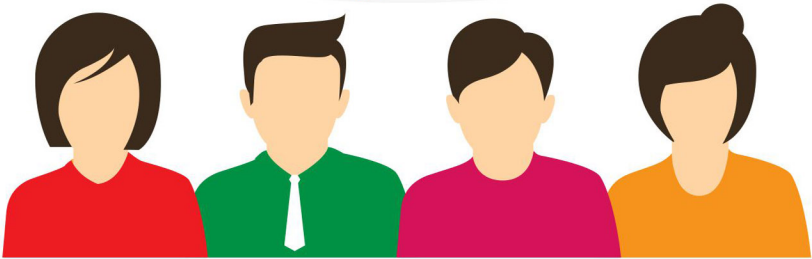


# TALK THE TALK



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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

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# TALK THE TALK

*by*

**Angelo M. D'Amico**



*A man is not old until regrets  
take the place of dreams.*

— John Barrymore, actor

“If I’d be given a chance to start all over again, I’d choose Network Marketing.”

- Bill Gates

## ❧ Disclaimer ❧

Although much of the material in *Talk the Talk* is original, the author and publisher recognize that some of the material in this book has been freely circulating in one form or another throughout the Network Marketing industry since its inception over 70 years ago, largely due to the fact that the cornerstone of the Networking business is open sharing of information and knowledge.

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

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

## ❧ Acknowledgement ❧

*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 DeVos 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

## ❧ 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 Successful Leaders 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 the Talk*.**

God Bless,



**Angelo M. D'Amico**

# What This Book Can Do For You

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

– Joe Paterno, Penn State football coach

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

– Hermann Holtz, author of *Persuasive Writing*

*Y*our success – and the success of your organization – depend entirely on your ability to communicate the MLM opportunity professionally, accurately and effectively.

By internalizing and mastering the questions, phrases and expressions 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

*F*or 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 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* . . . and use what you have learned to present the MLM opportunity with posture four to six times a week... you'll be well on your way to WALKING THE WALK TO DIAMOND.

# COMMONLY USED POWER PHRASES



## PART 1

# I

## Asking Questions: Key to Effective Communication

*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 “disk drive”.

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.

## Questions Are The Key

Ever notice that every great trainer in the Business asks a lot of questions? It doesn't make any difference whether they are speaking to thousand... or taking 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.*

Every successful leader knows that asking questions is the most 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 questions?

*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, in Chapter 8 you'll find this aphorism:

*People don't care how much you know until they know how much you 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 care?*

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!*

They 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!***

## II

# 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 anybody steal your dream!*

– Dexter Yager, Crown Ambassador

1. Can you realistically accomplish your dreams doing 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. Now 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 expectations because they don't have any way of truly accomplishing their dreams.

*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

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.

***Without a vision,  
the people  
perish.***  
- Proverbs

***Good is not  
good when  
better is  
expected.***  
- J. Bob

❧ Positive Affirmation ❧

***I will accomplish my dreams of tomorrow  
by acting today!***



# 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 MLM opportunity and the Yager InterNET 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, Brian and Mark, work in the family business.

***If I can do it,  
you can do it, too.***  
— Angelo M. D'Amico

## Daily Progress Report

Date Read	Initials	Date Read	Initials	Date Read	Initials
01		35		69	
02		36		70	
03		37		71	
04		38		72	
05		39		73	
06		40		74	
07		41		75	
08		42		76	
09		43		77	
10		44		78	
11		45		79	
12		46		80	
13		47		81	
14		48		82	
15		49		83	
16		50		84	
17		51		85	
18		52		86	
19		53		87	
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21		55		89	
22		56		90	
23		57		91	
24		58		92	
25		59		93	
26		60		94	
27		61		95	
28		62		96	
29		63		97	
30		64		98	
31		65		99	
32		66		00	
33		67		00	
34		68		00	

Read this book a 100 times in the next 90 days.  
Keep track of your progress on this page.