Talk
the TALK, USE WHAT YOU HAVE LEARNED TO PRESENT
THE Amway opportunity with posture four to six times a week...
you'll be well on your way to WALKING THE WALK TO
DIAMOND.**

Part 1:

Commonly used Power Phrases

"It's not what you tell your players that counts

It's what they hear.

- Red Auerbach, Hall of Fame Coach of Boston Celtics"

If the blind lead the blind, both shall fall into the ditch.

- Matthew 15:14

*Speak the
Language*

Every business has its own jargon, its own special language. Everybody who ever operated a computer had to learn key words and phrases in order to communicate, such as "hard drive" and "Software" and "Floppy disk."

Before my career in Network Marketing, I was a "Successful" Insurance salesman. The first thing I had to do to sell insurance was learn how to build communication bridges. I didn't say, This policy will cost you \$200 a month. The company will bill you by mail.

I learned to say, your monthly premium is only \$200, a very Reasonable investment to guarantee a secure future for your spouse And children, wouldn't you agree? The most successful agents knew How to talk the talk. They knew what to say and when to say it.

*Great
networkers
are made,
not born*

Network marketing is like any other industry in that regard. Successful distributors always have a ready answer or a clever saying They speak naturally.. easily.. and with great confidence. That's why After almost every training I hear new distributors comment about the speaker's "way with words" or "talent for speaking."

Want to know a secret? What most people mistake for a "God Given talent" is really a hard-earned skill. Believe me, most diamonds Weren't born with the gift of gab, but what we were born with was The same thing I believe all of us are born with – the desire to learn to Improve, to grow and most of all, to excel.

Ever notice that every great trainer in Amway asks a lot of Questions? It doesn't make any difference whether they are speaking To thousands.. or talking privately with a new prospect, does it? Tom Hopkins, America's number one sales, trainer sums up the power of questions this way.

If I say it, they can doubt me. If they say it, it's true.

Powerful way to communicate. Questions encourage people to Discover for themselves what you already know, don't you agree?

The most powerful question of all is this one:

May I ask you a question?

Then ask the person an appropriate question or expression from Talk the Talk. In fact, wouldn't you agree that you can turn any of the quotes, phrases and expressions in this book into a question by starting the phrase with one of these question?

Wouldn't you agree that...

Isn't it true that...

Can you see that...

Doesn't it make sense that...

Or by ending a phrase with one of these:

Wouldn't you agree?

Isn't that right?

Isn't that true?

Do you see how that works?

For example, on page 9 you'll find this aphorism:

People don't care.

If you tell someone that, they may think you're talking down to Them. But if you turn it into a question, they have to agree, right? The same aphorism is even more powerful as a question, isn't it?

Wouldn't you agree, Charlie, that people don't care how much You know until they know how much you are?

May I ask you a question? If I could show you a tool that could Double or triple your confidence, significantly impact your Sponsoring rate and thus positively impact your income, would you use it? Great!

Then get busy memorizing and using the questions, phrases and words of wisdom in Talk the Talk – today!

And always remember:

Have Fun! Success is a journey, not a destination!

The Power of Dream – Building:

"If you can dream it, you can do it. Always remember that this whole thing was started by a mouse.

- Walt Disney

Don't let anyone steal your dream!

- Dexter Yager, Crown Ambassador

Dreams are the touchstones of our character.

- Thoreau

Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now!

- Goethe, German Author

Without a Vision, the people perish
- Proverbs

- 1. Can you realistically accomplish your dreams doing what what you're currently doing?**
- 2. WHY you do something is more important than WHAT you Do or HOW you do it.**
- 3. The fires of your motivation are fueled by your dreams.**
- 4. When I was working for someone else, I was building someone else's dream. No that I'm working for myself, I'm building my dream!**
- 5. You've got to have a dream you are willing to work for and fight for.**
- 6. Always be dream-focused and goal-oriented.**
- 7. Most people lower their dreams to match their income expectation because they don't have any way of truly accomplishing their dreams.**
- 8. If you want your dream bad enough, you'll find a way to get it.**
- 9. You'll never have anything until you discover what you want.**
- 10. If you don't have a dream, how can you have a dream come true?**
- 11. Find your why before your why finds you.**
- 12. What would you look for in a dream career? More money? More recognition? More Travel? More Freedom? What else?**
- 13. You're as old as your cynicism or as young as your dreams.**
- 14. Live all your dreams with passion!**
- 15. Keep your eye upon the donut, not upon the hole.**
- 16. IF your dream is big enough, the facts don't count.**

Positive Affirmation # 1:

I will accomplish my dreams of tomorrow by acting today!

Developing a positive Attitude:

"It you think you can or you think you can't, you're right.

- Henry Ford

It's been my observation that people are

About as happy as they make up their mind to be"

- Abraham Lincoln

**When life gives
You lemons,
Make lemonade.
- Ann Landers,
Newspaper
Columnist**

**Your attitude is
Not a state of
Mind but a
Reflection of
Your values
- Rich Wilkins
Writer and
Motivational
speaker**

**Your will be
Tomorrow a
Combination of
The books you
Read, the tapes
You listen to
And the people
You meet.
- Charlie
Tremendous
ones**

- 1. If it's to be, it's up to me**
- 2. It is impossible to perform inconsistently with how you See yourself.**
- 3. If you're having a tough time changing your future, change Attitude first.**
- 4. Life is 50% attitude. The other half is attitude.**
- 5. Successful people learn something new every day because they remain teachable.**
- 6. Tell me who you hang around with and I'll tell who you are.**
- 7. We're all born equal with the right to become unequal.**
- 8. Tough times don't last. But tough people do.**
- 9. Attitude, more than aptitude, will determine your altitude.**
- 10. Garbage in = garbage out. Your mind is the most valuable computer you're ever own.**
- 11. Everybody's got an attitude. You've either got a good one or a bad one. The choice is up to you.**
- 12. The only joyful people in the world are looking forward and not backward.**
- 13. If you hang around dogs long enough, you're going to catch fleas.**
- 14. An attitude of gratitude brings peace, confidence and joy.**
- 15. How are you ever going to soar with the eagles if you are always hanging around with turkeys?**
- 16. Everyone lights up a room. Some when they enter. Some when they leave.**

Positive Affirmation # 2:

**I will make a life-long commitment to learning, growing and
Changing!**

Understanding Principles of Success:

***"Be not afraid of greatness: Some are born great,
Some achieve greatness and some having greatness thrust upon
them .***

- William Shakespeare

***You're sure to lose far more pursuing
Security than you will even lose pursuing opportunity. "***

- Lawrence Thompson, Entrepreneur

***Success is
Never final!
- Winston
Churchill***

***Success in life
Comes not from
Holding a good
Hand, but from
Playing a poor
hand well
- Denis Waidey,
Writer & Sales
Trainer.***

***The mass of
Men lead lives
Of quiet
desperation.
- Thoreau.***

***The beginning
Of every great
Success is
Desire.
- Napoleon
Hill
Author of Think
And Grow Rich***

- 1.** Success often takes place when opportunity meets readiness.
- 2.** Success is the progressive realization of a worthwhile goad of Dream.
- 3.** A "Big Shot" is nothing more than "Little Shot" who just. Kept on shooting.
- 4.** Successful people like the idea of controlling their own destiny.
- 5.** Diamonds succeed because they show the right plan in the right way to the right people at the right time for the right reasons.
- 6.** Successful people DO what unsuccessful people WON'T DO.
- 7.** Success is a journey, not a destination
- 8.** The harder I work, the luckier I get.
- 9.** Are you a success looking for an opportunity... or an accident looking for a place to happen?
- 10.** If you're going to be successful in life, you're going to have to learn to be comfortable with being uncomfortable.
- 11.** Recognize the people who are the "Later's" and work with the people who are the "now's".
- 12.** The only difference between ordinary and extraordinary is that little word extra.
- 13.** It's choice, not chance, that determines destiny.

Positive Affirmation # 3:

***I will make things happen instead of waiting for
Something to happen.***

Work, Persistence & Commitment:

"When work is a pleasure, life is a joy!"

When work is duty, life is slavery! .

- Maxim Gorky, Russian Author

Nothing in the world can take the place of persistence. Talent Will not; Genius will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent. The Slogan 'press on' has solved, and always will solve the problems Of the human race. "

- Calvin Coolidge

***Somebody please.
Explain this to me:
Why would most
people prefer to
work for 40 years
building someone
else's dream just
to end up broke?
- Thoreau.
D'Amico***

***The uncommitted
life isn't worth
living.
- Marshall
Fishwick***

***Things may come
to those who wait.
But only the things
left over by those
who hustle.
- Abraham
Lincoln***

- 1. Just get off your "but's" and do it.**
- 2. If it's to be, it's up to me.**
- 3. You're either part of the solution or part of the problem.**
- 4. There's no PV in TV.**
- 5. There are only two ways not to make money in this business. One is to not start. The other is to quit.**
- 6. It's better to wear out than to rust out.**
- 7. Never mistake activity for productivity.**
- 8. If you don't start, it's certain you won't finish.**
- 9. TV stands for the Vacuum. It sucks out your brain?**
- 10. If you are looking to blame someone because you're not succeeding in this business, look in the mirror first.**
- 11. You can make money or you can make excuses. But you can't Make them both at the same time.**
- 12. You've got to get yourself committed.**
- 13. Persistence beats resistance.**
- 14. Winners never quit and quitters never win.**
- 15. The question isn't whether or not the business works. The question is whether or no YOU WORK the business.**
- 16. Problems are nothing more than opportunities in work clothes.**
- 17. To get to the top you must first get off your bottom.**

Positive Affirmation # 4:

***I consider it a privilege, not a sacrifice, to be able to work
To accomplish my dreams***

Making the system work for you:

"A house divided against itself cannot stand!.

- Abraham Lincoln

Dorothy: But how do I get to Emerald City?

Good witch of the Nor: It's always best to begin

At the beginning. And just follow the Yellow Brick Road. "

- From The Wizard of OZ

***Everybody wants
To go to heaven,
But nobody wants
To die.***

*- Joe Louis,
Former heavy-
Weight boxing
Champion.*

***The tree is known
By its fruits.***

- 1 Timothy 1:8

*An invasion of
Armies can be
Resisted, but not
An idea whose
Time has come
- Victor Hugo,
French Author.*

- 1.** You can't short cut the short cuts. The short cuts are built into The system.
- 2.** Experience is only the best teacher when it's someone else's Experience.
- 3.** If it's not broke, don't fix it. The wheel is round and it rolls. We don't need a new wheel!
- 4.** Everybody is sponsorable by somebody at sometime.
- 5.** You're in some kind of system, whether you are in or out of Our business. So wouldn't it make sense to exchange a Negative system for our positive one?.
- 6.** We're not in the business of selling kits. We're in the business of sponsoring people.
- 7.** Why do you think we call it a system?.
- 8.** Don't innovate – just duplicate!
- 9.** Stay plugged into THE SYSTEM, not your system.
- 10.** Mini-decisions are made at minor functions. Major decisions are made at major functions.
- 11.** A freight train off the tracks is free. But it can't move.
- 12.** The grass is always greener on the other side. But you still have to mow it.
- 13.** We use our business to build peoples. We don't use people to Build out business.
- 14.** He who shows The Plan the most, wins!
- 15.** The purpose of THE SYSTEM is to duplicate the already existing success of your upline into YOUR ORGANIZATION.

Positive Affirmation # 5:

***I will ask questions not to doubt The System, but to find out
I can better make it work for me!.***

Taking Action, Getting Results!:

"Do or do not. There is no try!"

- Yoda (Star Wars)

Being on the tightrope is living. Everything else is waiting. "

- Kari Wallenda of the Flying Wallenda's

*Have always
thought the
action of men
the best
interesters of
their thoughts.
- John Locke,
Statesman.*

***Our future is
Hidden in what
You do daily.***
- Mike
Murdock,
Author and
Motivational
minister

*Anything worth
Doing is worth
Doing wrong –
Until you learn
How to do it
Right.
So just go out and
Do something!
- Jerry,
Meadows
Triple Diamond.*

- 1.** I will do today what other WILL NOT DO so that I can be Tomorrow what other CANNOT DO.
- 2.** What you DO speaks so loud that what you SAY can't do heard.
- 3.** Ignorance on fire is better than knowledge on ice.
- 4.** The difference between success and failure is knowledge – But only knowledge that is acted upon!
- 5.** When you stop trying and start doing, you'll accelerate Your progress.
- 6.** The only people who don't make mistakes are people who nothing.
- 7.** There are only two things in life – excuses and results. And excuses don't count!
- 8.** The 20/80 rule is alive and well in our business, two 20% of The distributors do 80% of the work. Decide to be a 20%er!
- 9.** Choice, not chance, determines destiny!
- 10.** If you do enough of the right things long enough, this business has to work for you.
- 11.** Don't just be efficient. Be effective.
- 12.** If you know how to swim, it doesn't matter how deep the Water is.
- 13.** Measure your commitment by your actions. Your success will follow.
- 14.** It's cashier to change the direction of a body in motion than to start a body in motion. DO SOMETHING!
- 15.** Control what you can control, accept what you cannot control And learn the difference between the two.

Positive Affirmation # 6:

I will act with courage and boldness in all my endeavors!.

Building life-long Relationship !:

"The Amway business is build on the three M's:

Mission - To help people to help themselves

Message - I believe in you and you can do it too.

Methods - The how -to's of the business change.

The mission and message never do!

- Rich De Vos, co-founder of the Amway corporation.

For me, the word TEAM stands for:

Together Everyone Achieve More. "

- Mary Lou Retton, 1984 Olympic gold medal winner in gymnastics.

*Set sail in two
Ships –
Mentorship and
Friendship!
- Kris Grippo.,
Emerald.*

*We make a living
By what we get.
But we make a life
By what we give.
- Winston
Churchill*

*The best way to
Cheer yourself up
Is to cheer
Everyone else up.
- Mark Twain.*

*If you help
Enough people
Get everything
In life they
Want, you'll
Get everything
In life you want.
- Zig Ziglar*

- 1.** People don't care how much you know until they know how Much care.
- 2.** You have to have a big heart in this business.
- 3.** Build a friendship and a Directship will follow.
- 4.** Networking is 100% a people business.
- 5.** Build Bridges, not walls.
- 6.** People will do things faster for their reasons than for your reasons.
- 7.** We practice compassionate capitalism: People helping People to help themselves.
- 8.** Wouldn't you agree with the old saying that if you give a man A fish, you feed him for a day. But if you teach a man to fish, You feed him for a lifetime?
- 9.** When you are successful, you'll find that ALL your friends are in this business.
- 10.** Let's agree to disagree if we must. But let's work together anyway.
- 11.** Don't be consumed with the splinter in your brother's eye missing the log in your own.
- 12.** Friendship means caring enough to confront gently when necessary.
- 13.** Don't sponsor people you don't like. You may end up on a Beach in Hawaii with them.
- 14.** Don't just show The Plan. Show people how you will help Them accomplish their life-long dreams.

Positive Affirmation # 7:

***Without exception, I will do unto others as I would have
Them do unto me!.***

Duplication: the key to networking!:

"There are two ways of spreading light:

to be the candle or the mirror that reflects it!

- Edith Wharton, Author.

I'd rather have 1% of one hundred

Men's efforts than 100% of my own. "

- J.Paul Getty, Billionaire..

*Networking is
The greatest
Business concept
Of the century
- Success Mag.,
May 1993.*

*He that will not
Apply new
Remedies must
Expect new evils.
- Francis
Bacon, English
Poet and
playwright*

*Lord, deliver me
From the man
Who never
Makes mistakes,
And also from
The man who
Makes the same
Mistake twice..
Dr. W.J.Mayo.,
Co-Founder of
Mayo Clinic*

- 1. Duplicating is working smarter, not harder.**
- 2. If you do what the Diamonds are doing, you will have what The diamonds have.**
- 3. Your organization will duplicate everything you do – Good and bad!**
- 4. The golden Rule of duplication is "keep it simple".**
- 5. Can you see that by duplicating yourself, you can create both Time and money?**
- 6. Are you worth duplicating?**
- 7. Would you get excited about your organization if you sponsored 20 people just like yourself?.**
- 8. You'll never get right trading time for dollars.**
- 9. This business is the average person's best chance to take advantage of on-going income.**
- 10. In this business you get time working for you instead of you Always working for time.**
- 11. Width builds profitability. Depth builds security. So do both simultaneously!**
- 12. Would you rather have a million dollars.. or a penny a day Doubled for a month? (a Penny a day doubled for a month Adds up to over \$5million dollars)!**
- 13. There is no logical reason not to be involved in this business.**
- 14. You always need to be networking, not pin working.**
- 15. In Networking you get paid what you are worth, not what the Job is worth.**

- 16.** Networking is a whole bunch of people each moving a little bit of product and finding others to do the same.
- 17.** Networking is a simple business. Don't complicate it.
- 18.** Doesn't it make sense to get time working for you instead Of you working for time ?
- 19.** The formula for success in Networking is simple:
NUMBERS=DOLLARS!
- 20.** Most people overestimate what they can achieve in a year and underestimate what they can achieve in five years.
- 21.** Check upline before doing anything for the first time.

Positive Affirmation # 8:
If I must doubt something, I will doubt my limits!.

Accepting the Challenge of Leadership !:

"If you're Not the Lead Dog, the View Never Changes

- Title of best-selling book by newspaper columnist Lewis Grizzard.

Anybody who thinks they are a leader and doesn't have anybody following them is just out for a walk. "

- John Maxwell, author, leadership trainer and pastor.

*Some of us
Are like
Wheelbarrows –
Only useful
When pushed,
And very easily
upset
- Jack Herber.*

*I would sooner
Fail than not be
Among the
Greatest..
- John Keats,
British poet*

*A leader is a
Person who
Knows what to
Do next: known
Why it's
Important to do:
And knows how
To get the job done!
- Boob Biehl.
Writer and
Business
consultant*

- 1.** The speed of the group is set by the speed of the leader.
- 2.** Lead, follow or get out of the way.
- 3.** You can't ask someone to do what you're not willing to do yourself.
- 4.** Don't try to have what the Diamonds have. Try to become what the Diamonds have become.
- 5.** The best promoters have the biggest networks. Promote People. Products. Functions. The System. The Company Your Upline. And your people.
- 6.** The difference between BOOS-SHIP and LEADERSHIP is a Boss TELLS you what to do and a leader SHOWS you what to do.
- 7.** Be a balcony person. Not a basement person.. encourage, don't condemn.
- 8.** There are three kinds of people in this world:
People who make things happen.
People who watch things happen.
and people who are wondering, "What's Happening?"
- 9.** If you want to talk about a million dollar business, you need to look like a million dollar business person. So dress for success.
- 10.** Leadership is lonely. But it pays VERY Well!
- 11.** It's lot easier to find a leader than to develop one.
But you can learn to do both.
- 12.** It's easier to give birth to a new distributor than to raise a dead one.
- 13.** A boss says GO! A leader says, LET'S GO!
- 14.** Find the leaders who will build the numbers, or build the numbers and find the leaders.

Positive Affirmation # 9:

I will lead my group into positiveness and prosperity!

Nurturing Personal Growth!:

"Change your thoughts and you change your world.

- Dr. Narman Vincent Peale.

When I was a child, I thought as a child.

Now that I am a man, I think like a man. "

- The Bible.

Frustration is

The father of

progress

- Kenny Secart

Crosn.

We must either

Find a ways or

Make one.

- Hannibal,

Miliary legend

Whe you come to

A fork in the road

Take it!

- Yogi Berra.

Hall of Fame

Baseball player

- 1.** If you keep doing what you've always done, You'll keep getting what you've always gotten.
- 2.** If you don't change directions, you're sure to end up where you're headed.
- 3.** If you don't make a choice, someone else will make it for you.
- 4.** Control your own destiny – or someone else will.
- 5.** With all the economic uncertainties today, don't you think it makes sense to diversify your income?
- 6.** For things to change, you have to change. For things to get better, you have to get better.
- 7.** A rubber band stretched will never return to its original size.
- 8.** **I know plumbers, doctors and attorneys who want to become diamonds, but I haven't met any Diamonds who want to Become plumbers, doctors or attorneys.**
- 9.** Don't complain about things you permit. If you don't like what's going on in your life, change it!.
- 10.** It's better to reach for the start and hit the moon, than to Reach for the ground and end up with a handful of mud!
- 11.** Life isn't about finding yourself. Life is about creating yourself.
- 12.** When you stop growing, you die.
- 13.** If you don't like the results you're getting, you have to change your approach!.
- 14.** It's not what you do for a living that really matters. What matters is what you become by what you do.

Positive Affirmation # 10:

Each morning what I look in the mirror, I'll be able to

Honestly say to myself, "I'm a better person today than

I was yesterday!"

"Goal Setting & Goal Getting!"

"If you deliberately set out to be less than you are capable, you'll be unhappy for the rest of your life."

- Abraham Maslow, author and world – renowned psychologist.

***If you don't know where you're going,
You're sure not gonna get there. "***

- Yogi Berra.

***If at first you
Don't succeed,
You're running
About average.
- M.H.Alderson***

***Great works are
Performed not by
Strength but by
Perseverance.
- Samuel,
Johnson, Author***

***Most men die
From the neck up
At age 25, because
They stop dreaming!
- Ben Franklin.***

***If you think you're
too small to have
an impact, try
going to be with a
mosquito..!
- Anita Koddick***

- 1. Inch by inch, anything's cinch.
yard by yard. Everything's too hard.**
- 2. If you want something you've never had, you have to be
will to do what you've never done.**
- 3. Half the battle of getting what you want is knowing what
you want. The other half is doing what it takes to get it.**
- 4. If you don't expect anything out of life, you'll
accomplish all your goals.**
- 5. Anyone who has accomplished all their goals in life
doesn't have high enough expectations.**
- 6. Keep your eye on the prize, not the price.**
- 7. Live for today, plan for tomorrow.**
- 8. People don't plan for tomorrow.**
- 9. Becareful what you wish for. You might get it.**
- 10. Plan your work and work your plan.**
- 11. If your aren't planning to accomplish anything, don't worry.
You'll be successful!.**
- 12. Successful people spend as much time working on themselves
as they do working on their business.**
- 13. He who shows The Plan the most, wins!**
- 14. Plan your plan to show the Plan.**
- 15. Hitting a target you can't see is as difficult as hitting a goal
you don't have.**

Positive Affirmation # 11:

***"I will eventually realize my biggest dreams by working
daily on my littlest goal.!"***

"Learning to earn through: Knowledge, Wisdom & Common Sense!"

"There was a time when Mrs. Einstein knew a lot more than her son Albert.

- Marguerite Kelly.

Today we get twice the information we need, but we Have half the knowledge and a quarter of the wisdom "

- Anonymous

*Make wisdom
Your closest kin:
And with wisdom,
Get understanding.
- Bible*

*What we have to
Learn to do
We learn by doing.
- Aristotle*

*There's a big
Difference
Between good,
Sound reasons and
Reasons that
Sound good!
- Burton Hillis,
American
Humorist*

- 1.** The mind is like a parachute. It only works when it's open.
- 2.** The first thing you need to know about our business is this:
"You don't know what you don't know."
- 3.** A wise man investigates what a fool takes for granted.
- 4.** Francis Bacon said, " Knowledge is power." We say,
"Knowledge put into action is power."
- 5.** Common sense isn't so common anymore.
- 6.** Good judgment comes from experience. Experience comes from bad judgment.
- 7.** The System is your best teacher.
- 8.** Take notes! A short pencil is better than a long memory.
- 9.** Networking is the business of teaching teachers to teach Teachers to teach.
- 10.** It's better to be thought of as a fool than to open your mouth And remove all doubt.
- 11.** The greatest of all is the servant of all.
- 12.** Replace fear with facts.
- 13.** What you EARN is directly proportional to what you LEARN.

Positive Affirmation # 12:

"I Will become an active, eager learner by listening to tapes, reading books, attending seminars and associating upline at every opportunity!"

"Overcoming Fear of Failure!"

*"I shall be telling this with a sigh
somewhere ages and ages hence:
two roads diverged in the wood, and I –
I took the one less traveled by,
And that has made all the difference.*

- Robert Frost, last stanza of the Road Not Taken.

I have a lot of things to prove to myself.

One is that I can live my life fearlessly.

- Oprah Winfrey.

*God has not given you a spirit of fear,
But of love, power and a sound mind."*

- 1 Timothy 1:17

*Impossible is a
Word to be
Found only in
The dictionary
Of fools..
- Napoleon
Bonoparte*

*A man's not
Finished when
His defeated.
He's finished
When he quits..
- Richard Nixon*

*Procrastination
Is the
Assassination of
Inspiration.
Don't kill your
Dreams –
Execute them !!
- David D'Amico
Emerald,*

- 1. Winners never quit and quitters never win.**
- 2. Failure is never permanent, But quitting always is.**
- 3. Worry is faith in failure.**
- 4. Failing never makes you a failure. Quitting does.**
- 5. Overcome your fears with action.**
- 6. Show me a man who has never failed, and I'll show
You a man who has never tried anything.**
- 7. Failure is an even, not a person.**
- 8. It's better to wear out than to rust out.**
- 9. There's no disgrace in failure. The only disgrace is not trying.**
- 10. The only thing we have to fear is fear itself.**
- 11. Cast your cares upon the Lord, for he care for you.**
- 12. Life for today. Plan for tomorrow.**
- 13. The secret of overcoming fear is to do it afraid!**
- 14. Fear, not doubt, is the opposite of faith.**
- 15. The Bible states hundred of times, "FEAR NOT!"**
- 16. FEAR stands for False Evidence Appearing Real.**

Positive Affirmation # 13:

***"I will live each moment of each day with passion,
conviction and courage.!"***

"Making Money & Finding Freedom!"

*"Anyone who says he's not interested in money
will lie about other things.*

- Zig Ziglar.

*No one would have remembered the Good Samaritan
If he'd only had good intentions. He had money as well..*

- Margaret Thatcher."

*The love of
Money is the
Root of all evil.
- Proverbs*

*Lack of money is
The root of all
Evil.
- George
Bernard Shaw
British poet and
playwright*

*Money is like
The 6th sense,
Without which
You cannot
Make a complete
Use of the other
five!
- Somerset
Maugham, British
Author.*

- 1.** Money isn't the key to happiness. But the more money you have, the easier it is to get the key made.
- 2.** Have you ever been so broke you couldn't even pay attention? It's no fun – rich is better!
- 3.** If you're good with a little money, you'll be great with a lot!
- 4.** Instead of making a living, wouldn't it be nice to make a life?
- 5.** Living well is the best revenge.
- 6.** Ever hear the saying, "Money is a good servant, but bad master"
- 7.** What would you do with any extra income you earned – save it? What for? Spend it? What on?
- 8.** Status is that thing that makes you buy stuff you really don't Want with money you really don't have to impress people you Really don't like.
- 9.** The more money you have, the more options you have.
- 10.** People who make money don't make excuses. People who Makes excuses don't make money.
- 11.** When poverty comes in the door, love flies out the window.
- 12.** If your "out go" is greater than your income, your upkeep becomes your downfall.
- 13.** Wouldn't it be nice to have more money at the end of the month, instead of more month at the end of the money?
- 14.** We make our money the old fashioned way. We work for it.

Positive Affirmation # 14:

***"I trust in my actions. I will do what needs to be done on a
daily basis, trusting that the money will follow !"***

"Developing Faith & Belief!"

"One person with belief is equal to a force of ninety-nine who only have an interest.

- John Stuart Mill.

You've Got to Believe It to See it"

- Title of best-selling book by Dr. Wayne Dwyer, Psychologist.

***Without faith
It is impossible
To please God
In order to
Come to Him,
You must
Believe that
He is..***

- The Bible

***Faith is the
substance of
Things hoped
For, the evidence
Of things not
Seen.***

- Hebrews 11:1e

***I have fought a
Good fight, I have
Finished my course,
I have kept the
Faith.!***

***- II Timothy 4:7
Maugham, British
Author.***

***Believe that life is
Worth living and
Your belief will
Help create the fact
- William
James, Author***

- 1. The Bible says, As a man thinketh in his heart, so is he.**
- 2. If you think you can or you think you can't, you're right.**
- 3. What your mind can conceive and your heard can believe, you can achieve!**
- 4. Excuses are the lack of faith in your own abilities.**
- 5. SW4= : Some Will. Some Won't. So What? Somewhere there's six for me!**
- 6. If you don't live it, you don't believe it.**
- 7. When you put your heart in something, the rest will follow.**
- 8. You gotta believe in something or you'll fall for anything.**
- 9. Without faith in the future, there's no joy in the present.**
- 10. Faith is the opposite of fear.**
- 11. have faith in The System. It can help you become more successful more quickly.**
- 12. You can't jump start anyone unless you're charged up yourself.**
- 13. Remember SIBKIS : See It Big, Keep It Simple.**
- 14. The Bible says," Faith comes by hearing."**
- 15. Nothing builds faith and confidence like success.
Nothing builds success like faith and confidence.**
- 16. You gotta believe!**
- 17. Tough times don't last. But tough people do.**

Positive Affirmation # 15:

"I believe in myself, in my opportunity and in The System !"

Part 2:

"Contacting!"

*"If I didn't have to work with people all the time,
I could do this business.*

- Anonymous frustrated distributor.

He who stops being better stops being good."

- Oliver Cromwell, British Politician.

*Talk to
People !*

There are two kinds of people in our business – and only two Kinds. Product Movers and Business Builders. **If you're a Business Builder, you have to talk to people each and every day. End of subject! Period! Over and out!**

When you're contacting people, you don't want to force your opportunity on them. You don't for example, corner a stranger in the frozen food section of the local grocery store and shout, "Wanna get rich?"

*Hot
Prospects*

Your goal with a new contact is to strike up a conversation. establish a bond and a climate of trust.. and get a business card or phone number so that you can get back with them a week to 10 days later.

You don't know what to say to people? Then use the acronym F.O.R.M. to break the ice. F.O.R.M. stands for Family, Occupation, Recreation and Money.

*What do
I say?*

Remember: The real purpose of talking to lots of people and asking lots of questions is to interview people to see if you'd want them as future business associates, right? When you meet negative, sarcastic people, do you want to show them The Plan? No WAY!

For more information on how to interview prospects, turn to the Qualifying Prospects Section, Page27. On the next page is a list of questions you can ask new acquaintances to break the ice.

F.O.R.M. Questions:

Family

1. ☐ Are you married? How long? What's your spouse's Name?
2. ☐ Any Children? How old are they? They must keep you busy, huh?
3. ☐ Did you grow up in the area? If not, how long have you lived around here? Where did you grow up?
4. ☐ What part of town do you live in? Do you like it, or are you looking to more?

Occupation

1. ☐ What do you do for a living? What does your spouse do? Gee, heard that was a great company (Industry) to work for? (wait for a response – it's usually negative!)
2. ☐ How long you been there? What made you choose to become a _____?
3. ☐ You must love it, huh?
4. ☐ Ever consider owning your own business?
5. ☐ Have the layoffs hit your business yet?

Recreation

1. ☐ What do you do for fun?
2. ☐ Any hobbies? Boating? Fishing? Hunting? Skiing? Golfing? Traveling?
3. ☐ Where do you like to vacation? What are your vacation plans this year?
4. ☐ Do you own a recreational vehicle? Go cart? Boat? Airplane? Motorcycle?
5. ☐ What do you dream about doing with your life?

Money

1. ☐ Are you making all the money you want?
2. ☐ Sounds like you make a lot of money – do you have enough time to enjoy it?
3. ☐ If money and time weren't a factor, what would you do with your life?
4. ☐ What things in your life would change if you won the lottery?
5. ☐ Do you ever seriously look for other ways to make money?
6. ☐ Can you get everything you want out of life doing what you're currently doing?

*One Final
question*

After F.O.R.M.ing someone, end the conversation with the following question that is sure to open the door for a follow up call:

Let me ask you a simple question. Do you know of any good ways of making extra money? (The Usually say "No") Well, if you find something, I'd appreciate your giving me a call. Have you got a business card? (If they don't ask them to write their name and phone number on the back of your card). Great? Let's stay in touch.

Here's a number where you can reach me. (Then hand them a business card).

*Setting the
table*

Then call them in a week to 10 days. By priming the pump with 5-10 contacts (like this one) per day in the first few weeks of your business, you will always have a list of people you can call back. Remember: It's always easier to make a follow up call than an initial contact?

Obviously, you're also going to contact people you've known for years, such as family, friends, business associates and the like. I encourage new distributors to : set the table" with their warm market by calling their acquaintances one or two weeks before the first invitation in order to stir up their curiosity.

Here's what you might say: (Ring, ring, ring)

Hello?

John? This is Angelo. How are doing ? Just called to (catch up With you, check on and the kids, etc.) Have you got a few minutes?

Listen John, I can't talk long, I'm on my way out the door, But before I go, I just wanted to let you know I've found a business that looks good. Tremendous income potential. Let me ask you a question. If there were something in it for you, would you like for me to give you a call back when I have more time to set something up for you to take a look ?

Well, What's it all about, Angelo?

John, I don't have time to go into it right now. I'm still in the learning stages right now, and I cant promise you anything. But if you want me to, I'll call you when I know more. How's that? Great! Say hello to Linda and the kids, and I'll be talking to you. Take care.

*Setting the
Appointment*

Once you are ready to start sponsoring, can the prospects you set the table with and say:

John, boy am I excited to get back to you. Remember when I called a week or so ago about a possible. Business opportunity? Well, I've checked the business out and concluded that if we get moving on this, we both stand a chance to make some good money.

John, what nights this week are you and Linda already committed to doing something? Monday and Friday, you say? Great John, then keep Tuesday open. Cindy and I will be over to see you Tuesday night at 8-00 put on a pot of coffee. Gotta go.. see you Tuesday! Bye.

Be prepared!

Let's face it, people will ask you questions when you invite them. So be prepared to answer them. Be sure to read and practice the responses in the Answering Questions and Handling Objections section of this book, page 29, before contacting and inviting prospects.

Positive Affirmation # 16:

"I will read, study and practice what I will say to prospects so that I can present the opportunity with confidence and posture!"

Part 3:

"Contacting!"

"Once you master the art of contacting and inviting with posture, you will devour this business..

- Terry McEwen, Amway Diamond.

The minute you start talking about what

You're going to do if you lose, you have lost."

- George Shultz.

*Love
And
marriage !*

Think of Contacting and Inviting as love and marriage. When you date someone, you're getting to know them, right? In effect, you're really qualifying that person as a possible life partner, aren't you? If he or she qualifies, you invite that person to become your spouse by proposing.

Same thing in Networking. The purpose of the Contact is to qualify people for your business by finding out if they are looking for more in their lives. The purpose of Inviting is to get prospects to commit to a specific time and place to see The Plan. That's it. Period!

*Making
A list*

You don't go to the grocery store without a list, do you? So why would you launch a people-driven distribution business without a list of contacts? This business starts and ends with making a list.

This book is not the Place to go into the details of making a prospect list. But I will give you one great tip on how to expand your list dramatically. Ready? First, list the names of everyone you know. When you're done, take out a clean sheet of paper, and list the names of everyone who knows you!

*Effective
Invitations*

Think about it. If you're a teacher, for example, you know all the teachers at your school, right? But the parents of each of your students know you? If you teach a hundred students, you just added a hundred hot prospects to your list, didn't you?

Once you decide that a friend, business associate or new contact qualifies for your business, the next step is to invite them to see The Plan at a home meeting a one-on-one presentation or an open meeting.

Never lose sight of your purpose!

***Your purpose is to set the appointment to
Show the plant. Do not try to sell the
Business over the phone!***

How to Invite?

1. ☐ Be prepared. Prospects will ask questions, you can bet on it! So be prepared to answer them (Be sure to master this section And the Answering Questions & Handling Objections section, Page 29 of this book before Inviting you prospects).
2. ☐ **Be excited, confident & Enthusiastic. Prospects listen to the music, not the words! Sound excited!**
3. ☐ Be brief. Avoid saying too much! The purpose of the Invitation, remember, is to set an appointment for your Prospect to see The Plan in person.
4. ☐ Be in control. You have the cookie, right. You're calling them with an opportunity, right? You're naming the show, not them. And don't you forget it!

***ALWAYS TELL THE TRUTH! THERE'S NO NEED TO
LIE OR EXAGGERATE ABOUT A BUSINESS THIS
GOOD!***

***Phone
Invitations***

Most of your Inviting will be done on the phone. Here's a script that is getting some great results in our organization. It's designed to set the appointment, not sell the business.

Of course, be sure to check with your upline before making any phone calls.

Ring, Ring, Ring, Hello.

Hello, Fred, How ya doing? This is Tom. I haven't talked to you in a while.

Listen, I'm in a hurry, I'm about to walk out the door.. but before leaving, I wanted to give you a call. I just became associated with (Name of your upline Diamond's company and city) You've heard of them. Right?

(wait for reply, then continue)

I feel I was in the right place at the right time. It's a very successful company and we're growing by leaps and bounds.

*Setting
One-on-one
appointment*

We're looking for quality people in your area that are business minded.. long-term thinkers.. people who are serious about increasing their income significantly over the next 2, 3, 4, 5, years or so. And I thought about you since you always impressed me as being sharp and ambitious.

Fred, let me ask you a simple question. Are you the type of person who looks at different ways of increasing (diversifying) your income or leveraging you time?

If they say: NO,"... say,

Oh, sounds like you've got it made. Once things are up and running here, I'll check in with you from time to time to see how it's going for you, how's that sound? Great, Listen I'm out the door. I'll keep in touch, bye.

If they say "YES," (as most people will), they'll usually ask, what's it all about?

Fred, like I said, it's part of an outfit called _____
When we get together I'll give you all details. I'll need about 30 to 45 minutes of your time. What's best for you, Tuesday or Thursday?

But what's the company do?

We're distribution organization that has access to products from major companies, like 3M, AT&AT, Arrow Shirts, Del-Monty Foods, Firestone, Hanes, Lipton, Mars Candy, MCI, Motorola, Magnavox, Nabisco, Sanyo, Zenith, among others, through our contracting corporation. I'll fill you in on all the details when we get together. What's best for you, Tuesday or Thursday?

(If he keeps asking questions, take control by saying ☺)

Excuse me, Fred, that's not really a prerequisite. But when we get together I'll explain all the details. What's best, Tuesday or Thursday?

(To handle questions like, Can you tell me some more about it? And Is this Amway? and Do I have to sell something?, see the Answering Questions and Handling Objections section of this book, page 29.

Fred, look, like I said, I'm pressed for time. I can't promise you anything.. This may be for you, or this may not be for you. You may not even fit the criteria we're looking for. But I promise you

When.....(This line is incomplete due to the page damaged)

I need to know a couple of things. My business associate's name is (sponsor or key upline distributor). He's going to be coming over to my house from 8 to 10 Tuesday and Thursday night. He's a great guy – very sharp. Very successful. He told me to invite a couple of quality people I respect the most. You're one of the first people I thought of.

Which night can you and your wife be at my house – she needs to be there because there could be lots of on-going income in a willable business that she needs to see. I need to get firm commitment from you. If you can't come, that's ok. I've already got someone else in mind to call in your place. But I wanted to give you first shot to meet (upline's name) Which night will you be there /

Great, Fred, and listen in something urgent comes up. Please let me know so I can fill your slot, is that fair? Otherwise, we're counting on you and Linda.

Great! I'll see you Thursday night. Get here early so you can chat with (upline's name) some. Leave your checkbook at home. You don't have to spent any money or sign any papers. Listen, I gotta go. See you on Thursday, by (hang-up)

Remember :NEVER GET OFF THE PHONE UNTIL YOU HAVE A FIRM COMMITMENT FOR THE TIME AND PLACE TO SHOW THE PLANT!

Positive Affirmation # 17:

"I will become successful by following the advice of my upline Diamond, for he or she has done what I seek to do!"

Part 4:

"Qualifying Prospects before Showing the plan!"

"God gets you to the plate. But one you're there, you're on your own!"

- Ted Williams, Hall of Fame Baseball Player.

The world is full of willing people,

Some willing to work, the other willing to let them."

- Robert Frost, American Poet.

*Interview in
Your
prospect*

You're got a great prospect, right? Sharp as a tack. Been successful in everything he does. Know everyone in town. Great dresser. Outgoing. Never met a stranger. This is your ticket to the top, right? Show him The Plan and then get out of his way, right.

Slow down, Buster. Just because you think he's perfect for the business doesn't mean he's a likely candidate, much less a future Diamond.

When I was in the insurance business, I'd occasionally meet someone who would say, Hey, you're just the man I wanted to talk to, I need more life insurance! A dream come true, right? A slam dunk, right? Not necessarily. A few qualifying questions could turn this "no-brainer" into a "no way".

Here's the first question I used to ask an eager prospect looking to buy life insurance. Ever had a heart attack? If the answer is "yes," the deal was off. Just like that. The company seldom issued life insurance to someone with a history of heart trouble or cancer, so by qualifying the prospect, I could save both of us a lot of time and effort.

*Ever had
Heart
attach*

Same with this business. If they don't fit the criteria I'm looking for, I don't even bother showing them The Plan. Why bother? Hey, this business is hard enough as it is without setting yourself up for failure, right?

Use the appropriated questions on the next page to qualify your prospects:

*Establish
Their
dream*

Step : 1

1. ☐ Let me ask you a question. If time and money weren't problem, what's the one thing you would do with your life?
2. ☐ What have you always dreamed of having of doing that you can't possible do in your current career?
3. ☐ Can you get everything you've always wanted out of life doing what you're currently doing? (Then ask who, where, what, when question, such as :What would you like to do? Where would you like to live or travel to? What kind of car would you like to drive? Etc.)
4. ☐ Are you making all the money you can spend?

Step : 2

1. ☐ You've always impressed me as someone who was positive and ambitious. Is that true? Is it fair to say that you're looking for a way to accomplish your dreams?
2. ☐ You said you've always wanted to _____(restate dream). Would you be willing to put in time and effort into a business to accomplish that?
3. ☐ Are you serious, or just kidding around?

*Determine
Seriousness of
Dream*

Step : 3

1. ☐ Since you admit you can't get out of life what you want doing what you're doing, and since you've indicated you're willing to work for your dreams, how many additional hours a week would you be willing to work to accomplish your dreams if you had a way? Two a day, 10 a week ?

*Determine
Commitment
Level of
Dream*

Step : 4

1. ☐ Let me see if I heard you correctly (Then restate the facts determined in steps 1,2,3)
2. ☐ Let me ask one final question. Do you have any other way outside of what I'm about to show you to accomplish your dream? I mean, is your wife(husband)rich? Are you expecting an inheritance? Are you holding the winning lottery ticket? (laugh)
If the answer is "no," they've told you what their dream is and Admitted they don't have any way to get it. You just got the green light to go ahead and show them how to accomplish their dreams With your help.

*Any other way
To accomplish
That dream?*

Positive Affirmation # 18:

"This is my business, I'm treating it like a million dollar business and I'll run it on my terms, not my prospect's terms!"

Part 5:

"Answering Questions & Handling Objections!"

"The future belongs to those who believe in the beauty of their dreams!"

- Eleanor Roosevelt.

Facts do not cease to be because they are ignored."

- Aldous Huxley, Author of Brave New World.

*It's a
Negative
world*

I honestly believe that if every single person know what I know About this business, everyone would be an Amway distributor! That's why I say there's no logical reason not to be involved in this business – It's that good!

But not everyone understands the business like the Diamonds do. There's a lot of negativity out there.. and let's face it, most people have a lot of misconceptions about our business. More to the point, they have a lot of misgivings about their ability to succeed in life, especially in a business like networking, which required working with many different types of people!

*Set the
appointment*

Ever hear the expression, " Timing is everything in business:?" That's especially true when it comes to presenting the opportunity. And the time NOT to present the opportunity is over the phone!

Use the phone to set the appointment. That's your one and only goal... to agree on a time and place to get together to see The Plan and discuss the opportunity. Period.

When you're setting the appointment via the phone, you don't have to worry about overcoming objections because you won't be selling the business. But you must be prepared to answer three questions that will come up in 90% of your phone calls.

1. ☐ What's this all about? (or What is it?: or Can you tell me a little bit about it?)
2. ☐ Is this selling? (or Do I have to sell?: or What are you selling?)
3. ☐ Is this Amway (or the name of some other Networking company).

Answering The Three Most Commonly Asked Questions

1. Question: What's this all about? (or What is it? Or can you Tell me more about it?)

This is a perfectly legitimate question. It's not an objection, so a Simple answer will satisfy most people.

Response: I'm sure you've heard of (name of upline Emerald or Diamond's company and city), right?

No... Can you tell me a little bit about them?

Absolutely. I'll fill in all the details when we get together. What's best for you, Tuesday or Thursday?

I mean, What do you do exactly?

I'm a business associate of _____ Through our Contracting corporation we have access to a wide range of products from companies like Magnavox, Kellogg, Van Heusen, Coca Cola Companies like that.

(If he starts to ask another question, take control of the conversation by saying:)

John, excuse me, I don't mean to cut you off, but like I said, I'm in a hurry. Let me ask you something. What kind of marketing or distribution experience do you have?

(Whatever he says, answer)

Well, john, that's not really a prerequisite. But when we get together, I'll give you all the details. What's best for you, Tuesday or Thursday?

(If they continue to ask questions, it's best to get off the phone and call back another time).

I'm running real late. I'll tell you what. Let me get back with you when I have more time to talk, how's that?

(Then call them back in a few days or so and conference them in with your upline and let him or her answer questions and set the appointment).

2. Question: Is this selling? (or Do I have to sell? or What are You selling?)

Most American don't trust sales people. Which means you need to overcome your prospect's fears and reassure them with a humorous or non-threatening response.

Response: Let me ask you a question : Do you like to sell?

(No matter what their reply, say)

Boy, you sure sold me!(laugh)

OR

Great! Then you're gonna love this business. When we get together I'll fill in all the details. What's best for you...

(If they ask, What are you selling?, reply)

Do I sound like a salesman? Well, if I do it's because I'm excited and in a hurry. When we get together, I promise that you won't have to buy anything or sign anything – now does that sound like I'm trying to sell you something?

3. Question: Is this Amway? (Often people will include Amway in a list of other Networking companies)

This is the big one – the \$64,000 question! The biggest challenge facing the new distributor is the ability to successfully handle this question without getting flustered. Handling this question with confidence is the key to success in this business!

Below are some great answers. But remember: There is no one right answer to every question. Be sure to counsel upline for suggestions on how best to handle this – and other – questions and objections.

Response: If you are thinking about getting into the Amway business, do yourself a favor and check with me first. Really (Prospect's first name) can you get everything in life you really want doing what you're currently doing? If not, let's get together to go over the details. What's best for you, Tuesday or Thursday?

OR

Funny you should say that. Through our contracting corporation we have access to products and services from many Fortune 500 and on and on.

Amway is the contracting company associated with (upline company name) Great company. I'll fill in the details when we get together. (If they keep pressing, "Is this Amway?" of "Are you in Amway?" answer)

Which Amway? The old one that sold soap door to door?...Or the new one with annual revenues of over \$5 billion that offers over 5,000 products from hundreds of companies?

(Wait for their reply, and then say:)

Like I said, Amway is the contracting company that deals with the Fortune 500 companies I mentioned earlier. They're the best at what they do, no doubt about it. That's the key – we're associated with the best of the best. When we get together, I'll have more time to explain each company's role. What's best for you, Tuesday or Thursday? Then set the appointment!

How to Handle Objections

*What
objections
mean*

People don't always say what they mean, or mean what they say. When prospects say "no" to your opportunity, chances are their "no" is symptomatic of a deeper conflict. **A "no" usually means one of four things:**

- 1. Fear of Failure**
- 2. Fear of Rejection**
- 3. Low self image**
- 4. Misconceptions based on ignorance, not facts.**

If your prospect is totally negative, there's nothing you can say that will change his or her mind, so the best thing to do is change prospects. It's called NEXT!

Ignorance however, isn't sin – it's just a lack of knowledge. Like world-renowned economist **Paul Zane Pilzer** says, **"Networkers get paid very well for education people!"**

Here's some tips on how to handle sincere objections to your opportunity:

- 1. Listen carefully. Never interrupt.**
- 2. Never argue with your prospect. Appreciate the reason for their objection, or repeat their objection so that you clearly understand what they're saying.**
- 3. Use words like feel, felt, found, appreciate, understand, realize**

*Calming
The
waters*

*Find the
reason
concern*

For example:

"I understand why you feel that way"

OR

"I can truly appreciate what you're saying"

OR

" I felt the same way myself until I realized that..."

4. Your response should always be brief and to the point.

5. Once you have responded, ask:

"Does that answer your question?"

OR

"Does that make sense to you?"

6. After answering all of your prospect's objections, then isolate their main objection, answer it and ask for a decision. For example, your could say,

John, you've told me the biggest concern you have is lack of time. I appreciate that because I felt the same way. But if lack of time weren't problem, is there any other reason why you wouldn't get started right now?

If the prospect has a different objection what he has told you, - and often they do- it will come out right not: If not, then show him how you can help him overcome the final objection.

Handling the 15 most common Objections

1. Objection: I don't have enough time.

Response: What is it you don't have time to do own your own life or make more money?

OR

Gee, did God shortchange you and give you only 23 yours in a day?(laugh) Seriously, wouldn't you like to create more time?

OR

People who trade time for money rarely do. People who duplicate themselves have all the time in the world.

2. Objection: I already know all about it.

Response: Oh, really? Then why didn't they let you in ? (laugh). Seriously, what do you know about it?

That's interesting. But can I ask you a sample question: Can you get everything you REALLY want out of life doing what you're currently doing? (Get a YES or NO response)

In that case we need go get together to go over the details. (Set the appointment)

3. Objection: I can't do what you do..

Response: What is it you can't do – by at a discount.. or share a golden opportunity with the people you care about?

OR

I understand how you feel. But do you realize that you could have sponsored me first, and I'm going Direct. That could have meant thousands of dollars to you! Who else do you know that the two of us could share the concept with?

4. Objection: This isn't for me.

Response: What isn't for you – working with winners or setting your own hours?

5. Objection: This kind of thing never works.

Response: John, let me ask you a question. Do you think I'm stupid? No? Well, I'm excited about something you're not. Since you don't think I'm stupid, is it possible that you could be mistaken about the facts?

OR

John, let me ask you a question. Do you base your decisions on false assumptions or solid facts? Great! Then don't you think you deserve to review more information so that you can make an intelligent decision?

6. Objection: I want to think about it.

Response: Great. I certainly respect that. Just out of curiosity, what is it you want to think about – making more money or having the time to enjoy it?

OR

What is it you want to think about – owning your own "shopping mall" or building a future for your family?

7. Objection: Is this one of those illegal pyramids?.

Response: Didn't you know that illegal pyramids are illegal in this country? The courts ruled back in 1978 that Network Marketing

Was a legal form of business and Amway has become the model of a multi-billion dollar a year industry.

OR

I think i understand why you have that concern. I felt the same way until it was pointed out to me that every organization was shaped like a pyramid, including our churches, schools, Fortune 500 companies and the government.

OR

What makes Networking legal is that is requires the movement of products and services before anyone can make money, just like any other type of legitimate business.

8. Objection: You have to get in early to make money in these things.

Response: If that's the case, why are we setting new sales records and breaking new Diamonds every year?

9. Objection: I don't have any money.

Response: Would you like to do something about that? Let me ask You a question. If you keep doing what you're currently doing, will you have any more money?

10.Objection: Too many people are doing it; or Too many people have already heard about it; or it's saturated.

Response: If you truly believe that, you'd better get started as soon as possible!

OR

Let me ask you a question. Do you own a refrigerator? A TV? If everyone owns one, why are people still buying them? Saturations is a myth. In fact, I hope it saturates – We'll all be successful!

11.Objection: I know people who got involved in Amway and quit.

Response: I knew people who dropped out of high school. Does that make high school bad? This business doesn't work unless you do!

OR

Our business isn't trial. The question is, "Do you have a reason to make it work for you?"

I found I was better off making my decisions based on the success of others rather than the failures, doesn't that make sense to you?

OR

Have you ever considered that may be they got in at the wrong time for the wrong reasons with the wrong people in the wrong system? Are you ready for a real opportunity in a proven system?

OR

Everybody is sponsorable by somebody at sometime. Since we are together now, may be this is your time!

12.Objection: I don't want to sign up just to sell to my friends and family?

Response: Industry statistics indicate that up to 50% of the population could be involved in Networking in the next 20 years. Whose network would you like them to be in --somebody else's.. or yours?

OR

Can your friends and family get everything they want out of life without this opportunity?

13.Objection: It sounds too good to be true.

Response: I really understand how you feel. Things that sound too good to be true usually are. But the more you investigate this, the better it sounds. Gravity sounds too good to be true, too, wouldn't you agree? But intelligent people don't sit around thinking about why it shouldn't work, do they?

14.Objection: What about competition?

Response: That's the best part! When you're as successful as we've been, you don't worry about the competition. They worry about us!

15.Objection: There are too many people in Amway:

Response: How many is too many? Did you know that based on population growth, we actually have a smaller percentage of the nation's population than 10 years ago?

Positive Affirmation # 19:

"Every day I will incorporate something new I have learned from a tape or book into my business!"

Part 6:

"Follow up to follow through!"

"If you have faith, focus and follow through – then fulfillment will follow!"

- Rev. Robert Shuller.

*Even if you're on the right track,
You'll get run over if you just sit there."*

- Will Rogers.

*Follow
through*

Ever watch good golfers after they finish hitting the ball? Why does the golf club follow through over the golfer's shoulder instead of stopping at impact? For the same reason a baseball pitcher follows through when he throws fastball.. or a basketball player follows through when he shoots a free throw.

With a proper follow through, the athlete gains control, power and direction. The same can be said for Networking.

*The Prospect
And the
process*

Unlike making a list, contacting, inviting, showing The Plan, sponsoring a prospect, or even getting a product order, following up is a process not an even. It might take 2-10 meetings to even complete the basics of following up to follow through.

A warning: Unrealistic expectations at the first one or two appointments can cause the new distributor unnecessary stress, frustration and rejection. Any progress toward transforming a prospect into a network builder is a success. As the Bible says, "Despise not small beginnings."

Here are the four steps to effective follow through.

*Effective
Follow up*

1. ☐ Follow through is a process, not an event. It may take several meetings.
2. ☐ Assume consent. Expect your prospect to get involved and act accordingly.
3. ☐ Make a prospect list. Discuss the people on the list and identify the top 20 or so prospects.
3. ☐ Plug them into the System. Loan them some books and tapes and loan them some products. This could be a good time for a three-way conversation with you upline Direct or above.

*Follow Up
Questions
To ask*

01. Are you ready to get started or do you need to see The Plan again?
02. What would you do with the first profits from your new business?
03. When is the best time to begin accomplishing your dreams?
04. Who have you been thinking about that you'd want to sponsor?
05. Who would you like on your Board of Directors?
06. What did you see for yourself in the opportunity?
07. Wasn't that an exciting presentation? Can you see how you can begin to accomplish your dreams through Networking?
08. Getting started usually takes two to three meetings, including making a list... Learning how to contact and invite... learning how to plan product orders... explaining. The system... And so on. We don't want to put you into information overload. So let's set up our next get together on (day and time) so that we can invest 45 minutes to an hour getting started.

*The system is
the answer*

The system is designed to duplicate the success of your upline into your organization. Be sure to use the business support materials (books, tapes, manuals, handbooks, ad packs, videos, literature, etc.)

Remember – there are only two ways to build this business, FAST OR PAINFUL! Which would you and your new distributor prefer?

You really haven't successfully completed the follow through usually takes days or weeks – and it may even take months.

Here's a checklist that your new distributor may wish to complete before becoming totally active:

*New
Distributor
checklist*

1. ☐ Listen to the follow up tapes. Read the follow up literature.
2. ☐ Watch the follow up videos
3. ☐ Start a Prospect List
4. ☐ Start a Dream List
5. ☐ Meet your upline and start a new friendship
6. ☐ Attend an open meeting or home meeting in your area
7. ☐ Place the Amway Sales' Kit
8. ☐ Attend a mini-regional seminar or major function

- 9. ☐ Place first product order
- 10. ☐ Subscribe to standing order Tape of the Week, Go-Getter Tape of the Week and organizational book and tape of the month.
- 11. ☐ Subscribe to Upline Newsletter and Dream-Builder Review.
- 12. ☐ Sign up for MCI, VISA, motoring plan and Amvox
- 13. ☐ Begin passing out prospecting tapes, add packs, videos, books and literature
- 14. ☐ Start making prospecting phone calls with upline.
- 15. ☐ Be ready, willing and able to put prospects in front of upline
- 16. ☐ Plug 100% into The System and duplicate successful upline.

**Remember selling kit doesn't sponsor people
Only through proper follow through will prospects
Become truly sponsored!**

*Positive Affirmation # 20:
"I will follow up and follow through on every prospect
who has listened, to a tape, read a book or seen the plan!"*

Part 7:

"Parting Words!"

Verses to live by

Work

See a man diligent in his business? He shall stand before kings: he shall not stand before mean men.

- Proverbs 22:29

He becomes poor that deals with a slack (lazy) hand: But the hand of the diligent makes one rich..

- Proverbs 10:4

Remember the Lord your God: It is He that gives you power and wisdom to gain wealth: that He may establish his covenant (promise) to His people.

- Deuteronomy 8:18

*Wealth
(Personal
financial,
spiritual)*

Beloved, I wish above all things that you may prosper and be in Health, even as your soul prospers.

- III John:2

This book of the law shall not depart out of thy mouth: but thou shalt meditate on it day and night, that you may observe to do according to all that is written in it: for then you shall make your way prosperous, and then you shall have good success.

- Joshua 1:8

*New
Distributor
checklist*

Blessed is the man that walks not in the counsel of the ungodly, nor stands in the way of sinners, nor sits at the feet of the scornful. But his delight is in the law of the Lord: and in his law does he meditate day and night. And he shall be like a tree planted by the rivers of the water, that brings forth his fruit in his season: his leaf also shall not wither: and whatsoever he does shall prosper.

- Psalm 1:1

God is able to do exceedingly abundantly above all that you can ever ask or even think according to the power that works in you.

- Ephesians 3:20

Dreams

Jesus said, " the thief comes only steal, to kill and to destroy: I have come that you may have life and that you may have it more abundantly."

- John 10:10

For with God all things are possible

- Mark 10:27

For a Dream cometh through a multitude of business.

- Ecclesiastes 5:3

The Truth

For God so loved the world He gave His only begotten son, that whosoever believeth in Him should not perish, but have everlasting life.

- John 3:16

But seek ye first the kingdom of God, and his righteousness: and all these things shall be added unto you.

- Matthew 6:33

Forgetting what is behind, and staring towards what is ahead, I press on towards the goal to win the prize for which God has called me, Heavenward in Jesus Christ.

- Phillipians 3:4

*My people are destroyed from
A lack of knowledge.*

- Hosea 4:6

"What Are You Building?"

An amway parable

We often hear the Diamonds talk about the importance of Dreams.. how distributors need to see The Big Picture... how the key to success is Attitude... how YOUR WHY is more important than YOUR HOW TO.

When new distributors ask me what it takes to become a Diamond, I tell them this story:

A stranger was walking through a construction site where hundreds of men were busy at work. The sun was unbearably hot. Not a cloud in the sky. The workers were complaining about everything – The heat, the lousy tools, the other workers, the design of the building. Everything..

Each time the stranger walked past a sweating worker, he'd ask, "What are you doing ?" And each worker would scowl and angrily reply: "What does it look like I'm doing? I'm laying bricks. Get out of here and leave me alone!"

But one man stood out from the rest, Although he was soaked in sweat and filthy from the dust and mortar, he was humming a tune, and the stranger could swear the man was smiling.

"All of these men are miserable except you," commented the stranger. "You're all slaving away under the same hot sun, doing the same hard, tedious task over and over. Yet you're smiling while you're laying bricks and they're swearing. Why?"

The smiling worker turned to him, mopped his brow and replied in a strong, proud voice:

"I'm smiling because I'm not just laying bricks. I'm building a Cathedral."

What are YOU building...?

Daily Progress Report

Read this book a 100 times in the next 90 days

Keep track of your progress on this page

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Why I Wrote This Book ?

**The powerful expressions in Talk the Talk are
Proven communication tools, shaped by years of trial
And error and handed down from leader to leader.**

**You'll hear the Diamonds use the expressions
In this book over and over again because THEY
WORK !**

**Talk the Talk contains the key questions and phrases
That will empower you to:**

- ☐ **Handle objections with confidence**
- ☐ **Make new contacts effortlessly**
- ☐ **Sort the real prospects from the pretenders**
- ☐ **Motivate and train your new distributors**

**What took us Diamonds years to learn, you
Can have at your fingertips immediately !**

**Always remember... before you can walk the walk to
Diamond, you have to be able to Talk and Talk,**

God Bless,

**Angelo M.D'Amico
Amway Diamond**

**Contents Reviewed by the Amway Corporation
For Distributor Education**

CALL UPLINE TO ORDER THIS BOOK

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