



• ESTABLISH •
• YOURSELF •
• AS A LEADER •

LESSON:6 HOW YOU CAN ESTABLISH YOUR REPUTATION AS A LEADER AMONG LEADERS.

**INFLUENCERS
ARE IMPORTANT
PEOPLE, THEY
WANT YOU TO BE
-----, NOT
-----.**

NEVER START OFF A CONVERSATION WITH AN
INFLUENCER ----- THEM FOR
SPARING THE TIME. INSTEAD, START OFF BY
----- THEM SOMETHING THAT
THEY WILL FIND -----.

WHEN YOU DEMONSTRATE THAT YOU ARE
-----, YOU -----
YOUR STATUS AND CHANGE THE CONVERSATION

- WHAT DOES THE -----
YOU WANT TO CONNECT WITH FIND VALUABLE?
- HOW CAN YOU ----- TO YOURSELF
THAT YOU CAN DELIVER IT?
- CAN YOU ----- THE
CONCERNS THAT YOU OR THEY MIGHT HAVE?
- HOW CAN YOU ALWAYS EXIT A CONVERSATION
IN A WAY THAT LEADS TO THE NEXT STEPS?

**INFLU-
ENCERS
WILL
RARE-
LY JOIN
YOUR
BUSI-
NESS
QUICKLY,
IF EVER.**

HOW CAN YOU SET THE TONE
SO THAT THE CONVERSATION

AT A PACE THAT IS

FOR BOTH OF YOU?

FOR YOU TO LOOK GOOD ON THE _____, YOU'VE GOT TO THINK GREAT THINGS ON THE _____.

*If you _____ the right stuff you _____
the right stuff.*

HOW CAN YOU _____ YOUR CONVERSATIONS WITH
INFLUENCERS, SO THEY _____ TO TALK TO YOU?

EXAMPLE: A SUCCESSFUL NETWORK MARKETER (MASTER DISTRIBUTOR
OF A COMPANY WHO I HAPPEN TO KNOW)

- IF I SEND JOHN A TEXT MESSAGE, "LET'S CATCH UP" I GET CRICKETS. HE MAY NEVER RESPOND TO THAT MESSAGE. A THOUSAND PEOPLE PROBABLY SAID THE SAME THING LAST WEEK.
- HOWEVER, IF I SAY, "HEY JOHN, I'VE FIGURED OUT HOW YOU CAN _____ YOUR SALES NEXT _____, LET ME KNOW IF YOU WANT TO _____ ABOUT IT." I WILL BE ON THE PHONE WITH JOHN IN THE NEXT 5-10 MINUTES.

JOHN ALWAYS HAS TIME FOR THINGS THAT ARE _____ HIS TIME.

- HE WANTS _____ AND HE WILL ALWAYS FIND THE TIME TO _____ VALUE.
- JOHN WOULD NEVER IGNORE A TEXT OR TELL ME THAT HE DOESN'T HAVE TIME FOR ME TO SHOW HIM HOW I CAN _____ HIS _____.



TIME IS NEVER ABOUT _____.

**TIME
IS ABOUT**

_____.

WHAT ARE THEIR _____?

PEOPLE WILL MAKE TIME FOR YOU IF YOU BRING _____ TO THEIR

_____.

HOW CAN YOU UNCOVER THEIR PRIORITIES?



FOR FACEBOOK, LINKEDIN & ALL OTHER SOCIAL MEDIA YOU'RE ON

FIND THE PEOPLE WHO ARE
CONNECTED TO BOTH OF YOU
AND _____
THEIR PROFILES A BIT.

IF YOU ARE CONNECTED TO
A FEW PEOPLE WHO ARE
ALSO CONNECTED TO THE
PERSON YOU WANT TO GET
IN FRONT OF...

- PICK THE PERSON WHO
YOU THINK _____ YOU
_____ AND...
- CALL THEM UP AND HAVE A
QUICK CONVERSATION ABOUT
THE OTHER PERSON

OPTIONS TO ASK FOR THE
REFERRAL:

- "HOW WOULD YOU ADVISE
ME TO CONNECT WITH DAN?"
- ASK YOUR FRIEND FOR AN
EMAIL INTRODUCTION TO THE
OTHER PERSON.



WHEN IT'S TIME TO MEET

STEP 1: PREPARE THE _____.

KNOW YOUR _____.
IT NEEDS TO BE _____, BUT NOT TOO PERSONAL (KEEP IT APPROPRIATE).

YOUR FIRST _____ IS CRITICAL SO _____
WHAT YOU'RE GOING TO SAY.

IF YOU MEET IN PERSON, CONSIDER YOUR _____.
CONSIDER THE _____ OF YOUR SOCIAL MEDIA.

STEP 2: TRANSITION FROM ICE BREAKER TO _____ SMOOTHLY.

WHAT SENTENCE WILL YOU PREPARE TO
_____?

- "SO I'VE BEEN LOOKING FORWARD TO OUR MEETING BECAUSE IT'S MY UNDERSTANDING THAT YOU'RE LOOKING FOR A WAY TO MAKE SIMPLE CHANGES IN YOUR EXISTING MARKETING THAT WILL MAKE YOU MORE MONEY. IS THAT RIGHT?"
- "MY UNDERSTANDING OF WHY YOU WANTED TO SEE ME TODAY IS YOU WANTED ME TO PULL BACK THE KIMONO AND SHARE SOME OF MY SECRETS ABOUT MY EXPERIENCE WITH THE OZWW COMP PLAN. IS THAT RIGHT?"

IF THEY SAY YES, PROCEED.

IF THEY SAY NO, THEN YOU SAY, "GREAT, I'M GLAD I ASKED. WHAT'S YOUR UNDERSTANDING?"





STEP 3: COME PREPARED TO _____ THEM SOMETHING.

BASED ON YOUR RESEARCH INTO THEIR _____, WHAT CAN YOU TEACH THEM THAT WILL BRING INCREDIBLE VALUE TO THEM?

- YOU WANT THEM TO SAY THINGS LIKE,
- "I NEVER KNEW THAT! THAT IS USEFUL!"
- "I'VE NEVER THOUGHT ABOUT THAT BEFORE."

_____ THAT YOU'VE DONE YOUR HOMEWORK AND SAY THINGS LIKE "DID YOU KNOW?"

- WHAT IS THE REAL STRUGGLE THEY ARE HAVING THAT THEY MIGHT BE _____ TO?

STEP 4: PREPARE _____ ABOUT YOUR EXPERIENCE SPEAKS TO THEIR PRIORITIES (IN AN _____ WAY)

At some point they are going to ask about your _____.

Position yourself as an _____ in some way.

FACTS TELL, _____ SELL.

WHEN YOU TELL YOUR STORY, MAKE SURE YOU START OFF WITH THE _____.

WHEN YOU TELL A STORY _____ AND IT GETS MORE INTERESTING AS YOU GO, WHAT THEY REALLY WANT IS YOU TO _____ WITH THE _____.

- "SO, JOHN, YOU SAID YOU WANT TO HELP YOUR DOWNLINE MAKE MORE MONEY. WELL, THIS YEAR I'VE HELPED 3 OF THE PEOPLE IN MY DOWNLINE MAKE OVER \$1,000 IN WEEKLY _____ INCOME AND I THINK THAT YOU COULD USE A SIMILAR APPROACH IN YOUR BUSINESS TO _____ YOUR PEOPLE.

"THIS IS WHAT I DID."

GIVE A BRIEF OVERVIEW OF WHAT YOU DID.



STEP 5:

**BE READY TO HANDLE THE THINGS THEY SAY THAT
TURN YOU INTO A _____ PERSON.**

"THAT'S GREAT TOMMY, WHY DON'T YOU SEND ME THE LINK TO YOUR DEAL
AND I'LL _____ A _____ AT IT."

- "HEY TONY, I'D LOVE TO, BUT I DON'T WANT TO _____ YOUR TIME OR MINE,
ARE YOU MORE _____ IN OUR PRODUCTS OR THE COMP PLAN. LET'S
_____ WITH WHAT YOU'RE MOST INTERESTED IN AND TAKE IT FROM THERE."

"THIS IS COOL TOMMY, BUT I DON'T HAVE TIME TO LOOK AT WHAT YOU'RE
DOING FOR A COUPLE OF WEEKS."

- "GREAT, I'M _____ TOO, WHAT IF WE RECONNECT IN A MONTH FROM NOW, I
DON'T MIND."

NEVER JUST AGREE TO THEIR TERMS.



STEP 6: _____ THE MEETING (CONVERSATION)

OPTIONS: "I'VE _____ THIS CONVERSATION SAM, WHEN DO YOU THINK IT WOULD BE WORTH IT TO MEET AGAIN? IS NEXT WEEK GOOD, OR WOULD YOU LIKE A COUPLE OF WEEKS TO GET YOUR PEOPLE UP TO SPEED?"

ADVICE: "I'VE ENJOYED OUR _____

TONY; HOW SOON WOULD YOU ADVISE WE MEET AGAIN?" YOU WANT ALL OF YOUR MEETINGS/INTERACTIONS TO LEAD TO THE NEXT MEETING/INTERACTION THAT LEADS TO THEM JOINING YOUR BUSINESS.

