

Mike Hernandez's Talk – Contacting & Connection

Alright guys, here's the deal. I've learned a lot over time, and I just wanna share this with you real quick.

Look, there are some **techniques** — sure. But at the end of the day, the only way we're gonna get good at this is if we keep **doing it and doing it and doing it and doing it**, right? Repetition. Experience. That's how we grow.

I remember when I started learning about these techniques. Like this one — **F.O.R.M.**:

- **F** – Family
- **O** – Occupation
- **R** – Recreation
- **M** – Motivation

You use that in a conversation to really connect with someone. And listen — the key is, it has to feel **natural, organic**. They shouldn't even realize you're being strategic. You're just being **interested in them**.

At first, I was doing it all wrong. I was **vomiting information** all over people before even knowing their names. And in training, I was like, "Oh my God — *that's* what I'm doing wrong!"

So I had to **slow down**. I had to remind myself:

"Mike, just *relax*."

They're not here to be hit with a hammer. They're people.

Smile. Say hi. Talk a little. Build trust.

Contacting the Right Way

So, what am I talking about today? Not recruiting. I'm talking about **contacting**.

Guys, when I got back in the game — I had been **out of the industry for 8 years**. And the first thing my wife and I did was make a **list of 100 people** before we started calling anyone.

Now, when I call someone, I keep it **short and powerful** — a **60-second invite**. Because we're **teaching people what to do by what we do**. If I go into a 10-minute explanation, they're gonna think *they* have to do the same thing.

So here's how it sounds when I call someone — let's say I'm calling John:

Sample 60-Second Call:

"Hey John, how you doing? You got a quick second? I'll be super quick — like one minute. I know you're busy, I don't have a lot of time either.

John, I'm calling you because I know you're a sharp guy. And if you saw something that made sense and could be really lucrative, you'd probably want to at least hear about it, right?"

Then I **shut up**. Let them say "Yeah, sure, what is it?"

And I say:

"Perfect. Like I said, I don't have time to explain it now, I want to *show* you. We're doing a Zoom tonight at 7. Drop whatever you're doing. You don't wanna miss this. I'm telling you, you're not gonna sleep tonight — instead of counting sheep, you'll be counting bags of money!"

That's it. That's the call. I'm not calling people days in advance — I call them **day-of**, because people forget or lose interest.

Now listen, some people know you from the industry, some don't. If the time isn't right, that's okay. Just follow up.

But the key is:

- **Be normal.**
 - **Be confident.**
 - **Be quick.**
 - **And be consistent.**
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Final Thought:

It's gonna take time, guys. You don't turn a ship around in a second. But if you hang in there — if you stay consistent — this is **so worth it**.

I mean, come on... I got a hair and a biscuit — you better believe it's worth it. 😊

Let's go get it!