

Braden Crow PR Talk

- Abundance Mentality
- Tie your emotions with this
- “People don’t care how much you know until they know much you care
- Be aware **WHY** people didn’t give you names

Breakdown:

Why is it important to me (personally)

-

Why is it important to me as a manager:

Prizes and how to win them:

Soft ask:

How many did you submit:

How to use emotions and importance as leverage for people. Stop doing it Casey’s way. Why is it important to me. Be very transparent, and reps **NEED** to have an understanding about what you’re doing.

“Have an abundance mentality, not scarcity”

“Hey you’re 12 away from hitting 50. Anyway, you can hit it?”



Alright guys, so this next section is gonna be our team builder section. We talked a little about this yesterday and I wanted to give you an opportunity of talking about it more today, and kind of do a little activity here where you can help us in building our organization. I really just want to tell you, guys, why, like the 2 reasons of why this is very important to me I want to tell you why it’s important to me as a person outside of the business, like just who I am: just Ignacio. And then I want to tell you why this is very important to me as a manager and who I am I am in our organization.

So I’ll start with it personally. I actually heard about the job when i was 17 years old. I was actually just finishing my exams for junior year of high school and I actually was laying in bed. This was during Covid. It was May, I really wasn’t doing anything with my life, other than working in labor, putting wires and digging conduits. I, fortunately, started working at McDonald’s at the time and I really had no idea of what my future or career looked like during the pandemic. I planned to finish high school and play saxophone in college. I was not very sure of my future.. I got a letter in the mail that said \$18 Base Pay, We’re Hiring for entry-level positions. I’m like I don’t even know what this is but it seems cool. McDonald’s was not paying that. Lemme check it out. I got scheduled for an interview that same day in the afternoon. I hopped into zoom and I didn’t know what I was getting into, but I needed a different job. Now, looking back I would never groomed myself get ahead of my peers ...I am so fortunate to be with this company. I would have never heard about the job and worked in sales had I not received that letter. I’m not

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saying I'm god or anything, but things happen for a reason. I've been able to go to New York and Vegas, and we're going to Ireland next month, and Spain the following year. I've invested in myself, and proved to my parents that life doesn't have to be so tough and lived in fear. I wouldn't have been able to do all this, but I've been able to learn more about the real world, to gain a lot of experience. You know do things that I didn't believe I would be doing at 35, more than less the age that I am right now especially as a person from my background. So I'm just so grateful for this program and this program is so special to me because we literally get to change someone's entire life. The reason I didn't go to college, and that I'm in the company. And it's not that I dissed the college for the company. I chose to work alongside Nick and refine my skills. I wouldn't have learned the essence of a schedule, spend my money in a smart way, fulfilled my life. Whenever I look back I am so thankful for that letter. And I was you, right now raise your hand it heard about the job through a friend? Well shoot your friend a text and say thank you....because if it wasn't for them, you wouldn't be here today. And I would be very appreciative for you friend or acquaintance, whoever referred you to the company or to us, or however you found out.

Now that being said, that's why it's very important to me as a human being and what it's done for me. Now why is it important to me as a manager? Well, guys you have to think about it... (NAME).. I have 2 ways that we can conduct our business as a manager in our organization.

- 1) I can spend tens of thousand dollars: I can put Billboard advertisements, I can put up random posters in places, Craigslist advertisements, Random Facebook advertisements, and we'll have a bunch of people apply for the job. WE have an exciting starting pay, we have an exciting company. We have an exciting experience you can gain. We have a lot of really cool things going on and we're gonna have people apply. Except, I have NO CLUE who are the people the apply from any of those sources. Right, so I can do that....
- 2) OR I can go to ____, or ____, or ____ and I can say, "hey like I can hook you guys up with cool prizes if you can get some of your friends on your team. Now I'm not gonna pay for getting your friends on the team because that's what's considered a multilevel marketing and most of you guys know where you have to buy into a company and then get people underneath you. Right So i can't pay you to get people on the team but we can hook you up with those cool prizes. Remember how ___ explained that if you get someone on the team you get a free ____ (PIECE OF CUTCO), or if you get 3 friends, you get ____ (RAY BANS OR COASTAS), or 5 friends you get ____ (AIRPODS), so those prizes. That's what we're doing during this team building activity and what you're gonna have an opportunity with

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Anyways, with the program what I think would be better for our organizations is me going to you guys saying "hey if you get a friend on the team I'll hook you up with some free prizes and instead of spending tens of thousands on with random people on random sources I can spend those thousands of dollars on you guys and hooking you up with prizes because here's the deal. ____ (NAME), you're friends are gonna be somewhat like you. ____ (NAME) your friends aren't gonna be drug addicts like about to go to jail like terrible people, like they're gonna be somewhat like you and I had to take a guess, if we want to work with you ____, we're gonna want to work with more people like you as well.

Now here's the deal, ____, I can't guarantee that I'm gonna offer any of your friends a position to work here. I just can't do that. However I do promise you that I will give every single one of your friends the respect of the benefit of the doubt and know that they're your friends and I'll at least give every single one of them an opportunity to interview with our company and our organization and it will be up to them if they can make it through our interview process. We're very selective with the people we bring on onboard with our organization but again if they're somewhat like you ____, I'm very confident, right?

SO we're about to go through our program I'm actually gonna text you guys an app that you can download in your phone. Basically what's gonna be an opportunity and really all I want you guys to do is take everyone off that list that's over the age of 30. If they're under the age of 30 all they're gonna do is get a quick text message. Most of you got the text message anyways and they're either gonna say yes to text if they're interested or no and we're gonna delete their number. I have no interest in calling and following up with these people with them 5,000. It's a waste of my time and it's a waste of your time and it's just super annoying and weird anyways so as I'm gonna share my screen and I'll be able to run through this real quickly and show you how it's done.



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Bryan Hurlman PR Collection

I need your participation as we move forward. Can I get that from you all? So, training class. I told you, you're gonna be fired about that fast start. But what if I told you there's a way that you can make that easier for you to hit? Would you want to hear about that? Can I get a "Tell me more, Bryan"?

I will tell you more. Okay. Anyone here competitive? Raise your hands. Excellent. You're going to love this. So, ladies and gentlemen, who can tell me what is every company's biggest expense? It's advertising. Right. And we have a lot of different ways that we advertise that I have job openings here in my office. I advertise on every job website you could possibly think of Monster,, whatever I advertise with Craigslist, you never know what you're going to get from Craig. We advertise by putting signs on the side of the road, going to college campuses, writing on chalkboards.

But by far, the most common way that people hear about the job is just like all of you by show of hands. If you were recommended for the job by a friend, raise your hand. Yeah, just like all of you. This is the most common way people hear about the job is through a friend. And why is that? It's because birds of a feather flock together, and you guys are going to kick some serious ass. And you have friends that are going to do the exact same thing. So, ladies and gentlemen, I want to tell you, our mission is to build the biggest, baddest organization in the history of the company. We want to build a record breaking organization, and big armies beat small armies. How many guys have seen the movie? 300. Those dudes lost. Why? Because they were fighting the 10,000. Why? Because they were fighting the 10,000 deep Persian army. We want to build the 10,000 deep Persian army of culture.

So that being said, what if I could tell you away that you can make this Fast Start contest easier to hit? Would you want to hear about that? Can I get a "Tell me more"? Right. I will tell you more. Ladies and gentlemen, what it really comes down to is the fact that this is how every organization finds their best people. When the Golden State Warriors lost to Cleveland, what do they go out and do? They got Kevin Durant. When Facebook wants a new a new programmer. Do they put an ad on Monster.com? No, they go to their employees and they say you are the best programmers in the world. Who can you recommend to us?

So in your phone, on Facebook, on Snapchat, on Instagram, there are three groups of people. There are people that, you know, when you talk to you all the time, people that you know pretty well and you don't really talk to and the people you don't really know you don't really talk to. You don't really know how you got their phone number. What percentage of those people do I want you to recommend to the job? All of them. 100%. I want everyone because you never know who's going to do well. You never know who's looking for a job. You never know who's looking for experience, who needs an internship, who hates what they're doing. You never know who

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needs to build their skillset. I want everyone because, again, we want to build the biggest, baddest organization in the country.

So what if I told you I was going to give you a Porsche or a Mercedes Benz to recommend people to the job? How many would you recommend? Everyone. Everyone you ever met in your entire life, even if you hated that kid and got in a fistfight with him yesterday, he's going on the list. Okay, so what if I told you this? What if I told you for every one of your friends that you recommended to the job that I liked and I gave the job to? What if I told you I was going to give you \$500 and credit towards that first hour contest? Would that be cool? You didn't write it. Would you have five buddies who I can give the job to? That's like selling \$2,500. Now, I don't do that, so don't get too excited about that. What if I told you instead of \$500, I told you it was \$1,000 credit for each and every single one of them? Would that be exciting? Well, get excited, because that's exactly what I do. Andrew Mosher started last week, sold \$12,000 in his fast start and has three of his buddies in training. Boom, 15,000. He just qualified for our region trip to Cancun, Mexico. You sell \$10K in your first ten days. You have five buddies. You start the job. Boom, you qualify for our region incentive trip.

Now, what if I told you I was going to sweeten the deal even a little bit more? Would you want to hear about that? Can I get a "Tell me more"? Right now, when you think about things like how many people did you graduate high school with? 600. You have friends on Facebook? Thousands of them. How many Instagram followers do you have? How many would see a Snapchat story? A lot.

Okay, so I'm going to make these levels really easy for you to hit. The first one is to give me level. Okay, 50 and I'm going to give you double credit on everything you sell tonight. You go out and sell a thousand bucks and it's like selling \$2,000. Okay, 100. I'm going to give you double credit on everything you sell tonight and everything you sell tomorrow. You sell \$2K. It's like selling \$4,000. 150; I'm going to give you double credit on everything you sell tonight, tomorrow and all day Sunday. But most over 150 is going to win the fisherman solution. Now wait till I say go...

Okay, now, here's the deal. It doesn't matter where the person lives because we have hundreds of offices all over the country. The person has to be a senior who has graduated high school. And that's it again. Who do I want? Everyone. Make sure everyone we want everyone but also right. So I say go. Now, here's what we're going to do. We're going to have a little race again. Anyone here competitive? Okay, good. It's about the competitive shit in here. Okay, here's what we're going to do. You have this veggie peeler. This is our legendary cut your peeler. Okay? This is using this for the first time. Is this close to a religious experience that you can have outside of church? It's unbelievable. Okay, now this peeler is worth 50 bucks. You can sell this thing for cash this weekend, pay for all the guys that you needed coming to and from training in your first couple demos. Or you can give this peeler away to one of your best customers to get a

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ridiculous amount of recommendations. I would do that. We're going to raise the 30, but don't start till I say go. If I see you start early, I'm going to teach you. You don't start. Wait. Wait for it. Okay. On your marks. Get set. Go.