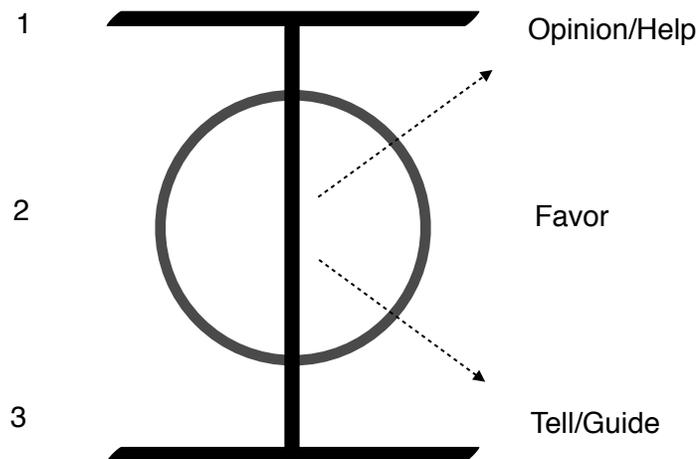


The Art of Building an Agency Outline

- **Make a List** Don't Prejudge, Put everyones name down on the list that you know! The ones you think will, won't and the ones you think can, can't....but the ones you think won't, will and the ones you think can't, can!! Some will, Some won't , So what.....NEXT!!!!
- **Scale the List** Use the scale of influence graph to rank your people from a scale of 1-3



- **PS3 Your Hot 100** Use the script provided on agenttraining.info under this tab to invite people to view the online presentation and set up a time to follow up with them.
- **Follow up Call** Did you have a chance to watch the video? Great, so what part of the presentation did you like the most? or What did you like most about what you saw? So is this something that you would like to get some more information on, maybe have some further questions answered, I mean do you see yourself getting involved with the company in any way, shape, or form on like a part time or full time basis?, or are just really happy with what your doing right now, and have all the time and money that you need and just have no interest in learning more or getting involved and would rather just refer me some people? After they say wether they are interested or not, **NOW ITS TIME TO BUILD RAPPORT AND CATCHUP** (After building rapport, if they say they want more info or want to get involved, proceed to the next step, if they say they just want to refer you people, then ask them who they know that may be interested and that if anyone gets started and really takes off with it then you will call them back and let them know how they could potentially profit from what the people they introduced are doing. Then say, so (their name) who would be be the people that you know that may have an interest in making some extra part time money, or even a possible career change? Get their names and numbers and listen to the audio on this site on how to call them.