

DANI JOHNSON®

Dynamic Duplication™

Transcripts



*Core Steps To Building A
Profitable Home Business*

HOME BUSINESS

Dani
JOHNSON®

Dynamic Duplication™

Core Steps To Building A Profitable Home Business

TRANSCRIPTS

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Published by Call to Freedom Int'l, LLC

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Dynamic Duplication™

Disc 1: Turning Excuses into Results

Dani Johnson: Wow. Thank you and sit down. Stop. Sit down, please. Hi. Okay, hello. How are you? All right. My name is Dani Johnson, and prior to getting started as an entrepreneur in this awesome direct-selling industry, I was a 19-year-old uneducated female with a background that was horrible. My mom and dad both were drug addicts. My father was 6'10", 350 pounds, and he was a big pile of anger, vengeance, rage, violence. You can't even imagine the kind of childhood that I had growing up. But I know there's some of you in the room that probably have experienced the same thing. And some of you may have had an awesome experience growing up. I didn't have one of those.

But anyway, when I first heard about the industry, when I was first introduced, I came to a training center, and they had a conference call. And it's so hilarious. Kenny actually heard the same conference calls with the same exact company, same exact year. He and I started - we had the same roots in the industry. First business opportunity I was ever in was the same exact one that he was in, but I was 19, and he wasn't. He's not much older than I am though, and I think I'm beating him to grandparenthood. Yeah, I am, aren't I? Oh, that sucks. I'll be a grandmother this year. Isn't that crazy? I want to kill her. Anyway, no, I'm happy for her. She got married first, so it was good.

But anyway, so when I first was introduced to the industry, I was brought in by a friend. And it was a guy that I happened to have been dating at the time, and I kept coming back. He kept inviting me, and I kept saying, "This is great for you, but it's definitely not for me." And I really believed that this was not going to work for me because people like me don't succeed in anything. I grew up in welfare. I told you my parents were drug addicts. They partied all night long and did wild stuff. And so - and my dad

was very condemning. Told me I was fat, ugly, good for nothing, I'll never amount to anything, couldn't do anything right. And I mean, I heard this is my whole life. And I really believed everything that he said about me completely.

So there I am listening to a business opportunity for the first time, and all of those things are going through my head. "This is not going to work for you. You don't - you're not going to succeed. There's nothing you're going to do that's going to be like those people that you're hearing on the call." The guy was making \$100,000.00 a month at the time. He was only 24 years old, and I was 19, right. And I'm going, "That's great for him, but it's definitely not going to work for me."

So anyway, after two months, my friend John just kept persisting with me, persisting with me. He would not give up on me, and I have no idea why he would not give up on me. Probably because I was going to be the one and only person that ever signed up for him. And that's the truth. But anyway, so he drug me down to Southern California to this training that was happening. And here he says to me, he goes, "Isn't your family down in Southern California?" And I'm thinking, "Yes," and I'm thinking, "Right now. I'm going to bag this guy. I am actually going to get married someday. This is going to work." I'm thinking he's getting serious. No, he was broke, and he needed a place to sleep, and my whole family was in Southern California. There were four trainings going on in L.A., so he needed a place to sleep for free.

So, anyway, I finally figured it out on the last day in the last training that he was needing a place to rest, and I got mad. The first four hours of this eight-hour school that I'd gone to really, really upset me. In fact, I told John - here comes my whiteboard. Yay. I told John at noon, at lunchtime, I said, "You know what?" I said, "I am done with this. I have told you so many times that I'm not interested. This is not for me. I don't like this kind of thing. I'm a decorator for JC Penney's. I don't need to do something like this. No, thank you." Right. That's what I'm thinking.

So anyway, I said, "I'm calling my grandmother. I'm going to home." And he says to me, "No, please, please, Dani. Just stay. Listen, I'll buy you dinner." I'm, like, "Okay." How pathetic. I mean, still to this day I can be bribed to do just about anything for food.

It's sad. I mean, it's one of my key motivators in life is good food. I'm, like, "Okay. I'll stay." So I stay for the next four hours, and after the next four hours, it's 4:00. Now, you want to talk about a mood swing, PMS or whatever you want to call it, but at noon I hated the business. At 4:00 I said, "I'm quitting my job, and I'm coming in full time." How's that? I was young. And the excuse if you're 50 is, "I'm menopauseing."

Anyway, so I did. I quit my job, and I came in full time. And my first six months were the most amazing, phenomenal, outrageous, incredible failure that I think the company had ever seen. I could not sponsor anybody. I couldn't get anybody even to take a look at the business opportunity. I was doing everything wrong, obviously, because I had no results. And so after six months of failing, I met somebody who was doing really well. We were about similar age, and he was making \$15,000.00 a month, and I was making nothing. So started the same exact month, and I said, "Okay. Teach me. Please, help me. There's something obviously that I'm not getting here, and I need to figure this thing out."

So he gave me four things, and I'm going to give the same four things to you. He gave me four things that really impacted my life tremendously, and I heard a few of those things mentioned here today. But these are huge, and honestly I've lived my life on these four things. It's very important that you get these four things because what happened to me after these four things has been a life that's crazy that someone like me should not have, that someone like me who comes from where I come from should not live, that someone like me should not ever experience in her entire lifetime. And yet because he gave me these quick four things, they shaped how I think. They shaped how I lived. They shaped what I did from that day forward.

In fact, before I give you the four things, one of the things is he said I needed to go to a training. I did so. Came out of that, made \$4,000.00 in eight days and brought in 25 people under my business. That was after six months of failing, to in eight days, bringing in 25 people making \$4,000.00 in eight days. And the reason why it was only \$4,000.00 was because I was at the bottom level. I would have made a whole lot more, around \$10,000.00 if I came in at the right level. Next month, \$11,000.00. next check \$15,000.00, next one just under \$21,000.00.

Okay. So is – the four things that he shared with me, did they work? Yes. Then decided to go get married and wanted to make some babies, in that order, and the guy that I married changed his mind. And after just a couple months of being married, he decided he was going to leave off to Japan, take off with another woman, drain my bank account, max out my credit cards, leaving me with a \$35,000.00 debt, \$2.03 to my name. And I wound up completely homeless, living on a beach in Hawaii, 3,000 miles away from home. I grew up – born and raised in California. Don't hold that against me. And we know how to say "ya'll". I grew up on horses, so I'm familiar with that kind of a lifestyle.

But anyway, so I wound up living completely homeless on a beach in Hawaii. My business was stolen as a direct result of marrying the guy. Wound up failing in every possible way I could imagine. The worst part about the failure was I gave up on my dreams. Gave up on hope. Gave up on passion. Gave up on thinking that I could do something great. And I really believed that the money I had made the year before was a total accident, and I just got lucky. So I gave up. In fact, I wanted to quit on my life. I don't know if anybody here in the room has ever felt that way before, but it was like done for me. I'm 21. Now look at my resume. I made money, and I failed. My father told me I was a failure my whole life. My husband has left me. I've only been married for a couple of months. My resume does not look very good.

So after several weeks, I was totally homeless, living in the back of a car literally. Everything I own is in the back of a Hyundai. Now, Hyundais today they are nice cars, but in 1990 they were terrible-looking cars. How many of you remember those 1990 Hyundai? Some of you still have one, and that's okay. It was that silver one. Had a sunroof though. That was cool. But anyway, I lived in the back of this Hyundai, I really did.

And after several weeks of being homeless, I finally got sick of myself. I got sick of whining and crying and murmuring, complaining. I got real sick and tired of blaming my dad and blaming my ex-husband. I gave up on everything. And I remember saying, "I just want to be a cocktail waitress for the rest of my life. That's all I want to do." And I did get a job as a cocktail waitress. And I'll never forget this day, so long as

I live, I will never, ever forget this. I remember being at a beach party on December 25, Christmas Day. I used to be a big Christmas person, right. So here it is. It's Christmas. I'm homeless. I just finished partying with the people that I worked with at the bar. Everyone's hung over on the beach the next day.

I get out of the water, and I look at this beach party in which I am participating with. And it was like God spoke to me that day and said – and have you ever been in a situation where everything stops all around you, and you can't hear anything, but you're just like – they call it an epiphany, and I call it a revelation. So I had this – I get out of the beach – I want you to imagine this. I get out of the beach – now, prior to walking into the water, everything's cool. My head's pounding because of what I regretted I did the night before. My head is pounding. I get out of the water, and all of the sudden I look up at the people, and I go, "What are you doing?" And I felt God saying to me, "Get your mat and walk." And I obeyed.

And I went over to that place where my stuff was. I grabbed my stuff, and I left without saying anything. And they're like, "Dani, where you going? Where you going?" And I said, "I'm out of here." Nothing made that happen. It was as though that was a divine appointment by my maker that said enough. Enough is enough. Get your stuff and get out of here. So I got my stuff, I hiked a mile to get to my car. In Hawaii there's like lava rock everywhere, and to get to a beach you're going to hike through lava before you get to the water. So I hike back up to my car, and I get in my car and I drive 45 minutes to the beach that I had been living on for that three weeks. And that entire 45-minute drive I screamed at myself. I yelled at myself. I cussed myself out, to be quite honest with you. I did.

"You idiot. How could you do such a thing? Why did you allow yourself to become homeless? Why did you let yourself get so stinking low? Enough already. You know better than this. It's time to step up and do something. It's time to quit whining and murmuring and complaining. It's time. No more excuses. You know better. That wasn't an accident last year that you made all that money. This is what you're supposed to do."

And I'm not kidding, the 45-minute drive was like this side of my mind saying, "You can do it. Step up." This side of my mind saying, "You loser. You failure. You're never going to amount to anything." This side of my mind saying, "Shut up. It's time to step up and quit your whining and quit your excuses and do something with yourself." So that next day, I took an account for my life, and I said, okay, what do I have going good for me? What do I have, one good thing in my life that I could say is positive? And that one thing was that I was living in Hawaii. That was it. That's all I could come up with. I'm 50 pounds overweight. I have a \$35,000.00 debt. I have \$2.03 to my name. My husband leaves me. My parents hated me. Hello, I have nothing going good for myself, which is how I made myself homeless, by rehearsing all that was going bad in my life.

So the next day I went, okay, there's got to be something. I live in Hawaii. And I convinced myself that it was by design that I was homeless, that I wanted to experience this homeless life, and I will not be here anymore. I will never return to this lifestyle ever again.

So I found this weight loss program that I had purchased a month before I became homeless and never used it. Now, how many of you have done that before? Right. You get excited enough through the advertisement that you say, okay, I've got to do something. Well, I gained 25 pounds after I bought that. I gained 25 pounds after I got married. I bought the program. I gained another 25 pounds. Okay. While I was homeless. Imagine that. How do you get heavier when you're homeless? Oh, I found ways. I found lots of ways. When you work in a bar you - yeah, anyway, it wasn't good.

So anyway, I wound up looking at this weight loss program. It was in the back of my Hyundai faded from the sun. It sat in the back of the car. The packaging was all faded out. And I reached back there to get something, and I see that thing. And again, it was like the lord saying, "Do this." And I'm like, oh, no, I am never doing network marketing again. There's no way I'm going to do that program. So I look at it like ugh. Long story short, I wound up that day starting a business with that product line. Handwrote a flyer, put it up at a Post Office. I had no phone. I had no physical address to have products shipped to. I called a guy in Kona and said, "Can I" - I'm finding out about voicemail systems, which Hans and I were just there in December. They still exist.

Hilarious. And the guy says to me, "You know, hey, sister, I'll just give you the phone number. You just send me one check in the mail." And I'm, like, okay. You don't want my check, trust me, buddy. But he gave me the voicemail number and the access code without having me fill out - I mean, that's a miracle. Without having me fill out an application, without doing a credit check. Because if he would have done a credit check, there ain't no way he was gonna give me no phone number.

So anyway, he gives me the phone number just on faith, just go on good faith. I built trust with him on the phone. I'm going to teach you how to do that today, and he winds up giving it to me. Three and a half hours later, I get 25 phone calls on the voicemail. Called the first person back. I say, "Hi, this is Dani. You called in reference to a weight loss program." He goes, "How much is it?" And I said, "It's \$125.00." And he said, "That's too expensive. I can't afford it. Thanks. Goodbye." And I went, "Well, that didn't work. I have 24 more people, and whether or not I eat dinner tonight depends on whether or not these people say yes or no."

So I wind up calling Nutrisystem and Diet Center pretending like I answered one of their ads. And I had Post-It Notes in my briefcase from the year before. So I grabbed the Post-It Notes, I drop in a couple a couple quarters. I pretend like - they ask me some questions. I say, "Can you hold on a second?" I wrote down the questions in which they asked me. Well, I wind up having these Post-It Notes - can you imagine - all over this payphone booth that is out in the middle of this shopping center, okay. Do you understand? There's a video store next to me. There's a grocery store. Here's a lady with a phone booth with Post-It Notes all over this thing. Homeless woman, Post-It Notes. Okay? All right.

So I call the next person back, and I just read the Post-It Notes, and she says, "I want it, and I want it now." Okay. "Where are you located?" Well, we are actually expanding all over the island right now, and because of the explosive growth, we're doing some home deliveries. I have no product. None. No brochures. Nothing. I had my faded box. Do you understand that I wasn't even using myself? Long story short, four days, I wound up moving 40 of those weight loss programs, profiting \$2,000.00 net to my pocket. Next month \$6,500.00. Next month over \$10,000.00. Broke all the international

sales records in that company. If I said the name, there is not a person in this room that would not be familiar with that company. International. Hundreds of thousands of representatives worldwide, and I broke all the international sales records my first full-time month in that business. Boom.

I wasn't trying to, to be honest with you. I was just trying to eat and pay rent. I'm serious. That's all I was trying to do. I wasn't trying to be a hotshot or anything like that. I just need to make sure that I can make the \$700.00 rent payment is what I was looking to do. So from that point on, I started a seminar system called First Steps to Success. And how many of you are graduates of First Steps to Success? There are a few of you that were in Phoenix with me. Yes, also in New York City with me. Anyway, we started a seminar system called First Steps to Success.

And what happened was the very first one that we did had 45 people at it. We had many people coming out of that thing making \$2,000.00 their first ten hours in the business, \$5,000.00 by the end of their first month in business. So they kept going, "Can we get another one of those? All we want to do is bring people, put them in front of you. You go ahead and train equip them. You show them how to do it. We're just going to get out there and recruit like crazy. We'll stick them in front of you, and the rest takes care of itself."

Well, by the end of that year, I had done one every single month. By the end of that year I had made \$250,000.00 my first year. From living out of a car to \$250,000.00 my first year. Why? Because I had busboys and bartenders and waitresses making between \$10,000.00 and \$20,000.00 a month their first six to nine months in business. And this was not, by the way - I heard testimonies up here of many of you being in business for a long time. We were rookies. Not one person in my sales force came from another company. Not one person ever in my sales force did I ever bring from another organization who brought an organization over. That's not how that happened. We're talking I sponsored a waiter. Hello? Sponsored a waiter and said, "Do this," and he did it, and he built a business making \$5,000.00 his second month in business.

Out of that brought me a bus boy and a waitress who made \$10,000.00 their fourth

month in business, and their eight - and their sixth month in business made over \$20,000.00. A busboy and a waitress who brought me a commercial diver 18 years old, okay, 5'5" with a blonde mullet who just fresh out of high school and every other word is "dude", okay. Dude. All right. Who brings me this 18-year-old kid who is sitting in a business presentation with Jesus shoes, Bermuda shorts and a tank top that says, "Why even wear one?" You know, it's the ones that go down to here and down to here. Do you understand? And he's staring at the ground. After he listens to the business presentation, I said, "Do you want to make a little or a lot?" And he's, like, "A lot." Do you understand what it takes to get started? "Yes."

I'm, like, all right. I get a call two weeks later, and the guy who invited him said, "Hans is ready to get started." I said, "Does he realize how much it costs to get started?" He says, "Yeah." Are you sure you told him it's \$3,284.00. He says, "Yeah, he has the cash." He gets started, comes to First Steps, first week out of First Steps, put in five hours worth of work - no, four hours worth of work, made \$500.00. Next month he brought ten people to First Steps to Success. Those ten came out and did \$42,000.00 worth of brand-new group sales volume in two weeks. He made \$4,500.00 that month. Eighteen years old.

I am not talking about people who are professional networkers. I'm talking rookies who have never done that kind of thing before. And those people, those people went out and made a six-figure income, jumped my income up to a multiple six-figure income. By the end of my second year I made my first \$1 million at the age of 23. Since then, I am a mother of five. I have five babies that, yes, I have birthed myself. No, I'm not Mormon. No, I'm not Catholic, just to answer those questions that you have in your head right now. Yes, I physically gave birth five times. "That must be a blended family." No, it is not. I gave birth five times. I am about to be a grandmother in September. September 17 is when my grandbaby is due. My daughter's child. It's my grandchild.

I have done this working part time. My husband and I are firm believes in managing your time properly, building it on a part-time basis. We have never earned less than a six-figure income in this business. Never. We made millions of dollars working part time from the comfort of our own home, training and equipping other people how to

earn a six-figure income. Out of the training seminars that we have done, we have developed many six- and seven-figure income earners as well. In fact – anyway, I won't go there.

So here's the deal. There's four things that were given to me when my life changed from going from complete failure to absolute success. In fact, I just saw one of my best friends that is here that was of the first 25 people that I brought into the business after my six months of failure. Hi, Ed. He just showed up from Ohio and surprised me. Isn't that sweet?

Anyway, so here's the four things. Number one, he said – he says if you give me one excuse, I will not work with you. I said, "Please teach me how to crawl, walk and run." He said, "I will do that." He says, "But if you give me one excuse, I will not work with you. Just one." Let me give you the definition of an excuse. It's a well-planned lie. Carol was touching on that in her testimony. The definition of "excuse" is a well-planned lie. That's what it is. And I had a lot of excuses my first six months. My first excuse was that I was a feInterviewee. My second excuse was that I didn't have an education. Third excuse was I was too young. Who is going to listen to me? I'm young. I'm a girl. I don't know what I'm doing. Who in the world is going to listen to me? And that's – those were my excuses.

I don't have enough experience. I don't know how to do this. Why would anyone follow me? That is what my beliefs were when I first got started in this thing. And that is why I did not make any money my first six months. So whenever I would talk to people, I talked to them in a way that totally projected what I believed about myself, which is you don't want to do this with me because I don't know what the heck I'm doing. Now, I just want to see a show of hands, how many of you have felt that way in your business before? Oh, my gosh. Wow. That's amazing. I should ask that all the time? Let me see that again. Wow. How many feel that way now? Be honest with yourselves.

Yeah. So that was my excuse. And so he says, "If you give me one excuse, I will not work with you." Now, after six months of failing, I'm getting nowhere. How many of you know that my desperation was pretty big? I'm \$25,000.00 in debt. I'm not getting

this to work for me, and I refuse to quit. Okay. That's one good thing that works for me. I'm Nicaraguan, Italian and Irish - I'm half Nicaraguan, which means I'm a little bit on the stubborn side, and I refuse to quit. How many of you are persistent in here? Yes, okay. Well, then you might as well give up now and go succeed because you're just going to torture yourself. Just go make it happen because you're just going to torture yourself. That's the bottom line, so get over your excuses.

Okay. Number two. He says, "If you give me" - and this goes for every single person the room, every person in the room, he goes, "If you give me one opinion or suggestion about how you think this thing is supposed to work, I will not work with you." He says, "Dani, your opinions and your suggestions have made you broke. Your ideas at this point are worth \$25,000.00 debt is what they're worth." He says, "Mine are making me \$15,000.00 a month. So why don't you first learn what I know how to do, and then once you learn that, and as soon as your stack is as big as mine, then go ahead and give me your ideas, opinions and suggestions. But until then, sit down and shut up, listen and learn. I don't care what you did with JC Penney's. I don't care what kind of success you had in the past, honey. The reality is that where you're at right now is zero check, and that's how much you know about this business."

How many of you know that was harsh, but it was true? Harsh but true. You know what? Let me tell you something. I spent most of my life - I was a very insecure female who did not believe in myself and did not believe in anybody else. So what do people - what do kids who have been abused do? They usually are very opinionated, going to show up this false sense of inner security, a false sense of confidence really in the form of ego and pride and arrogance. And that's who I was when I first got started, especially to guys. Especially to guys. I had a chip on my shoulder about men.

So when he said no opinion, no suggestion, I spent most of my time trying to prove to everybody that I knew something, and he was telling me he didn't care what I knew. It's time to sit down, shut up and learn. That's what he said. The third thing he said was, "If you don't do what I tell you to do, I will not work with you. If you do not do what I tell you to do, I will not work with you. If I give you a direction and I say 'follow this script,' and you decide to change it? Guess what, honey? I will not work with

you.” I had dyslexia, by the way. I’ve been healed of that since then, but I did, I had dyslexia. And reading in front of people, no. We worked in training centers. He gave me a script. Phone’s ringing from advertising. He says, “Read this.” How many of you know I choked? Yes, I choked.

Words would – in case you don’t know what dyslexia is – how many of you do know what dyslexia is? Words jumping all over the place. I stuttered, skipped lines. It was nasty, horrible, and I messed it up the first time.

The last thing he said was, “You need to go to a training seminar. You need to continually invest in your professional education for this business.” Now, here is so interesting to me, and I think it’s – the network marketing industry is the only one that does this, I really believe this. If a doctor is going to go become a doctor and earn a six- or a seven-figure income, what does he have to do to be able to become that doctor? He has to get an education. And are there any doctors here in the house, by the chance? Is there anybody here that is a doctor? Did somebody raise their hand? No? Okay. Anywhere from \$100,000.00 to \$200,000.00 is what you’re going to pay for your education to become a doctor to what? To wind up with a gigantic debt, a humongous overhead, tons of liability and \$10,000.00 a month for malpractice insurance. That’s what you’re going to wind up with. And on-call, ridiculous hours.

Can you make good money? Absolutely, there’s no question about it, but you don’t have a lifestyle to speak of by any stretch of the imagination. But here we go, ten years for your schooling before you ever begin to make any money, right. Network marketers get started in business for themselves, and whine, murmur and complain because they have to pay for training. Okay. This is the only industry that can claim that more millionaires have been created this way than any other form of business out there. This is the only one. And for some reason, it does not occur to people that if it’s a six-figure income, then obviously it is a profession, is it not? This has been my chosen profession since I was 19 years old. I did not choose to be a nurse, a doctor, a lawyer or a social worker. I chose to be this.

And it just made sense that once I got strong-armed into going to my first training semi-

nar, it clicked for me. I went, oh, I get it. I don't know how to do this, and I need to know how to do it. And if I'm going to learn how to do it, I'm going to learn from people that are great at it. Not learn from people that are mediocre at it, but learn from people who are great at it. First person I learned from made \$500,000.00 a month. Would you say he knew what he was doing? Just a little bit. Just a little bit. Not from people who were making \$5,000.00 a month or \$9,000.00 a month. We're talking \$500,000.00. These are real pros? Are you with me?

There's a lot of people who think they're pros, but then there are those who have the proof that they're pros based on the size of the organization that they've built, the kind of money it is that they have made and what they are currently doing. What they are currently doing.

So I went to that first training seminar, and I almost didn't go, to be honest with you. How many of you knew I was going to blow it? I'm \$25,000.00 in debt. I haven't made a dime in the business that I've been working at full time, right. I don't know what I'm doing. Here he's saying it's going to cost you \$1,500.00 for the entire weekend, including your expenses. You have to go. And I said, "Well, what if I can't go?" "Then I won't work with you. I will not work with you." I'm, like, okay. Okay. There was a week before the seminar, so here I go. How many of you would do this? How many of you first thing would say, "I can't afford it"? Yep. That almost flew out of my mouth. Thank god there was a catcher's mitt on my tongue. Yeah. Second thing that went through my head was the second thing that he told me if I did he wouldn't work with me, which was, "I have a great idea. Why don't you go to the seminar. Let me have your notes. You come back and tell me what you learned." How many of you would have said that? That's a great idea, isn't it? Good suggestion. Listen, I think I can just learn from you.

Third thing I thought about because that was the first thing was I can't afford it, so he's not going to work with me. Okay. Oh, that's an idea, I don't think I'd better give that to him. Okay. I will pretend like I'm going, and oh, my car died. I was on my way, but it died, so I couldn't go. But I didn't. I knew that if I wasn't going to go to that training seminar that I was not going to make it. So I went, and I told you what happened

since then.

So if you were to live your life by these four things, and I have lived my life by these four things – and I'm going to share with you some things that I learned in my very first seminar that dramatically changed things for me, that got me over some of my excuses. Number one, this is the first thing that I heard there, and I hope if nothing else today that you get this. Ninety-eight percent of the population is dead or dead broke by the age of 65, and two percent of the population is doing well financially. Ninety-eight percent of the population is not this way for any other reason than because of their own beliefs because of who they choose to be.

You see, when I found out these numbers – and honestly I didn't believe it. I thought I was the only unsuccessful one in America. I don't know why. I just thought I was the only one that was failing. Well, 2 percent of the population doing well financially, and 98 percent of the population not. That's kind of scary. How many of you don't want to wind up in the 98 percent? Friends and family – they pretend on their friends, family members and the federal government for their main source of income. How many of you do not want to be dependent on anybody else when you get to that beautiful ripe gold age where you should be enjoying freedom and life? And I know some of you have already reached that age, and you're not where you want to be. Life is not over. There's still things that can be done and done now to make improvements in your life.

Well, with the 98 percent, this is interesting because there's been lots of studies that are done on people who succeed and those who don't. I mean, tons of social studies, tons of psychology studies, all kinds of ways that they've tried to figure out how come these kind of people succeed, and how come these people don't. Well, you know what they found out – the first study was done in 1933. And what they found out was is that it had nothing to do with their race, the color of their skin. I had nothing to do with their religious background as to why they succeeded. It had nothing to do with their educational background as to why they succeeded. In fact, the second person I learned from was a billionaire who had a multibillion dollar company and had a ninth-grade education.

How many of you know what the education level of Einstein was? I heard second grade, okay. Some of the most successful people have little to no education. And there's lots of people who have tons of education who are hugely successful. But what the study proved was it had nothing to do with their education level because some had no education, and some had huge amounts of education, so it had nothing to do with their education, right. It has nothing to do with how they were raised or where they were raised. It has nothing to do with geographical location, meaning some were raised like me, severely abused emotionally, mentally, physically, and more ways that I want to mention today, okay. And some were not. They had the lilywhite, Pollyanna, perfect little picket-fence lifestyle when they grew up with wonderful parents, godly people who raise them up in the ways of the Lord.

But guess what they found out? The people - the study they did had nothing to do with how they were raised, nothing. It has nothing to do with born talent. Nothing. But there was one thing that was set apart of people that were highly successful and those who were not. One thing and one thing only. It'll blow your mind. It was their thinking patterns, the way they thought. That's it. The way they thought.

When I heard that I just went whoa, whoa, whoa, wait a minute. Here I thought because I grew up on welfare and I had a dad that hated me and abused me and my mother and my two sisters, that people like me don't succeed. That's what I believed about myself. And what I found out is that what I believed was the only thing that was stopping me from succeeding. That was it. What I believed about me is why I was not succeeding. And what I'm here to tell you is that's the only thing that's stopping you, is what happens between your two ears. That's it.

So in that first training, found out, you know what, listen, in this room, this is exactly the case. Right now all of you are a part of the same company; therefore, you have access to the same products. Those products that are behind this thing are available to every single person in this room. You all have access to the same compensation structure, okay. It isn't that Kenny has figured out a different product, this brand new product that he's come up with, that the brand new products here, that if you are black then you get the extra superior really good lotion, and if you are white then you get the lesser ge-

neric brand. Is it that inside of this company, inside of this organization that they have two different types of products, that they have products that are extra superior and those are generic depending on if you're Asian or you're white or you're black or you're Mexican? Is that how it works? No. Everyone has what? The same exact product line. It is equal straight across the board, as well as the compensation structure.

Is it that if you are Asian inside of this company then you get 25 percent on 3,000 levels? Is that how it works? But if you're white then all you get is 5 percent on three levels? No. The compensation structure is equal straight across the board. There is not two different companies here. It is one company. You all sign the same application. You all have access to the same product, the same compensation structure. What is the only variable here, folks? You. You are the only variable and you alone. Just you. And what you decide to make of this opportunity is completely up to who? Not me. You. It's up to you. That's the bottom line.

So why is it that there are people in this company – let's not even use this company. Let me tell you about my clients. I have clients who earn hundreds of thousands of dollars a month, people that I personally work with, that I coach, that I advise, that I help train their sales forces that earn \$400,000.00 a month. Now, why is it in this industry there are people – in fact, there's a guy here in the room that's a part of a company that there was a check given to that company of over \$1 million for one month's worth of earning. Okay. Why is it that in this industry that there are some making millions of dollars, and there are some making hundreds of dollars? Why is it in this company, in this room right here, we have some making six figures, and we have some making no figures. Why? What is the difference? The difference is you.

It is an equal playing field. You cannot use the company, the products or compensation plan as an excuse. "Well, they got in first." Ooh, let me just shut that one up right now. When I was a homeless woman, okay, I started with a company that was already ten years old, multibillion corporation with hundreds of thousands of distributors worldwide, and they had been majorly bad pressed by the United States government because the president of the company basically got on national TV and insulted Congress. It wasn't a good idea. Some people high up in the government said, "Didn't somebody

die on those products?" And he said, "From the looks of it, boys, you could actually use this stuff." He did. And they spanked him. Just a little bit.

But you don't understand. That company had already done billions. I came out of nowhere out of a town of 5,000 in Waikoloa, Hawaii and shattered all of their records, did 80 percent of the United States business was in my sales force. Hello? "Well, if I was Carol, and I signed 14 months ago, well, then I'd be able to have that kind of success." No, if you were you with no excuses and you went to work, then you would have that kind of success.

Dynamic Duplication™

Disc 2: Income Follows Personal Growth

Here's the you part. And what I found out was I was the only one stopping me. I was the only one stopping me. That my belief that I was a girl was stopping me, that I was stupid was stopping me. And I went hold on a second here. It's equal. And to be honest with you, there was only one woman in that organization, and the rest was all men. Kenny can tell you, was that company not male dominant or what? Monsterly male dominant. Hugely male dominant. I'm at least half and half, the training seminars they do, 50/50, men to women. But here I'm like I could kick some guys' butts? Sign me up. It makes no difference. Because in my mind I'm like, look, it's all the guys are succeeding.

Well, if I was born a guy – and I'm not kidding. My father told me my whole life, do you know why my name is Dani? All three of us girls have boys' names. Why? Because we were mistakes. We should have been born with something else that we weren't born with is why. We were all named after men. Danette, Rhonda and Marty. Marty for Matthew, Rhonda for Ronald, Danette for Daniel, okay. So here I'm thinking I've got to be a guy in order to succeed. And then I found out it made no difference at all. I was the one stopping me, and it was up to me if I was going to be able to make this thing happen. It's up to you. There's no difference. You heard every person up here say, "You know what? If I can do it, you can do it." And a lot of you don't believe them. I know you don't. You look at them, and you say there is just no way. There is no way. They had something special about them.

Yeah, no – they had excuses. Let me ask them. How many of you had excuses when you first got started? Yeah. But how many of you got over those excuses to make things happen? And you cannot look at me today – and by the time I'm finished with you, and if you decide to join me on this adventure to get yourself professionally equipped

and trained to become a pro, not making \$10,000.00 a month, but getting yourself up to \$100,000.00 a month, get up to there. Well, Dani, how can you say you can teach me? Well, because I've made \$100,000.00 a month as a distributor in business.

So can I show you how? Yes, I can. Only someone who has done it can show it. Are you with me? There's a whole lot of people out there talking like they did, but let me tell you something. You know when you find someone who has based on what they show you how to do and how to get the job done, and how to get it done faster.

Okay. So here's the you part. Now, let me share with you because this is huge. This is absolutely huge. You are the one that determines when you stop in your deal. You're the one that determines where you decide to get comfortable and quit or give up. You're the one that decides, hello, I'm happy with \$10,000.00 a month or I'm happy with \$1,000.00. You know what? No, I'm not. There's a lot of people out there that need this stuff. There's a lot of people out there that need me. There's a lot of lives out there that are not going to be enhanced if I don't get off my tail and make something happen. There's another Dani Johnson out there who is homeless and needs an opportunity to change her life. There's another - like this whole front row, there's plenty of people out there that need something like this, and you have a moral responsibility to bring it to them. That's what you have.

So the only difference between these folks that are up here and you at this point is this: where is your skill level? That's it. Where is your skill level with your business, and that determines your value out to the marketplace. Right now - in fact, this is a little formula that I have for you. The marketplace pays for value, folks. The marketplace pays for value. For example, however much this product is, the marketplace will pay for the value of this product line. Do you understand?

Well, this is very important, and I can go in five different directions right now. I want to stay focused. The marketplace pays for value, and what determines your value is your level of skill. Hello, the world knows this. Why does a doctor go to school for ten years? To increase his what? Skill. To increase his skill. A dentist - let me - let's look at two different hair salons because you guys are dealing with beauty salons. Let's look at

two different hair salons. We have the blue-hair salons, and we have this San Francisco hip-hop salons, okay. What is the difference between the two? The blue-hair salons are the salons that they went to beauty college 40 years ago and have never increased their skill over the last 40 years. So what do they do? Tight little curly perms all day long. That's what they do.

Then you have those salons – a friend of mine is a multimillionaire owning a hair salon. Why? He has, every single year – in fact, every six months, increased his skill in the area of hair design, as well as his staff increased their skill. Now they charge \$85.00 a haircut, and he gets it. He's booked six months in advance. Why? Because his skill is much higher than the blue-hair salon, that's why. Why? His skill is much higher than the blue-hair salon. That's why. Why? Because he invested more into his education. How many of you have not invested in your education in network marketing? Let's be honest.

Now, I'm not saying that you haven't bought motivational tapes. Motivational tapes are great, however, it's left in the seat when it's done. And that's not what I am, by the way. Don't call me. I'm not a motivational speaker by any stretch of the imagination. I equip, train and develop people to succeed. I do not fill your head with "rah-rah, don't you feel good"? No, I want you to feel bad. So bad that you're willing to get out and make a difference in your life and the lives of other people, so bad that you're sick of yourself. That you're sick and tired of being in a rut. How many of you are tired of being in a rut? Sick and tired of being the same. How many of you are tired of that? How many are sick and tired of going to the grocery store looking at two cans of beans, one for \$0.49 and one for \$0.51, and which one do you pick? The one you don't even like. Mushy green beans that are too salty, right. Sick of it? I hope I get you so uncomfortable with your life, that you just get out, "Get out of my way."

I'm serious. That's where I had to be. So sick and tired of myself that I had to make a difference, okay. So marketplace pays for value. Your skill is what determines your value out to the marketplace. So if you're making \$100.00 a month right now with your opportunity, or if you're making \$500.00 a month or \$1,000.00 a month or \$8,000.00 a month, what does that tell me? That tells me that that is the value that you are putting

out there to the marketplace, that's what it says. That's where your skill level is.

Let me tell you something, and I'm going to cry when I say this, and this is what I love about this business. You keep hearing them say, "If I can do it, you can do it," right? Here's the reality. If you're willing to do what they were willing to do, you can have what they have. The difference is the skill level. How many of you know that you lack the skill in order to make it happen? So what's the answer? Learn new skill. How many have ever learned a new skill before? How many of you can remember your first day on your first job? How many of you can remember how uncomfortable that was?

Okay. Mommies, how many of you can remember when you gave birth to that beautiful baby, and you remember holding that baby not quite sure how you were going to be able to care for this child? When you first brought that baby to your breast to feed it, you weren't quite sure how to be able to make that happen. And it was very uncomfortable, and it was scary because we don't always know how to do things that we're starting anew at. It was the same - by the time I had baby number three, man, I was a pro. I'm not kidding you. I walked into the hospital, I said just give me my cocktail. I already know how to do this. They said, "You're not dilated far enough for your cocktail yet." I said, "Just shut up. I know how it works. Just give me my cocktail. Go ahead. Right here because as soon as I get the epidural, the baby flies out, and I'm not going to deal with seven hours of labor, all right, so just get it done."

First baby, I'm terrified. Fifth baby I'm like - Who has more kids in here than I do, you've given birth to? Have I won? Oh, there's one. Six? Seven? Seven? Dang. Give those people a hand. Good job, mom. You know what I'm talking about. But what I'm saying is I want you to go back with me to your first day on your first job. How many of you were very uncomfortable? How many of you were terrified? How many of you were afraid of making mistakes? How many of you were afraid that you were not going to do it right? How many of you were afraid of getting fired? How many of you were embarrassed? How many of you were humiliated? How many of you felt that way in your network marketing business?

Let me tell you the difference. Your first day on your first job, you couldn't leave, and

you were fully immersed for eight hours. And by the fifth day of being fully immersed in that new job, how many of you felt 100 times better on Day 5 than you did on Day 1? So after 40 years of working that new skill, how many of you got pretty good at it? But how many of you – let me ask you something. If you put in a total of 40 hours your very first week, and on Day 1 you were uncomfortable, but on Day 5 you were not uncomfortable, you felt much better, do you know what the difference is between your network marketing business is and your first week on your first job? You have not put 40 hours in straight yet. Think about it.

Some of you have been at this for years, but you have been putting in a couple hours here, a couple hours there, right. The difference is this: if you were to give this the same commitment that you give your job, if you were to give this the same dedication that you give your boss every single day, can you imagine where you would be five years from now? Can you imagine? Do you know what it is? This just sounds too good to be true. But if you were to treat it like any other job that you have and go, “You know what? There’s a learning curve involved here.” What happens if in a job you lack the skill, what do you do? You get trained. You get trained. How many of you have been trained to do something before? How many of you that when you started weren’t good at it, but when you finished you were darn good at it? This is the same. This is the same.

The difference is that you’re out there trying to wing it because you hear the testimonies, and it sounds so easy. I’m here to tell you that it’s not easy. But it’s simple. It’s simple. There’s some simple little things you do to succeed here. And because those simple things just don’t seem to add up to a six-figure income, you’re thinking that just can’t be right. It’s got to be more complicated than that. Well, you know what? I often felt the same way about my savior, who saved me by grace, and it doesn’t make any sense to me at all how that works. All I do know is that I’m saved, I do know that, by grace. And it’s the same right here with this business.

So the reality is this, if you’re willing to learn, you’re willing to work, and you’re willing to give it a try, then I promise you the same outcome that you had in your job will be very similar here. The difference is we make more money than you do in your job. That’s the only difference. So are you willing to learn? Are you willing to invest in

yourself, to become a professional at the most powerful industry on the face of the planet? Listen to me, I'm not saying that unfounded. That is founded. For many of you, like it is for me, this is my only chance of ever succeeding at anything in life. Why? Because I was a female. Because I did not come out of the corporate world. Because I don't have an education. But my education I paid for in this business. My education here in marketing cost me \$25,000.00 in seminars from people who were building a business.

Was it worth it? It made me millions. Yes. That's what I was willing to do. Are you willing to do the same thing? Are you willing to make an investment in yourself, so that you can go out and become a pro? Because a professional level of income is available right here with the company. You cannot go at this with an amateur level of skill, an amateur level of attitude, with an expectation of professional income. Are you with me? Can an amateur baseball player expect to make a pro-level income? No. But how in the world - what is the thing that determines? Skill. From an amateur, go rising up to pro, is skill. That's it. It is skill.

How many of you have practiced in your life to prove to yourself that you can learn new skills? Yes. And how many of you have gotten darn good at some of those skills? Will you promise me that you'll at least give the same kind of commitment to learning this new skill that will make you a fortune, if you let me help you? If you show up and you follow directions, and you do whatever it takes to increase your skill, I promise you you'll make it. Let me prove this to you. When it comes to the you category, okay, there are three things involved. There are the basics to the business. There are people skills. And there is personal growth.

Now, when that first guy had told me that he would not - that my ideas were worth broke, and his ideas were with \$15,000.00 a month, there's something I had learned from him that was so powerful for me, and it was this. In fact, the thing that I got out of that was to pay attention to people who have what I want and do what they do. That's what it was. Pay attention to people who have what you want and do what they do. And unfortunately I was the kind of person that I was so busy that when I came into touch with somebody who had what I wanted, I was just trying to impress them

by moving my mouth like crazy. I was so busy trying to impress them with my lack of knowledge but trying to size myself up to successful people to justify that I would either be like them someday, or I was like them someday because of some past success I had from a long time ago.

Will you be willing to do this for me? I want you to leave your past behind? I don't care if you had past success in this industry or if you had past failure in this industry. It means nothing to today, and it means nothing to tomorrow. Nothing. Absolutely nothing and here's the proof on two sides of the coin. I've met lots of people in this industry who have made lots of money, who are sitting around talking about it, who are no longer making money. And I know lots of people, and I'm going to tell you about some of my clients, and it's going to make me cry just even thinking about it because it's so incredible to see that when people are willing to invest in themselves to get the right kind of skill, what it turns into.

I do a coaching class. It's a tele-class on prospecting and closing. It's a four-week class. It's an hour and a half every day for four weeks. I just finished it in February. My next one starts this coming Tuesday. And it's just a small group of people that are allowed on the phone, and we work diligently at skill in the area of prospecting on this. All we talk about is prospecting diligent at the skill of closing. And I actually put my people on the spot. They actually do it in front of me, and I just coach them just like a basketball coach that coaches the basketball team. I'm a professional recruiter. I teach people how to professional recruit.

Okay. I've personally sponsored thousands of people in my career in this industry, started 16 years ago. Built sales forces, huge amounts to the tune of 20,000 representatives - not customers. That doesn't include customers. But sponsored 20,000 people in a sales force in two years, okay. So I get on the phone, and I work with these people.

Check this out. Had a gal by the name of Jane, young Asian gal. Serious language barrier. Who is in my class. She talked to 350 people in December and January and sponsored nobody. Gets in this class, invests in her skill and her time. On the 24th of February was the last day of class. She speaks up - she only spoke up one time in the

whole class. She said, "I want to tell you I sponsored six people this month, and I still have lots to follow up before the end of the month." Sponsored six people.

I have another one of my clients by the name of Fawn. She's been in the industry for two, three years now. First year and a half, two years, no success. Went to all kinds of seminars, went nowhere, made nothing. But I've got to hand it to you, Fawn was persistent. She refused to quit. Got on a conference call - we do a free Monday night conference call very Monday night. Got on her first call. Sponsored her first two people ever in the two years she's been in the business. Went to her first training seminar that next month. Brought five people with her. Came out of that seminar. Increased her income.

Check it out. Here she was a year ago making no money, sponsoring no people. She's recognizing our company now as a leader in recruiter. Always on the bonus boards since her very first month she came to First Steps to Success. Has been on the bonus charts every single month. Income between \$5,000.00 and \$6,000.00 a month now. That's after two years of failing, getting the right kind of scale, learning, now making \$5,000.00 a month. How many think that's pretty exciting and awesome?

Here's a rookie. Who lives in Phoenix? You guys are going to flip out when you hear this because you are watching the story happen before your eyes. Check it out. Do you guys remember Rebecca? Remember she came up, cute blonde gal, has six children. Has her husband there with her. She came to Honolulu, Hawaii. Her sponsor said - she says to him, "What do I have to do to succeed?" He says, "Go to DaniJohnson.com, get registered for the Honolulu seminar," which was in December. She came to that seminar, came home and made \$4,500.00, got 150 customers in the month of December, when everyone is whining about it's slow time, when everyone's whining about they're too busy.

No, Rebecca came home on the 18th of December, pounded the phones in the month of December and made \$4,500.00. Okay. Are you ready for this? She books a one-on-one coaching appointment with me. She cannot close people at \$299.00. So we spend 40 minutes together. I get to the root of why she couldn't close. It had nothing to do with

her skill. It had everything to do with her belief. She believed that she'd be messing people over if she got them in for that much. So we worked on why it was. She actually had a judgment against her father who messed over a lot of people. So she forgave her dad, got to the root. The very next phone call she sponsored someone at \$299.00. She sold 15 of these \$299.00 packages in the next ten days.

Okay. Remember in February, those of you who were in Phoenix with me? You guys are going to flip. Remember, she gets up and she says, "I am currently tied for number one." Remember, her sponsor says, "No, you're number two." She said, "Oh, no, I checked the charts today. We are tied for number one." And she says, "And Tom, I will beat you." Do you remember that? She did. She did. She beat out the number one recruiter in that company. She made \$10,800.00 her fourth month in business. How is that? Mom, part time, six kids. Why? Skill.

She invested herself, and has every single month, invested herself. We – in fact, I talked to her on Thursday. She's beside her – she says, "I've never made this kind of money before in – wow, I'm one of those people." "You hear about those people, but I'm one of those people now." How is that? Company just did a big spread on all of her success. Mom, six kids, no excuse. Sponsor said go to DaniJohnson.com, get to that seminar. She came to that seminar, and she went, "Okay, that's it. If you can do it, I have to figure out how to make this happen." She said, "You have five kids; I've got six. All right. No excuse. I've got to make this happen." How is that?

Yeah. Well, here is this. There's the basics, people skills and personal growth, okay. There's a lot of people who think that the basics is what's going to make you successful in your business, okay. And that's true, okay. The basics are – I'm going to show you. There's basically five basic steps to building your business and to actually equipping and developing leadership. I'll talk about those actually later on this morning. So there's basics to the business, there's people skills, and there's personal growth. Every successful millionaire that I have ever learned from has all said the same thing. Every one of them, it totally blows my mind, every single time this happens I'm like it must be true because they're all saying that it's true, and if it wasn't true, why would they be saying it?

And I've actually studied under successful millionaires that have salons or jewelry stores, do you understand? Not just network marketing but just abroad. People who have been successful in business, they all say the same exact thing, okay. So out of these three areas - and this is what it takes to become successful - this is what determines 98 or 2 percent. Which do you think is most important? If you've been to First Steps or heard my CDs, do not say the answer. Yes, 95 percent of success is determined by your level of personal growth. I'm not kidding you. I totally interviewed a guy, a multimillionaire selling jewelry. I said, "What do you think is the most important thing about success?" He said, "Your income follows your personal growth." That's not even in our industry, okay. Same with the hair salon.

Here's what I'm going to tell you: you have to weigh your ego with your bank account, and figure out which one weighs more. You have to weigh your ego with our bank account, and figure out which one weighs more. Your ego wants to be puffed up and say, "I did it, and I know everything, Dani. I've been in this industry twice as long as you. Why don't you just sit down and shut up because I can do a much better presentation than you. You're not that professional." That may be the case.

But what I know is that when you're green, you're growing; and when you're ripe, you're rotten. And I've postured myself in a place where I'm learning on a daily basis. Think about it. When was the last time you learned something new? Our society has basically trained you that once you're done with high school and college, you're finished. And some people say, "Well, I've got 35 years of management experience." Really? No, most people have one year of management experience, multiplied by 35. It's the truth. Using the same exact thing that they learned 35 years ago, have not increased their skill, not learned new things to improve themselves. Well, your income follows your personal growth. Weigh your ego with your bank account and figure out which one weighs more.

The other is divided between people skills and the basics. See, these two things are very simple to learn, and there's not that much in these two categories, okay. I teach a lot on people skills, but the reality is if you don't have the personal growth to exercise the people skills that you know how to use, guess what? It's not going to work. So for

example, people with the area of personal growth, there are some people in business that have to be above everybody all the time; therefore, they can't raise up anybody to be better than them. Well, in my business, the way I built it was I was out there to help people become more successful than me, and to do it faster than me, and equip people to do those types of things.

And there are some who have actually done it, gone out and done things in other industries far better than I ever – I don't have a brain to do some of the stuff that they do. That's not me; that's them. So the reality is that your income follows your personal growth. There are some of you that your level of personal growth is that maybe you're afraid to talk to people. You're afraid to people who are what you call your "chicken list". That's an issue of personal growth. There's some of you that you've reached a comfort level. You're comfortable with where you're at. That's an issue of personal growth. That's an issue.

I truly believe that when you're green, you're growing; when you're ripe, you're rotten. And if you're in a comfort zone, your next process in life is death because a comfort zone, how many of you have found that a comfort zone truly is not comfortable? A comfort zone is a lie. It's total deception. It is not comfortable. No, no, no. The easy way and the Lazy Boy is not comfortable because there's something dying to get out of you. There's something inside of you saying there has to be more of a life than a 9:00 to 5:00 job, and a Blockbuster video. There has to be more to life than the way I'm living. There has to be more than giving up and giving in. There has to be more than settling for less.

There has to be more to life than this. How many of you have been there? That's where it's at. And if you're not living it out, that's an issue of personal growth. Here's a prime example. I have this woman who is a leader inside of a company, doing a phenomenal job, totally internationally recognized, who says to me, "I know what I'm supposed to do 80 percent of my time. I am supposed to be recruiting. But for some reason I just don't do it." And I said, "Why?" And she says, "I don't know why." And she starts giving me her spiel about how committed she is, giving me her spiel about how much she believes.

And she's, like, "But I know that I'm supposed to do this, and I know how to do it, and I know I'm good at doing these things," and this is a lady that two years was not good at any of it, but now she knows everything but doesn't do with what she knows. That's an issue of personal growth.

Do you know what it turned out to be? She had been hurt by lots of strong and powerful leaders, and she did not want to be somebody that would hurt others. That was an issue of personal growth. So she did not fully commit wholeheartedly to her business. She did not have a wholehearted commitment to her people because she was afraid of being like some of those other people that she's seen who have hurt people before. That was an issue of what? Personal growth, not the basics, not the people skills. She knows how to do everything, but she doesn't do it. That's an issue of personal growth. So your income will always follow your personal growth.

As you grow personally, your income will grow personally. So you have to weigh your ego with your bank account. Go ahead. Put your hands in your pockets. Let's see what's there. I'm not talking about how much you have in the bank. I want you to cancel that against your debt. Think about it. That unfortunate thing is that 98 percent of the population has got some great egos, proving to everybody how smart they think they are, how much they've accomplished, what they know and busy telling everybody how much they know and what they've done.

Do you remember what it felt like to be teachable? Can you remember what it feels like to be teachable, to be hungry, to have desire, to be humble, to listen, watch and learn from others? Do you remember what that feels like? How many of you cannot stand that monkey on your back that says "prove yourself. Size yourself up." How many of you know what I'm talking about? That when you're in the company of somebody else, it's instant, pop your chest and show much you know, show who you are. How many of you can't stand the way that feels? Wouldn't it be great to not have to prove anything to anybody? Wouldn't it be awesome to just be okay with who you are and to be postured for learning and growing instead of proving and dying? Think about it.

Listen, today I'm going to give you millions of dollars' worth of information, and that's not a joke. That's not an exaggeration. I'm going to give that to you. But there's only going to be one or two of you, and it's not going to be the one or two that you think it is. There's going to be one or two of you that's going to say, "I caught it, and now I'll go run with it." And they're not going to tell anybody what they're going to do. They're just going to go do it. And you'll know who they are based on who is on the charts, based on who is out there making things happen. That's how you know who it is. And it's never the ones that you think that it is.

It's the Fawns, who out of nowhere, out of failing for years, that now is succeeding. The Rebeccas, who is thinking, "I have six kids. How in the world can I make this happen?" who now is making it happen out of nowhere. Who brought in two people to Phoenix, by the way, who has been in the industry for seven years and hadn't made any money. Came out of Phoenix and sponsored two people at the top level. They have never done that before. Just from the skill that they learned. Why? Because they were postured to learn, they were postured to receive. They humbled their hearts and say, "What do I have to do? Show me, and I will do it." Not, "Who are you? What do you know? I know how to do this. I don't need your help. I don't like the way she speaks. I don't like the way she talks. She's cocky and arrogant. What's up with that crimson jacket anyway? I think those are hairpieces. And how much plastic surgery has she really had?"

Think about the pain that I suffered because of this shell that I was given because the people hate me the minute they look, and they judge instantly, especially the church. It's been sad. "We have a hard time with your long, flowing brown hair," and I'm like, "Well, get over it." "Well, you have it so good." I had a real estate agent come to my house recently that I was interviewing, and I said to her, "So my husband and I like to buy properties that are just dumps," problem properties because 98 percent of the population doesn't like to deal with problems, but 2 percent of the population likes to, and they find what no one else wants to do, and they do it. Why? Because we make hundreds of thousands of dollars on those properties, that's why. But the average person wants the pretty bathroom and the nice kitchen. They want it perfect. Not me.

Give me that avocado green, give me those marigold countertops because I will replace them with something that's beautiful, and we'll make a fortune on it.

The lady says to me, "Oh, you like to work?" And I said, "Why do you say that?" She says, "Oh, my gosh, actually, Dani, as soon as I laid eyes on you, I looked at you and said, 'What a spoiled brat. She doesn't like to work. Probably has never worked a day in her life.'" And I said, "Actually, buddy, 14 years ago I was a homeless woman. I was a kid who was badly abused, that refused to quit. Actually, I've built businesses my whole adult life and became a millionaire in two years." A week later a whole newspaper article came out on my whole life story.

I used to be like Betty, that judged a book by its cover. Not anymore. You wouldn't believe how many millionaires I've met that drive old beat-up trucks with Batman stickers on it, with tape on their glasses, that are worth millions and millions of dollars. You never, ever know who you're standing next to. You never know where people have come from. You never know. But if your area of personal growth is wrapped up with judgment and ego and pride and always proving that you're better than other people, guess what? Pride comes before a fall. Pride comes before a fall. That's the bottom line. So you've got to weigh your ego with your bank account.

See, some of your egos would say, "I've invested so much in motivational tapes and seminars, and all of that kind of stuff, and that stuff doesn't work." Okay. So I said earlier how many of you are willing to walk away from your past, so you can step into what's in the future. I don't care what your past failures have been or your past successes have been. They make no difference to tomorrow. None. Because if they made a difference to my tomorrow, I still would be homeless today. If my past equaled my future, I would still be abused today. That's who I would be. If my past equaled my future, once I made my first million, I lost every dime - actually, I spent every dime, and the next year was embezzled by my friends, lost everything. If that year determined my next year, I wouldn't be standing here before you, talking to you. That's for sure.

Do you understand?

What happened last week does not determine what's going to happen next month. So how many of you are willing to walk away from that past and say enough is enough? "But Dani, you don't know what I've been through." You don't know what I've been through. I understand. How many of you have been through it? How many of you have gone through hell? And how many of you know you're going to go through hell again? Let me try that again. I told you I'll make you uncomfortable. I'm not here to sell you a bunch of daisies. I'm here to tell you the truth. You will go through hell again. Do you hear me? You will go through hell again. Don't pitch a tent. That's all. Just don't pitch a tent. You're out to get burned.

Write this down: it's not the circumstances in life that determine success. Again, it is not the circumstances in life that determine success, but it is what you do with the circumstances that determine success in life. It's how you deal with the circumstances. Many of you have been waiting for the perfect circumstances to become successful. Am I talking to anybody? How many of you have been waiting for the perfect circumstances before you start recruiting? How many of you have been waiting for the perfect circumstances to get out of debt?

How many of you have been waiting to learn all you can first before you get started? Let me say that again. How many of you have been trying to learn everything first before you're ready to get started? That's an issue of personal growth. Weigh your ego with your bank account, and see which one weighs more. That is nothing but an ego trip that says you better do it right, or don't do it at all. That is a 98 percent way of thinking. And that's how come they are broke. Did you hear me? That's how come they're broke because they're waiting to learn all first before they apply. Why? Because they don't want to make a mistake. Why? Because they don't want to look stupid. Go look stupid and get rich, for goodness sake.

I'm serious. I'm serious. I don't want to be humiliated. Well, gee, I don't know. I think it'd be far more humiliating depending on the federal government and my kids for my survival than it would be being humiliated by talking to a prospect right now. That's the bottom line. If you stay on this same path, where are you going to be? You're going to wind up broke and not happy. You're going to wind up in debt and not happy. So -

“But Dani, I’m afraid.” Get over it. You are afraid on your first day of your first – I was afraid when I gave birth the first time. Obviously I got over it. I was afraid when I got married to Hans the second time, after my first husband took off. But it didn’t stop me from taking a step and growing in the right direction.

It’s not the circumstances that will determine your success. Ninety-eight percent of the population is waiting of the perfect circumstances. Write this down: you are not looking for perfection; you are looking for results. It is your ego that desires perfection, saying that when I get really good at this, then I’ll make those phone calls. No, you will not get good at those phone calls until you step out on faith, pick up the stinking phone and plow through a couple hundred people and screw up all over the place, having your tongue grow ten feet long. I’m not kidding you. Difference between you and me, I’ve talked to thousands more people than you have. That’s the only difference. Thousands and thousands and thousands more. I’ve done thousands more presentations than you’ve done. I have messed up probably ten thousands more times than you have. That’s the only difference between you and me. I was willing to mess up. Are you? Are you willing to mess up?

How many of you know you’re going to mess up no matter what? Well, if you’re going to mess up, at least make it count, right? If you’re going to mess up, how many of you know that you are not getting out of this life alive? You are not getting out of this alive, so you might as well make it count. How many of you know that you’re going to have to suffer through humiliation again in your life? And you’re going to have to suffer through the feeling of embarrassment. Don’t be like 98 percent of the population who will do whatever they can, so they don’t have to suffer through it. That is a plan for failure. A plan for success is, all right, I’m going to have to be humiliated; I might as well make it count.

Listen to me and write this down: do not ask for life to be easy. Ask it to be worth it because the life of easy leads to a prison cell. You know what, 98 percent of the population out there is looking for security. And I’m sorry, I get very passionate about these things. I talk fast. I’m Nicaraguan. Get over it. Speed up your listening. So ladies, I’m really sorry. I could go out there and learn how to become a polished, slow speaker like

so many you've seen before and not point at you and smile and pause at all the right times. But then I'd be a cookie-cutter speaker just like the rest of them. Nod your head? Can I be me, you be you and together we're going to build a business? Come on. I'm not asking you to be anything different. I'm not going to be any different. If we just be ourselves, we're going to build something dynamic and huge that's going to impact the world because the world needs it badly.

Okay. So I told you to write something down. Don't ask for life to be easy. Ask for it to be worthy. And it's not the circumstances that determine your success but it's how you deal with the circumstances that determine your success. There will be problems, and there's no question about it. There will be rainy days; there's no question about it. At least make it be worth it.

Come on. At the end of the day - come on. Could you imagine? Close your eyes and think about this for a moment. Could you imagine having no fear anymore about the phone? Could you imagine having no more self-confidence issues? Could you imagine building your business, feeling like you're on top of it and that you know that you know how to do it, that you don't have self-motivation issues anymore? But that you know that when you pick up the phone and talk to somebody that you really have - giving them an opportunity that's going to help them.

Could you imagine how good it's going to feel knowing that you have your kids setup for their future? Can you imagine what it feels like to be debt free? Can you imagine what it feels like to know that you have things in order and taken care of? Could you imagine a life with no worry? Can you picture that? I promise you that you can get there. I promise you that. Will you hit perfection? No.

Listen, 98 percent of the population is striving for perfection. There's only been one perfect one that's walked the face of the planet, and they crucified him. What in the world are you striving for? Why do you want to do that? Not only that, he did it for you, so you don't have to. I don't get it. Striving for perfection. Got to do it right, got to do it perfect, otherwise I'm not going to do it at all. Write this down. You are not looking for perfection. You are looking at getting the job done with results. Then you

look at your results, and you say, okay, where does this need to be improved. Not perfected but improved. How many of you know you can make improvements, anybody in the house? But how many of you know perfection is out of the question? Duh.

So I'm not getting started till I'm perfect. Go back to bed because it ain't ever going to happen. It's not. I told you, it happened to one, and he was crucified. What in the world are you thinking? Why would you strive for that? You're not supposed to be. But I thought I'm supposed to be perfect. No.

Let me tell you something. Find out what everybody else is doing and do the exact opposite. Find out how they think, just sit in your brain for a little bit, and do the exact opposite. Have a conversation with yourself. Self, shut up. Let's try that. How many of you need to tell yourself to shut up sometimes? Absolutely. Because it's trying to grab you and put you in that 98 percent way of thinking. It's not about perfection. It's about getting the job done with results. Look at the results and say, "Where do I need to improve? How many of you can make improvements? Yes. How many of you know you can make small percent of shots of improvements?"

Okay. Let me tell you about another one of my clients that was just in our coaching class and also is a First Steps graduate. Phenomenal. Used to schedule ten appointments, nine out of ten people would not show up for those appointments. She talked to ten prospects, nine out of ten would not show up. After the coaching class and being a part of the First Steps to Success, guess what happened? Nine out of ten show up now. Why? She's getting the job done, looking at her results. Okay, Dani, what do I need to tweak? Okay. Do this, do this, turn that a little bit, go this way, okay, now do it. Nine out of ten show up now. From nine out of ten not showing to nine out of ten showing. And guess what, out of every ten she talks to, six sign up. Why? Because she had the level of personal growth to say I need help. Hello? Had a level of personal growth to say I need help. Does anyone here need help? I need help.

Show me and I will do it. Did you hear me? Show me. Will ego let you say that? No, mama. Ego will not let you say that. Ego says I already know how to do it, I can do it on my own. I don't need no help. I can figure it out. I'm certainly not going to learn

from you. That's ego. But no, not hers. She says I need help. Show me, and I will follow it. I will do what you need me to do, and she has. Six out of ten, how's that? Can you imagine? What a dream come true for her, yeah? Struggling for three years. Now six out of ten.

How many of you want that happening to you? Then will you at least allow your past to be what it is, begin fresh, weigh your ego with your bank account and decide. Who needs help? If I'm willing to show you, are you willing to do it? If I'm willing to tell you, are you willing to follow directions? If you follow the directions and you fail, then what? Look at the results, get some help, tweak it and try again. And then again. And then again. And then again. And together we're going to build a huge business. A huge, huge business. A dynasty. That's the name of my advanced training seminar, Creating A Dynasty.

Okay. Am I helping anybody so far this morning? Is there anyone getting teachable in the room? Two types of people that are here, teachable and unteachable. Teachable are saying, like, "I'm hungry, show me, tell me," even though she's supposed to be a leader. This is what's so sad. I'm supposed to be a leader, supposed to know what I'm doing." No, get out of the "I'm supposed to" because "I'm supposed to" is not going to get anybody anywhere. No, what are you? This is where I'm at. This is where I want to go. How do I cross this bridge? Okay. Anybody there? Do you all know where you're at? How many of you want to get to a different place than where you're at? Then you have to be honest with where you're at, and then we can move forward, okay.

Dynamic Duplication™

Disc 3: Mastering The Core Skill Sets

Dani Johnson: So let me give you the five steps to building your business that I'm going to cover throughout the afternoon.

Number one, the first step in your business opportunity is doing the initial contact. Okay. Now the initial contact. And I'm like sweating. That's what I get for wearing wool. The initial contact inside of your business opportunity is just for that, is to make the initial contact. It is not for – when you make the initial contact with somebody, it's not for telling them all about your products. That's not the time. It's not for telling them about all that the company has to offer. That is not the time. The initial contact, and I'll teach this to you later, is basically to find their needs, their strengths and their goals. Those are three things you're looking for with your prospect is their needs, their strengths and their goals.

The second step in the process is the business presentation, whether you drive them to your website to take a look at the opportunity that way, or you bring them to a live business presentation or a recorded message or a live conference call. Okay. Those – or you're sending them information through the mail. I don't know. You guys do it a number of different ways. I think I mentioned a number of different ways that you guys make that happen. But the business presentation is the only time that you share with them your product, your company and your compensation structure. That's the only time you do that, all right.

Number three is the follow up and close. Now, if you're live, you're doing a one-on-one presentation or you're doing a group presentation or you're doing a home presentation – how many of you, by the way, would love to get very good at doing business

presentations? How many of you would like to get to the point where your business presentations are closing a good nine out of ten of the guests that are there? How many of you would like to have a business presentation, like if you guys are doing a group meeting in a home, to where you have your brand-new person that you just got started, you're able to put something in their hands where they're able to learn immediately how to be involved with the professional business presentation meeting.

They know when they're supposed to be there, how they're supposed to dress. They know exactly what they're supposed to say and what they're not supposed to say. They know exactly how to work with you and treating you as the expert. They're supposed to shut up. You're the one that does the work. They know the conduct and the etiquette to producing a successful presentation. How many of you would like to have a tool like that you could put in that brand new person's hand instantly? You're not having to tell them how to do it. You're just saying listen to this.

Those CDs are back in that room. The home presentation success system are in that room. I've done tens of thousands of business in a month's time, from starting a brand new person, giving them this meeting plan. Meeting a guy on April 3, by April 30 doing \$62,000.00 worth of business. He's a 20-year-old construction worker. No experience at all. But through this program that's on those CDs, \$62,000.00 worth of business. He made \$20,000.00 his first month. We brought in 60 new distributors his very first month in business, okay. How many of you want to learn how to do that? There's a CD set back there that'll teach you exactly how to do that.

Could you imagine - I'm going to tell you something. I get so excited when I talk about business presentations, and here is why. Because the team that I trained and equipped, we were professionals and built a very professional business. People did not come into our presentation thinking they were going to a network marketing meeting ever. All they knew is they wanted to be a part of whatever it was that we were doing. It didn't look like a network marketing media, didn't look like or sound like a pyramid scam from hell. It didn't look like a Tupperware or Avon meeting. Very professional. Not professional to the point of stiff, but I'm saying the conduct and etiquette in which we used was like there was finesse, grace in it.

It was awesome. And everyone has their part to play in the team, okay.

Follow up and close. How many of you are very uncomfortable with that part right there? But how many of you can get people to the presentation? Okay. I highly recommend you look at our closing class. If this is a challenge for you – like I told you, we had a guy – how many of you remember Brent in Phoenix? Do you know what he did after Phoenix? By Tuesday night he had two people at the top level; by Thursday – because we did the class Tuesday and Thursday, he upped two more, and another one on that afternoon. Five people he sponsored in four days. This is a man who works 16 hours a day in his day job. He owns a salt business. Sponsored five people in four days. Why? Well, one, he came to First Steps to Success because he was part of that class.

The follow up and close is where he would eat it every time. That's where he would just bomb. He could do this, but when it came time to this, they'd say, "I can't afford it," and he'd go, "Okay." "I need to talk to my wife." "Okay." How many of you do this? "I need to think about it." How many of you do this? Presentation's done, they give you an excuse, and you fold. Listen, I have this gal that I work with. She's 28 years old. Total rookie in the business. She's a First Steps graduate several times over. She's been a part of Creating a Dynasty. It's a hilarious story.

She says to me – she's making \$20,000.00 a month in her company. She's only been in for two years. Her check came in to a screeching halt. Just stopped. She called me, and says, "I don't know what's going on, but my business is not growing anymore. I don't know why." So I start coaching, and we do this one-on-one coaching on a weekly basis. And it's hilarious what happened out of this. The long and the short of it is we tweaked some things, and her check tripled by the end of the year. So from June to December her check tripled. She's number four in the whole company now, okay.

Well, this is what's funny. I teach her how to do step number four, which is called on-the-job training, okay. She stopped recruiting and moving her products, and she started doing trainings for her group, and she was just out there training all the time, but her sales came to a screeching halt. Nothing was happening with her business, she was no longer growing. But she was a big trainer, but nothing's growing, no one's

recruiting, no one's moving products. So I teach her this, which I will show you today. On-the-job training. That's the kind of training you're supposed to do is OJT. OJT is that you don't sit them down and say, "Helen, this is what you're supposed to say. Let's role play it with each other. Helen, this is what you're supposed to do." And I sit in Helen's kitchen, and I give her two hours worth of training. Oh, no, no, no. That will make you and her go broke. Number one, she's looking at you thinking, "I don't think I can do this. That's a lot of stuff I've got to learn."

Number two, it's teaching her that when she signs up somebody to do what? To spend two hours trying to train somebody. "Here's the products, let me show you, and this is the Vitamin A, and then here's the business" - so that's what you're teaching her that she has to do. Bad duplication. That's what happened in her business was she had bad duplication. No one working, everybody experts. Lots of chiefs, no Indians. Lots of people with big heads full of information that will make them nothing and no one working. She's laughing a lot. She's, like, "How do you know?" I've been at this a long time, honey.

So I tweak it, and I say to her, "How you train is OJT." She's, like, "What do you mean?" I said, "I'm going to sponsor Jim." And I get Jim on the phone, and I say, "Jim, you're going to watch me work some leads. I am using a phone script, and I am reading it. Go to danijohnson.com." We have a company that every single new kit, their \$500.00 kit, comes with our script book. How many of you want to know exactly what you're supposed to say and have it work? How many of you don't want to have to think about what to say? How many of you can read? It's okay if you don't. You can have someone else record or memorize if you want to. I read a script everyday that I'm coaching. I wrote the script years ago; I still read the stupid thing. Okay. Any? Because it's duplicatable. That's why.

And so here in my career, making anywhere from \$40,000.00, \$50,000.00, \$100,000.00 a month, I have a brand new rep that I sponsored, and I pull out my script, and I read it in front of them while I'm closing my new person. So my people watch me read a script, and they're going, "She's making that kind of money, and she's reading a script." What does that mean? I can do that. There's no magic here. Just read. Okay. So I get Jim

started, and this is what I'm telling Nicole. "Nicole, you get Jim on the phone, and you do some three-ways with him, you calling your prospects, not you calling his people for him." Because if I call Jim's people for him, what is he expecting me to do forever? Call his people for him. That's based out of a root of fear of loss. If Jim doesn't succeed then he's going to quit. Guess what? Chances are he ain't gonna succeed if he's not willing to work. If someone's not willing to work, and they're waiting for you to do the work for them, that is a formula for failure. Are you with me?

Oh, but this is a business in case you didn't know, and if I owned a McDonald's why would I go down to the street and help my friend build his McDonald's? Hello? I wouldn't, not if I want to be profitable. No, I'll show but I'm not going to go do it. You'll show. Don't do it for him. So you say, "Nicole, you get Jim on the phone." And you say, "Jim, follow along. I'm reading my phone script. You just follow along with that phone script." Watch what I do. I'm calling my prospect. I've got Jim. Jim's watching. Jim hears me read the script five times. What's Jim thinking? He's brand new? What's he thinking? "I can do that. Dani, you're just reading it." Uh-huh. Got it?

Nicole says to me, "But Dani, I'm afraid to do that," and I said, "Why? What do you mean you're afraid to do that. Girl, you're making \$20,000.00 a month. What's wrong with you?" And she says, "It's because I'm not good at it, and I think it would be bad for people to know that." Ego, bank account, 98, 2 percent.

I said, "Nicole, let me tell you the truth here, baby. If you don't let them see that you don't close anybody, then they think that you're some supernatural being that has come from Mars. And when they get on the phone, and they can't close anybody, they're thinking they're never going to succeed at this because they'll be like you. But if they see that someone like you that cannot close everybody and you make \$20,000.00 a month, guess what they're thinking? "I'm qualified." That's what they're thinking. "I'm qualified."

So guess what she did? I told her to do that. I said, "This is what you need to do. You need to stop doing your trainings, and you need to go back to work and OJT everything

that you do.” This is what she has done: she has tripled her income. Why? Because she stopped being the mouthpiece and started actually working the business and having her people just watch her work that business. So what’s that tell the brand new person? This is how you do it. You read a script. And then when you sign someone up, you show them how to read a script. They’re watching you read. You’re reading. You’re succeeding, they’re thinking, “I can do this.”

There’s a psychological process that all of your processes have to go through. “Is it simple? Does it work? I think I can do it.” When they see you reading a script, what’s that tell them? “Looks pretty simple. Yeah, looks pretty easy to me.” Does it work? Yes, they see the results.

Third thing that comes to the mind, “I can do this. Give me that stupid script. Happened with a lady of mine. This lady gets started, and I can’t remember her name, and she ends up getting started, and I say, “Okay.” And I said, “You know, I’m not really sure if this works, and I’m not sure if it’s going to work for me.” I said, “Listen, why don’t you go to your house. Here’s my script. I will call you. I’ll do some three-ways and I’ll call some prospects, and you can just watch me in action.” So I get her on the phone, and I said, “Okay. You just be quiet, and I’m going to call a prospect.” I do so. I read the script. I get off the phone, and I sold it. The lady said, yeah, here’s my credit card number, and I’m ready to get started.

She goes, “Oh, all you did was read a script,” and I said, “Yeah.” She goes, “I don’t think you could do it again.” All right. Hold on. Dial up the next prospect. Guess what happened? Read the script, got the credit card number, badaboom, badabing, done. I get off the phone, I say, “Are you there?” She says, “Oh, that’s easy. I’m going to do it.” She sold 20 of them her first couple of days. Why? That’s simple. I read it, she saw me read it, she saw me collect the credit card number. She was, like, “I can do this.”

Had another lady that came in that was a customer of mine. I’m laying in my bed reading a script. That’s typically how I built my business. I’m laying in bed, propped with some pillows behind my back, and I’m just sitting there with my knees up, and I am

reading the script, talking to prospects all day long. My customer comes in to get another month's supply of my product. She listens to me read the script that she's heard me read to her, and she comes in and she says, "Oh, Dani, I heard you quit the Beach Grill." I said, "So?" She goes, "Dude, that was a good job." I said, "It was?" She goes, "Yeah, dude, you got people fighting to get into there." And I said, "Yeah, I quit it." And she said, "What are you doing?" And I said, "Just marketing this product?" And she said, "Can I do that?" She said, "No, you can't." And I said, "How much did you just make by reading that thing?" And she said, "Oh, bet you can't do it again," and I said hold on.

I dialed the next person. I read the script. Guess what happened? Got the credit card number, done deal. She goes, "How much did you just make?" I said, "\$100.00. In the last half hour you made \$100.00." She goes, "I'm doing this." And I said, "No, you can't do this. No." This was back when I did not want to do network marketing. I just want to move the product. That's it. "No, you can't do this." And she goes, "So you say if I call the company, they're going to tell me I can't do this." I said, "Ugh, okay, fine. But if you don't do what I tell you to do and you don't stick to the script, I'm not going to work with you." Give her the script, she goes home, she sold 28 her fast day. How many of you want that script? It's in the script book. It is.

Had a lady - okay, check it out. Who was in New York with me? In New York there was lady by the name of Donna. She hoarded the front row. You guys remember Kuwan, but Donna was with her. Donna, total rookie, called five people, set three - no, called ten people, set five appointments, sold three at their \$299.00 package. Total rookie. Why? She heard me for two days say, "Read the script. Read the script. Read, read, read." She went home and she goes, "I'm just going to read." She's a mom. No experience. Goes home. Reads. Okay. Calls ten people. Gets a hold of five. Sets five appointments. Three signed up just like that.

Gets on our coaching class, "I signed up three people. It's working, Dani." No way. That's what we do. It's always a shock to them. It's never a shock to me. So isn't that interesting, OJT, on-the-job training. Do not think that you have to be good at it in order to do OJT get your ego out of the way. Nicole sends out - Nicole gets on the

next conference call, and I said, "Nicole, on your next conference call, I want you to tell people how your day went. If you had six people flake on your, I want you to say it." She's, like, "Dani, I should be better at this if I'm making \$20,000.00 a month." I said, "Get your ego out of the way. Don't live up to the size of your check. Let the truth be known." If you had six people flake on you, guess what? They can identify with that because I'm sure they had 6 to 12 of them flake on them as well.

Last month - and those of you that were in Phoenix, you heard this go on. There was two ladies that were there who got that e-mail who said it was so liberating, and it took them another step forward to go, "I can do this." Two of them were on the verge of quitting because they thought that their upline was so perfect and so wonderful and couldn't do anything wrong. When they found that their upline screws up everyday, they said, "I can do this. I can do this because if she's making \$20,000.00 a month and messing up, then, hello, I'm all over it."

Number five is leadership development, and that is not your job. One, initial contact. How many of you want to get really good at the initial contact? Okay. Then you need the script book with the CDs that are in it, the North Carolina CDs that will teach you how to start a conversation when you're at Wal-Mart, how to get nine out of ten phone numbers. How many of you want to be able to talk to strangers and get ten phone numbers with no problem, and they don't look at you like you're a one-eyed green monster? They're not saying, "Is this sales? Is this one of those pyramid things?" How many of you hate when that happens? I will show you how not to provoke that response out of your prospect. Most of you say things that provoke those responses out of those prospects. I will help you not say those things anymore, even if it means putting duct tape on our mouth, okay.

Business presentation, follow up, close, on-the-job training, and then leadership development is not your job. This is where you outsource this service. This is the job of danijohnson.com. This is our partnership. Okay. Here is why. This process right here, this is where you will make a fortune. It is not sitting around wiping people's noses and diapers. It is about directing them to where they can go to get trained. You did the on-the-job training part. You show them. Here's the script. Watch me. I'm doing

it with my prospect.

Not doing it with each other. No, doing it with a live prospect. There's nothing like doing it live on the field. How do you know that's the best way to learn?

Yeah, could you imagine your manager sitting you down for four days telling you what you're going to do? How many have ever been in waitressing before? Bartending? How did you learn how to do it, do you remember? You followed the training waitress around. That's how this business is built is the same exact way. And what's awesome is you don't have to be live. It could be on the phone doing three-way calls with people.

So leadership development, that is done by people who know how to develop leadership. There is very few people in our industry that actually know how to do it. There's a lot that think they know how, but they have no one in their business making a six- or seven-figure income. That's how you know whether or not you know how to do it. How many people - ask yourself how many people are in my business doing what I do right now. How many people are you in your business doing what you do right now? How many people do you have making thousands of dollars a month. Okay. If you're not happy with the answer, then don't go on the road and try to learn how to do it. No, go recruit. Stick them in front of a system that cooks them. It's a pressure cooker. Stick them in front of a system that teaches them.

But Dani, what happens when my distributors call and say, "I'm not being able to close anybody"? You say I totally understand how you feel. I remember when I felt the same way. I got it. I hear you. Do you want to get better at the business? Let me ask you. Do you want to get better at the business? Do you want to get to the point where it's autopilot, you don't even have to think about it anymore? Do you want it to get to the point where you don't even get afraid anymore? Then go to danijohnson.com. There's 50 hours of free archive training on there to teach you how to close. Yeah.

Or if you aren't ready to make your investment, get the North Carolina CDs. They're \$97.00. Listen to them wherever you go. How many of you want to be able to close where you're just - where your prospect is telling you how to close them? I have a

formula for that, and it works. How many – just in case you missed it, how many of you would like to have it that your prospect tells you exactly how to close and recruit them? I have that. It's the only system out there that I know of that does it. I have a proven formula and a track record that when you meet a prospect, they will tell you exactly how to recruit them, and they will tell you exactly how to close them, exactly. It's a skill. How many of you think that might be a good skill to learn? I'll teach it to you today, part of it. I can't go through it. I only have one day.

Okay. Initial contact, business presentation, follow up, on-the-job training, leadership development. Okay. Why don't I go ahead – Hans, I don't have my thingie-majigger. He's my husband. He should know what my thingie-majigger is. Who has a phone script? Because I can go through – I've got 20 minutes. You want to go through step number one? Okay. How many of you already have this? Pull it out. A lot of you. How many are using it? Busted. Okay. Good job though. You were honest, and I'm proud of you for being honest. Who is using it? Three of you. There are probably about 80 of you that have it, 3 of you that are using. Who is going to use it? Okay.

If you have your script with you, use it. I mean, pull it out now. We're going to practice it. And by the way, this is copyrighted information. Do not let somebody in your business give you a copy of this because that's illegal. This is a copyrighted book. "But Dani, it's \$39.95." Give me a break. It'll make you thousands and thousands of dollars. Don't be penny smart and dollar stupid. That's 98 percent way of thinking. Okay. And listen to these CDs.

It's so funny. I had a guy that I coached the other day, and I put him on the spot, and I said, "Okay. Read the script to me." And I said, "This is what you need to do." He left out the major, important thing that I teach on the CDs. I said, "Have you listened to the CDs?" He goes, "Yeah, like ten times." Okay. Let me tell you something. Out of today, you listen at a rate of 25 percent. I'm about to give you 100 percent on how to get somebody started. You listen at a rate of 25 percent. I speak obviously fast. But if you listen at a rate – and this is according to social scientists, listening experts. You listen at a rate of 25 percent; I'm speaking at 100. The first ten minutes that I spoke, the average person has already forgotten 50 percent of what they heard of just ten minutes. I have

20 minutes left. I'm going to go through this. So you're going to miss 50 percent of the first ten minutes, and that's if you're awake, right.

And in two days, it drops down to 25 percent. And in one week, it drops down to 10 percent. So you're going to hear less than 10 percent of what I'm going to show you on how to succeed. How many of you think it makes sense to listen over and over and over again? Yes, repetition is the mother of skill. This CD is what I'm about to teach you, okay. So don't fall asleep, thinking that you have the CD.

Okay. What I need right now is I need a prospect to play with. Oh, and this is the microphone, and I'm still sweating. No one come near me because I'm stinky. I'm kidding. They have deodorant for those things. I know. I used it. Does this work? No. I got it. No, it's not plugged in. I got someone coming. No, it's not. He's coming. This is not a wireless. This has to have a plug. Thank you, sir.

How you doing, girl?

Interviewee: Fine. Thank you.

Dani Johnson: Can you say your name for anybody?

Interviewee: Hi. I'm Nermine. I am from Grand Rapids, Michigan.

Dani Johnson: Is this the gal that got the most numbers in New York? That's what I thought? How are you doing? Good job, girl.

Interviewee: I'm still working on those. Some people are overseas. They say I have to call them back.

Dani Johnson: Okay. So this is what I'm going to do. I'm going to - I'm basically going to demonstrate going through the script. How many of you work leads? Okay. How many of you work mostly a warm market? Okay. How many of you, if you're not working leads and you're not working warm market - okay. So how many of you do

a lot of situational prospecting? There's like 90 percent of the room that's not raising their hand. Okay. So it's the same - how many of you work leads? How many of you work warm market? How many of you do situational prospecting? Okay, I'm going to do leads because leads had about the most hands, so I'm going to show you how to work a cold lead. Put the microphone in front of your mouth, and I'm going to take notes. And I'm an avid note taker.

In fact, I will do the notes on the board, so you can see how to take notes. You wouldn't believe how many clients ask me how I take notes. It's really like, "Dani, do you take notes?" Yeah, I'll show you how I take notes. I abbreviate everything. I just point out the most important things. Don't pay attention to me because you'll get side-tracked. Okay. Turn around so everyone - oh, everyone can see your pretty face on the screen anyway. We're matching today. Didn't know we planned that.

All right. So let's go ahead and pretend like you answered a banner ad on top of the internet. Did you get brought in by a friend?

Interviewee: Me?

Dani Johnson: Mm-hmm. How were you introduced to the business?

Interviewee: I just run into it. I just run into it. I just - to the product, and when I see the product, in half an hour I wanted the business.

Dani Johnson: Okay. So how do I pronounce your name again?

Interviewee: Nermine.

Dani Johnson: Nermine?

Interviewee: Yeah.

Dani Johnson: How do I say that in English? I love your accent. Okay. So this is what

I'm going to do. First thing that's important that I'm going to demonstrate is that you're going - if you're calling a cold contact, I call it friends first. This is hugely important. I do not get on the phone - for example, if I were to get on the phone, and she was a lead that I purchased, which means that she responded to an advertising campaign that was done. And in some of the late instances called to verify that she was interested, and then I'm calling her back, okay.

So I would get on the phone, and I'd say, "Hi, Nermine." Is that how I say that name?

Interviewee: Yes, very good.

Dani Johnson: Hi, Nermine.

Interviewee: Hi.

Dani Johnson: Hi. How's it going?

Interviewee: Fine, thank you.

Dani Johnson: Good. This is Dani. I'm calling you back. You requested more information about working from home. What can I do for you?

Interviewee: I don't know.

Dani Johnson: Okay. Do you have a piece of paper and pen handy?

Interviewee: Yes.

Dani Johnson: Okay. To save us both time, I need to ask you a few questions to figure out what information to direct you to.

Interviewee: Okay.

Dani Johnson: Okay. Time-out. Let me tell you everything I just did. This is very important. Number one, I began in a friendly way, and I acted as though I knew the lady. I did not get on the phone - watch this. I did not get on the phone - how do I say your last name?

Interviewee: Elmy.

Dani Johnson: Okay. This is how I could have gotten on the phone. This is how many of you have gotten on the phone. You can't figure out why people hang up on you. Hello, this is Dani Johnson from XYZ Corporation is --

Interviewee: Nermine.

Dani Johnson: El --

Interviewee: Elmy.

Dani Johnson: That actually happens with leads. You get some wild names. Okay. Can you please not do that close-up. Nermine Elmy.

Interviewee: Elmy.

Dani Johnson: Nermine Elmy. So if I were to get on the phone and say hi, this is Dani Johnson calling from XYZ Corporation. Is Nermine Elmy available?

Interviewee: I would say no. Or sometimes I will say, "Speaking. How can I help you?"

Dani Johnson: Yes, if I get on the phone and I'll say - I'm going to use a different name for the sake of my language barrier here. Hello, this is Dani Johnson calling from XYZ Corporation. Is Nermine Elmy available, the prospect usually is thinking - nine out of ten times is thinking what? Telemarketer. Thank you very much. So I instantly started off on the wrong foot, and the tension already built right away, and I do not have my

foot in the door. How many of you have done this, starting with the first and last name?

Okay. I will tell you this. I have a guy that has been to First Steps to Success whose name is Walter, who has been in the industry for a long time. Works leads, faithfully failing at leads. Got to hand it to him. Very persistent guy, and I'm so proud of him. Came to First Steps and heard what I just said. Went home and sponsored 20 people in four weeks. He was in for three years and didn't sponsor one. Hello? He did more in four weeks following First Steps than he did in three whole years combined, talking to hundreds and hundreds of people. And he goes, "I've got it." And I said, "You've got what?" And he said, "I got why people hang up on me." People don't hang up on him anymore, not at all.

How many of you have had people hang up on you? Do you know why now? Yes, you do.

Okay. So I get into it, and here's the next thing. I began in a friendly way, and I'm speaking to her in the very same tone that I would talk to my best friend. It is so funny to me that when people get into business for themselves, they turn into someone that they're not. Write this down. Very important. I told you write down friends first. Second thing is be yourself. How many of you can't stand it when people are fake? And how many of you do not like being around fake people? You don't. I mean you feel slimed, right? Then don't be fake when you get on the phone, okay. Be yourself. If you're comfortable with you, and you get on the phone with you, then it automatically builds a comfort level with the prospect. But if I'm getting on the phone and I'm trying to be this as one of my clients were, "Hi, there. This is duh, duh, duh. You called in reference to whatever. Can I help you?" Goodbye. Okay. He was trying to be a salesman.

Here's number three. Write this down. You are not a salesperson. You are not a salesperson. You're a business developer. Let me paint the picture between the two items here. Number one, a salesperson is a short-term, wham, bam, thank you, ma'am for your credit card deal, who gets customers and distributors. That is not a business developer. A business developer is someone who builds a clientele and long-term relationships with other business partners. Do you see the difference between the two?

A salesperson is looking for a quick sale. They're going to try to sell a bottle of that stuff for however much they're going to try to get it for, and boom, done. A business developer is looking to turn a relationship into a client, and a client is somebody that you do business with for the long haul. Let me tell you, my mindset has always been that since I started in this profession, and here is the proof. I have started in this industry 16 years ago, and do you know that I have people in my business still today that have been with me 16 years? Hello? For 16 years, since the very first opportunity I ever worked, guess what, I still have relationships, I still do business every single month with those people.

Are you with me? That's the difference between a business developer and a short-term salesperson, okay. How many of you – I love this question. Watch this. How many of you do not like to sell? Oh, look around the room. Put your hands up. Look around the room. Oh, my goodness, it's a good 95 percent of the room does not like to sell. Then why are you trying to sell? Let me see that again. How many of you do not like to sell? Look around again. How many of you would assume that probably everyone outside of these doors feels the same way? Then you'd better not look, act, walk or talk like a salesman.

How many of you have people say to you, "Well, I'm not a salesperson? Raise your hands. You want to know why? Because you sound like one. And they're looking at what you're doing saying, "I don't want to do that." Let me say this again. This is a huge revelation. People look at what you do and they say whether or not they want to do it. They are watching what you're doing to determine whether or not they want to do it. That's what the prospect is looking at. So if you look, act, walk and talk like a slimy, slick-oil salesperson, guess what? They're saying, "I don't care how much money you're making. I don't want to do that."

Are you with me? You're a business developer. That's a much bigger picture than a salesperson. And if 95 percent of the people in this room don't like sales, and yet you signed up, then chances are the prospects that are out there also don't want to be a salesperson. Do you know that I don't have people say that to me? Why? Because I've never conducted myself as a salesperson. I am looking for a long-term business

relationship with somebody.

Check this out. The approach that I'm giving you right now, I just used it on contractors and real estate agents. I got the best deal and the best person to market my house by the approach that I'm giving you right now. I am looking for a long-term business relationship with somebody. I am not looking for a short-term deal. We're going to build something together for the long haul. So if you're looking for something short term, this is not for you.

Okay. Here's a question I have to ask you, are you here for the long term? Can't be a business developer unless you're here for the long haul, can you? If you're here to just see if it's going to work, it's not going to work. If you're here to try and see if it's going to happen, it's not going to happen. If you're here just to test the waters out, guess what? You're just going to test the waters out. It is not going to work. You have to be here under your impression, under your own belief, "I'm going to make it. I'm going to make it. I'm going to make it." Period, end of story.

So I began in a friendly way. I am being myself. I start - I first assume that the person answering the phone is the person I'm looking for. And I always get this question. "Dani, what if I'm looking for a woman, and a guy answers the phone?" "Hi, is so-in-so in?" No. I said it wrong. What would you do if you were calling your best friend's house, and the husband answered the phone. "Hi, is Jerry home?" Yes. I'll get her. But if you sound like, "Hi, this is Dani Johnson calling from XYZ Corporation. Is Jerry available?" No.

How many of you have found already you found something that's going to change that's going to improve your business right away? Isn't that awesome? Okay.

So the next thing I did was this. I said you requested more information about working from home. What can I do for you? What does that tell my prospect? Well, let me ask you this. When you get called by a telemarketer, don't they just immediately go into their pitch? Yes, they do. Right? Here's something else that they do. "Is now a good time?" And what do you say when you get that question? No. So why would you ask

that question? Why would you ask that question when you know you would answer no?

Do you understand? Okay. Okay. So I say, "What can I do for you?" That puts her in the posture of prospect feels like she's in control. Oh, this isn't a normal call, is it? No. What can I do for you? And what she did is what most people do. "I just need some more information." Great. Keep reading. Do you have a pen and paper handy? Write this down. No matter what they say to the, "What can I do for you?" you just keep reading.

If they say, "What company is this?" You say, "Great. Do you have a paper and pen handy?" If they say how much does it cost to get started, you say, "Great. Do you have a paper and pen handy?" If they say, "How long has the company been in business?" Great. Do you have a piece of paper and pen handy? Is the sky blue? Do you have a piece of paper and pen handy? Okay. No matter what they say to the what can I do for you, you say, "Great. Do you have a paper and pen handy?"

How many of you can do that? The script was designed that no matter where they ask you a question, if you just keep reading, it works. Okay. So to save us both time, I need to ask you a few questions to figure out what information to direct you to, but we'll have to get those questions at lunch.

Dynamic Duplication™

Disc 4: FORMing Your Initial Contact

Dani Johnson: Give her a hand. What an awesome thing. She went home and went to work. Carol, you made - I got teary-eyed out there. You have no idea how much that warms my heart to hear somebody say they went home and applied it, and especially someone like you in our position. It's so easy to get distracted with the team, working with the team. Working with the team does not build our business. What builds our business is leading by example, getting on the phone and pounding the sucker out. And that is not getting on the phone with our team. That is getting on the phone with live prospects. That's the bottom line.

Okay. Before I go back into the script, I want to teach you something that is an acronym that I've used for 15, 16 years, that will really dramatically help your business. I cannot forget to do this too. There is so much that I want to be able to do, but we just have so little time, so honestly I'm going to have to just give you a couple nuggets here and there. And when you're ready to take the next step in your business, then I'll see you in Chicago. Who is going to Chicago, by the way? I heard there's a few of you going to Chicago. And I had somebody come up to me and say they were coming to Chicago, and they had six of their team coming with them.

I think that's awesome, important, great job to get your people to go. But I want you to run a test pilot for me. Don't take my word for it, but if you get new people there, you're going to wind up developing six-figure income earners. It's not with the old. It is with the new. So if you're bringing five old people, meaning people that have been in the business for a long time, do yourself a big service and run a real business test by bringing five new people to Chicago with you. And I want you to see who does what between the new and the old. You test my system out, but you test it with what area

I tell you to test it out with, and that's with new people because that's what I built my business on was new.

Fifty percent of my training seminars were old people who brought new people. So if I had new people in the room, 150 were brand new people, looking at the opportunity for the first time, left that seminar and went out and did thousands and tens of thousands of dollars worth of business. So I want you to run a test pilot. Yeah, it's great to bring your old people, but the life is in the new. Did you hear me? The life is in the new blood. The life is not in the old; the life is in the new.

The reality is that your growth always comes from new people. It never comes from the existing team that you have. To be honest with you, the existing team that you have is your competition. They are. They're your competition. The new people that you're bringing in is where the growth is, where the future is, where you're going to build your business is from the brand new people. The excitement, by the way, is in the new.

How many of you can be honest to me and say there's nothing more exciting than signing a brand new person up? There just isn't, right. There's just nothing more exciting than signing a brand new person up. So how many of you would like to know how to keep your excitement level up? Sign new people up everyday. There's not an issue of self motivation or excitement, is there? No. Do you need enthusiasm? Yes, no question about that, but there's nothing like true, genuine enthusiasm like signing a brand new person up.

So if you're coming to Chicago, and you're going to spend two days going through an intensive workshop on how to really build your business, don't come alone, and bring new blood, meaning people that you're going to talk to this week, you're telling them about Chicago, okay.

So let me give you this acronym. It's the word "FORM". The "F" is for family, the "O" is for occupation, the "R" is for recreation and the "M" is for message. There's just a handful of techniques that make the biggest difference in your business, and this happens to be one of them, okay. Now, again, I told you earlier that your income follows

your personal growth. Personal growth determines whether or not you're going to open your mouth and talk to somebody. Does that make sense? Whether or not you've got fear in talking to people, whether you're afraid of doing it right or wrong. That's all personal growth issues.

Here's the people skills part of the business, and First Steps to Success deals with both. We will be dealing with both issues in Chicago. You will, beyond a shadow of a doubt, grow personally after you spend two days with us. You have no ifs, ands or buts about that. You can come in there like this, but I can guarantee you by Saturday afternoon you're like, "Yeah." And some of you are going to be so fired up you're going to be mad, out there just pounding the thing out.

So family, occupation, recreation and message. I don't have enough time to really go into this in-depth. This is going to take practice to get really, really good at it. And I'll go ahead and demonstrate it. And in the beginning you're going to fumble, you're going to totally just mess the whole thing up. But I promise you, as you go, you learn, you come back, you apply. You go back, you learn, you come back, you apply. You're going to look like Fred Astaire on that dance floor, I promise you. That's just - you'll just - it'll be an art. By the time you apply yourself long enough and you get results and you're, like, okay, what do I need to fix - do you understand - how many of you play sports? It's like mostly women here. How many of you sew? More women here sew than they play sports. I sew. I make lots of pajama pants.

Okay. Cook? As little as possible. I love to cook. I love to cook, and I love to eat. It's really bad. Shop, we know, you guys. You don't need to be told how to shop. But you learn first from people that know how to do it. You learn from those who have mastered it. Then you go, you practice, you burn a few things, you mess it all up, you go back and you apply it again. That's exactly how this is going to be.

Two ways that you can learn. Earlier I said that you listen and learn at a 25 percent rate, and then after about a week, you're going to get about 10 percent of what I'm going to show you. The North Carolina CDs, spend a lot of time on those CDs teaching you how to do this - if you listen to that over and over again - how many of you listen to music?

And how many of you try to sample what you heard in the shower? And how many of you think you actually sound like her? You're so cute. She's so honest. She probably is a pro. But anyway, this is the same way. I promise you, as you listen to it over and over and over again what flies out of your mouth is exactly how to make it happen, right. Just like some of you can sing your favorite song without having the music. How many of you karaoke? Just a few. That's hilarious.

Okay. I'm going to need a handheld because I'm going to practice with some people. I'm going to need - oh, Carol, that's awesome. Thank you, sweetie. I appreciate that. Proud of you. That's a huge step. I'm really, really proud of you. It's on, thank you.

Okay. So this is what we're going to do. I'm going to demonstrate how to do this process. What you're going to do is you're going to ask this person about their family, their occupation, their recreation and the message is what your company has to offer them, all right. The premise of this is building a friendship. You talk to them in a friendly way. The whole point of this is to get the prospect talking about themselves, okay. This is the exact opposite of what you've learned and heard, I'm sure, in the past, from other trainers. But I've taught thousands and tens of thousands of people to do this, and I will tell you this, I've had engineers that make \$35,000.00 a year master this process through First Steps and Dynasty and get a raise making \$250,000.00. Worked their way up the corporate ladder, in just a couple of years making \$250,000.00 a year with all kinds of stock options, on paper worth \$1 million. Why? This. Flipping things around. Here's the flip. You see, the average person cares only about themselves, and they do - 90 percent of the talking that they do is about themselves. Well, how many of you want to feel really good about talking to people, and you want to feel really comfortable? How many of you would like to be known as a great conversationalist? Okay. The way you become a great conversationalist is by getting the prospect to talk about themselves. You listen. You get them to talk. And all you do is you ask some questions to keep them talking. While they are talking about themselves, they will reveal to you three things that you need to hear to know exactly what kind of a message you're going to give them.

The three things you're looking for when you're talking to them are what is their need.

Number two, what is their strengths? What are they good at? What do they like? Number three, what are their goals? If you can find out what these three things are, you will be unusually successful in business and with that person for the life of your relationship with them. And in our case, we have relationships that have been around for a very long time. Why? Because I know the needs, strengths and goals of my people. Why? From the beginning, when they're a prospect, okay.

So with the need – look at my poor writing up there? Isn't that pathetic? With finding this out – I'll go ahead and demonstrate. But here's what's very important that you learn how to do. If you can go ahead and remain you not being the issue, very important, you are not the issue in this equation of prospecting and closing, at all. Who the issue is is the prospect because if you can help other people get what they want, you will always get what you want? Did you hear me? If you can help other people get what they want – I didn't say if you could give them what they want. If you can help them get what they want – I didn't say if you do for them what they want. I said if you can help them get what they want, then you will always get what you want, okay. So that only happens if your goals, your needs, your desires are put aside in the beginning of this conversation actually for the life of your business because your people don't care about what you want. They don't care about what you like, and they don't care about your goals. They care about themselves.

So knowing that's how people are, let me tell you a little thing that we learned out in the country where I grew up. How do you lead a cow into a trailer? Very carefully. Why, you been kicked by one? You lead a cow into a trailer backwards. People are the same way. What you do is you turn the hind end of the cow to the front of the trailer, to the opening of the trailer. You tug on the harness, and they back themselves in. Do you understand? They back themselves in. People are the same exact way. If they think that you're trying to get them to go into a direction, what will they do? They go backwards. They don't want to go the direction that you want them to go in.

So what you do is you create an eager want in them to go in that direction. How do you create the eager want in them to do that? You ask a lot of questions, and you lead them through what they said. You don't lead them to what you like. Write this down. This is

so hugely important. I have a lot of pet peeves about our industry, I really do, and I've had them from the beginning of my career in this business because I would run into network marketers now and again when I was out there building my business. And they built it in such an unprofessional way and really gave a bad taste in the mouth of the prospects that were out there because of the way that they conducted themselves. And the reason why is because no one's ever taught them.

Now, I've taught my sales force how to professionally conduct a business. Most sales forces out there are people just winging it. Let me give you the difference between the two. Here it is. There's a prospector out there talking to people, "Hey, listen, have I got a great deal for you. We have got this facelift product that is so incredible. And listen, you can sign up in my downline, and I will make money on you. And then you can go sign your friends up, and when you sign your friends up in that opportunity, then you will make money on your friends." Doesn't that sound like a great business opportunity? But people use that pitch everyday, and they can't figure out how come people won't call them back. They can't figure out how come their friends won't talk to them anymore. I'm sorry. I wouldn't talk to you either.

But the way we conducted ourselves was and the way I trained now out there in the industry, and this has changed people's businesses – here's a prime example. You guys saw the guy in Phoenix. The gentleman that came from Philadelphia, he has been in the industry for seven years. He is a full-time networker, okay. This man was in New York City. It took them a whole year to come to a First Steps to Success. They've been listening to me for free every Monday night and listening to my website every single week for 12 straight months, right.

Finally made the investment in their selves to come to First Steps to Success. They do so, and guess what happened? In three and a half weeks, his income grew 500 percent. From what I'm about to show you. His income grew 500 percent, so he said, "We're going back to Phoenix." He told his wife, "We're going back." He could not believe that seven years full-time networker, took one thing away from that training seminar that increased his income 500 percent. How many of you would like to have a 500 percent increase? Yes. But here's what the switch was. He went out there promoting his busi-

ness.

Let me tell you something, write this down, very important. Your product is not this product line that's behind me. Your product is not these lotions, those potions and those drinks. It is not. Your product line is people. Ninety-eight percent of the population builds their business by pushing their products. How many of you don't want to look like everybody else that's out there? How many of you want to stand out in the crowd? How many of you want to be unique and remembered? Let me tell you something, 20,000 to 30,000 people every single day are answering advertising campaigns, looking for a home-based business. Who is going to get them? Somebody that's unique, someone that does not sound like the rest of the networkers that are out there.

I want it to be that it's going to be company that's going to go out there and build something dynamic and build a multimillion or billion dollar corporation, that we do it right. Then we won't sound like everybody else that's out there, that we do it professionally, that we actually get a facelift to the industry because she needs it desperately. She does. There's too much unprofessionalism out there. Too much? How many of you agree with me? It's sick and disgusting and makes me want to throw up half the time. It does.

I was approached – I was at a seminar. This guy just – I'm, like, you are the reason I do what I do. He comes up to me with his bottle of potion, and he says, "You know what, Dani? I've been watching you all weekend." I'm not speaking at this conference. I'm actually there in the seats, right. This is a man – the guy speaking charges \$25,000.00 for a two-day seminar. Twenty-five grand. You would not believe how sick to my stomach was because guess what he talked about? Ego and bank account. Find the news of the people. This guy has made hundreds of millions of dollars – actually, sorry, seven billion dollars is what he's made his clients in sales, sales copyrighting, internet marketing, advertising, postcards, many of you have bought things that he has sold. Seven billions dollars he's made his company, he has made hundreds of millions himself, right. What's he talking about? Everything I'm telling you right now.

So here this guy sees me in the seminar, and he comes up to me. The thing is over.

“Can I talk to you for a minute?” I’m like here we go. He pulls out of his little cooler his potion. “I’ve been looking at you all weekend, and I can tell that you’re just one of those dynamic type people that really wants to be in control of your life and wants to go out there and do some pretty phenomenal things. And I believe you’re probably somebody that wants to become financially independent.” I’m, like, duh, I already am. Telling me – he is assuming that he knows my needs.

“Well, we have this incredible, dynamic product that is amazing, Dani, and for someone as dynamic as you, you should be using a dynamic product like this. And it’s a network marketing opportunity. Are you familiar with that kind of a business? Let me tell you what’s happened, I signed up under my friend Steve over there, and since then I’ve signed up hundreds of my friends and family members, and you could do the same exact thing and make a tremendous amount of money.” I just looked at him, in the back of my mind going, “You are the reason I do what I do? You are the reason.” Because for every one of you that are going out there to knock people over with what you want to do, assuming that you know the person sitting in front of you, I want to help ten learn to do it right.

Don’t go out there and assume you know what a prospect is looking for. I had a real estate agent at my house – I’m not kidding you. Everything I’m teaching you is what I do on a daily basis whether I’m with my children, I’m prospecting, finding contractors to remodel homes that we’re purchasing or selling homes. Sat down with this real estate agent, and he says, “Well, Dani” – comes at me with all his arrogance. “The way I see it, Dani, by the time you’re done with this interview, you’ll see that you will not need to interview anybody else. I will be the agent of your choice.” And I said, “Troy, my friend, that is, of course, you know what my motives are.” And his jaw hit my table.

That is, of course, my friend, if you know what my motives are. He was stunned. He assumed my motives were to make the most on my house. That was not my motives. My motive was to bless somebody, to find an agent that I wanted to bless with a big, fat commission. That was my motive. I could care less if you sell it fast. I could care less if you give me the best price. I’m looking for somebody I want to bless. He did not know that was my motive, did he? Same with the guy that tried to approach me with

his potion.

Let me tell you something. Everybody out there is pushing products. Don't be like everybody. Everybody is out there pushing facelifts. Don't be like everybody. You need to do the exact opposite of what everyone else is doing. If you want to stand out of the crowd, you want to build an army of loyal representatives and an army of loyal customers, your product is people, not that product line. Not that product line. I have people all the time, "I just can't seem to get anyone started." Great. Why don't you read the script to me? And what do they do? Well, they sell the heck out of their product on there. Well, great. That works if you have somebody who wants your product now, doesn't it? If you focus on what you like about your product line, you've just narrowed your market down to people who think like you. I'm going to say that one more time because I know 90 percent of you missed that, okay. If you sell what you like about your product line, you have narrowed down the market to find people who think like you.

How many of you know that's not real big? But if, however, you find the needs of people individually, then you've just opened up 100 percent of the market to yourself because you no longer are casting out a net that's wide and big and hopefully narrow it down to just a few who think like you. No, if you find out how they think, all you do is give them a message on how they can get what they want, and that's it. Are you with me? If your focus is that product, you narrowed the market down to about that big. But your - if your focus is people, how big is your market? It's endless and never ending. But if you get it down to, okay, let's talk about a facelift, you have to have women who care, number one, about their face. How many have you found that some people just don't care? So that's an even smaller market.

You have to find people who actually are willing to pay to do something about their face. Hello? Then you have to find people who are willing to use what they bought. How many of you know that's even smaller? How many of you have people that buy stuff that don't use it? That's because you're selling products. I sell people. I market people their dreams, their goals, their strengths. That's what I market. That's a huge never-ending market; and, therefore, it doesn't matter what that product is because

that product is not the issue. Is it important that it works? Yeah, but to be honest with you I know people who sell junk and make millions. How many of you have bought the junk they sell? McDonald's sells junk, a multibillion dollar corporation.

Hello? It's not about the best product. No, no, no, no. They fill a need. Are you - hello? McDonald's fills a need. If all you're doing is out there promoting you and your products, the only need you're filling is your ego trip and that's it. But if you're out there finding the needs of other people and how can you help them get what they want, then, my friend, you are in business, and you're building a business, okay. So family, occupation, recreation and message. Let me go ahead and show how to do this. And again, this only works if - oops, somebody dropped this. This only works if you truly are genuinely interested in that person.

How many of you have read the book *How to Win Friends and Influence People*? Good job. That book is way - as far as people skills are concerned, honestly that book came out of the scripture. All the techniques that are in that book totally are scripture based. And that's great. My favorite book in the whole wide world is the Bible. Next to that, as far as business and impact on my life, was *How to Win Friends and Influence People*, and everything I'm telling you comes from that book. Create an eager want in them, be genuinely interested in them, and that's how it's going to work.

I want to role-play with somebody that is fairly new. Come on. You ready for me and her? I love that coat, girl. And your shoes. Those are fun. And are you going to be in Chicago?

Interviewee: Yes, I am.

Dani Johnson: Oh, you're going to find out why you just did what you did when you go to Chicago. Can you wear that in Chicago?

Interviewee: I sure will.

Dani Johnson: Because you will be my poster child. You will be my absolute poster

child for your personality. I love that. That's awesome. What do you do? Put the microphone up there. It works really good.

Interviewee: My name's Jeanie, and I'm from Indiana, and I'm a ballroom dance teacher, and I own my own studio.

Dani Johnson: That is awesome. How long have you been a ballroom dance teacher?

Interviewee: Twenty-six years.

Dani Johnson: Okay. This really works much better when it's right next to your mouth.

Interviewee: Twenty-six years, yeah, but I don't want anybody to know how old I am.

Dani Johnson: To be honest with you, you look awesome. To be doing something for 26 years, you look great. So it's obviously been good for you, yeah?

Interviewee: Yes.

Dani Johnson: How exciting. Twenty-six years. Now who do you teach?

Interviewee: I teach adults mostly, mostly men.

Dani Johnson: No way? That's incredible. Some men are real interested in learning how to ballroom dance?

Interviewee: Mm-hmm.

Dani Johnson: That's cool.

Interviewee: I mean, I have a lot of women and couples, but I like to teach the men myself.

Dani Johnson: You've been doing that for 26 years. What do you like about your job?

Interviewee: I change people's lives.

Dani Johnson: Do you really? Tell me how.

Interviewee: They come in, and maybe they don't have a social life, and I change their lives. I teach them how to dance. I - some of them have no social skills, and I teach them how to ask a lady to dance and present themselves to them in a better light, not this - with some confidence.

Dani Johnson: That is so awesome. Good for you. What do you not like about teaching that skill?

Interviewee: I don't think there's anything that I don't like.

Dani Johnson: Really? You love all of it?

Interviewee: Mm-hmm.

Dani Johnson: Has it been good all 26 years?

Interviewee: Oh, no.

Dani Johnson: Oh. Does it ebb and flow?

Interviewee: Yeah. I'm in the best place that I am right now in my life with the ballroom. Well, I worked for other people before, and that was a huge difference. And when you work for other people, you're restricted with - you have to do it their way.

Dani Johnson: Right. So you'd rather be able to do it your way.

Interviewee: Sure.

Dani Johnson: Yeah, that's awesome. Now are you married?

Interviewee: No.

Dani Johnson: Oh, maybe you might meet somebody in your career.

Interviewee: No, I did that once.

Dani Johnson: I did too, and I'm still married to him.

Interviewee: Well, good for you.

Dani Johnson: Yeah, it worked, which is amazing. That's wild. So you're single. Did you have any kids?

Interviewee: I have four children.

Dani Johnson: No way. That's awesome. How old?

Interviewee: Twenty-three, twenty, seventeen and fifteen.

Dani Johnson: Oh, wow. So you're on your way done.

Interviewee: I don't know if you're ever done.

Dani Johnson: But at least out of diapers. Any grandkids yet?

Interviewee: No.

Dani Johnson: Really? Wow. That's cool. Boys or girls?

Interviewee: Three boys and one girl.

Dani Johnson: Where was the girl?

Interviewee: She's third.

Dani Johnson: Oh, okay. So that worked out, yeah.

Interviewee: And if I knew then what I know now, I would have had ten boys.

Dani Johnson: Are you serious? Oh, my gosh, really? Why do you say that?

Interviewee: Because she's just like me, I guess.

Dani Johnson: Is she really? So she's 15?

Interviewee: She's 17.

Dani Johnson: Oh, 17. I have a 17-year-old also. That's wild. Well, good for you. That's awesome. You know what, I don't want to keep you. I couldn't help but to notice that you really like to affect people's lives, and you really like to make improvements and help them to be more confident and get better at certain areas and relationships and stuff, and I just think that is so incredible, and that you like being independent and working for yourself and being more in control of your life. I've got a run. I've got an appointment to get to, but I would love to get your phone number. I don't know if what our company does will really work for you or not, but it might be a way where you may be able to actually help even more people improve their lives, or maybe you may know somebody that's got very similar personality trait that you do, that really loves to affect people, likes to work independently. Maybe you may know somebody that might be looking for a career move or a better position inside of a company that has a little bit more freedom and has the ability to earn a substantial income.

So why don't we exchange phone numbers, and I'll go ahead and give you a call, and we'll just call. We'll go kind of through an interviewing process, and maybe you can let me know if you know somebody that would be a fit that's similar to your personality.

So it was so nice to meet you.

Interviewee: Nice to meet you too.

Dani Johnson: Let me give you my card. Okay. Let me show you something else. You didn't know what I was doing. Did you figure it out? Did you figure it out from the beginning? Liars. You thought I was just trying to get to know her. So let's say that it's the same exact setup, and I just go up to her, and I just - "My name is Dani Johnson. It is so nice to meet you. You know, what is it that you do?"

Interviewee: I teach ballroom dancing.

Dani Johnson: Oh, that's incredible. You know what? Our company has some exciting products. We have a facelift product that would just be dynamic for you because I'm sure you're dealing with people in that age group where they actually care about their skin. And we have these potions over here, and these great drinks with aloe vera and stuff in it, and it's a network marketing opportunity. Listen, why don't you come to a meeting? If you come to a meeting, then you can come and exactly how to hear how you can sign up in my organization. And then you'll be able to earn \$1 million your very first year, which would be just so - because there are people that do that, you know. Why don't you give me your phone number? I'll call you and invite you to a meeting, and then you can come and hear about our exciting product line and how awesome it is, and how you can make \$1 million in a network marketing opportunity?

Interviewee: Oh, I don't know. I'm pretty happy in the place that I am.

Dani Johnson: Hello? Do you see the difference between the two? What is the difference between the two? What did you feel between the two?

Interviewee: The first one I felt like you cared about me or you were interested in me, and the second way was that I felt like you were trying to sell me - that you were trying to get something for yourself rather than be concerned about my needs. Do I have to say something else?

Dani Johnson: No. Give her a hand. Go back to your seat. Good job. See you in Chicago.

Okay. If I had more time, we would do more of that, but I don't have enough time. Wait. Okay. So do you understand what I just did? And she said it right there, I felt like you were interested in me. That builds trust with the prospect. Trust gets built with the prospect when you let the prospect be on stage, when you let the prospect be important. There is no trust built when you have your agenda in the forefront of what you're doing. When you have your agenda of I want to sell product, I want to sign this person up, the reality is this. They are going to walk away. They're not going to call you back. They don't want anything to do with what it is you have. I know you're excited about your products, and I know you believe your products are awesome, and they're life-changing, and they're phenomenal – in fact, most of you, even through the forming process, Jeanie, when Jeanie said – I said to her, “What do you like about your job?” she said, “I like changing people's lives.”

Many of you would have lost it right there. Would have just totally boom, right out of your mouth. And it would have sounded like this, “Oh, my gosh, Jeanie, you like to change people's lives. Oh, our company has changed so many people's lives. It is so exciting. Let me tell you something. They have got a great deal for people like you. You can sign up for only \$299.00, and then what you can do is you can actually change people's lives. Can you imagine how awesome that would be changing their skin, so awesome, helping their bodies to feel better. I mean, gosh, the kind of people you know.”

How many of you have done this? Okay. How many of you would like to do it the way that I did it? It takes practice. It's a skill. It can be learned. It takes repetition. I can guarantee you she's been teaching ballroom dancing for 26 years. I can guarantee you she's a lot better today than she was 26 years ago. True or false? Absolutely. No question

Interviewee: And I continue to train all the time.

Dani Johnson: And you continue to train all the time, and that's probably what makes you so good at what you do.

Do you hear me? Are you willing to learn? Who in here is willing to try? Are you willing to work? Without the expectation that you have to be perfect. There is a learning curve, and guess what, this year is your practice year. Did you hear me? This year is your practice year. No pressure to perform. This is your practice year. Practice does not mean you're practicing in the mirror. Hello? No. Practice is practice game. That's how you practice. Practice game. Meaning you don't care if you win or lose. I'm here to get the experience. I'm here to get the practice. Can you do that for me this year? Let it be that.

Okay. So I just gave you an example of forming a prospect that is situational prospecting. We could have been at the grocery store, my kids' school, right, maybe we're picking kids up or whatever. Whatever the situation is. That was a situational prospecting issue.

All right. Let's go – let me have that script again. And I'm going to practice with somebody else this time just to get a bunch of people up here. Who is another new person that I can do this with? You're new? How long have you been in?

Interviewee: Barely two months.

Dani Johnson: Come on, girl. You've been volunteered. Who in here is working leads again? Let me see your hands. Who is new that is working leads? New and working leads. Come up here with me. Okay. You look adorable by the way. I like your ensemble. You did a good job. Love yours too. You women know how to dress out here. This is great.

Okay. I'm going to do warm market with her. I'm going to do cold market with you, just to demonstrate both of these situations. Okay. Now, warm market with you. In the script book – how many of you have your script books? Pull them out. If you turn to Page 6 – oh, by the way, and I just demonstrated the script on Page 8, what I just did with Jeanie is right here. It's called face-to-face conversation approach. That's right

here. Just memorize this. How many of you have memorized something before? Okay. This is one of the scripts you want to memorize because you're going to use it when you're out and about, all right.

Okay. And by the way, many of you, I told you about the script that I use, 100 percent closing ratio with retail, it's right here, it's on Page 9. All you need to do – you can insert your products. This, by the way, is an approach that is absolutely gorgeous. This is the approach I want you to be using leaving this seminar.

Interviewee: Okay.

Dani Johnson: All right.

Interviewee: And what page is this on?

Dani Johnson: This is on Page 6. Page 6 is going to be your friend. There's four scripts on here, five scripts on here that you can use. Being a brand new person to the business, you're just going to read this. Okay. So ring, ring, hello.

Interviewee: Hello.

Dani Johnson: Say your name for everybody.

Interviewee: Hi, my name is Pam.

Dani Johnson: Hey, Pam?

Interviewee: Yes.

Dani Johnson: Hey, girl, this is Dani. How you doing?

Interviewee: Good.

Dani Johnson: Awesome. Hey, you know what I was wondering if you'd be willing to help me out with something.

Interviewee: Okay.

Dani Johnson: You know, Hans and I have been looking for a way to be able to get out of debt. And after carefully searching for something, we felt that we found something. And but before we completely get ourselves in too deep, we're doing a test market through our friends that we trust will give us an honest assessment. It's kind of a look-under-the-hood and test drive kind of thing. So would you be willing to test something out for me?

Interviewee: Sure. Okay. Awesome. When is a good time? Can we get together tomorrow evening at 7:15?

Interviewee: Yeah, that sounds good.

Dani Johnson: Okay, awesome. Can you meet me at the Holiday Inn?

Interviewee: Yes.

Dani Johnson: Okay. I think that'd be a good place for us to get together. Okay. So I'll meet you at 7:15, and I'll basically just go ahead and get you the stuff that I want you to test market, and then just totally give me an honest assessment about how you feel about it before Hans and I get ourselves in too deep and we make a big mistake.

Interviewee: Okay. I can do that.

Dani Johnson: All right. How do you feel about that approach?

Interviewee: Good.

Dani Johnson: Would you say yes to me?

Interviewee: Yes. It depends on how good of friends we are.

Dani Johnson: Of course. And let me address that also. We use this approach with people that we weren't friends with, people that we were acquaintances with, people that we had done business with in the past. For example, Hans and I buy and sell houses, and we fix them up, right. So what we did is we went to our painter, a guy who owns a paint store that we bought thousands of dollars of paint from. Went to him into this shop and said, hey, listen, we're doing a test market. I was wondering if you could help me out. We're doing a test market here in the area, and before we get ourselves in too deep, we're doing a look under the hood and test drive kind of thing. So can you please give us your honest assessment about this. Tell us how you like the taste. Tell us how you like the price. Tell us how you like – if it does anything to you. I mean, we heard a lot of great claims about it, but we don't want to take anybody's word for it.

Write that down. You guys are like, "Wow. That's really good." You're right. It'll work really good if it comes out of your mouth, okay. We want – before we get in too deep, we heard a lot of claims, but we don't believe them. We want to see if it tests out the same way for us. And guess what he said? I'll take three bottles. My wife and I will do it for a month. This is not a friend. This is somebody that we've been in his shop several times buying paint.

Does that make sense? So does that approach matter of how good of a friend?

Interviewee: He's a business associate, so I think that he would like to stay in business with you, and that he will maintain that friendship.

Dani Johnson: In fact, why don't we do that one? On Page 7. What do you do?

Interviewee: I'm a hair stylist.

Dani Johnson: Oh, this is so perfect. Oh, this is absolutely perfect. Pam? Hello, Pam?

Interviewee: Hello.

Dani Johnson: Hey, this is Dani Johnson.

Interviewee: Hi, Dani.

Dani Johnson: Hi. You've done my hair a couple times.

Interviewee: Oh, yeah, I remember you.

Dani Johnson: Listen, hon, I'm putting together an approved vendors list. It will be a list of people that I will actively promote here locally, and I have some national contacts as well. I'm sure your business probably can't benefit from any national business, right?

Interviewee: Oh, yes, it can.

Dani Johnson: Oh, it can? Okay. Well, I'm looking for a mutually beneficial relationship with a few key businesspeople that I would feel good about referring business to. Through my company, I am in contact with quite a number of people every single day that could benefit from your hair salon, and with my recommendation they may choose you instead of your competition. So the way I'm going about choosing my approved vendors list is by making some contact with a few people, and I'll be getting together with a group of entrepreneurs tomorrow night at 7:15 at the Holiday Inn. And what I'd like to do is invite you to come down and meet some of those people, bring some business cards because you may be able to get a few clients out of it, even if you and I decide not to work together.

And there's going to be an orientation. You'll learn a little bit about the company, about my company and what it is that we do. And after the orientation let's sit down and talk and see how we might be able to mutually benefit each other's businesses. And who knows. Once you see what our company does, you might decide that it might be a perfect fit, and you may not. But at any rate, bring your business cards. I can at least introduce you to some people that definitely need their hair done and need some future things done with their hair and skin and everything else it is that you're working with.

So would tomorrow night at 7:15 work for you?

Interviewee: You know what? That would be perfect.

Dani Johnson: Would you not be all over that?

Interviewee: I would be all over that.

Dani Johnson: Yeah, if you were a real estate agent, would you be all over it? Any real estate agents in here? How many of you would show up in real estate? Any insurance people? Anyone in insurance, would you show up for that? If you own a pet store? It doesn't matter what the profession is, people in business know how I mean – I would use that approach on Jenny. I would absolutely use that approach on Jenny.

Jenny, I'm around a bunch of people that, you know what, could use your services, and I'm looking for someone to build a mutually beneficial relationship with. I don't know if it's going to work out between the two of us. Why don't you come? There's going to be an orientation. You can at least pass out your business cards and network around that meeting.

Hello? Let me tell you what I'm doing here. I'm speaking a language the prospect understands. I am not speaking some network marketing-ese. Are you with me? Pam, come down to the meeting tonight. You're going to hear how you can start a downline of associates that will sell products for you. Would you come to that?

Interviewee: I am busy.

Dani Johnson: Exactly. No, thank you. Right?

Interviewee: Right.

Dani Johnson: Do you feel better saying the words that I've just said?

Interviewee: Yes.

Dani Johnson: Yeah, and do you feel the best profession – you’re a professional woman.

Interviewee: Absolutely, right.

Dani Johnson: And is what I’m saying true?

Interviewee: Yes, very true.

Dani Johnson: Okay. Awesome. Give her a hand. Good job. Pass the mic. Do you understand? Okay.

I’m going to be honest with you. I’ve never told anyone I’m in network marketing, ever. I’ve never used the term. Never. Ever. People ask me what I do, I say, “I’m a talent scout.” You should see what happens. “Oh, really? What kind of talent are you looking for?” I don’t know, what kind of talent do you have? I have. I’ve used that for years. I’ve used that approach for years.

To be honest, my competition is IBM. They’re recruiting, looking for desire. They’re looking for people who are willing to work. They’re looking for people who want to go out and do something extraordinary in their lives. I am looking for the same people. I am not looking for someone who can’t get a real job. No. I am looking for professional people who want to do something. I’m not talking about professional that I won’t work with moms. The sales force is full of moms, full of them. What I am saying is that I don’t speak a different language than my prospect. I speak their language.

I don’t draw them in by selling them my product or my business. I find out what their needs are, what their goals are, and I lead them with that. So the test market approach, that works for every brand new person here in this room because let me tell you something. Do you feel like you can say, you know what, I’ve heard a lot of claims about what the company does, but I don’t fully believe them, so I want to test market first on some people I trust will give me an honest assessment. How many of you can say that?

Now, does that come across that you're trying to sell them something? No, you're saying you're in doubt yourself, and you're looking for a reason why not to do it. So can you help me out and tell me what you think about it honestly? Do you like the way it feels? Do you like the packaging? Do you like the cost? Do you feel it's worth it? Tell me the benefits you got from it. If I was your friend and I called you and asked you to do it, or if I was a business associate and called you to do that, how many of you would say, "Yeah, sure. I'll test that out. No problem." Okay. Simple. Effective.

Okay. Here's a lead, and this is the last one I'm going to work on for this. Okay. So I already did the first part, and now I'm going to form her. And this part of the script right here where it says some questions to ask her, this is the forming part of the conversation. It says, "Some questions to ask her," on Page 2, I'm sorry. Page 2. So, "Some question to ask are is what the forming process is." And the reason why it says "some questions to ask are" is because it means you can ask more questions than this.

Very important that you do not assume that you know their needs. If they give you a bone to chew on, don't run with it. Ask them to explain themselves more. One of the biggest mistakes that I see in my prospecting classes and the coaching classes that I do is that people wind up putting words in the prospect's mouth. In fact, I did that. Who did I do that with? I did it with her. I demonstrated putting words in the prospect's mouth. Hey, you've got that kind of a dynamic personality, and I bet you're somebody that wants - I demonstrated it with the guy who tried to recruit me at that seminar. "You're a dynamic personality. I've been watching you all week, and I can tell you're probably somebody that wants to be financial independent." He assumed I was. He assumed I was interested in help. He assumed I wanted a business.

Do not put words in the prospect's mouth. Let them tell you they want to be financially independent. Let them tell you that they like health and nutrition. Let them tell you that they want to build a business part time from home. Why? Because if you tell them, you're selling them. If they tell you, they're selling themselves. Did anyone get that? If you get them to say it, they sold themselves? If you say it, you're selling. How many of you don't like to sell? Me neither. That's why I don't. I get my prospect to do that himself. In this case herself.

You have beautiful teeth.

Interviewee: Thank you.

Dani Johnson: My goodness.

Interviewee: Farm girl.

Dani Johnson: Farm girl. Good corn?

Interviewee: A lot of corn, a lot of dirt.

Dani Johnson: A lot of dirt and all of that stuff just keeps them clean. Man, that's incredible. That's awesome. Good to meet you, Joy. Beautiful eyes too.

Interviewee: Thank you.

Dani Johnson: Is this your first conference with the company?

Interviewee: Yes. I've only been in two weeks, and I've already signed up three people.

Dani Johnson: That is awesome. You're going to be on fire by the time we're done with you today, aren't you. Now, are you following Jeanie to Chicago?

Interviewee: No, I'm not.

Dani Johnson: Oh, that's a tragedy.

Interviewee: I have a grandson that's playing hockey in Toronto, so I've got to to that.

Dani Johnson: I've got a son going to Toronto. I mean, not a son going to Toronto. I have a son who plays hockey. He played this morning. Two of my sons were playing hockey, 10 and 7. Yeah, it's a fun sport.

Interviewee: Nine grandchildren. Love them.

Dani Johnson: Really? Do you think they're going to have anymore?

Interviewee: Probably. They're using the pullout system.

Dani Johnson: And you and I both know that doesn't work.

Interviewee: No

Dani Johnson: Oh, my gosh. Did she say - my firstborn was born from that system. Yeah. In case you're using that system, between the two of us, it doesn't work. I had one that way, she had four that way, and there's nine grandkids that way. It doesn't work real well. Probably should get a shot or something, or a snip or two.

You're one hot grandma. I want to be just like that. I want to look just like that. Look at that. This is a grandma. Honey, you see that? I know that'd be okay if I looked that good when I'm your age. That's awesome.

Interviewee: Thank you. Birthday next week.

Dani Johnson: Really?

Interviewee: Sixty-six.

Dani Johnson: That is awesome. That is awesome. You're just full of spunk, man. That's incredible. All right. So let's say that she's a lead. She responded to some kind of advertisement. I already went through the first part of the script, so I'm going to now ask you some questions. Now, are you currently working from home?

Interviewee: Okay. Let's get the scenario down here. You're calling --

Dani Johnson: I called you.

Interviewee: You're calling me on the phone. I'm saying hello.

Dani Johnson: Okay. You want me to start there?

Interviewee: Yeah.

Dani Johnson: Okay, cool. Is she in your business? That does not surprise me at all. That is so scary, that is – you know, I did this thing where you recruit who you are. I hear it. I see it. I hear it loud and clear. You would not – you really do attract who you are, which is awesome. As your skill level increases, you wind up with all four personalities in your business, but you definitely attract who you are because you're extremely fun, very bold, just right out there in front of with yourself. Sexy.

Interviewee: Thank you.

Dani Johnson: All of it. I want to be just like you when I'm 66. I really do. You have a ton of energy too.

Interviewee: Oh, yeah.

Dani Johnson: Are you married?

Interviewee: No way, man. Uh-uh. All that money in the bank.

Dani Johnson: Did you say she has a booty boy? He didn't know he was a booty boy.

Interviewee: Now he does.

Dani Johnson: And he probably likes that. Okay, wow. Dang. You know, I always wondered if people in their 60s had sex. I guess I got my answer. Oh, my gosh. Oh, I'm sorry, Kenny. She did it. I know this is online, but she did it. At least the people that are watching online know that we have a good time.

Okay. You answer the phone, you pull up your pants, you're ready to go. I'm so sorry. This is how it is at my seminar. I'm really sorry that I let this go this way. I'm sorry. I forgot where I was. This is a corporate event. Okay.

Ring, ring. Hello. Oh, what is your name again?

Interviewee: Joy.

Dani Johnson: Joy. Joy. You fit your name girl, that's for sure. Okay. Hi, Joy.

Interviewee: Hi.

Dani Johnson: Hi, how's it going?

Interviewee: Oh, pretty good.

Dani Johnson: Good. This is Dani. I'm calling you back. You requested more information about working from home. What can I do for you?

Interviewee: Oh, wow. What do I want? I'd like a business. I don't know. I get bored, so I want to be stimulated. I want something new.

Dani Johnson: Okay. Okay. Do you have a piece of paper and pen handy?

Interviewee: Yes, I do.

Dani Johnson: Okay, awesome. To save us both time, I need to ask you a few questions to figure out what information to direct you to.

Interviewee: Okay.

Dani Johnson: Are you currently working from home?

Interviewee: No.

Dani Johnson: What do you do for a living?

Interviewee: No.

Dani Johnson: What do you do?

Interviewee: Actually at this point I'm a receptionist at Perfection Bakeries.

Dani Johnson: Oh, really? Do they make good stuff?

Interviewee: Oh, yeah.

Dani Johnson: What kind of food do they make?

Interviewee: Bread, buns, cookies, cakes.

Dani Johnson: How long have you been a receptionist there?

Interviewee: Oh, about eight months. I'm about ready to move on to a new job.

Dani Johnson: Okay. What do you like about your job?

Interviewee: People. Meeting new people and being very busy.

Dani Johnson: Okay. So you like to be busy, and you like to work with people.

Interviewee: What did you do prior to being a receptionist at this bakery?

Interviewee: Oh, I had six different businesses.

Dani Johnson: Really? Like what?

Interviewee: Well, in the beginning outdoor billboard, poster business, T-shirt printing company, maternity rental and retail with my friend's mother.

What else did I do? Had a sporting good shop. And what was the – recruiter.

Dani Johnson: Really? For what?

Interviewee: A corporate recruiter for a telecom company.

Dani Johnson: What did you like about that?

Interviewee: Putting people to work.

Dani Johnson: Really? Now, all of you would blow it right there.

Interviewee: Uh-huh.

Dani Johnson: Okay. You ready? This is where you put duct tape on your mouth, and this is where you have a poker face, especially if you're live with somebody like this. Hello, did she just give you six things that are perfectly fitting for your business? Yes, but this is where you apply duct tape now. You pretend like you did not hear it. You write it down. If you're face to face you log it in your memory, but you do not blow it right here and now. You let that prospect talk for a good five to ten minutes. It hasn't been five minutes yet.

Hello? How many of you know you would blow it right there? Oh, corporate recruiter, and you like putting people to work? Oh, my gosh, have I got a deal for you. This company, they've got an opportunity where you can work for yourself, be your own boss by signing people up and putting them to work. And being a corporate recruiter, you're a professional recruiter already. You'll do so well. In fact, you'll probably make \$1 million your first year.

Hello? Have you ever heard somebody say that before? It was your friend, right? I'm not kidding you. You just, "Oh, oh." Okay. Bite your tongue if you have to. See? See?

Are you with me? What are you learning right now? Shut up is right. What are you learning right now? She's telling me exactly how to recruit her. But if you were so busy promoting your product and your company, you would miss this one right here. In fact, she'd get turned off real fast.

Interviewee: Oh, yeah.

Dani Johnson: Real fast. She's a recruiter. She would smell you a mile away. She would, okay. So you like to put people to work. How come?

Interviewee: Oh, to make them happy and make me happy. Nice commission.

Dani Johnson: Yeah. How many of you are squirming? Become a professional. Keep your mouth shut. Let her keep going. What is she doing? She is going to sell herself. Hello? What am I doing? I'm asking questions and listening. Are you with me? How many of you could do that, ask questions and listen? How many of you get nervous because you don't know the right words to say? Don't say them. Just read, ask questions, listen. Ask questions. Listen. How many of you are you getting this?

So what kind of a commission do they pay you?

Interviewee: Fixed price.

Dani Johnson: Oh.

Interviewee: Yeah, it wasn't an hourly commission. It was a fixed price.

Dani Johnson: Per head?

Interviewee: Per head.

Dani Johnson: Depending on the job?

Interviewee: Depending on the job, yeah.

Dani Johnson: Okay. Now, what do you not like about the current job that you're in?

Interviewee: Sitting at a desk all day?

Dani Johnson: Really? How come?

Interviewee: Because sometimes I have to go to the bathroom, and it's not break time.

Dani Johnson: That's inconvenient.

Interviewee: Yeah, and having people call on the telephone and telling you what's wrong with the bread, and you go, "Could I just let you go to the right person?" And they say, "But."

Dani Johnson: So you don't like dealing with the whiners.

Interviewee: No.

Dani Johnson: Okay. Now are you thinking of replacing your current income or just supplementing it?

Interviewee: Supplementing.

Dani Johnson: Do you have - are you married?

Interviewee: No.

Dani Johnson: Oh, okay. Any kids?

Interviewee: Four.

Dani Johnson: Awesome. How old are they?

Interviewee: Oh, old.

Dani Johnson: Really? That's great. Do you have any grandkids?

Interviewee: Nine.

Dani Johnson: Oh, that's awesome. Good for you. I've got five children myself, so I understand what you survived through.

Interviewee: Yeah, the good old days.

Dani Johnson: Now what did you have, boys or girls?

Interviewee: Two of each.

Dani Johnson: Oh, that's awesome. Now, is it two and two?

Interviewee: Boy, girl, girl, boy.

Dani Johnson: Oh, that's awesome. What was easier for you to raise?

Interviewee: Boys.

Dani Johnson: Really? Gosh, I've heard so many people say that, but I have two daughters and three sons, and I totally --

Interviewee: Well, you can beat on the boys.

Dani Johnson: Oh, that's so funny. Now, you said that you'd been self-employed before.

Interviewee: Yes.

Dani Johnson: Right. What did you like about being self-employed?

Interviewee: Oh, I liked the freedom mostly. Love to travel. You need duct tape. How would you know you need duct tape?

So you like freedom and you like travel. Where do you like to go?

Interviewee: Anywhere I haven't been.

Dani Johnson: Really? Where have you not been?

Interviewee: Where haven't I been? Europe. I've been to Africa on a safari.

Dani Johnson: Oh, was that awesome?

Interviewee: Oh, Terrific.

Dani Johnson: What'd you love about that?

Interviewee: New experience, animals and their living. You know, their Social Security system is how many daughters they have and how many goats and cows and stuff they get when they sell - when she marries, but when she - what do you call it? The dowry. Interesting.

Dani Johnson: That's awesome. Now, what level of income are you currently accustomed to?

Interviewee: I'm retired mostly. Have been. So I'm just doing this other job part time.

Dani Johnson: Okay. So in your best years?

Interviewee: Oh, I've gone all the way from \$5,000.00 to \$80,000.00. Are you saying a month or a year?

Interviewee: A year.

Dani Johnson: Okay. And what kind of income are you looking to generate over the next 12 months?

Interviewee: Oh, \$1,000.00 a month would be great, \$2,000.00.

Dani Johnson: All right. Do you have some capital aside to start your business?

Interviewee: Do I have what?

Dani Johnson: Some capital set aside to start your business.

Interviewee: Oh, yeah.

Dani Johnson: Okay. Now, you know, Joy, our company has quite a standard for the people that we're looking for, and there's a lot of work on our part in setting someone up in a home business successfully. So we're looking for people who are absolutely serious about building a business and making money from home. So, Joy, how serious are you about starting a business?

Interviewee: I don't know. This is one of the questions I ask myself, but I think it will be very stimulating to me and getting new people involved. And my friend Jeanie, getting her out of her problems, so that's maybe my big interest.

Dani Johnson: Okay. So how serious are you about starting a business?

Interviewee: I've started six or seven of them. Why not another?

Dani Johnson: Tell me why?

Interviewee: Why I want to start it? I'm not sure. I don't know how else to answer that because I think on it, and everybody says set your goals and do this and that, and I'm not sure why I'm doing this, other than I just want to.

Dani Johnson: Other than being stimulated.

Interviewee: I just want to.

Dani Johnson: You want to be stimulated. As you were saying earlier, you're bored.

Interviewee: Yeah.

Dani Johnson: Okay. So let me tell you a little bit about the company I work with, and I'd give a 30 to 60-second synopsis about the company, give the statistics, like what he gave you today. This is not the time to sell the product. Not the time to sell the company. So, for example, you would say we're a multimillion dollar company. We're in a multibillion dollar industry. And the name of our company is XYZ Corporation. Have you ever heard of us?

Interviewee: No, I don't believe I have.

Dani Johnson: Okay. Now, Joy, the person I'm looking for has three main qualities. They're a team player, self motivated and dependable. Do you feel you have these qualities?

Interviewee: Yes.

Dani Johnson: Okay. Do you have internet access?

Interviewee: Yes.

Dani Johnson: Okay. Awesome. Let me go and confirm your e-mail address. Go ahead and give it to me.

You don't have to say it if you don't want everybody, especially online, knowing this sassy 60-year-old.

Okay. There's two ways, Joy, that I'm going to go ahead and lead you to the information that you're seeking. One is through the internet as well as to an information call. And let me go ahead and give you my phone number. It's 209-123-4567, and that's real. 209-123-4567 We're prescreening a lot of people right now, and we'll be making a decision here real soon. So the sooner you can go to the website and also get on the information call, the better, depending on your response to this information will determine whether or not we are going to work together and where you fit in on our team.

So if you're available tonight at 7:15, we have conference call that's going to be taking place, that's going to go ahead and get you that information. And on that conference call you will find out exactly Joy, how you will be able to generate at least an extra \$15,000.00 to \$20,000.00 income this year working part time from home, being able to utilize your giftings of working with people and even putting people to work, still being able to learn a substantial income by doing that.

And also being able to enjoy freedom, and perhaps travel to some of those places you haven't been yet.

Interviewee: Cool.

Dani Johnson: So when is a good time for us to get together for this call? Can you do 7:15 tonight?

Interviewee: How about in about 15 minutes?

Dani Johnson: Okay. I'm going to ask you why you said that.

Interviewee: I'm ready to go.

Dani Johnson: And why is that?

Interviewee: I've got to get home. I've got to make calls tomorrow.

Dani Johnson: So this is what I did. Number one, I established the posture that if she qualifies, we're going to work together. And again, this is working leads. It establishes a shift. Most prospects are usually on their guard thinking you're going to try to sell them something. In this case I'm not trying to sell you nothing. I'm interviewing to see if you have the kind of qualities, the kind of person that I'm looking for. I'm looking to build a long-term relationship.

Sometimes some of you may get on the phone with leads and say, "What do you got?" And they want to drill you with questions. I say, you know what, hold on, Jim. To let you know, I'm looking for a long-term business relationship with somebody, and I can tell right after the bat that's probably not going to happen with the two of us. So why don't I go ahead and give you my name and number and website. When you get very serious about earning a substantial income working part time from home, you go ahead and give me the call.

Fifty percent of the time, Jim says, "Whoa, okay. I'm sorry. All right. What were the questions you needed to ask me?" And the other 50 percent of the time he says, "Thank you very much, good bye." And we're done. Okay. Why? Because that guy couldn't get a job at McDonald's. Why in the world am I going to give him an opportunity? Because of that attitude, he couldn't get hired anywhere. So why in the world would I beg him to join me and my business? I wouldn't ever.

I have the same standards that any corporation has, and those standards are we can play together as long as we get along, but if you're going to try to push me, you're going to try to belittle me, you're going to try to put down what I do, time-out. No, thank you. This isn't going to work between the two of us. I can tell already this isn't going to be a long-term working relationship. Why don't you go ahead and give me a call when you're more serious about building a substantial income working part time from home.

Make sense? I had one of my clients - this is so exciting. I had one of my clients, sweet lady, late 50s, by the name of Rebecca. And she's a First Steps graduate as well as our

coaching class, she's in both of the classes. So awesome what happened to her. She is what we call a pearl. She likes to really help people, and she's very soft and loving and she's very soft and loving and gentle and kind, and all of those wonderful things that we love about pearls. And usually let's people walk all over her, okay. Well, through the class, do you know what happened to her? She got some guts. And what happened was she got a guy that got on the phone with her, and he started to drill her. He started coming at her with both guns blazing. Well, what is this all about? How much does it cost?

She says, "You know what, sir? I just want to let you know that I'm looking to build a long-term relationship with somebody. And I can tell right off the bat that's not going to happen between the two of us. So when you become more serious about building a long-term business and wanting to earn a substantial income working part time from home, why don't you go ahead and give me a call."

And she told us this on the conference call, she said, "It felt so good." She goes, "It felt so good not to be someone's doormat." Isn't that awesome? She is not afraid to nix the prospect. She could care less if they see it or not. Either you're going to act right, or we're not going to work together. Do you understand? So you've got to have - don't beg people to do this. Don't convince people to do this. Give Joy a hand as she entertained us.

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Dani Johnson: This is important. I know only one or two of you are actually going to get what I'm about to show you, and that's okay. That's really okay. Because if I can affect one or two people on this last thing, this will be great. Okay. This is your time management for your business. Okay. Eighty percent of your time needs to be in the activity that I just showed you, in prospecting. Eighty percent of your time is in prospecting, 19 percent of your time is in training, 1 percent of your time is in problem solving. Okay.

What I will tell you about in this last year and a half what I've watched and learned – again, I've only been training outside of my own sales force for the last year and a half, and I've learned a lot about how people do this business backwards, and I mean literally backwards. What most people do is they spend 80 percent of their time training their people, meaning giving lip service to their people. They spend 80 percent of the time doing lip service to their people.

Whenever you are talking to your existing distributors, you are giving money away, okay. The best training you can do is on-the-job training, getting them on their feet and letting them run. Okay. And if you want to learn how to do that, there's some CDs back there that can help you do that. That gives you the three-meeting plan and that process, and I'll talk about that in a little – I'll touch on that in a minute, but if you want to get better at it – oh, it's hot in here. Wrong clothing.

So 80 percent of your time is in recruiting, 19 percent of your time is in training, 1 percent of your time is in problem solving. This is what I've noticed as I've learned this last year is working with leaders and up-and-coming leaders in the industry. Most

people train 80 percent of the time. They recruit 1 percent of the time, and they problem solve 19 percent of the time. And they can't figure out how come their check has come to a screeching halt or has declined. Okay. That - the formula that I just gave you is to have your check go down. The formula for a downward check going down to zero is train your people 80 percent of the time, recruit 1 percent of the time and problem solve 19 percent of the time.

What you did when you signed that application with your company is you enrolled a President and CEO. You enrolled the executive staff. You enrolled a marketing department. You enrolled a customer service, an IT, a warehouse, product developers and doctors. That's what you hired. Please get this. That is what you hired. Then why in the world are you doing the customer service? Hello? Think about it. You're not to handle your people's problems. Your job is to point them in the direction where they can get their questions answered.

So somebody calls you and says, "Dani, my order has not gotten here in time." How many of you say, "Okay, I'll take care of it," and you call the company for your new rep and solve the problem for them? Come on, show of hands, it's almost all of you. Okay. Why? Because no one taught you is what I'm going to give you. No one told you any better. But what I'm telling you is if the formula looks like this, 1 percent recruiting, training - hold on. No, sorry. This pen. This right here is a formula for massive momentum in your business, got it. Nineteen percent training, one percent problem solving. This is a formula - and how many of you want to go into momentum? This is the formula for momentum. The formula I'm about to write below that is the formula for failure. You may make money for a little while, but it is not going to last. If you're training your people 80 percent of the time, 19 percent of the time problem solving and 1 percent of your time recruiting, that, my friend, is a check coming to a screeching halt. How many of you know I'm telling the truth? Raise your hands. You know I'm telling the truth. Okay.

So my question is why. Let me tell you why. This is just out of what I've observed. Now, I didn't build my business that way, and neither did Kenny. When Kenny would go and when I would go and do meetings in other cities, and I have reps in that city, I

had advertising going on in there, and I was personally bringing people to those meetings myself. I was going there to build a business in that city. I was not going there to support my team. I'm there to build a business. Why? Because if it's top building my business, guess what they do? They stop building theirs. All right.

Let me ask you something. Could you imagine the NFL if they stopped recruiting? How many of you women would not watch football? Come on, you know why we watch. It ain't because we like the game. It's because we like the uniforms. It's the truth. And I know Joy does. I'm not kidding you. Can you imagine if the NBA, the NFL, the NHL stopped recruiting. The NBA, National Basketball League, National Hockey League, the National Football League, the Baseball League, could you imagine if they stopped recruiting? There is not – listen to me carefully. There is not an organization, a professional, profitable organization on the face of the planet that stops recruiting.

Has DELL stopped recruiting? They were ranked number one most favorite company in America. Do you know who was number three in the personal care products, according to Fortune Magazine? Avon. Network marketing company number three, second only to Estee Lauder. Isn't that amazing? Yeah, Avon.

Interviewee: Move over, Avon. Here we come.

Dani Johnson: Listen to me very carefully. Dell has a successful model, multi-billion dollar corporation rated number one. Have they stopped recruiting? No. What about Microsoft? No. What about IBM? No. What about HP? No. What about Albertson's Foods? No. Please find me one successful, profitable organization that has stopped recruiting? There isn't one. So if you have it in your head that you are going to recruit for a little while and then you'll get lucky and get your one lucky ticket, well, you'll find a Joy – hello? Get it out of your head. It doesn't exist. It doesn't exist. This is a business just like any other business, folks. The biggest challenge that I see out there in the industry, especially training worldwide is this mentality of the lottery ticket. This is not a lottery ticket. This is a real business.

If she stopped recruiting for her dance studio, where would she be today? Tell me.

It'd be dead. She'd be unemployed. There isn't a business out there that would be alive if you don't keep adding new business. Come on, girls, think about it for just a minute, girls. No, I want the ladies to hear me on this. What would football be like if they stopped recruiting? Come on. "I'll get it." Here's the quarterback. "Joe, do you think you could throw it? My rotator cuff is hurting me a little bit." Huh? What if they stopped recruiting? They'd be out of business. Get it out of your head.

Do you know what's awesome about the business that you're in? This is what is so awesome. What is so awesome is you don't have to be Kenny. Why he did this, he's probably asking himself. Probably has days where he wished he could be a distributor. I'm not kidding you. I started my own network marketing company when I was 22 years old. I know what that man goes through on a daily basis. I know exactly what he goes through, and I would never wish that upon my worst enemy. I wouldn't, literally.

You don't have to deal with the employees that get pregnant and need maternity leave and still have to pay them. You don't have to deal with the people deciding that they just don't want to show up to work that day. You don't have to deal with the manufacturers who went, "Whoops, we forgot to ship it." You don't have to deal with the doctors demanding more money. You don't have to deal with the executive staff with all their trips. You don't have to deal with employees. You don't have to deal with shipping costs. You don't have to deal with coming up with the new latest and greatest product that's going to hit the marketplace. You don't have to deal with the attorneys that have to write to make sure that all of your labels are legal, to make sure that your sales company and your websites are legal.

You don't have to do any of that nonsense. Let me ask you something, how many of you don't have an extra million dollars laying around to start a corporation? How many of you don't have it? And how many of you can't afford to hire an executive to run a company for you? And how many of you cannot afford the accounts receivable department to do it for you? And how many of you can't afford to pay payroll on such a huge staff? How many of you cannot afford the millions of dollars in payroll that he has to pay every single month or every single year? You don't.

All you have to do is market a business and a product, and that's it. That's it. So on that

note, your job is to promote your products and your company. Your job is to promote these products and these services. You don't have to do all that stuff, but many of you try to do it. Dude - sorry, that was California. Get a grip. Let me tell you something, know your position in this organization, and do it and do it to your best of your ability. And if your ability is not there, get some training, learn some better skill until your ability gets better, okay. But the reality is is that there's a customer service department over here that man has to manage, and you don't.

So when you have a distributor that calls you and says, "My order came late. I don't know where it's at, and he shipped the wrong stuff." This is what you say - oh, are your pens ready? You say, "Man, I am so sorry to hear that. I understand how frustrated you may be. Would you like a nice, quick answer to your problem? Yes, great. Call 1-800, blah, blah. There is a customer service rep ready to receive your question and give you your answer instantaneously." You have hired that customer service department. Isn't that awesome, that you're not the one that has to pay her payroll? Well then utilize it. "Well, they shipped me four bottles, and I only wanted three." "I'm so sorry to hear your frustration. I totally understand. Would you like to get a nice quick answer to your problem? Yes? Great, call 1-800 blah, blah." How long did that take? Not long at all.

Let's look at the alternative. The other alternative is, "Oh, gosh, Sally, I'm so sorry to hear that. Oh, yes, it's terrible. I just can't believe it. Okay. Listen, this is what I'll do. I'll give you a call back as soon as I find the answer out as to what happened." So then you get off the phone with Sally, you call the order department, you tell them what happened, you don't have enough information. So you have to call Sally back, get more information, okay, I'll call you back. Click. You call the customer service department again. You give them the information. You get them to check. You call Sally again and Sally is not home. So then you leave a message. We've been working on this for how long already? Fifteen minutes, half an hour?

So then Sally calls you back, you're not home. You play phone tag. Sally is even more mad than ever, where she could have had her question answered in five minutes. Ego, bank account. Do not get caught up in feeling important because you can solve some-

one's problem. Why don't you solve the real big problem, and that is that you need to get out of debt. In order to do that, you've got to build a business. And instead of feeling important because you made them feel good because you solved their problem for them. Let me tell you the outcome of both of these plans I just gave you.

Plan number one says whenever Sally has a problem, who does she call? The first way is she should call customer service, but you trained her to call who? How many of you don't have that kind of time? This is why people can only build a business to a certain size because they don't have enough time in the day to handle all of the service of that business, okay. You outsource, you guys. You're business people. You outsource the company for their service, their products, their warehousing, paychecks. That's called outsourcing. You outsource your training to us. That's what we're here for. You just outsource to us. You let us handle that part, you let the company handle that stuff. What's that leave you for time to do? Badaboom, badabing, ching, ching. Hey, that's kind of cute.

Do you understand? Okay. Your distributor calls you and says, "I called four people and they said no." You say, "I am so sorry to hear that, Nancy. I totally understand that you may be frustrated. Do you really want to be able to make this business happen for you? Yes? And are you really serious about that? Okay. You need to go to www.DaniJohnson.com. Do you have those North Carolina CDs and that script book yet?" "No." "Well, that could be the problem. Go get these now. Listen to them. Make some phone calls and let me know how you do."

What did I just train her to do? She has a problem. Go where? Go to the website. Go and get the training that you need. And let me ask you something, how many of you actually spent an hour on the phone with Nancy coaching her, trying to help her? Oh, you have? You spent an hour on the phone with Nancy. Okay, "Let's role play. Okay. You ready?" And you spent 60 minutes coaching her, and then what does she do? Nothing. So why waste the hour? Your hour should be spent prospecting because that's what's going to make you money. Does that make money?

You outsource - here's another thing. You outsource advertising agencies. So how

many of you are not professional advertisers? So you probably shouldn't be advertising, huh? Not unless you have money to waste. So you hire an agency that does it for you, and guess what you get? You get the actual names and numbers of the leads that actually called.

How many have run ads before? How many of you ran an ad, and it flopped? Whose money did you lose? They only get paid if they get names and numbers of people who responded to the ad. Does that make sense? How awesome is that? Wouldn't that be awesome if that was all you had to pay for, are the people that responded instead of it flopping? I love that. So you outsource your customer service, the product and the paychecks. You outsource your training and you outsource your advertising. That leads you to do one job. What is it? Badaboom, badabing, ching, ching. I like that. Okay.

So 80 percent of your time is in recruiting, 19 percent of your time is in training, and that is on-the-job training. If you're working ten hours a week – how many of you work your business ten hours a week, or at least you want to? Okay. If you work your business ten hours a week, that means that eight hours is in recruiting. That means 1.9 hours problem solving, I mean, training, and 0.01 in problem solving. How many of you spent a lot more time problem solving than you do recruiting? Okay.

How many of you want to go into momentum? Just flip it upside down. Whatever it is that you're doing, do the exact opposite. Okay. Does that make sense? Okay, cool. And I'm talking about testimonials on conference calls, testimonials on your business presentation, testimonials like we had this morning. Any time you're given a business testimonial, it is used against my name, where I'm from, what I used to do, boom, results. Got it? If you're giving a testimonial about the skincare stuff, name, where you're from, what you do, before using this I had acne problems, I had lots of wrinkles since I've been using it. In 30 days I am blown away. My skin looks ten years younger. Boom, out of there. Got it? Try lots of different types of products. This is the product that cleared up my skin, and I look ten years younger.

Are you with me? Not on and on and on and on and on. You lose them. It's the – let

me tell you something. Facts tell, stories sell. McDonald's has 30 seconds to sell you their Big Mac. They don't tell you any facts because if they did, you wouldn't buy it. They don't tell you any facts. They have 30 seconds to get you excited about biting into that hamburger, if that's what you want to call it. It is, however, my favorite fast food restaurant. I love cheeseburgers and French friends. Their shakes are lame though. But the McFlurry, that's good, with all three toppings. That's really good. Okay, I know. Yeah, exactly. I forgot about that already. I hate that. Every first step is always so different, and there's always some little tweeky thing about I forgot. I don't want to forget that.

You guys are going to be in Chicago? Remind me. That was so good there. That was so funny. I don't want to forget that. And again, I come up with new stuff all the time that's funny that I forget I ever said. Okay. I can't even remember why I said that. Oh, shopping. That's right. I'll teach you how to get out of debt, and that's what that was. I've got to remember that for that because it's such a visual.

Okay. All right. So when you give your testimony for a product or a business, you make it clear, concise, what are the facts, what are the results of your story. I got started last May, my first I made boom. I got started last week. My first few days I made boom. Are you with me? You can say pay off my house, did blah, blah, but get the facts, not duh, duh, duh. Okay. All right. It's real easy to do that. Not only that, however which way you tell your story, by the way, duplicates. And you guys will have meetings that are an hour and a half long. It's never good when the prospect is sleeping. It's never good if the prospect is falling asleep? Are you with me? It's never good when they're falling asleep in your presentation. It's never good. Okay. So keep it clear, concise, badaboom, badabing, ching, ching.

So testimonials. And by the way, if you want - how many of you want to have your team equipped to telling stories properly, like that story? Can you imagine a business presentation that's just smooth, here comes the testimonies, like bam, bam, bam, bam like that, I'm not kidding you, that prospect is like, "Yeah. Wow that's simple. Wow that works. Wow, I think I can do this." A long testimony does not say that to them. You saying you can do this does not tell them they can do this, okay.

What it does is if you've got five testimonials up there and here they go, hi, prior to getting started I was in construction, I've been with that industry for ten years. However, the income is not that great. Signed up. Got signed up with this top package here. Went to First Steps of Success, came out and made \$500.00 my first week. Done. Next story. Hi, prior to getting started I was a school teacher, still am currently a school teacher for 30 years. Saw the opportunity to get started. Started here at the top level. My first two weeks in business I made \$1,000.00. Boom. Next testimonial. Are you with me? Could you imagine how powerful that would be?

How many of you would love it if our distributors would do that right? I don't know if we have this here, but on our website, the BOS – do we have any BOS here? Okay. The Best-of Series, the Best-of Series is how to tell your story, so it's on CD. Which means you don't have to go give your team lip service. You just say, "You need this CD. Listen to this because the next meeting that we do is going to be awesome. Here's how to tell your story. It gives why. It also teaches you how to sell product with using stories. Okay. All right. In the business presentation, this was really important. Let me tell you about that. This is good.

There's three areas to the business: expose, involve and upgrade. And again, this – I'm just really salting your tongue because I don't have enough time to go into this. There's some CDs in the back called Expose, Involve and Upgrade and how the process is and how to maximize this process. You expose the business to the prospects. You then put them in a system where they can get involved. Through the involvement process, they upgrade themselves through the plan. Some of you will never feel comfortable with the close, and that's okay.

If you get them involved, meaning you invite them back to listen to a conference call, you have them go listen to information on the website, you invite them to... you invite them to Chicago, things like that, that is the involvement process. It's through the involvement that they upgrade their commitment level to the business. So here's a prime example. Expose the business to a young lady who said she couldn't afford it and didn't have any money, and at the time, to get started with that business was \$2,000.00, okay. It's not that way anymore, but that's what it was back then.

Two thousand dollars to get started in that business, okay. So then I say, okay, that's great. I'm not after your money. I just want to know are you serious and do you want to go to work. Yes, I am. Okay, great. Then I met her the next day to do some training on the phone with her, meaning getting her list of goals, getting her list of resources, which is basically a list of names, and setting up an appointment with her to work some prospects along with me.

Well, she booked a meeting in her house, and no one showed up. So I'm there, she's there, and I said, okay, why don't we just go ahead. I'll give you the script. You start practice, I'm going to go ahead and practice. And then once you get on the phone, I'm going to leave in about half an hour. You get on the phone and start calling people for Thursday night. She says, "You know what, Dani? Here's my credit card. Give me that business in a box. I'm out of here. I'm so mad at my friends for not showing up. I'm going to prove to them that I'm going to build this thing." The involvement. Now that she saw it the second time, she started to believe more, even though her friends flaked. Isn't that trippy? Even though her friends flaked, that made her more determined to actually build the business.

So expose, involve and upgrade. The involvement works just like what we call - and I learned this from a multi-millionaire - a battery charger. Okay. How many of you do meetings on a weekly basis? Not a lot of you. Okay. Just a few of you. Okay. And those of you that don't do meetings on a weekly basis, what do you do? How many of you attend meetings on a weekly basis? Okay. There's about 20 of you. Those of you that don't, what do you do? Conference calls. Okay. That's a form of involvement. Conference calls are a form of involvement.

How many of you are on conference calls every single week? Okay, more of you. Now, what's important is - and now how many of you would like to get local meetings going on on a weekly basis in your thing? Okay. All right. Weekly meetings ebb and flow depending on who is recruiting and who is not. So if you are starting in a local area, and I talked about earlier the three-meeting plan. If you're starting locally, and you want to start an organization that eventually you get built up some nice presentations, some nice stuff like that, you first start in the house, right, you first start in your home. And

by the way, the church has figured this out. This is just a model based off the church. They've been doing that for a little while. They do a pretty good job, wouldn't you think?

Yeah, you have people show up Wednesday, sometimes Friday night and Sunday, unless you're an Adventist, then it's Saturday, right. So the battery charger, what's important is is like for example you're going to be coming out of here all excited, thinking you're going to make things happen. You're going to get out there. You're going to get on the phone. You're going to start talking to people, right. So then what happens is you leave here, and you're totally stoked, jacked out of your mind, okay.

You're going to get on the phone and start calling people like Joy. "I need to get out of here, man, and start calling some people now." Right. That's what she said. So anyway, you come out of the battery charger, and you're all excited, and you're going to make things happen, right. What happens is that then you talk to a few people, and some of those people have a good about it. Some of them don't. You make a few mistakes along the way. So here you are coming out of conference just totally jacked out of your mind, feeling like everything is great. You talk to a few people and woo. You schedule ten people for a meeting and one showed up. Boohoo. Right?

Okay. Then what happens is that you then plug into a conference call, you get some good training, and then, oh, that's right, that's what I did, okay. Boom, all excited again. You get some messages back from the nine that flaked on you, and a couple of them called you back and say, "Hey, I'm sorry. Our tire blew out on the way to the meeting. We want to come. When can we come again?" Okay. And then they show up for the next meeting, and they say no. Boohoo. Am I really going to make it? I don't think it's going to work. I think I'm a fool. Am I the only idiot that sees it? I'm going to fail, like I failed in 20 other of these things. What makes me think it's going to work this time? That's what we do.

Well, what happens is if you don't be plugging in on a weekly basis into a battery charger you're going to fizzle out and die. You will. Because every week if you're plugging in, conference calls and live presentations, it is a support system. It's the same with

the AA meetings. Have those been successful? Hugely successful. Why? What about Weight Watchers? What made Weight Watchers successful? I can guarantee you it's not their food plan. I am not joking you. I will guarantee you right now it is not their food plan. Why do I know this? Because of the millions of women that try to do the food plan without going to the weekly meetings and they don't make it. The success rate of those who use the plan with the meetings is much higher than those who – in fact, one of my coaching clients just Thursday told me she had lost weight on Weight Watchers years ago by going to the meetings. Now she's doing it, and it's not working. And I said, "What did you change?" She goes, "I don't go to the meetings." Well, you have two choices here. Get heavier or go to the meetings. Which one is it going to be?

Does that make sense? What makes Weight Watchers successful is those weekly meetings. That's what has helped that organization do what they have done. So we have people who get started – and this is what I tell every new person I get started when I built through home presentations and weekly meetings, I tell them, listen, here's the deal. This is just like a part-time job. And there are hours that you are going to have to keep. And if you don't show up, you don't eat. You understand me? You don't get paid if you don't show up.

So here's the deal. Here's our schedule. Monday night, 7:00 Eastern, danijohnson.com conference call. This is your new schedule. Write it in your calendar. Nothing gets in the way of this Monday night call, period, end of story. The number is 512-225-9400, and the pin number is 953953#. Oops, over here. And on Tuesday night, we meet here at the Holiday Inn. I don't know if that's what you guys do, but at Tuesday night we meet here at the Holiday Inn. This is your job. This is where we're going to meet. "Well, I don't have anybody coming to the meeting." Remember when, 7:00 p.m. Eastern – I mean, 10:00 p.m. Eastern.

So somebody says I'm not going to the presentation unless I have people with me. Well, you have two options. Number one, find some people to go with you and stop whining, or number two, realize that if you don't plug in, guess what happens the next week? You're dead. You are slowly but surely fizzling and dying. Your energy, your belief, all of that kind of stuff, like I said. How many of you do go to church? Wow.

Thank you, lord. I'm in the presence of your people. So if you go to church, what happens when you miss a month of church? What happens when you miss a Sunday? Think about it. But I already know what the meeting's going to be. Yeah, you're right. Start learning it, so you can do it yourself. Are you with me?

You're not there just to sit there and sponge. You are there to learn and to rise up, so that you can travel anywhere in the United States and do it, whether you're at a Starbucks, or you're in a hotel or you're in somebody's house that you can do it yourself. You're not there to just be there. You're there to rise up to learn how to get the job done. Does that make sense? So when you start as a brand new person in the business, you're telling them this is our schedule. This is where you need to be, and this is how you're going to learn this thing. So 7:15, Tuesdays, this is where your butt belongs. If you want to make a lot of money, you'll bring a lot of people on those Tuesdays. If you don't, then it'll just take you longer. It'll be a slower, more frustrating process, but eventually you'll figure it out. Does that make sense?

Okay. So if you're not plugging into the battery charger, folks, you're basically just hurting your own business. Now, if you are a leader and you are running these meetings, and you're saying, "Well, nobody is coming." I never did meetings for people to come. I did meetings that I filled myself. Are you with me? If you're running local meetings, don't you dare count on anybody bringing people. You can only count on who to bring people? Yourself and yourself only, okay. You cannot expect - write this down. You can't expect your people to do something you're not willing to do yourself. You can't expect to do - you can't expect your people to do something that you're not willing to do yourself.

So how many of you want big, successful meetings? Then invite a lot of people yourself. Don't count on anyone else to do that for you. This is your business and your business alone. So if you want there to be guests there then bring some. Bring one. Bring two. Bring ten. Bring however many it is that you want. Okay. So business presentation needs to be quick, concise, lots of testimonials that are quick, concise, and that's it. Business presentation ends. Here's the next process is the close. Next process is the close, which is on Page 4. Go ahead and turn with me on that.

Okay. It goes something like this. Business presentation is over, and your job at that point is to sit – turn to your prospect – which I need another – in fact, let me do this. Who is that cute little gal with the six kids and the salon? She’s going to Chicago. She’s got a database of 25,000 people from her salon, who was not in this for what I have been talking about today. She is here for the product, and that’s it. And she’s like, “Dani, I’ve been listening to what you’re saying all day long. I’ve got 25,000 people in my database, and it seems like I should be doing something with it.”

Kimberly, so let’s say that the presentation is all done. In fact, I’ll just do one because that’s probably more common. Again, these are on CDs over there. So presentation is all totally finished. I’m going to sit down, so I’m not a giant because you’re just all cute with your little short self. Six kids. That really is amazing. I know what you deal with.

Interviewee: It’s a lot.

Dani Johnson: It is. How old are they?

Interviewee: Twenty, nineteen, fifteen, ten, nine and just turned four.

Dani Johnson: Oh, wow. Oh, I got – we have some similar ages. Boys or girls?

Interviewee: God, I can’t even think. Two boys, four girls.

Dani Johnson: Whoa. That’s fun. Lots of dress-up clothes. And lots of make-up right now, I’m sure.

Interviewee: Oh, yeah.

Dani Johnson: Okay. So presentation is all done. Kimberly was my guest. So Kimberly’s my guest. Do not – write this down, please. Do not get up and go to the product table. Hello? Do not get up and go to the product table. Huge important thing. Why? Because she just finished hearing the last testimonial, right? Her mind at this point is is it simple, does it work, I think I can do it, if they can do it. My gosh, what am I wait-

ing for? But if I move her body to the product table, that's out. The mind now is, "Oh, yeah, what is - in fact, what is in this stuff?" Focus is no longer those success stories. Focus is now analyzing something.

Hello? Hello? Make sense to anybody?

So very simply, I'm sitting next to my desk. Kim and I are sitting there, and I say, you know what, Kimberly, this is really kind of exciting. Our company has contacted in a trainer, and this is her. Her name is Dani Johnson, and this girl was a homeless woman who started out of the trunk of her car with \$2.03 to her name and a \$35,000.00 debt. You're not going to believe this. Her husband drained everything and left her homeless. Isn't that lame?

Interviewee: That's terrible.

Dani Johnson: Well, she started out in business for herself. She made \$250,000.00 her very first year reading scripts. So she's written a script book, and they have everything totally laid out for us. So what I'm going to do is read right here from Page 4. Okay. All right. So what did you like about what you just saw?

Interviewee: Well, I like the fact that people - you can be independent and people are making money doing what they want to do.

Dani Johnson: Really? Tell me more about that.

Interviewee: Well, I'd like to have the freedom to that because working in my day spa, I'm working 80 hours a week, and that's too much.

Dani Johnson: Wow. Okay. Kimberly, do you want to make a little or a lot?

Interviewee: A lot.

Dani Johnson: What for?

Interviewee: For the freedom to not have to work so much and spend more time with kids.

Dani Johnson: Okay. And Kimberly, at your current spa, and you are self-employed, how long will it take you to spend better quality time with your kids, being able to have the freedom to earn a lot of money, and to be more in control of your time?

Interviewee: Oh, a long time. I don't know. It would - I've been doing it for 12 years, and I'm still putting in all those hours, so obviously it's not working this way.

Dani Johnson: Okay. Where do you see yourself getting started? Do you see yourself starting at the bottom and going slow, or do you see yourself, positioning yourself in a place where you're going to start off with our top package here where you can put yourself in position to earn the maximum amount of profits in the shortest period of time?

Interviewee: The top.

Dani Johnson: Awesome. Here's your application and fill that out.

Interviewee: Super. Good. Done.

Dani Johnson: That's it. You hand the application, and you shut up. It was so beautiful. Once you guys get your team on what I'm doing right now? Do you know what happens after the business presentations? It's so awesome. You have ten circles around the room of people with their prospects, and it comes to a point where everyone is talking, and then there's silence. That's how my team is. All of the sudden the room is silent. Why? Because they went through the questions. They handed the application, and now they're quiet while the prospect is filling out the application. The whole room is silent.

Do you know what my husband and I felt deep inside our spirits every time there was silence in the room? Cha-ching. Because that meant business was happening. If there

was a bunch of talking, that meant business wasn't happening. Are you with me? Could you imagine having a team that's that well trained? It's exciting. It's awesome. Okay. So I hand the application to her. She fills it out. I hand her the product order form to stop at the highest position, and that's it. There you go, period.

If there are three or more people in that circle, I don't go through all six questions. I just go through question number one - no, I go through question number three and question number six. If I have three guests - and by the way, who is in my circle that I'm closing? I call this the closing circle. Just my guests. Hello? My guests are in my closing circle. Not John and Kim who have been in for two years. No, they're not in my closing circle. Why? Because they're running their own business, and they need to be standing on their own two feet closing their own people.

If I close their people for the life of their business, that is a codependent relationship. That is not me equipping anyone to succeed on their own two feet. This is about equipping other people to succeed on their own two feet. This isn't about you being mama and daddy hen for the rest of their career. Do you understand? They can step up and do it on their own. Does that make sense?

All right. So if I have three or more in there then I do question number three, and I do question number six, and that's it. There's a dynamic when there's three or more people. It's called fear of loss. That's what it is. It's called fear of loss. So they're all trying to one-up each other whenever I have three. So whatever she says, they're going to say something better.

Then this is what I do. I say, okay, here's the deal - and let's say there's three of us. I'm looking for a project for the month, and the person that I'm going to work with and give my time and effort to is someone that I'm looking to help make a tremendous amount of money. Now, I don't know between the three of you which one that's going to be, but it's going to be based on production. Whoever steps up to the top position is in Chicago, Illinois for First Steps to Success to get professionally trained. Whoever brings me the most amount of people between now and then is probably going to be my project for the month.

So my project last month made \$2,000.00 part time their very first month. So I don't know where my project is going to lie this month, but I will tell you that every month I do this, and every month somebody succeeds. So let's say, for example, John, you wind up bringing me three people between now and Chicago, and Tammy you wind up bringing me four, and let's say, Kimberly, you just wind up bringing me one. Basically how it'd work is that Tammy would be at the top with her four, and then John, and then you would be at the bottom.

Interviewee: That's not good.

Dani Johnson: No. So anyway, so the ball's in everybody's court, whatever, whoever brings me the most people and steps up to the top position and gets themselves registered for Chicago has the best chance of being at the very top of the sales organization.

Interviewee: Okay. I can do it. I'll bring five.

Dani Johnson: Isn't that interesting? Is that really what honestly happened in New York?

Interviewee: Yeah, I'm like I'm going to be the one that's - yeah, definitely.

Dani Johnson: Makes sense. So am I begging her? Am I selling her? Huh-uh. I'm drawing a line in the sand saying perform or don't. Ball's in your court, either you're in or you're out. Make sense? No begging, no selling, just let her sell herself, got it. She's the one that decided she wants to bring five. I didn't tell her. Do you understand? That's creating an eager want. Give her a hand. I look forward to seeing you in Chicago.

Interviewee: I'll be there.

Dani Johnson: That's awesome. I can't wait.

Okay. That was the close. You do it the same way on the telephone, exactly. If you're

working a cold lead, you brought them to a conference call, after the conference call you just read this. How many of you can read? Okay. How many of you can be teachable and stick to it? Get some good results.

You know what's so funny? You remember, those of you who were in Phoenix, she came up to me, and the lady asked the question, she said, "How do you get people to meetings?" And I said, "Well, how do you get people to meetings?" And I had her in the room, and she began to turn a shade of red, and she says, "Dani, I got your script book in September and October, and I stuck to it, and I got lots of people signed up, and I changed it, and I haven't been using it." And I said, "What's happened since you stopped?" She said, "I haven't recruited anybody." I said, "Go sit down. You answered your own question."

She was asking me how do I get people to meetings. She just told me that she got people to meetings when she read this, and that she stopped getting people when she stopped reading this. Isn't that hilarious? So you guys go sit down. Do you guys remember her? She was, like, "Okay. I'll go do it."

Okay. All right. So that was the follow up and close. Any questions on that? Oh, I will take three questions on either the business presentation or the follow up and close. I forgot to do that. Who has questions? Yes, raise your hands. One, two, come forward. Now a third one on the follow up or close. None of you are going to ask me how to handle objections? All right. You guys must already know how to do that. Come on.

How you doing? You're just beautiful. Those are some great teeth. Did you have braces?

Interviewee: No, but I'm going to get some.

Dani Johnson: Why? They're gorgeous.

Interviewee: Because I lost two down here, so my mouth is shifting.

Dani Johnson: They're moving. Wow. Pretty teeth. Great smile. You should use it a lot.

Interviewee: I will.

Dani Johnson: Okay. Speak in that, and go ahead and ask the question.

Interviewee: Hi, my name is Lynette from Fort Washington, Maryland. I was sitting in back. Right after the break I just started crying because I've been in business probably since '89, and I think the biggest fear that I had was I've always been under somebody. I mean, I'm under somebody now, but now I'm in the role of leadership, and I didn't know how to until now because everything that I've done over the years I had to rip it up. I just ripped my whole body up.

My biggest fear I guess was you can do this, you can do that, you can be great, but then when I couldn't do it, and I'm trying to live at a standard of my mom being a teacher, and my dad being an entrepreneur, but not having the support, so I think now what my question is how do I really step into that leadership role? Because I always had to be under somebody and be second command. Now I'm first command, and everybody is the second, and not I guess in the sense feeling that I can do it. Knowing that I can do it.

And when I heard you talking to the lady about her husband, I know that my trust is in God because I always ask him thank you for the increase in finances and increase in business. But then all of the sudden it's like you just asked me, and then what happened. So I guess my question is how do I get past and move into the next level? Because we know that every level there's a devil at every level. But as far as business, how do we get past to show people that I'm at this level. And I'm not saying, "Oh, I'm the boss. I'm the boss. I'm the upline," and all of that. I never went into that area.

Dani Johnson: That's good.

Interviewee: Because I've seen people be at that level, and then they tear down the whole darn line, and then nobody wants to do it. And I always pattern myself, I say, lord, if I act too big because of the car I drive, the business that I'm in, the house that I

have --

Dani Johnson: Or the ring that's on your finger.

Interviewee: Exactly. It's huge.

Dani Johnson: It's blinding me.

Interviewee: It's kind of my favorite. I just ask him to take it all away. And sitting there, and I was like, look, I know that I can do this. And here Karen always said when I first met her, and I always hear people, "There's something about you." I saw it. But that one side saying you can, and the other side saying you can't, and I'm tired of doing double-dutch.

Dani Johnson: Gotcha, baby. Well, the same devil that's every level is the same devil that was overcome 2,000 years ago.

Interviewee: There it is.

Dani Johnson: So bottom line. He was defeated, no matter which color he comes in next time. Are you really wanting to step up to become a leader in the industry?

Interviewee: Yes, because I want to retire my husband.

Dani Johnson: Okay. If that's really what you want to do, I will tell you that step number five as far as leadership development goes, that is something that you want to outsource as much as you possibly can. Do not try to weigh the burden of that on your own shoulders. In other words, the best way you can lead is by leading by example, and that's what I've been talking about all day long of you be the one that is recruiting. You be the one inviting more people than anyone else wants to invite to any meeting. If you keep your focus in the same place, which is what made you money to begin with, then you absolutely will not have to worry.

The devil that's at the other level is the one that wants to distract you and take your focus off, the one who has given you favor. I'm hoping you get it. She's crying on the internet, she said. She's crying on the internet. Not everyone can say that. Okay. So what I'm saying is is that as far as what your challenge is is keep your focus in one direction, and that is recruiting and selling all day long. Do not take your focus. He says, "I, the high and lofty one, lives with the one who is lowly and humble in heart." That's the focus. "Cursed is the one who puts his trust in man; blessed is the one who puts his trust in him." I'm only saying that because we have the same faith, so ignore me. I'm not talking to you anyway.

So the reality is is that if you can just keep focused on the things that I talked about today, you will naturally rise up as a leader. Do not do what everybody else that I've watched do this last year and a half where they now change what they're doing. And when they change, they go, "I have to become a leader. How do I be this leader?" They get it all tripped up. They change what they're saying and no longer are speaking to the audience of prospects. Now they're speaking to the audience of distributors, and those are two different messages. Do you understand? But if we're all in the trenches together, and you're doing the same thing that they're doing, and they're doing what you're doing, guess what? Your check will prove your leadership. Let your check determine your leadership. Don't change what you're doing.

You're going to retire your husband by going out there and beating the rest of these suckers on the recruiting boards. Do you understand? And to be honest with you, if you stay more focused than they do, I can guarantee you're going to build something faster because most people will not just continue in the same path. Can you do that? Can you stay focused on the same path, month after month, just focus on this one activity, recruit, recruit, recruit, where you get so excited, you show them OJT. Come on, this is how you do it. Watch me. I'm talking on the phone. This is what you say, follow the script. Can you do that?

Interviewee: Mm-hmm.

Dani Johnson: Then you can lead. All right. The rest is the personal growth, which

I trust, because your trust is in him. And if you keep seeking him the way you have sought him, he is the one that promotes you to the next position. He is the one that opens the door. He is the one that provides abundantly for those that diligently seek him. So you already have what it takes to be a leader, to stay focused on what you're doing that works, and that's it.

Interviewee: Bless you. I just want to say one thing, I'm leaving Sunday, and now - I'm kind of glad I heard this because now I don't miss my church that much.

Dani Johnson: Cute necklace, too.

Interviewee: And my question is partly because I am from Northern Ontario in Canada. I am the only one for about four to eight hours every single way, and I'm just starting - well, I'm not just starting, but I'm not a success story. I don't have people to come up at meetings, do a testimonial. What do you do when you're really starting and you're alone there?

Dani Johnson: When you're living out of your car with a payphone booth?

Interviewee: No, but I mean to setup a meeting and to do a set of testimonials when there's nobody to do a testimonial? You wait till you get the testimonial?

Dani Johnson: You go find them. So what you do is you recruit.

Interviewee: Okay.

Dani Johnson: You can have a meeting in your house. You can actually even have testimonials - the company has I'm sure brochures with people's testimonials on them. And all you do until you can create your own stories out of your own prospects, you tell these people stories. Do you have a camera here this weekend? Take a picture with this front row, and you point and shoot.

Interviewee: So it's okay to do that?

Dani Johnson: Oh, yeah. Oh, yeah.

Interviewee: Until you get your own.

Dani Johnson: And you'll start creating stories within a couple weeks of leaving here. Because what you'll have is you'll have people get on the products. This is how I did it. You have your customers, and you say, "Can you please help me out? I'm actually getting this area opened up for the company, and I'm the only one within four or five hours, so I need some support. Do you feel like the products that I shared with you helped you at all?" What are they going to say?

Interviewee: So you can start with product testimonials?

Dani Johnson: So you say, "Can you please come and support me and tell people how - what's happened to you since you've used this?" They will show up. My first meeting had 45 customers in it. They all came for the same reason: to support me and share their testimony. Does that make sense? Guess what happened? They became distributors. You can't listen to an hour of testimonials and not go, "That thing works. How do I sign up?"

Interviewee: So it's a good prospecting not to have testimonies.

Dani Johnson: It's a great - you're in a phenomenal position, and the thing to say to the prospects that you'll be prospecting to those meetings is, "Listen, this is new here. I'm the first one starting it. In a year from now there's going to be hundreds if not thousands, so whoever gets started first with me is going to be the one that benefits the most."

Interviewee: And as far as training, it's difficult to convince people to fly out to the States.

Dani Johnson: Really? Kind of like the couple that was from Finland in Phoenix, Arizona last - two weeks ago. Kind of like the guy who was from Puerto Rico all the way

to Honolulu, Hawaii for our First Steps to Success seminar. Kind of like the guy from the Bahamas that came from California.

Interviewee: Well, I'm here, and I flew.

Dani Johnson: No way. So what's so difficult?

Interviewee: But do you start – you can start them with the internet and then you move up to the next level?

Dani Johnson: The internet has all the free stuff. What I would do is start from the top down. I'm glad you said this. She said, "Do I start at the internet and work up from there?" That is starting from the bottom up. I start from the top down. No, you shoot for what you want them to do. "You're going to Chicago." And if they say, "I can't afford it," you can't afford not to.

Just like Rohini, who had 36 hours notice to fly from Washington, D.C., to Honolulu, Hawaii, unemployed for a year and a half, no money. Thirty-six hours notice, jumps on a plane, brings somebody with her to Honolulu, Hawaii from Washington, D.C., comes out of that seminar, makes \$2,000.00 her first week in business working part time. Has been a six-figure income earner throughout her life. Her and husband have both done well financially since that time. Made \$5,000.00 her second month in business. Total rookie. She's an architect and engineer, no experience at all, right.

So if they say, "I can't afford it," well, that sounds like, well, she couldn't afford it either, did not have any money, unemployed for a year and a half. How important is it that you get out of debt? How important is it that you become financially free? How important is it that you are able to support your kids financially to college? How important are those things to you?

Interviewee: You can't afford not to.

Dani Johnson: Exactly. So then if they're still giving you trouble, you say, "Okay, that's

great. Listen. That's fine. Then here's the deal. We have to get someone to go in your place," so you wind up helping them even recruit from there. And like you said, no, they can't afford not to. And that's what you tell them. And I know you're strong enough to tell them that. There ain't no doubt in my mind that you can look at them with those beautiful dark, dark, dark brown eyes and say, "You can't afford not to. You want to make it or not?"

Interviewee: It's their choice.

Dani Johnson: It's their choice, absolutely. So then if they are adamant, you find someone to go in your place. What happens, if you said no, but we helped you find Sue, and Sue's going to Chicago with me, how would you feel? Would you be going to Chicago knowing you're going to be left out, the only one not going?

Interviewee: Right. That's why I'm here.

Dani Johnson: Does that make sense?

Interviewee: Yes.

Dani Johnson: That's awesome. You got certified?

Interviewee: Yes.

Dani Johnson: Awesome. Good for you. Great question. I appreciate you asking. It was a good question. Start from the top down. If nothing else, they can get on the internet and do free, but is that the best thing for them?

Interviewee: No.

Dani Johnson: No way. It's not the best thing for them. Is it a foot in the door? Yes. Then they'll wind up being involved, get through the pipeline eventually, like that couple who wasted a year. Could you imagine? They could have come a year earlier

and had their business grow 500 percent. Isn't that nuts? That's totally crazy. You're gorgeous. Are you single?

Interviewee: No, very married.

Dani Johnson: I'm always asking. I've got a lot of single guys trying to get married. I'll introduce you to some single guys in Chicago. Just tell me what your flavor is, and I'll hook you up. Yeah, I got several single guys that I'm looking for. I've got every flavor that I can imagine. Yeah. Black, white, Asian, tall, dark, heavy, old, young, you name it, shape size, you got it.

Interviewee: I'll give you my list, baby.

Dani Johnson: Okay. And he's not a client of yours, so it's safe.

Interviewee: Driver's license and a car, that's pretty good.

Dani Johnson: Oh, I love it. Okay. Let's go ahead. I have 50 minutes left. On-the-job training. I did forum. I did meetings. I did how to do a testimonial. Okay, cool. All right. Awesome. All right. Let me show you how to do the OJT. I'll just run us through it, okay. And why don't we do this, I'm going to have - oh, was it Tammy? Tiffany? Tamara? Shoot. Yes, the blonde girl. What was your name?

Interviewee: Kim.

Dani Johnson: That is bad. Can you come back up with me, sweetie?

Interviewee: Yes.

Dani Johnson: I'm going to show you how the on-the-job training thing works. Okay. Let's say that I got her started. She's just cute as a button. You're right. You have a great nose, by the way. It crinkles when you smile. He gave it to you, right.

Okay. So this is basically how the on-the-job training works. I can do this either with cold market – yes? What page? I’m going to use either one. Why don’t you come with me. Come on, honey. Okay.

Interviewee: Thank you.

Dani Johnson: You’re welcome. Okay. You guys go be together. And what’s going to happen is let’s just say for a minute – are you wearing your before and after on there? That is so smart.

Interviewee: And I’m going to be 70.

Dani Johnson: You’re going to be 70? You should have a picture taken with her, so you can bring it back to your salon and go – you know what I mean?

Interviewee: I’ve got 36 grandchildren.

Dani Johnson: Wow. Dang. That’s like my husband’s family. Thirty-six grandchildren, 70. Busy was right. Dang, man. You were way busy, honey.

All right. So let’s do this. Let’s pretend that Kim is having her first business presentation, okay. And this is what I call on-the-job training. If I would have gotten Kim started let’s say two nights ago, when I leave the presentation with Kim, this is what I’m telling her to do. I say you’ve got homework for the night, and what I need you to do is I have four basic things that we’re going to work on together. Can we meet tomorrow morning at let’s say 9:00, or what’s a good time for us to meet?

Interviewee: Nine thirty.

Dani Johnson: Nine thirty. Okay. So let’s do this. I need you to go home, and the first thing I need you to do is I need you, number one, is to go to danijohnson.com. There’s an archived call. You need to become a member, and it’s free. You become a member for free. May 31 is the call – the first call that I need you to listen to in those archives, okay.

There's a script book, and there's some CDs from North Carolina. You're going to be in Chicago, but to get you started, the foundational basics for the business, how to be able to learn how to master this new skill that you're developing, so you can be able to spend more time with your kids and make a lot of money without having to spend 80 hours a week at that salon, then what I need you to do is go ahead and order the script book and also the North Carolina CDs.

If I was live with her, I have extra copies on hand, and I'd have her purchase those that night. So I'd have her purchase that one, and then I'd reorder to keep my stock. It's a cost of doing business just like your salon. You use shampoo --

Interviewee: Spa. Yeah, like facial stuff, yeah.

Dani Johnson: Facial stuff. Can you imagine if you did not --

Interviewee: Yeah, you wouldn't be able to do a facial.

Dani Johnson: Duh. Exactly. A big duh. So these are your supplies. Go home and start listening. So on the way home I want you to listen to this first CD that's in here, okay. Listen on the way home.

Why do I want her to listen to this on the way home? I am directing her mind. I am directing her mind. She is now learning how this cocktail waitress, through the area of prospecting, became successful. So on this CD I actually go through these scripts, teaching form, teaching how to find the need and fill it. That's what she's already being programmed for the first night to her commitment. How awesome is that, right?

So I want you to listen to that, and I also want you to go and register on danijohnson.com and listen to the archive call, May 31. Then you need to make me a list of goals. This is very important. The reality is, is that if we do not know what we're doing, we are not going to get anywhere, okay. So I need you to make me a long list. Maybe it's make me 25 lists of things. Getting out of debt would be one of them, spending more time with the kids being another one, places you want to travel to, whatever it is, okay.

Interviewee: Okay.

Dani Johnson: Why do I have her doing that? Where am I directing her brain? She's spending the money already. She is spending the money. I've got her thinking, wow, okay. I'm going to get out of debt. I'm going to pay off my house, spend more time with the kids. What does that do for her? It starts to get her excited. She starts to get excited about the new business that she just got started with, versus thinking, "I just spent \$400.00. What am I going to tell my husband?" Are you with me?

Okay. So then what we do is I also need you to make a list of resources in here. You're like the perfect person for this. I need you to make the list of resources, and the list of resources is basically a list of all kinds of people that you've done business with in the past, acquaintances or whatever. And basically this list of resources are going to be some people that you practice on to begin with. Before we begin any national advertising campaigns, the first thing we're going to do is get started with a list of resources, so give me a list of about 200 names on that list of resources, and from that list we'll begin to start getting you acquainted with the process and understanding the format about how we build, okay.

Interviewee: Okay.

Dani Johnson: All right. So go ahead and get me that list. And it's not necessarily the people that you think is going to be wanting our products or people that you think want to move our products or want to make money. Don't think along those lines at all. Okay. I just wanting you to be making a random list of resources. Definitely have near the top of that list are people that you know that are maybe even better in business than you. I know that's going to be hard. You're a successful business owner already. But people that you know that if you were going to start a new company, who would be the most dynamic people that you would want to start that company with. You know what I mean? Who would you want to be the head of those organizations, is who we're talking about.

Okay. So go ahead and make that list of resources. Tomorrow we're going to set the

appointment to begin your on-the-job training, where you're actually going to watch me in action. I'm getting familiar, no, it's not. Getting familiar with the process itself, okay.

Interviewee: Okay.

Dani Johnson: All right. So I meet with her at 9:30 the next morning. We talk about her goals, and we spend about a half an hour with her on the phone. We talk about her goals. We go through the list of resources, and then I'm going to make some calls. She's going to hear me prospect live on the phone, okay. I'm working leads, and let's say this is a prospect. So I'm going to get on the phone, and this is what I'm going to say. Your name was again?

Interviewee: Jane.

Dani Johnson: Jane.

Interviewee: Are you using her prospects?

Dani Johnson: No, my prospects. These are my prospects. So I'm not losing any time here, am I? Because on the on-the-job training, I am still personally prospecting at the same time of teaching somebody, so I'm not stopping my business, right, to build somebody else's, all right. So I'm leading by example, all right.

So what I do is I now pick up the phone, and Jane's going to answer. And I say, "Hi, Jane."

Interviewee: Hi.

Dani Johnson: Okay. No, here, just a second. Turn it up. Now hold on a second, I forgot something. It's on, baby. They just didn't have you up loud enough.

Interviewee: Hello.

Dani Johnson: There you go. Nice voice.

Interviewee: [Inaudible comment].

Dani Johnson: Okay. So what I'm going to say to Kim is, "Kim, just be quiet in the background. Do you have your script book with you? Yes, follow along on Page 2." Okay. So then I get on the phone with Jane, and I say, "Hi, Jane."

Interviewee: Hi.

Dani Johnson: Hi. How's it going?

Interviewee: Pretty good.

Dani Johnson: Good. This is Dani. I'm calling you back. You requested more information about working from home. What can I do for you?

Interviewee: Well, I'd just like some information about what you're doing.

Dani Johnson: Okay. Awesome. You know, Jane, I have a trainee on the phone right now, and she is actually from - where did you say?

Interviewee: Richmond, Virginia.

Dani Johnson: Richmond, Virginia. And her name is Kim. I'd like to introduce her to you. We're training her today, so she's just going to be listening along and following along, okay. So, Kim, meet Jane.

Interviewee: Hi, how are you?

Dani Johnson: What does this say to my prospect? Thank you. That I do training. Not only that, it's instant credibility to me. I'm a trainer. It says, wow, whatever business this is, they actually teach you how to do it. Number two, I must be talking to some-

body that's important. I don't have to say I'm important. I just say, hey, listen, I want to introduce you to Kim. She's brand new. She's just getting started, and she's being trained right now, so she's just going to be following along as I talk to you, okay.

Interviewee: That's great.

Dani Johnson: Do you see that? Instant credibility, and the issue of training. Problem solved right there, okay. All right. So then I just basically go through the script, okay. Then I take Jane to the conference call. Then I'm going to go ahead and say, "Okay. Jane, you still there? Okay. Listen. Kim, now you're going to turn to Page 4. Jane, just to let you know, our company really has this setup so simple. We work with a lady by the name of Dani Johnson. She's an industry trainer, who was a cocktail waitress – a homeless cocktail waitress with \$2.03 to her name and \$35,000.00 debt. Her husband took off and left her for broke. Well, basically through reading scripts, this woman made \$250,000.00 her first year in business and became a millionaire in her second year. So basically we are just going to read the same questions that are written here in our script books. So, Kim, you're following along on Page 4? Okay, awesome." Boom.

Okay. I am recruiting my prospect, Kim is learning. What is Kim thinking at this point? That is so easy. Let me at them. That is so simple. That's what she's thinking. Okay. So then I may do a couple more with Kim on the phone, right. And I'll say, "Okay, Kim, here's the deal. There's some scripts on Page 6 and 7. Are you there? Go ahead and look at those. I want you to just call and practice on some people. Are you available Thursday night?"

Interviewee: Yeah.

Dani Johnson: Okay. Why don't we do this. I'm going to go ahead and come over to your place on Thursday night, and what I want you to do is I want you to just get a living room full of people. As many as you possibly can. We just need some people that we can practice on to begin with, okay. So just be thinking of people like that, all right. So don't count on us moving any product – did you hear me sell product? What did I say? Move product, market product. "Sell" intimidates people.

Interviewee: Right.

Dani Johnson: So we may not market any product. We may not move any product that night. But we're just really looking for some live bodies that we can actually help you to get some experience on to begin with. So go ahead, and you can use these scripts. You can use this test market script. Get familiar with it. What I want you to do right now is I want you to make ten phone calls booking some appointments for Thursday night. I'll be there at 7:00, so just invite them to come out for that.

Interviewee: All right. I can do it.

Dani Johnson: Okay. Call me back as soon as you make those ten phone calls. I'll be prospecting with some more of my live leads.

Interviewee: Easy. That was easy.

Dani Johnson: Okay. So what does this tell her? This tells her, number one, that I'm going to get some more people. Huh? That is not saying my entire life depends on Kim and whether or not Kim brings people. Hello? When you don't need people, they have a tendency to try to get your attention. But when they are your savior, your whole life is in their hands, and some of you guys believe that. Just one guy started, please do something. No, no, no, no, no. I'm going to go back to work. Now you go back to work. Together we're going to build a business. Okay. Simple. Very simple.

So let's say it's Thursday night, and she has a bunch of people over. What I do for that meeting is I go and I meet all her guests. And I'm shaking hands. "Hi, what's your name?"

Interviewee: Hi, I'm Jane.

Dani Johnson: Nice to meet you, Jane. How do you know Kim?

Interviewee: Well, I know her from working out at the gym.

Dani Johnson: Good. That's awesome.

Interviewee: I need it. I really need it.

Dani Johnson: Good for you. Well, we really appreciate you being here. We're really - I'm really excited about being able to work with Kim. She's quite an outstanding individual. She's just been very teachable and following directions, and I believe that she's going to do quite well with our company. So we're excited to have you here.

Interviewee: Oh, I want to help her.

Dani Johnson: Okay, awesome. So then I just - I'm meeting all these guests. We sit down. We do the presentation. I'm telling Kim - I want to thank all of you for coming tonight. Kim basically is being trained. She and her husband were looking for a way to be able to spend more time with their kids and be able to increase their income. You know their salon is very successful. However, it's taken a lot of time away from her being able to be with her children.

So really want to thank you for coming out. It obviously says a lot about how you feel about her. Kim, I want you to just take a lot of notes because this is the - what I'm going to be doing tonight is what you're going to be learning actually next week, so really pay close attention to the front half of this presentation, okay.

And then I would begin my presentation. Presentation is all done. Presentation is finished. I sit the guests down in a circle, and what do I do? I say, "Kim, get your script book out." And I say the same exact thing again, you know, we work with a trainer and blah, blah, blah, blah. Okay. So all I have to do is ask you a few questions. "Now, Kim, because you have so many guests here, we're only going to do question number three and number six." Kim, go ahead and hand them their applications and their order forms. Okay? Okay.

All right. Okay. Are you ready? All right. So then what happens is that is Kim's first meeting. I'm committed to doing her first presentation for her. Her second presenta-

tion I'm going to do half; she's going to do the other half. She actually does the front part of the presentation, it was the company, the industry and the products. I do the compensation plan, okay. So in the second presentation I actually will have her pull out this herself and begin the closing process herself, right? Do you understand? It's the same way how you teach estheticians how to do facials, exactly the same exact way, right.

Now, are there estheticians in your salon that are you still doing their facials for them?

Interviewee: Oh, yeah.

Dani Johnson: Meaning you train me, I come in.

Interviewee: Right. Oh, and then you're free to go, and you do all your own facials now.

Dani Johnson: Oh, you mean you're not doing my facials for me?

Interviewee: No.

Dani Johnson: Really?

Interviewee: Yeah.

Dani Johnson: I'm on my own?

Interviewee: You're on your own if you want to make money.

Dani Johnson: Oh, really? Did you hear that? It sounds like the business we're in, huh? That if I want to make money then I have to do the facials myself.

Interviewee: Yeah.

Dani Johnson: This business is the same as that business, and that mindset, my friend, will make you millions of dollars in this business.

Interviewee: I'm going to do it.

Dani Johnson: I'm not kidding you. That mindset of, "All right, I'll show you how to do it." Now, have you had estheticians quit?

Interviewee: Yeah.

Dani Johnson: You mean not all of them want to work?

Interviewee: Oh, that is for sure, yes.

Dani Johnson: Really?

Interviewee: Oh, yeah. They think things are just handed to them.

Dani Johnson: No way. Wow.

Interviewee: It's a concept that you have to work, you have to be at work to make money.

Dani Johnson: Yeah. Guess what? This is the same.

Interviewee: Exactly.

Dani Johnson: You will actually bring people into this business that you're looking at as an absolute goldmine, going, "Oh, my gosh, I will rip this up." And they will actually say they want to get started and want to do something, and guess what?

Interviewee: And then they won't.

Dani Johnson: Isn't that amazing? And whose fault is that?

Interviewee: Well, it's going to be theirs.

Dani Johnson: Yeah. You mean it's not your fault?

Interviewee: No, not my fault.

Dani Johnson: You mean it's not your fault when you have an esthetician that thinks that you're supposed to just hand all of the business over to them?

Interviewee: Yeah, it's not my fault.

Dani Johnson: It's not your fault. You mean it's not your job to go over there and put their hands on the lady's face?

Interviewee: They think it might be, but it's not.

Dani Johnson: This is the same exact way. You're going to do well. Your work being an esthetician and running that salon actually you will be able to glean from your experience that you have there and just use it directly right here. I have a lady that ran hair salons for years. Many of them have met her either at - in Phoenix. You'll meet her in Chicago. Her name is Kathy.

Interviewee: Well, and I used to be an educator too for Graham-Webb, which I did national presentations, and I had a school. I had an esthetician school too. And I got out of it because it was just too much time and just focused on the spa. And now I'm just ready to do something else, so this is it.

Dani Johnson: That's exciting. Kathy ran hair salons, and basically didn't realize it but she used what she had learned there and applied it.

Interviewee: Absolutely.

Dani Johnson: Right into this without even knowing it. She recruited hair stylists. How many of you have recruited for a company before, another company? There you go. It's pretty simple. How many of you have ever trained somebody before? Oh, my gosh. And then when you're done training them, what do you do? How long does it take to train somebody? You mean it doesn't take years? No. Not your part of it anyway. It's up to them to better themselves from that point on.

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Dani Johnson: I will take three questions concerning the initial contact that I just showed you. Okay. Three questions. If you have three questions, please, shoot your hands up in the air, and I will pick you. Yes, sir. Come on up. No, no, no. Come up, please. Next question up here, anybody else, I have one more opening. All right. We'll just do two questions. Okay.

Interviewee: I have a question.

Dani Johnson: Go ahead.

Interviewee: I wear my button. I have my jacket. Okay. With my logo. And I have my car with the thing. And I have people I want approach it. They already see all those things in there. They know what I'm doing. How do I approach those people?

Dani Johnson: Awesome, awesome questions. I'm so glad you asked this. Okay. Here is my answer. I wore buttons for years. A good part - a large part of my sales force was built from wearing a button, okay. I have \$5,000.00 suits with holes in them. This is one of them. From wearing a button. So that is awesome, and that is a wonderful way to get people to ask you the questions, okay.

So let's say I have the button on, and you're going to ask me about my button. Go ahead and go for it.

Interviewee: Oh, I saw this button. What is this about?

Dani Johnson: Oh, that. What was your name?

Interviewee: Nermin Elmy.

Dani Johnson: Nermin, nice to meet you. Are you from around here?

Interviewee: Yeah.

Dani Johnson: You are? What do you do in the area?

Interviewee: I am watching my granddaughters playing.

Dani Johnson: Oh, how many grandkids do you have?

Interviewee: I don't have grandkids but I'm just --

Dani Johnson: What are their ages?

Interviewee: What is that thing - I'm just playing somebody, okay.

Dani Johnson: Sure. Why don't you be you.

Interviewee: Okay.

Dani Johnson: Be you.

Interviewee: Okay.

Dani Johnson: So are you from around here?

Interviewee: Yes.

Dani Johnson: What do you do?

Interviewee: I work for electronic company, but I am watching my daughter at the volleyball game. I'm at the volleyball game.

Dani Johnson: Oh, that's awesome. Which one is she?

Interviewee: Oh, just right there. Number 24.

Dani Johnson: Oh, that's great. Mine's number 33 on the other team.

Interviewee: Oh, they're doing great.

Dani Johnson: Yeah, they are doing great. So you work for an electronic company, you said?

Interviewee: Uh-huh.

Dani Johnson: What do they do?

Interviewee: They color measurement.

Dani Johnson: Color measurement?

Interviewee: It's Incorporated.

Dani Johnson: Really?

Interviewee: Yeah.

Dani Johnson: That's wild. How long have you been there?

Interviewee: Over 18 years.

Dani Johnson: That's a serious commitment you've made to that company.

Interviewee: I love what I do.

Dani Johnson: Do you really? What do you love about it?

Interviewee: The job I do.

Dani Johnson: What exactly do you do on a daily basis?

Interviewee: I inspect all the parts before go to production.

Dani Johnson: So you like doing inspections?

Interviewee: I am an incoming inspector, yeah.

Dani Johnson: Wow. That's great. Good for you. That's awesome. So you've been there for 18 years. Do you see yourself being there for the next 18 years?

Interviewee: I would like something better.

Dani Johnson: You would?

Interviewee: Yeah.

Dani Johnson: Like what?

Interviewee: More money.

Dani Johnson: Oh, really? So is the thing that you don't like about your job not enough money?

Interviewee: Yeah.

Dani Johnson: That's great. Do they have opportunities for you to be able to advance

and make more money?

Interviewee: No.

Dani Johnson: That's wild. Oh, they just served. Oh, they did good. That's great.

Interviewee: Go Cougars.

Dani Johnson: That is literally the name of my kids' school mascot.

Interviewee: My daughters are Cougars.

Dani Johnson: So are we. We're Cougars too. That's really wild, huh?

Interviewee: It's just in case my daughter's watching, I said go Cougars.

Dani Johnson: That's good. That's good. Wow, that's really wild. You know what, I couldn't help but notice Nermine that you said that you perhaps would like to make some additional income. I don't know if what our company has really is going to work for you or not, but our company does, we have an incredible product line. But it sounds to me like you and I should probably exchange phone numbers.

And maybe I'll go ahead and give you a call. I don't know if it's going to work for you or not, but I will tell you this, that they are actually looking for a couple extra people to help them generate an extra income working part time from home. I don't know if you have the qualities or the kind of person that the company is looking for, nor the kind of qualifications. However, we can just get together, and we can do kind of an interviewing process, and we'll go ahead and talk about it, and then we'll just see if maybe it might work out between the two of us.

What did I do, Nermine? You asked me about my button. All that button is for is to be a conversation starter. It is not for you to sell. It is to get them to ask you, so they introduce themselves to you, and then you say, "Oh, this? What was your name?" And

then get them talking about themselves. What did I find out? I found her need. If she would have said – asked me about my button, and I said, “Oh, this is so exciting. We have this incredible product line.”

Interviewee: I did that.

Dani Johnson: What did they say?

Interviewee: They said they are not interested.

Dani Johnson: No way?

Interviewee: Now I go everywhere to my daughter’s play thing, I wear my jacket. You change my life from New York. I am becoming a different person.

Dani Johnson: Thank you.

Interviewee: Just – you change my life, not just the business side, also family side. I appreciate that.

Dani Johnson: Thank you. Well, good job applying what you learned. Give her a hand.

Interviewee: Thank you.

Dani Johnson: What was your question, sir?

Interviewee: What happens if you get someone who has been in the industry?

Dani Johnson: What do you mean? I’m lost.

Interviewee: I’m in the CIB unit. I was. That’s a controlling job. I was in control a lot of the time. And particularly in telephone interviews and one on one. How do you shoot down that? I need to get over there.

Dani Johnson: I'm lost. So are you saying how do I deal with somebody, if you were my prospect, how do I deal with you, or are you saying the other way?

Interviewee: How do I, as the approacher, get out of being the controller?

Dani Johnson: This will help you. The one in control of the conversation is the one asking all the questions.

Interviewee: I realize that, but I want to be able to ask the questions without being --

Dani Johnson: Interrogative?

Interviewee: Right.

Dani Johnson: I understand. That's a great question. So you want to know how do you - are you saying that you have a hard time making people feel comfortable with you?

Interviewee: Mm-hmm.

Dani Johnson: So are you saying that you feel that there's a wall of tension.

Interviewee: Mm-hmm.

Dani Johnson: Okay. So tell me typically how it goes when you're on the phone with a prospect? Are you working leads, or are you talking live, situational?

Interviewee: I've tried one on ones, I've tried with a business I was with many years ago doing telephone stuff. And I find I slip right back into this - I want your name, I want your address, I want your mother's name, your father's name, your sister's name. I want to know if you've got a criminal record because if you've got a criminal record, I'm not going to sign you up. And if you're phoning me about a company, I want to know all about your company because if I don't like you, I'm going to run you. I'm going to go see one of my buddies in the police department and say, "Get me what you

can on Dani Johnson. She's about 35 years old. She lives in Southern Cal." That's my controller.

Dani Johnson: I turn 36 on Wednesday. That was very close. You did the math on my kids?

Interviewee: No, 33 years of being a cop.

Dani Johnson: What does my handwriting tell you? They know how to analyze handwriting.

Interviewee: You're very bold. You're not afraid of anything or anybody, and you could probably tell somebody very quickly where to go.

Dani Johnson: You're right.

Interviewee: Stop, Kenny.

Dani Johnson: Okay. So I understand where you're coming from, and actually I've helped quite a few cops. I get that question most often from your profession. And to be honest with you, I had this incredible man - he was probably about my age, and he also was a cop, and he's in Miami, Florida, so you can imagine the stuff that he sees. He's about 6'6", a good 285 pounds of solid brick-house muscle.

Interviewee: He's just a little guy.

Dani Johnson: Yeah, he's just a little guy. And his wife had been in industry for seven years, him totally not supporting an ounce of what she did. Totally against what she did.

Interviewee: Frankly, in this part of my life, I'm the passenger. I'm along for the road. But I want to be sort of not the passenger. I want to be the co-pilot.

Dani Johnson: Gotcha. And your wife has tears in her eyes, I'm sure. Anyway, his name is Rob, and I think he's Portuguese or something like that. Just a big, tall, dark and handsome kind of guy. He - his wife came to First Steps to Success, and she learned this stuff that I'm talking about, and she actually got to her husband's heart and stopped trying to - in other words, there wasn't as much - they're both aggressive personalities. There wasn't so much of this anymore. So basically she led him to First Steps. He came to First Steps. And the first part of it, he sat over here in the corner, and he sat looking at me interrogatively, arms crossed, glaring at me, analyzing me, watching every move, just like you could tell he just wanted to lock me up. Seriously.

Interviewee: Are you sure that's all he wanted to do?

Dani Johnson: He has a beautiful wife, I'm positive. He's a faithful husband. Anyways, so she - he sat through this thing, and after the first four hours, the arms became uncrossed, and he had a monster life change. And what happened to him in that first four hours I can't tell you right now, but he had - and the reason why I'm bringing this up is that he came to me the very next month in Tampa, we had done a seminar, and he got up before everybody, and he said my life was dramatically changed last month in Dallas, Texas. He said I used to look at everybody like a criminal. I used to look at everybody like they were the kind of people that I see every single day, and I lost sight of the fact that there really are some good people out there. And he says and I assumed that I knew every person that I'd be in contact with. He now is full time in the business with his wife, the business that he said he wanted nothing to do with for seven years, full time. Rededicated his life to the lord. Is a part-time youth pastor at his church now. Hasn't walked into his church in five years. Gave his life back to God. Marriage healed. Working now with his wife full time in the business. Part of it is that your training has taught you - has tarnished your eyes about how you see people. And I know that doesn't make you happy inside because there's got to be some kind of hope out there. But in your line of work, you don't see much hope on a daily basis.

Interviewee: The thing is, I've been retired 11 years though.

Dani Johnson: But still it's a conditioning of the mind. It's a conditioning of the mind.

And so you've been at it – you were at it for so long, that that's now the conditioning in the head. And so the main thing that I want you to do to start off with is I don't want you to worry about trying to get someone to sign on the dotted line. I want you now to begin the process of retraining your brain, of just trying to get to know people and seeing really who they are and not assuming because you know what the acronym is for assume, right? You make a --

Interviewee: You make an ass out of you and me.

Dani Johnson: Thanks for saying that. The speaker didn't have to. But so – the thing I would encourage you to do if there's any way possible, get to Chicago. I know that that will absolutely take the lid off with this thing that you have – in other words you're intimidating. You have an intimidating presence around people because of the background, and you know that you put them on their guard right away. And it's not that they think you're trying to sell them something. They think they're in trouble. They think that they've done something wrong. Is that what's happening?

Interviewee: Mm-hmm.

Dani Johnson: So they're like wait a minute here. And that's because you think they did, and you want to know what they did wrong. And so the reality is is that in order to – there are some issues that I can help you with. I can't do it right here, right now, but if you're willing to trust me I will promise you that I will definitely get to some of the bottom of that in Chicago if you really want to move forward and you want to get good at this, and you want to build long-lasting relationships with people, and you want to see people's lives grow. And you want to be on the other side of the fence, rather than dealing with those criminals. You want to see people's lives improve. You want to see wholeness come together. You want to see healing happen in families. You want to see bodies get restored. You want to see hope back into people, then I suggest that you come and join me because I promise you you can do this. I've done this with many cops, many. Some homicide detectives. You want to talk about people who have no hope, they have no hope. And so I promise you, I can help you do that. It's just a longer process than that kind of thing. But there is hope.

Interviewee: My wife tells me I've been a long-time process.

Dani Johnson: Good man. Do any of you have any questions at all on what I just covered? Do any of you have any questions on any of these that I've covered because we're winding down? I'm almost done. My mouth turns off at 4:45. Come forward. If you have a question, come forward. Come on, Sandy. Pretty sweater. That's fun. Okay. What can I do for you?

Interviewee: I'm curious about how long is the compensation plan explained to people?

Dani Johnson: That's a really good question. It depends on the complexity of it, and if the compensation plan is complicated, you should simplify it big time. I don't think your guys' is. That was such bad English. Anyway. So it should not be more than 20 minutes, including those testimonials. Your presentations should be 30 minutes, 45 minutes max. They should not be an hour long. So 20 to 30 minutes on the maximum, on the back half part, the compensation structure of the BP.

Yeah, and by the way, on that note, with doing presentations, you guys should be having new people stepping up to do meetings all the time. It is not about perfect presentations that sign people up. It's more important for your new person to step up than it is for you to have a perfect presentation because I could tell you stories for hours that - okay, who was in Phoenix where your gut is hurting laughing so hard when I tell you some of our presentation stories? We have some hilarious stories of the most bombed-out, horrifying presentations that did tens of thousands of dollars worth of business the night of the bad presentation. So it is not about - it is more important for the new person to step up and get their feet wet and flop than it is for there to be a perfect presentation. How many of you do not remember all the facts from your first presentation? Neither does the prospect. They listen and remember at a rate of 25 percent, and they have forgotten 50 percent of the first ten minutes already, so they do not know what's going on, and they don't know if it's flopping or not. They have no idea.

So when you have a new person up there, after they've been in for three or four days,

that's how soon I threw people up, they've been in for just a few days, you throw them up, guess what? You're just encouraging them and smiling and writing them a note what a great job they did, and you are proud of them, and you know that they're going to be able to build it. Do you get it? Okay, cool. Good job.

Interviewee: Thank you.

Dani Johnson: I like that too. That's pretty.

Interviewee: Oh, thank you. I'm Helga from London, Ontario.

Dani Johnson: Lots of Canadians in the house.

Interviewee: Oh, yeah.

Dani Johnson: How many are here from Canada? Wow. Look at that.

Interviewee: My friends.

Dani Johnson: That is really awesome. That's a large percentage of the room, and here we are in the United States, right here in Louisville, and there's people that are not here. I'm proud of you guys. That's really, really awesome.

Interviewee: I know. We went on your conference call, and I bought your CDs, and I bought everyone, and I said, "You guys have to come." And we had carloads coming.

Dani Johnson: Wow. That's awesome. Good job, girl. What is your name?

Interviewee: Helga.

Dani Johnson: Okay. What can I do for you?

Interviewee: When we're doing the business meeting, just follow the script that we

already have in the business meeting, in other words we're going to be talking about where the company was and just going through and not focus really on product at all and just compensation plan, exactly as the script that's in our --

Dani Johnson: Well, follow the script that you guys have, no question. So in your script, it does talk about the product, right?

Interviewee: Right.

Dani Johnson: Okay. So let me clarify because I know where you're coming from. The presentation is the only place where you're going to have the opportunity to talk about those products. You don't talk about the products before the presentation. You don't talk about the products after the presentation. But during that presentation that's when you're giving it your best infomercial that you got. Okay. So whatever the script is that Kenny has performed for you, you stick to that script. And then after you talk about the products, have product testimonials come up because facts tell, stories sell. So let the products testimonials speak the volume for what those products have done. Then the compensation plan, then you have money testimonials.

Interviewee: Now, on our scripts we can do it in a flipchart form because we've got it printable. Would it be better to put it more in a poster form, so that we just put like flip it, so that everyone can see it? If we don't have - I have the laptop, but not everyone has a laptop. So am I better off to have a friend of mine who can put it on a bigger flipchart, and just leave it flip charting like I would do when I do a training session at work, just flip it?

Dani Johnson: You can do that. You can - we always use whiteboards. What you see now, we bring our presentation out on a whiteboard is the way that we did it. You can do it the big flip chart way. You can do it with your computer, all of that, whatever.

Interviewee: Because if I show a laptop, and I know Rick does that with a laptop. Not everyone has a laptop, so you're just showing that they can't do it, where if we had it in a flip chart form, even if it was available from the company, then we have a flip chart?

Too much time?

Dani Johnson: What I would say is whatever your upline is doing is what I would duplicate. So if you've got people using the computer thing, that is a great – trust me, people like bells and whistles. So if you're doing the – that's – the computer, laptop presentation thing, that's a bell and a whistle. That's impressive to some people. What has to remain simple is your part of that presentation.

Interviewee: But you're new now, and I'm going to put you up here, and you don't have that laptop.

Dani Johnson: No. So if I have --

Interviewee: So you're going to look at me and go, "Oh, shoot, that's another \$5,000.00 for a laptop and that," so you're not going to --

Dani Johnson: I don't assume that I have to have a laptop in order to build that. That was your tool. What – the part that they're looking at saying is it simple, does it work, I think I can do it is your part in what you're communicating to me. Does that make sense? So the company has this presentation either on a laptop, a flipchart or in a script, whatever way you want to do it. That simple because the process itself is simple. Does that make sense? I'm not thinking I have to have a computer, but it's the process itself that is simple.

Interviewee: Right because you're ordering product on a computer too.

Dani Johnson: That's awesome. It's beautiful. And some people are actually looking for an excuse to buy one.

Interviewee: That's what I've got my downline doing.

Dani Johnson: So there you go. Okay, awesome. Give her a hand. Okay. Let me wrap up. Yeah. I'm getting there. Is there one more question? Oh, come on, sweetie. So

sorry. Go ahead.

Interviewee: Hi. Can you hear me? I'm Lana from Abbotsford, B.C., Canada.

Dani Johnson: Oh, that's where I got married the first time. My ex was from Abbotsford.

Interviewee: I won't ask his name.

Dani Johnson: Wild, huh?

Interviewee: Oh, yes. Small world.

Dani Johnson: Small word is right. Not saying his name.

Interviewee: Anyways, if you found an individual and you're talking to them and they're asking you what you do, and you strike up a conversation and you're getting along great, so you have no problem talking to them about what you are doing, and you find they have a part of their life that they want to improve on, and you're asking them for a meeting or to get together, whether it's for coffee or lunch, what about if they jump out and ask you is this a pyramid thing or a multilevel marketing?

Dani Johnson: Great question. Go ahead and say that.

Interviewee: What?

Dani Johnson: What you just said.

Interviewee: To you?

Dani Johnson: I'm striking up a conversation. You say is that - okay. First of all, the good chance is is that you are provoking that response in them. You have led them to ask that question. I don't get people asking me that question because of the way that I

go - if you do what I did today, have you done what I did today?

Interviewee: Okay. At lunch time I went up to my room. I was on my way coming down here. The elevator door opened up, and there's this very handsome pilot. So I walk in, and I'm - he looks at me and says, "Oh, what are you here for?" Actually I started the conversation myself. And I said, "Oh, you're on your way to your flight?" He goes, "Yeah." So we're talking. My husband is a firefighter. He wears a uniform. I'm not intimidated by uniforms, so he's a person just like you and I are.

So we're talking about the flight and where we're flying to, and then he looks at my badge and he says, "Oh, well, what is this?" So I explained about the company. He says, "What do they do? What do they sell?"

Dani Johnson: Okay. I can tell you exactly why that happened because you explained about the company. Does that make sense?

Interviewee: Oh, it makes sense.

Dani Johnson: So I don't explain about the company. I keep that pilot talking until I can find a need.

Interviewee: I did keep him talking.

Dani Johnson: But if you gave - in other words, you solved his curiosity by telling him about the company.

Interviewee: So in other words, don't answer his question. Just beat around the bush?

Dani Johnson: Not beat around the bush. You control the conversation by you asking the questions. So how long have you been a pilot? Do you like it? What do you like about it? What don't you like about it? You know what, our company actually - we're here for a conference this weekend. We actually have a few people that we're looking for that has very similar giftings as a pilot would, being able to lead people, handle

responsibility, things like that. I'm sure you're totally satisfied with the airlines that you're working with, but maybe you may know somebody that is looking for a career move that was actually looking for a good substantial income working from home. So why don't we exchange phone numbers? I'll give you a call, and I'll go ahead and get you some information, and at that point you can let me know if you know of anybody that's got similar qualities that you have.

Interviewee: Okay.

Dani Johnson: Does that make sense?

Interviewee: Yeah, it makes sense.

Dani Johnson: So the reason why somebody is going to say to you, "Is this one of those pyramids," is because you are leading him on to believe that it is. Does that make sense?

Interviewee: It makes sense, yes.

Dani Johnson: Yeah, so in this way, no matter what they ask you about that, take control back of the conversation, flip it back on them, get them talking, and then it's who do you know. You may know somebody. So let's say that you do the presentation and that you are talking to somebody, and they say, "Is this a pyramid scheme?" Go ahead and say that to me.

Interviewee: Is this a pyramid scam?

Dani Johnson: What do you mean by that? Write that down. Don't you dare assume that they are being negative about it. If they say, "Is this network marketing?" you say, "What do you mean by that?" And then what you find out, half the time is that a pig-headed, judgmental person with a small brain. I'm not kidding you.

Interviewee: Actually I did ask him that. We were in the elevator. We walked to the

front desk. We stood there for about 10, 15 minutes, just talking, and I said, "Obviously you've been involved with other companies like network marketing before," and he goes, "Oh, yeah," and he's giving a description about it. And I said, "It sounds like you've been burnt by it, that you've been disappointed by people," and I put everything in that conversation that I learnt that morning from you. But he didn't have a business card.

Dani Johnson: That's when you have a notepad and you write down the phone number. So part of it is he's already prejudged what you have because of the information that you gave him. Do you understand? So you want to keep people's minds open, so they can look at the full picture. Does that make sense? So you guys got into a conversation about you trying to convince him that it's different than all of his other opportunities. That's where it's going to go if you wind up getting a phone number and you focus on his needs, his strengths and his goals. I'm selling him. I'm taking control of his life and working towards his future. Does that make sense?

Interviewee: Yeah.

Dani Johnson: Good job. I'm really proud of you. I'm really, really proud of you for taking what you learned here and then testing it out. Now, here's what's beautiful. This is what's gorgeous. You went out. You tested it. You ran into some snags. So now you go back out and go, okay, now I know what I'm not going to do next time. Does that make sense? That's how we get better at it? That's how come the coaching classes that we do are so awesome because - for example, if we were on the coaching class on the phone, you would have said this to me, and I would have said exactly what I said, "Now go try again." Now you go back out, and you go, "Okay. I'm not talking about my company." I see where he grabbed control of the conversation, let me flip it again, and now you have a different result. Good job. I'm proud of you for applying now instead of thinking about it. You actually did it.

Interviewee: It's good practice.

Dani Johnson: Give me five, girl. Good job.

Interviewee: I've got another question. Last night we were at the restaurant down the street, and the bartender came up and we were talking, and he says, "Where are you guys from?" And I said, "Canada." And he goes, "Eh." And I said, "Are you Canadian?" And he goes, "No, but those two guys over there are." So I walked over there with my business cards and I just said, "Hi, you guys are from Canada."

Dani Johnson: Dang, girl, you got some guts.

Interviewee: The guy says, "Yeah, I'm an engineer." I'm asking him what he does for a living and how he got there. And he said, "I'm married. My wife is from this area." And I said, "Oh," and he says, "What are you doing here?" And I said, "We're here on a business conference seeing a phenomenal speaker tomorrow named Dani Johnson. So I said come on over. And I said, "You're welcome to come."

And the other fellow that was sitting with him, he says, "What did you say your name was?" He said, "I'm German." And of course I speak German, so I started talking to him in German," and the other guy was impressed. So they didn't have business cards. Now, I gave them a business card. I want your opinion because I just had new ones made. Are they going to toss that, or should I put business developer on there?

Dani Johnson: I think this is a good card. And business developer obviously opens it up a little bit.

Interviewee: Would you print anything on the back?

Dani Johnson: I would have this card for people that you are prospecting that are interested in that? I would have a business card also that's more generic.

Interviewee: Okay.

Dani Johnson: Yeah, I would have both. To be honest with you, you never want to give business cards out without receiving a number because chances are --

Interviewee: Yeah, I should have written it down.

Dani Johnson: Phone number. Hold on to your business card, turn it over and write --
Interviewee: He said, "I don't think you're going to be interested in that product." I said, "Maybe your wife would." So I said, "Please give her this card."

Dani Johnson: All the more reason why you want to learn how to do what I've been talking about all day long, to where you are not revealing your hand of cards to close their mind and then X them out. So in this way, what I've been sharing with you guys all day and what's on those CDs, what would be on this CD, and we are recording today, what would be on this CD today is what? Exactly how to be able to get the prospect.

Interviewee: Because I've got tons of cards of everybody at home, but I can't remember who they are anymore. I got no faces on them, and I'm thinking, "Where did I get that?" I'm a great collector of business cards. I must have 100 business cards. But I forget to follow up and call them back because I'm too busy doing that 80 percent of teaching and training.

Dani Johnson: I think you had a big revelation today. Watch out, baby. So Helga, what's your number one priority leaving here? Prospecting, prospecting, prospecting.

Yes, actually can I take it after? We're going to be going to dinner together soon, so then if you guys have other questions, I might be able to answer some just casually.

Let me tell you what we're going to do from here. How many of you feel that today was beneficial for you? And I want to know who else is going to be like Lana who is going to go put into practice immediately the things that we shared this weekend over the last few days? Yes. And how many of you know that there's probably a good chance that you may mess up? But how many of you are persistent anyway and will continue to forge ahead regardless of what kind of resistance you hit? Some of you are going to leave here, and you're going to hit resistance, and some of you are going to leave here, and you won't. But maybe a month or two down the road you may, or a year or two down the road you may. But the reality is that resistance is inevitable. Period, end of story, that's just how it works, okay. Giving birth is just one big pile of resistance. Ev-

everything in your body does not want to do it, but you have to step up to the plate and get the job done in order for something new to come forward and something new to grow.

And so sometimes there is pain and suffering involved. Don't be afraid of it, and don't try to run away from it. The reality is that as you get better – I started today with this, and it feels like we've been here for three days together. I started today with this. How many of you remember how it was on your first day of your first job, and how many of you remembered what that was like? And how many of you remember that it was humiliating, and it was scary, and you felt like you were under a tremendous amount of pressure, and you weren't sure you could do it right, right? All of those things, we all felt that before. You also said that you got better as days went by, that as you applied, as you learned, as you applied, as you learned, that you got better and better and better. This is exactly the same thing. This is absolutely no different than when you learned your first job. The outcome is different because the results pay you more money in this awesome industry, versus any job that you've ever had or that you ever will have.

My husband and I have been so stinking blessed to be seven-figure incomers in an industry where we're young. I mean, we did this in our 20s. Okay. Give me a break. Uneducated kids. But we learned a skill. We applied. We learned, we applied, we learned, we applied. Where else can you take a diver and a cocktail waitress? Huh? Where else can you take two young kids and make seven figures? Where else can you go to take people like us and make us what we've made? As distributors in the same industry, exactly the same industry, health and nutrition and skincare, same exact industry that you guys are in. Where else could people like us ever have succeeded doing anything? Could we have ever climbed the corporate ladder and made seven figures? No way.

Could we have ever even found a job to pay us six figures? No way. That's the opportunity that was given to us. So I really believe that God took – my husband and I had the pit of hell that we grew up in – both of us had very similar childhoods. Took us out of the pit of hell that we grew up in and gave us a door and said if you're willing to walk through that door and you're willing to trust me, I'm willing to help you succeed.

Giving you the exact same opportunity, exact.

How many of you want to get out of debt? How many of you don't ever want another financial burden again in your life? How many of you are sick and tired of having your bills hanging over your head? And how many of you are sick and tired of a boss determining what you're worth? And how many of you, if you're already in business for yourself, in traditional business, you're sick and tired of the pressure, the employees, the headache, the hassle, the taxes, anybody here sick and tired of all of that? We've got a whole room back there going yes.

How many of you are just sick and tired of the rat race where you're just sick and tired of the same old thing every day, waking up stressed out, going to bed stressed out. Waking up stressed out, going to bed stressed out. Any of you tired of that? And how many of you are sick and tired of saying to your family, "Well, someday we might be able to, but we just can't afford it right now"? Yeah. If you're tired of those things, then you must step up and do something about it because here is the reality. If you don't make a change starting today, and you don't set yourself on a new path, a new path, don't leave here and go back to bad habits and ways of building a business that lead to where you're at right now, you go back with a new revelation, a new streamlined and efficient way of building your business because then you'll have, by the end of this year, a totally different result.

The definition of insanity is doing the same thing over and over again and expecting a different result. Here's where I'm so proud of Lana. Lana took what she learned, went out and gave it her best shot to take the 10 percent she got out of what she heard and applied it. Right? Then subjected herself to coaching right here on stage before 200 of you and hundreds that are watching online and said, "I tried it, and this is what happened. What can I do different next time?" That, my friends, is the heart of a champion. That, my friends, is the humility that ushers in ability. That's what it takes. Are you willing to do the same thing that she was willing to do, to say I'll go try, okay. This is what I did. This is what the outcome was. She didn't just stay back and go, well, it didn't work, so forget it. It doesn't work. Dani Johnson, you don't know what you're talking about. No, the heart of a champion is someone who tries, applies, gets some

help, try again. How many of you can do that? You can't leave here expecting things to change unless you are willing to change. And how many of are willing to change?

If you want your life to get better, then you have to get better. And how many of you have gotten better at things in the past? Do you know what that means? You can get better at this. Why didn't we think of this like ten years ago? But we didn't. That's okay. God works things out for good, and you guys have the blessing of my hard work, and my husband's hard work. So the website's available 24/7. There's no excuse why any of your people can't succeed. There's no excuse. That burden is not on your back. The burden of you showing it to them and you directing them where they can get help, that's your job. But is it your job to make them sit online and listen? Is it your job to make their calls for them? No. Is it your job to do everything for them? No. But it is your job to go out there and replace them if they decide not to go to work. Just like the NFL is constantly replacing - this team will be replaced next year, right? Same here. Same here.

So I promise you, if you're willing to work, you're willing to learn and you're willing to give it a try, then you absolutely without a doubt will be able to have a different life a year from now. Do you think for a moment when I was homeless that I actually thought the next December - I was homeless the December of 1990, and December of 1991, I bought my first home. Do you think for a minute that I ever imagined that would happen? No. I didn't have those kinds of goals, guys. Hello? Getting an apartment and not being homeless anymore was my biggest goal.

And do you think for a minute that I ever thought that my life would be what it has been all of these years? No way. Just the same for you, if you're willing to work, you're willing to learn and you're willing to give it a try. I've actually seen people come from nothing, and then just going boom, do this, do this, do this. And then they go, man, recruiting like mad dogs, making a ton of money. There's just nothing. Like Rebecca, I've coached every single step of the way, from first steps to one-on-one coaching appointments, this girl now fourth month in the business made \$10,800.00. How awesome is that? Has hundreds and hundreds of people already in the sales force.

To watch Tom and Kim, they sponsored 500 people this year into their business, they turned it into 33,000. When we met them, they had both their cards repossessed. He made \$200,000.00 his first year. Went from two cars repossessed, a father of four daughters, not knowing where the food was going to come from. Started a business, plugged it in, we worked together on a weekly basis, coaching him, fine tuning, boom, number one recruiter in his company. Could you imagine sponsoring a guy that brings in 500 people for you?

Could you imagine how awesome that would be? Well, it's possible, and here's why. If you plug people into a system and you make your people system dependent and not people dependent, then you can build something huge and dynamic. Are you with me? People need to be system dependent, not people dependent. How many of you have had people be dependent on you? You only have so many hours in the day. You can never build something huge and long lasting if they are dependent on you. But if they are system dependent, like the system that's available online, the system that's going to be in Chicago, the system of the conference calls that we have available, that anyone can do. Anyone can plug into a system. Not everyone can plug into people, okay.



ABOUT DANI JOHNSON AND DYNAMIC DUPLICATION™

Dani Johnson is a best selling author, internationally sought-after speaker and syndicated radio show host. Her unique strategies propel her clients to make more money, get out of debt and start living richer more fulfilled lives. The remarkable results from tens of thousands worldwide, garnered the attention of national media. Dani has been a guest on *The Oprah Winfrey Show*, *The View*, *Fox & Friends*, *Good Morning America*, and was the season premiere star of ABC's *Secret Millionaire*.

In Dynamic Duplication™, Dani demonstrates her simple, proven system for massive duplication in your home business. Dani reveals in detail the 5 Core Skill Sets you must learn and master in order for you and your team to succeed. Mastering just 2 of the 5 Core Skills Sets can take you to a 6 figure business. Mastering all 5 of the Core Skill Sets can take you to 7 figures in your home business!

WHAT TO EXPECT FROM DYNAMIC DUPLICATION™

- 5 Core Skill Sets that will explode your business growth and create personal success
- Strategic insights to creating duplicatable results
- A master plan to jump start and accelerate your professional skill development in your home business
- Discover how to produce a successful business presentation

TESTIMONIALS

"In the first 36 hours after listening to Dani's training, I made 2 sales, sponsored 1 new person and had 3 appointments set up. That is the most that I have done in ages..."

~ **Randy Reeves**

"Dani has impacted my life more in one year than all of the teachers, mentors, and trainers I have worked with. Every time I attend one of her seminars I come away with new information. My people skills, my posture, my conviction, and my belief in myself and my team is unstoppable! I now have a strong thriving team of motivated, driven successful people who will do this with or without me. Our business has doubled from where it was this time last year."

~ **Kathy Humpherys**

"Dani is relentless when it comes to helping all of her listeners work toward their personal success. She certainly has the highest level of conviction I have seen and it goes a long way to get others to believe in themselves. Keep up the terrific work. Thanks."

~ **Rich Mattheisz**

"Dynamic Duplication™ is beneficial for anyone, even if you're not working a home based business. It teaches you who you are and gives you the encouragement to pursue your dreams and goals. It gives you the tools to show you what you can do, not only in your home based business, but also in your current job. And it helps strip away the lies we tell ourselves that we can't do it, when we know we can."

~ **Caryl Block**

"This is the best thing you've done to date! I can now have a Dani Johnson seminar right in my home! I can get my people trained by the world's best every week! "

~ **Fletch Rainey**

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