

THANK TOP STRATEGIST HELP TRUST

*"CLIENT, before we get started. I want to **THANK** Trainer for taking time away from his/her family and away from his/her business to be with us today/tonight. Trainer is one of the **TOP strategists** at the firm and He/ She has really **HELPED** me (with my own finances).*

*And so, I **TRUST** him/her to go ahead and show you the same information that enlightened me. So, Trainer **THANK** you again; I really appreciate you helping me out."*

FAMILY OCCUPATION RECREATION MESSAGE

1. Compliment them
2. Be curious and Make a Connection
3. Go 3 Deep on Questions
4. Find a Shared Reality

FAMILY

You might ask about their children, where they grew up, recent family vacation, etc.

1. Tell me about your Family?
2. How did you guys meet?
3. Do you come from a large family?
4. Are you originally from this area?
5. What made you move?
6. Where did you live before?

OCCUPATION

What do you do for a living? How long? Do you like your job?

1. Just curious what do you do for work?
2. How long have you been there?
3. Is that what you went to school for?
4. How did you end up in that field?
5. What do you like most about what you do?
6. What do you like least about what you do?

RECREATION

Perhaps you have a common recreational interest.

1. How do you spend your spare time?
2. What do you like to do for fun?
3. What hobbies do you have?
4. What are your kids into? Sports/extracurriculars?
5. What is your favorite sports team?
6. What is your favorite place you've ever traveled to?

MESSAGE

1. The Crusade!!! Why I do what I do?
 2. Your 2 minute Story
 3. Give yourself Credibility!!!
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HOW TO CREATE YOUR 2 MIN PERSONAL STORY

- YOUR WHY? WHY ARE YOU DOING THIS BUSINESS (SHOULD MAKE YOU EMOTIONAL)
- KTP/CLIENT PRESENTATION: STORY SHOULD CONTAIN A CRUSADE & AN ENEMY.
- INSPIRING FAMILIES TO DREAM AGAIN. HOW GFI HELPED YOU OR YOUR FAMILY, OR WHAT YOU'RE PASSIONATE ABOUT IN HOW WE HELP PEOPLE.
- RECRUITING PRESENTATION: HOW GFI CHANGED YOUR LIFE AND WHERE YOU'RE HEADED BECAUSE OF GFI.
- GIVE YOURSELF CREDIBILITY

Let's work on your story...

CLIENT PRESENTATION

- WHAT'S YOUR CRUSADE & ENEMY?
- WHAT ABOUT OUR MISSION ATTRACTED YOU?
- WHAT PERSONAL STORY DO YOU HAVE THAT YOU REALIZE GFI COULD HAVE OR DID HELP YOU AND YOUR FAMILY IN SOME WAY?

RECRUITING PRESENTATION

- HOW GFI CHANGED YOUR LIFE OR HOW GFI WILL ALLOW YOU TO CHANGE YOUR LIFE?
- WHAT ABOUT YOUR BACKGROUND OR EXPERIENCES PREPARED YOU FOR THIS?
- PERSONAL STORY...MUST BE ATTACHED TO YOUR WHY AND MAKE YOU EMOTIONAL.