***600 Conversation:***

**Purpose**: For use on all 1st meeting with anyone – recruit/client/random. It explains what we do, very simply and starts the conversations for everything else. WFA = Wait For Answer

**Goal:** Ask questions to get them talking about their situations so you can take the next step with them… either IBA, QQ and life app, Mobile FNA and investments, obtaining referrals

Start: They ask, What do you do? If they don’t ask that, then you say “Most people ask What We do”

Let me show you – Usually, when we are sitting with someone, we would draw this out on a yellow pad. Now, we are doing it online so I am going to use a little power point (or be kind about my drawing skills, OK? (either the powerpoint one or on the zoom drawboard)

1. $ - We work in the money field – teaching and helping people with their money. [Write $] So basically, there are two main ways that people make money, right? What would you say is one? WFA We have a job, right? [Write job or work]. When we work, we basically trade our time for money, right? [write time ]
2. If we wanted to make more money, what would we have to do? WFA. Ask about their jobs here - Do you have the option to work overtime? Would you get paid more if you worked more hours? We could also ask for a raise, right? How would that go over where you work?
3. So, we have to trade more time to get more money. Which means we spend more time at work and less at home. How does that make most people feel? WFA
4. Now, there is another way that people make money and that is by investing. It’s not talked about very much but it’s very real. [write $600,000]
5. We teach families how to make and save money, our goal is $600k. Because if they could get say 8% on that money, they can get almost $50K per year. [write 8% out and $48,000 or $4000/mo] That’s about 4000 per month. This isn’t their retirement money – this is a pile of money that they could use to make their lives better between now and retirement.
6. Mary and John, if you had a pile of money, that could pay you an extra $3 or 4K per month coming into your home, how would that be for your family? WFA. Would either of you do something different for work? Is there a hobby you would turn into a business? Would you work less? Maybe be home more? **KEEP ASKING QUESTIONS TO FIND OUT WHAT THEY WANT.**
7. There are 3 main reasons why most people’s situations don’t look like the right side of this page.
8. They Don’t know – they haven’t learned how money works so we work with them on education. [write 1) education]. When you were growing up, did the discussions around the dinner table look like the left side? Like, get a good education and get a good job? Sure. That’s what we all learned. How is that working for most people? **What if you could learn how to invest your money and make more money – really learn about it… would you take advantage of that?** WFA
9. The second reason why people’s finances don’t look like this is because they don’t have a coach. [write 2) Coach] The best athletes in the world have coaches, don’t they? Sure. But most banks don’t provide a personal coach to help with your finances, right? Do rich people have financial advisors? Sure they do. Probably a few. Having a good coach makes a big difference. **Do you currently have a financial coach or someone who helps you with your finances? If you had access to one, would you take advantage of that? WFA**
10. The last reason is that they don’t have a written game plan. [ Write 3) game plan] Do you guys have a written plan to get out of debt, finance your dreams, and save for retirement? **If you could create one that you could follow, would you take advantage of that? WFA**
11. People usually ask me at this point, **HOW** do we do all this. Well the 1st thing we do is show people how to get completely out of debt, mortgage and all. [write 1. Debt] Do most of the people you know have debt? WFA. When was the last time you were worried about your debt? Well, we can show everyone how to get out of debt, **fast.**
12. The second area we work on is to make sure that your assets are properly protected. [write 2) insurances] What’s your greatest asset? WFA (house, car, job, etc.). A house is usually the #1 answer we get. But really, it’s you – your ability to get up everyday and make the money [point to the work on the paper]. So do you have anyone that depends on your income? Do you have life insurance that protects your income? If you passed away prematurely, how long would that last? We do look at all of your assets – you, your car, house, to see if you have good coverage and to make sure you are paying the lowest you can for it… Does that make sense? WFA We can usually save people a good amount of money each month, which we then can use to either pay off debt quicker or build that $600K – [draw a line from this to either #1 or the 600K]
13. The 3rd thing we do is to show families how to reduce their taxes/ help investing. [write 3) taxes/investing] Who pays taxes? Everyone, right? Who likes to pay taxes? No one!!! So this is an area we can help. Do you participate in a 401k or IRA now?
14. John and Mary, there are a lot of companies that will get you a financial plan (Ed Jones, Schwab, maybe a big bank). How much do you think that would typically cost? They usually charge around $1500 to $2000 to do it for you [write $1500 to $2000 under $600k]. If most families are living paycheck to paycheck, do you think they will spend that money for a plan? No, and that’s why most people don’t know about the right side [point to it]
15. If I told you that we could do this for you, at no cost, how quickly would you hire me?
16. Right now – ok, lets do a few quick checks. But a lot of people usually ask me What’s the catch?
17. What’s the catch? Or they are skeptical. We get asked that sometimes…. We just ask that if you see we have done a great job, and you are the sole judge, that you would implement the plan with us and introduce us to a few families who may need this service. Again, we do the work and you decide. Fair enough?
18. If needed, give an example. Let’s say we find out we can save you $50/mo. on your car insurance. We would hope you would do your insurance with us. If you don’t want to for some reason, but you still saw we did a good job, we would hope you would refer us? That fair?

Move into mobile FNA or Three boxes and then Mobile FNA

Have your data sheet to take info as they say it. Have your new recruit write down what they are saying. You can fill a lot of the FNA in just by the conversation from the 600 and as you go through the 3 boxes.

Retirement – 60+

Life Now to Retirement

Protect Assets - Ins