

Sponsoring at the Speed of Light Using Tax Deductions

With Steven Spangenberg, CPA

CD 1 of 2

Good afternoon, everybody. This is Steve Spangenberg, CPA, home based business expert and entrepreneur, coming to you live from Harrisburg, Pennsylvania.

Today we're going to talk about what is foremost on everybody's mind in network marketing – how to do this thing. How to talk to people. We concentrate so much on “How To's” and I'm going to tell you a little bit later that it's not all about the “How To's.” We're going to go over some of those today.

First let me do this. Why am I qualified to speak to you on this subject? Well, first of all, there are two reasons. Number one reason is, I'm a CPA and home based business expert. I've been doing people's taxes for twenty seven years that are involved in home based businesses. Therefore, I know how to talk to people about tax deductions and I can also teach you how to do the same. Number two is I do what you do every day. I'm in network marketing myself. I have a very successful enterprise. We have a lot of fun and we've developed a ton of leaders. We're just going to town, knocking it in the head.

With that, I hope that I have shored up your comfort level. This is not just going to be another person or a boring accountant talking about tax deductions. I assure you this, I am anything but boring. Just ask some of my thousands of clients around the United States.

Let's get started. Before we do that, why do you want to do this? Why did you buy this CD? What do you want to accomplish from it?

What I would do right now is take out a piece of paper and a pen. Write down some of the things that you want to accomplish at the end of this CD. What is going to make it for you? What is going to make it worthwhile to listen to this CD?

First of all, why do you even want to do this? Why do you even want to do network marketing? Why do you even want to sponsor people? What is your dream? What is your goal? What is the thing that gets you up in the morning and makes you get out and talk to people? You have to look at this exercise as fun. Most people, when they get into network marketing, they're not used to talking to people about making money or saving money on a product or having a great technological product that can help their life. They're conditioned to go to a job, come home, collect a paycheck, go back to the job the next day. So most people are not used to doing this.

You want to have it be fun. Talking to people is just fun. You've been doing this ever since you were born. Now it just has a little money attached to it. There's a business attached to it. Most people freeze up. Most people won't freeze up when they know why they're doing it.

What is your why? Why are you doing this business? Once you figure that out, once you have a head that is clear, the mechanism will appear. The mechanism is the "How To's." How to do these things.

Also, number two, do you have a clear plan to follow up? In other words, I could teach you all day long about how to talk to people about sponsoring them and about tax deductions, but are you going to go out there and talk to people, hand out a CD or hand out some literature and not follow up? You'll just get frustrated and quit. Then you'll tell fifty people that network marketing doesn't work. I've heard it all before.

Please do yourself a favor. Have a system in place where you can talk to people, give them information, follow up with them and collect what I call is a decision. Collect a decision. It's either going to be "yes" or "no" or "not at this time."

Personally, I take "not at this time" or "think it over" as a "no." Only because I want to move through this very quickly. I want to sort people very quickly. I don't have time to follow up with people who want to think it over.

Some people say they want to sleep on it. I say, "Great. Take the CD home, stick it under your pillow and sleep on it. While you're sleeping on it, I'm going to be making money." You can determine what you want to do with the "think it over's" and the "not at this time's". You can determine what you want to do for yourself.

The second point I want to cover is, are you using the tax deductions yourself at this moment? I compare this to whatever enterprise that you're in. I compare it to "Are you using the products?" Because people can sense if you're out there talking to them about a health and nutrition product, they can sense if you're not using the products. You might go up to them and say, "You know, this

is a great product. This is going to do this and this and this. I'm not using it, but you should."

The people out there today are conditioned to follow the masses. If you're not using your product, how can you get someone else to use it?

Are you using the tax system that I outlined? You might have gotten this CD from a package that you purchased or you purchased it alone. If you purchased this CD as a stand alone product, I encourage you to go to www.eliminationoftaxationfrustration.com or call me at 1-800-516-2293 and start saving money yourself.

The first thing, invariably, what people are going to ask you is, "Do you take advantage of these things as well?" You want to have a clear conscience. You want to be able to say, "Yes, I do. And I'm saving money every single day. Would it be worth twenty-four minutes of your time to find out how you can do that too?"

See, when you're doing it yourself, your confidence level goes way up. When you're realizing money savings yourself, you're going to be more confident in speaking to people about how they can save money themselves. When you see your bigger refund check at the end of the year from the IRS, you're going to be more confident in telling people that they can do this too.

I encourage you, if you have the CD, and do not have my system including my books and my tapes on how to save money on your taxes, do so. Call the number or go to the website.

I'll tell you a story. I had a gentleman in Atlanta, Georgia, who asked me to do a conference call for his group, his enterprise. I said, "Sure. That's sounds great." His name was Steve also. I said, "Steve, I'll do this. You probably don't have any interest in buying my product, do you?" He said, "Well, look, Steve. I have a very good accountant and he's getting all the deductions available to me." I said, "Are you sure?" He said, "Well, I'm pretty sure." I said, "Well, sounds to me like you're not sure." He said, "Well, I'll listen to your conference call and see what you have to say." After the conference call, within five minutes, he's calling my phone and saying "Steve, I must have your information today."

There is only one strategy that I went over on the phone that his accountant wasn't doing. Now you're scratching your head and saying "Well, it's just one strategy, Steve. How much money could that be worth to that person?" Well, that strategy was worth \$75,000 over a ten year period. That's \$7,500 a year. That's how much that deduction was worth. That one strategy.

Just imagine if you took \$7,500 a year and put that in the bank for the next ten years and then just sat on it until you retire. You can do that math. Figure out how much that's going to be worth by the time you retire. See, what most people don't realize is they don't keep things simple.

Do you know that if you start at age twenty-one and put a dollar in the bank a day, you'll be a millionaire by the time you're age sixty-five. Once again, you can do the math. It's so simple.

You maybe out there saying to yourself, "You know, Steve, what if somebody comes up and says, 'I already have an accountant. He's already doing

these things’?” We’re going to cover that later, so just write that down as a question. This might be one of the things that you want to accomplish from this CD.

The next thing is, where is your attitude? This is very important when talking with people. Are you the person that people want to join? How do you sound when you speak to people? Do you have broken thoughts that turn into broken words? Do you go around all day, when somebody asks you how it’s going, do you say, “Well, as good as it could be” or “Well, it’s going alright considering the circumstances”? Are you a person that says, when somebody asks you how it’s going, do you say, “It’s fantastic. I couldn’t be better. This is a great day”? Do you use prosperity words? Do you use possibility thinking?

Because when you’re speaking to people, the only thing that draws them to you is your enthusiasm, your demeanor. If it’s positive, you will attract people. If it’s negative, you will repel people. Be positive.

I understand that you can’t be positive 100% of the time, 100% of the time, 100% of the time. When I speak to people, I put on what I call my “game face.” I’m lit up. Now I’m lit up most of the time. You can ask anybody that knows me. I’m lit up a lot of the time, like 99% of the time. But when I get in front of people and I’m going to talk to them, I’m going to emanate positive energy. Positive energy will leave my body and people will be drawn to that positive energy.

I had a lady ask me to come back and do another seminar for their group because, “Steve, I just love your enthusiasm!” People are drawn to you when

you're enthusiastic, upbeat, when you're a possibility thinker. They're not drawn to you when you're a negative thinker.

I'll give you an example. As a CPA, I've been approached by every network marketer in the world it seems. Everybody who finds out that I'm a CPA says, "Wow. I've got to get him on my team. He knows everybody."

I've had some people call me up on the phone and say, "Is Mr. Spangenberg there?" "Yes, I'm here." "Well, this is Jeff. You don't know me, but I'm looking for some key people in my area, um, I mean, in your area to join me in my business. Would you have an interest in doing that?" I tell you what, it's true. Some people are like that. Would I want to join this person? Only if I wanted to join negativity and down – whatever you want to say. Would I want to join this person? Absolutely not. He has no energy. He has no energy at all. Why do I want to leave my positive energy and join his negative energy?

The reason I'm telling you all this is because people are attracted to positive energy. Did I say that at least ten times in the last five minutes? If I didn't, I apologize. I will say it again. People are drawn to positive energy. People want to be around you when you're positive. If you want to be negative, hang out at happy hour on a Friday afternoon at the hotel or at the bars and you can find a whole lot of negative people. Personally, I tend to stay away from that myself.

A good friend of mine, Jerry Clark, says, "Go on a thirty day mental fast." Stop the TV. Stop the radio. Stop all these things that put negative energy into you. If you want to find out more about Jerry, go to www.clubrhino.net. This guy is on fire. I listen to his tapes almost every single day. I'm on fire just by listening

to his tapes. Go to that website and check it out. It will be worth your while and I guarantee you, you'll be glad you did. Fantastic.

Let's move on. Why tax deductions? I'm sure, in your enterprise, you've been through a myriad of trainings. You've probably had a training book. You probably have some cassette tapes or CD-ROMs that tell you how to talk to people.

So why tax deductions? Three different reasons that I can see. People have given me feedback as to why tax deductions.

First of all, it's a different approach. Do you ever have somebody come up to you and say, "Well, if I could interest you", "Would you be interested", "Could I interest you.." Everything starts with "Would you be interested?" Did you get that? Would you be interested in another \$5,000 a month? If I had a nickel for every time I heard that, I'd have a lot of nickels. I wouldn't have to worry about their opportunity because I'd just have nickels coming in from every time somebody asked me if I would be interested.

The next approach people use is, "Well, if I could show you a way" or "If there was a way." There's nothing wrong with these approaches. They've just been used a lot. If you're talking to people that have been approached by network marketers before, they will have the same predisposition to you because they've heard it ten times before.

So it's a different approach, a fresh approach. There's not many people out there doing it, I can guarantee you that.

Number two is relate-ability. Some people can't relate to being healthy. Some people have heard diet pitches. A ton of them. No pun intended. Most people have heard the long distance story. The travel story. All these things. There are some people, believe it or not, who don't like to travel. There are some people, believe it or not, who don't want to be healthy. They are some people, believe it or not, who are skinny and they don't need to go on a diet. There are some people, believe it or not, who don't like beef jerky. There is a multi-level marketing company out there just with beef jerky. There are some people out there who do not like fudge. They have fudge MLMs. They have every kind of MLM that you can imagine. What you want to do is take it to the masses. You want to be relate-able to the masses. I'm talking about over 90% of the population, what do they all have in common that you can relate to everybody that you talk to? That is, they pay taxes.

Most everybody pays taxes, so the chances of you running into a person who says, "Well, I don't pay taxes" is slim to none. And slim just left town. If you talk to a person who is not required to pay taxes, chances are, they are already making so little money that they already have so much poverty thinking in their heads that they really don't care about it. Those people you don't want in your enterprise anyway.

There is a good way to relate to everybody. Everybody pays taxes in some form or another whether they realize it or not. Taxes account for anywhere between 30-50% of our income. We pay a gas tax, a cigarette tax. We pay real estate tax. We pay income tax. Even in my area, we pay a tax just to live here.

We don't have to own property to live here; we just have to pay a tax to live here. Then we pay this tax to breathe. I'm not kidding. It's \$9.80 a year to breathe. If you're breathing, you pay the tax.

All day long we are bombarded with these taxes. Everybody is at one point or another. It's very relate-able.

The third and the most important thing to me is this. It's painful. Let me go back. There are some people that like to be overweight. If you approach them with a diet product or a way to lose weight, they don't have any pain. They like to be overweight. They like to eat their Pringles. They like to eat their Ho-Ho's. They like to eat their pizza and ice cream. There are some people who just are not in pain about that.

You might have the greatest product in the world, but there will be some people who are happy where they are at. If you sell long distance service, you might have the best long distance service in the world, but if a person is comfortable and they don't want to change, everything is going ok, "I might be paying a couple of cents more, but that's ok," they don't have any pain. Without any pain, there is not sale. Period.

You can have the best thing in the world and if the person is not in pain, they're not going to buy it. Let me say that again. You can have the best thing in the world, but if they're not in pain, they're not going to buy it. This pain this is really, really important.

When you go to the doctor and say you're going for your annual physical. You say, "Well, I hate these annual physicals. I don't feel like giving any money

to this doctor. I'm feeling pretty healthy." What happens is, you get in there and the doctor does all these x-rays and tests and everything. You're sitting there thinking "This is going to be a piece of cake. I'm healthy as an ox." The doctor comes in and he has an x-ray in his hand. He flips it up on that white board. Did you ever notice they can flip it right up there and it sticks? It's magic. They flick on that little light and the doctor is looking at it. He going, "Hmmm. Wow. I never seen anything like that before. Oooh." Now in your mind, right now, he's putting you in pain. You just went from writing no check to writing a blank check. Anything it takes to fix what I got. Can you all relate to that? Most people can. So, if there is no pain, there is no sale.

I can go up to a person and ask them, "Hey, look. Would you like to lower your taxes?" "Well, I pay my fair share. It's ok. I get a refund every year." See, there's no pain there. They don't really care about it. They don't really care about it. We're going to go into more specifics about these things on the next CD.

CD 2 of 2

Welcome back. After listening to the first CD, you're probably thinking to yourself, "Wow. We didn't go over a whole lot about how to do this thing with tax deductions." Well, that's true and that's very important.

I encourage you strongly to invest in your mind, to invest in your mental outlook, to invest in looking at your belief systems and changing them for the better. Once again, Jerry Clark said to me, on a CD of his, "Think about your belief systems. Five years ago you had a belief that today you don't think is true. You don't have the same belief." That's true.

I think about chiropractors. Five years ago I would have never walked into one of their offices because my beliefs said that they were going to crack my bones and it's going to hurt. It's going to mess me all up. But today, I go to a chiropractor every single week.

My belief system has changed since I've been educated on what exactly they do. My belief system that I had before was based on what my father and mother told me about chiropractors, what my best friend told me about his chiropractor, etc. Your belief systems are a function of who you've been talking to and who you associate with.

I encourage you that there are great people out there. Check out Myron Golden at www.moneytreeseminars.com or www.biggerbetterfastermlm.com. Check out Jerry Clark at www.clubrhino.net. Check out these people. Check out people like Jeff Combs. Invest in your mind. That's where you're going to begin because right now you're doing 100% of everything you possibly can as you are right now. You must change in order to grow.

Let's get into these "How To's." This is a lot of fun for me. You're probably thinking to yourself, "Well, most tax guys that I know are pretty boring." Well, that's your belief system.

Taxes are not boring. Your money is not boring. How would you like to have more money in your family's pockets as opposed to the IRS's pockets? What would you do with that money? You've got to think about these things. What would you do with it? How emotional you would get about this money. Then transfer that to somebody else.

You have to transfer your emotions to them so that they can feel the same emotion you do. That “Wow! I never thought about that before. You mean I don’t have to save five years just to go on a vacation? You mean I can afford to do this? You mean I can get more money back at the end of the year?” Once again, if you’re not using these strategies for yourself, you’re not going to feel it. You’re not going to feel the passion. You’re not going to feel the energy because you’re not doing it.

Let’s start out. I’m going to take you through a lot of different scripts and they all have the same thing in common. They are taking a person’s pain, bringing it to the surface and you’re the one that’s going to fix it.

I put out a CD called “The Elimination of Taxation Frustration.” It explains all the tax deductions available to the average person if they’re in a home based business.

You could try to do this with or without that CD, but I would recommend doing it with the CD. Most everybody who has this CD has one of those CDs. You can get more from me by calling 1-800-516-2293.

The reason I say to do it with the CD is because it gives somebody something to listen to and to bring more of that pain up to the surface. They’re going to come back to you and say, “Fix me. I want to know how to get more of my money back.”

That’s the objective. The objective is for them to come back to you and say, “How?” Asking the How question. “How can I get more of this money back? How can I open a home based business. Tell me how.” That’s the objective, so

with that objective in mind, you have to back it up and say, “What are the things I’m going to say to accomplish that objective?” Most people don’t have a clear plan when they go out to speak to somebody.

I’m not a proponent of memorizing scripts because I’ve been approached by a lot of people and they’ve memorized the script. That’s why I’m saying it’s very important to do this yourself. It’s very important to do this yourself and understand these tax deductions.

What I believe is this. When a person has it in their heart, it just naturally rolls to their tongue. When a person has it in their head, it sounds like flat like this “Hello. I was wondering if you were interested in lowering your taxes. Would that be of interest to you?” And they say, “Yes, it would.” Then you say, “Fantastic. Is that worth twenty-four minutes of your time to find out how?” Do you see my tonality? I really don’t believe it. I’m just saying it. People are going to pick up on that. They’ll say, “Well, they’re probably just trying to sell me something.”

Once you have it in your heart, once you have that first refund check back from the government that says \$1,000.00, you’re there. You’re \$1,000.00 more.

That’s a low amount of money that I get for my clients. I just did a couple amended returns and I’ve gotten well over \$2,000 for folks.

Once you experience it, it’s like taking a mineral supplement and you’re experiencing great energy. You’re running around saying, “Hey! This stuff gives me good energy!” You’re feeling it. You’re going to transfer that energy to that other person and they’re going to want to feel it too.

That's what we do with taxes. Taxes are not boring. Money is not boring. Money is fun. Money gives you options. Money allows you to do the things that you would not ordinarily be able to do because you have money. How long do you want to say to your kids, "You can't have that bike because Daddy or Mommy can't afford it"? How long do you want that to be your story?

That's why I say get on the system. Get some money in your pocket. You'll be able to transfer it to people very easily and with passion.

Generally, you can approach somebody. Say you're standing behind someone in the grocery store. You're talking small talk saying, "How are you doing? You have kids?" etc. You say, "Let me ask you a question real quick. If you had your choice, would you like to pay less in taxes this year than last or would you like to pay more in taxes?" They're going to say, "Well, of course I'd like to pay less." "Wow. Are you sure about that?"

When most people approach somebody and they give them a yes, they think it's an automatic cue to just dump on them. I've seen it. I've experienced it. I've been told to do it. It does not work. We are not dumpers. We are not dump trucks with a truck full of information that when someone says, "Yes, tell me about it" we don't pull a little lever and dump all of our information on those folks.

A good friend of mine, Myron Golden told me "The more you say, the less they want to hear. The less you say, the more they want to hear." So just remember that. We are not dumpers.

So when they say yes, I'm going to ask them a question right back. "Are you sure about that?" Most people just say yes to move it along.

“Are you sure about that?”

“Well, yes, I’m sure about that. Why do you ask?”

“Well, let me ask you a question. Is it worth twenty-four minutes of your time to find out how?”

Notice I’m setting this up.

“Is it worth twenty-four minutes of your time to find out how?”

My objective is for them to come back and ask me a “how” question.

“How do I start this?”

“How do I start a home based business?”

“How can I get these tax deductions back today?”

I’m going to put it in their mind. I’m going to put a “how” in their subconscious.

“Is it worth twenty-four minutes for you to find out how?”

“Well, sure.”

Now I’ve got the CD out. I’m going to ask them a question.

“Do you have a business card?”

Most people don’t have a business card, but some people will. They’re going to say, “Why do you ask?”

“Well, I have this CD here and I want to have a way to get in touch with you after you listen to the CD.”

If they have a business card, that’s cool. Take that. If they don’t have a business card, ask them for their name and telephone number. I never, ever, ever give out my CD without getting information to follow up with them.

What you're doing is you might as well be standing at the corner passing out CDs and hoping that something will stick. If a person is not willing to give you their name and telephone number, you probably don't want them in your enterprise anyway.

If a person says, "I'm not going to give you my name and number." You could say, "I didn't think you were serious about it anyway." That's a powerful statement. "I didn't think you were serious about it anyway. I'm sorry to bother you." Leave it at that. Just walk away. Walk away from it. They're going to sense that you're needing to do something with them. Don't be a needer. Don't look for needers. Be a leader.

Generally you can do that. Now you're going to ask them a question.

"When, in the next twenty-four hours are you going to have time to listen to this CD?"

Then you do your normal follow-up.

"I'm going to follow up with you at 'X' hour the next day."

Very simple.

Now you've got them thinking, "Wow. I could lower my taxes." You didn't bring any specifics into it. You didn't even tell them about your opportunity.

The great thing about that CD is that it doesn't say anything about a home based business. It has a picture of a little Uncle Sam dumping money out of a guy. That's a painful picture. It has a title up at the top. "The Elimination of Taxation Frustration." It has a little spot for you to put your name and telephone number just in case they call you first.

Now you're probably thinking, "Well, Steve, I doubt they'll call me." I have a good friend of mine who sat down with somebody. He just lost his job and he was looking for something to do. I told him about my product and this other good stuff. "Steve, I'm not a salesman. I don't like your product. Look, let's just have lunch and part friends." He wasn't in pain. What I did to him was this. I said, "Hey, Mike. Do me a favor. Listen to this CD. I produced it myself. I'm just looking for some constructive criticism about this CD. Could you listen to that for me?" Then, "I'll come by your house. I only live about a mile away. I'll come by your house tomorrow and pick it up in the afternoon."

Ten minutes after we left the restaurant, he calls me on my cell phone and says, "Steve, sign me up." I said, "Wait a second." Once again, we as networkers, when someone says, "Sign me up," we just want to get out that application and sign them up before we lose them.

Just remember this. You can't lose something you never had. I never had him. I can't lose him. I have no emotional connection to that. I said to him, "Mike, are you sure about that? You told me you don't like sales. You don't like my products. What's going on? What did you do with my friend Mike?" He said, "Hey, look Steve. I understand all that, but I want to lower my taxes. On just one strategy in here that I listened to, I could tell it was going to give me over \$1,000.00 a year savings in taxes."

See? What I did with that CD was I brought out his pain. His pain was great in that area. He didn't necessarily like my product and what it could do for him. He didn't necessarily like my opportunity and what it could do for him, but he

knew that if he was in my opportunity he could save money on his taxes and that was his pain.

Do you see what happens to people? You have to find their pain and bring it out enough that it's going to move them to action. You don't want to take them to therapy. You just want to bring them enough that they're going to take action. That's the key.

So, that's a general statement about how to sponsor using deductions. You just ask general question. "If you had the opportunity, would you like to pay less taxes this year than more?" That's the general question.

When you're out amongst people, and I love to do this now with the price of gas because it's just fun. Mostly everybody right now in America is paying at the gas pump. We're paying too much for gas. Gas has gone up.

It's funny how one commodity can go up and like the whole world shuts down. "Oh my god, we're in dire straits. Gas went up today. We're in dire straits. Honey, sell the house. We're going to move into an apartment." You know what I'm talking about.

So, I'm at the gas pump. I'm pumping my gas and I see a gentleman that looks pretty intelligent so I go over to him and I say, "Wow. You're paying three bucks a gallon over here?" He says, "Well, yeah. It's three bucks a gallon." I said, "Well, it's only about a buck sixty-five over on my pump." And I just walk away. What's he going to do? He's going to follow me. He's going to look at my pump and say, "No, it's three dollars on your pump too. What are you talking about? Are you crazy?" And I'll say, "Sure. It says three dollars on my pump, but I

get the government to give me about a buck and a half a gallon as a subsidy. Would it be worth twenty-four minutes of your time to find out how?" Do you understand that? "Would it be worth twenty-four minutes of your time to find out how?"

Now, it's painful for that person pumping for three bucks a gallon. So you hand them the CD and you go through the same thing. "Are you sure about that?" "Do you have a business card?" "Could I get your phone number?" You follow up with them.

It tells people in the CD how to save money on their gas. How to get paid for the mileage. The government, right now, is giving 48 ½ cents a mile for every business mile you drive. The average person, I figured out, could save about \$1.45 a gallon on their gas. That's very, very powerful because gas is a hot button with a lot of folks. Hang out at gas pumps. Do whatever you have to do. Be where people are.

The next thing I'm going to cover is the cell phone. You walk down the street. Who doesn't have a cell phone in their ear? If they don't have a cell phone in their ear, they have one of those little things that look like Dr. Spock. They've got like the Spock guy on TV with the thing coming out of their ear. They look like they're talking to themselves. Who doesn't have a cell phone today?

You use that to your advantage. Say you're sitting at a park or something and someone's talking on a cell phone. They get off and you say,

"Wow. That's a nice cell phone you have. It's pretty neat. A lot better than my cell phone."

“Hey, let me ask you a question? Do you write your cell phone off right now?”

The two options are yes and no.

“Well, yes, I write it off.”

“Fantastic. So do I. Great.”

If they say no you say, “You probably wouldn’t be interested in writing that off, would you?”

“Well, of course I would.”

“Are you sure about that?”

“Would it be worth twenty-four minutes of your time to find out how?”

You may be listening to this CD and thinking to yourself that I’m asking some questions in a different way than you are used to hearing them asked.

I say what is called a “negative reverse.”

“You probably wouldn’t want to.”

What that does it throw them off. When I ask a person, “Would you like to write off your cell phone?” That’s a question that most people expect. They expect to have it asked in that manner. “Would you like to..” “What would you like to eat?” “What would you like to drink?” “What could I do for you?” “Can I help you?” They are conditioned in their every day lives to hear the questions that way. So what I do is put a spin on it. I do what’s called a “negative reverse.”

“You probably wouldn’t want to write that off, would you?”

Psychologically, it throws them off because they are not expecting a question in that way. So now all of their defenses are down. Their little shields go

down and they're no longer thinking "What is they guy trying to sell me?" They're trying to just interpret your question. They're trying to process it the way you asked it. "Well, of course I would. Are you crazy?"

"You probably wouldn't want to do that."

"Of course I would. Don't tell me I can't to that. I want to do that."

Just try it sometime. Try it with your spouse.

"You probably wouldn't want to do those dishes tonight, would you?"

"Who are you telling me what I can and can not do?"

It works great in relationships too. It works great in sponsoring.

Once again with the cell phone. Everybody has it. It's relate-able. It's a different approach. It's relate-able because most everybody has a cell phone.

It's somewhat of a pain too because people spend a lot of money on their cell phones. They would love to write it off. They'd love to stick it to Uncle Sam. The more write-offs, the better.

This is the great thing about tax deductions because the people are already in pain about the government. They already have a hatred of the government and say, "Any way I can put it to them, I'm going to put it to 'em."

Just go down the street and ask people what their opinion of the IRS is. I guarantee you, out of ten people, you get nine out of ten that say they stink. The tenth person, he isn't even breathing anyway, so it doesn't matter. Just try it sometime.

Let's talk about a computer. Say you're in Circuit City, Wal-Mart or wherever you shop for computers. You're looking at computers. You're hanging out where people hang out. We call this contacting.

One of the simplest rules of network marketing is "Talk to people." You can't talk to people unless you are out amongst people.

So you're out there doing your thing, shopping or whatever, and you see a guy looking at a computer say,

"Wow. That's a nice computer."

He says, "Yeah, but look at that price tag."

You say, "Wow. A thousand dollars for a computer. Wow. You probably wouldn't want to get that computer for eight-hundred dollars, would you?"

The guy looks at you and says, "Do you work here?"

"No, I don't work here."

"Well, how do you know I can get that computer for eight hundred?"

Once again, this is where you come in. This is where if you use these strategies, you can say, with confidence,

"Well, the government gave me a rebate off of my computer. You probably wouldn't want one of those, would you? You probably wouldn't want to find out how."

"Well, yeah, I'd like to do that."

"Let me ask you a question. Is it worth twenty-four minutes of your time to find out how?"

"Well, sure!"

“Are you sure?”

Then you go from there.

He has a little bit of pain about paying a thousand dollars for a computer, but if you could show people how to get it for less, get a rebate from the government, yes, they're there. They are there.

If you laid two hundred dollars down at his feet and walked away, he would probably pick it up. That's the great thing about tax deductions.

The money is there for the average person to pick up these deductions. They just can't see it at their feet. You don't know what you don't know. Most people don't know how simple it is to pick up that money. They just can't see it right now. It's your job to make them see it. It's your objective to make them ask you, “How do I get it?”

That's what the CD is for. To show them the “How.” They will come back and ask, “How do I get started? How do I get this thing called a home based business?”

Let's talk about a vacation. Here we are on vacation. The great thing is that if you are following these strategies, just simply by doing these things on your vacation, you can write off almost all of your vacation or all of it if you want to, if you're really serious about it. I'm not sure if you are.

My wife always says that when I go on vacation, I'm just pollinating. I'm like a little bee pollinating all of these people.

A good friend of mine told me, “Steve, marketing is about gathering information. It's not about giving information. It's about gathering information.”

That's why we gather their phone number and their name so that we can market to them. We have a reason. This CD is a reason to call back.

So I'm out pollinating, say, on a cruise. I'm sitting next to a person laying there who is sunburning. What am I going to talk about? What do you talk about? You talk about FORM. Family. Occupation, Recreation. Money. Those are the things that people speak about. You're talking about where you're from. "Did you bring your kids on the cruise?" "What do you do for a living?" Things like that.

You say, "Man, this is a great vacation. I'm glad I got a good price on this cruise."

The guy or lady might say, "Well, I paid pretty much for this cruise."

You just look at them and say, "You probably never considered writing this off, have you?"

"You mean you can do that?" "Well, sure. Is it worth twenty-four minutes of your time to find out how?"

You're just talking. You're just conversating. If that's a word. You're just having a conversation. That's all you're doing. We're in the conversation business. We're not in the selling business. We're just having a conversation.

"It probably wouldn't be worth your time to figure out how to write this vacation off, would it?"

"Well, no, it would!"

"Are you sure about that?"

"Are you sure about that?" Don't forget that line.

“Are you sure about that?” What that does is it postures you. You don’t look like a begging person then. You don’t look like a needer.

If they say, “Why did you ask me that?” Tell them a story.

“Well, Fred, believe it or not, I spoke to somebody about writing off their vacations before and you know, it just wasn’t worth it to him. Five or six hundred dollars in his pocket as a rebate from the government, just wasn’t worth it to him. I don’t know if it’s worth it to you or not.”

That was a nice third party story. It takes you off the hook. It takes him off the hook. People, when you tell them a story are like, “Wow. Stories are cool.” And they let their guard down a little bit.

What you’re just doing is having a conversation about a vacation.

Let’s talk about meals. When you go out you are eating somewhere and talking to folks once again. Say you are waiting in a big waiting room to get served. Some restaurants have that big waiting room and you’re sitting there in that awkward silence and everyone is just milling around. You just say to the guy next to you, starting up a conversation using FORM. Family. Occupation. Recreation. Money. Especially if they have kids.

You can talk about their kids. Everybody likes to talk about their kids. You just ask him a question.

“Wow, it probably wouldn’t interest you to write any of these meals off, would it? Do you go out to eat a lot?”

“Well, yeah, I go out to eat a lot. I go out with friend and things like that.”

“Well, it probably wouldn’t be of any interest to you to write those off, would it?”

Once again, they might say no. “No, that doesn’t hold any interest to me at all.”

Say, “Fantastic. I didn’t think it would, but I just had to ask.”

But if they say, “Yeah, that holds interest to me.”

You say, “Are you sure? Would it be worth twenty-four minutes of your time?”

Do you notice a pattern? All we are doing here is we’re in different settings. You’re bringing up the person’s pain. You’re bringing up the situation that you are in.

Another painful situation, a big painful situation is children. Do you ever go to the grocery store or the park and you see a mother or a father and they have three or four kids trailing along? They’re usually frustrated. This one isn’t doing this. This one is pushing this one. This one fell down and scraped their knee. Things like that. You start talking about the kids. You blend into the conversation and start talking about the children.

If they have any children over seven I say,

“How old is that one?”

“Well, he’s eight.”

“Wow. Eight years old. He’s a big boy. Wow. You probably get a great tax deduction for him, don’t you?”

“Yeah, we get a pretty good one. We get the deduction and the child credit and all that good stuff. Yeah. My accountant takes good care of that.”

“That’s great. You probably wouldn’t want to add any more money to the deduction, would you?”

Silence. You be quiet.

“You probably wouldn’t want to add any more to that deduction, would you?”

“You mean you can?”

“Sure. Would it be worth twenty-four minutes of your time to find out how?”

Once again, you’re going into that logical sequence.

A lot of parents, in my dealings, have more than two kids and can’t afford to pay attention, most of them because they are always buying something for the kids.

“Would it be worth twenty-four minutes of your time to figure out how you can get more money so you can take care of some of those expenses for those kids?”

“You bet!”

“Are you sure?”

People with children are the greatest. It’s a big deduction. The average person, it’s worth for each child, \$500-\$1000 in their pocket. Cash in their pocket.

Let’s move on. Let’s talk about golfing and entertainment and things like that. People golf. You’re out in a foursome with your friends. Let’s say you just have a bad round. You get to the 18th hole. You’re frustrated. Your clubs are

bent. You got a couple of birdies. I don't mean you have dead birds on the course. When I go out on the course, I get dead groundhogs. I usually hit the ball on the ground and hit the groundhog in the head.

Let's say you had bad time and you pick up your ball and say, "Man, I'm glad the government is paying for most of this" and just walk away.

People are going to look at you and say, "What do you mean the government is paying for some of this?"

"Well, yeah. Of course. Aren't they paying for some of your round?"

Get them curious. Golf is expensive for most folks. Except for me. And the people that use this strategy because the government is going to pay for my golf membership. The government is going to pay for my golf balls and my golf clubs.

"Would it be worth twenty-four minutes of your time to find out how? To find out how the government can pay for all or part of your golf?"

Once again, you're just bringing up some pain. A specific situation. They are all covered on the CD. It's fantastic. Follow up with these folks.

The great thing about network marketing is this – most companies that have a product such as vitamins, minerals, beef jerky, cosmetics – most of those companies have a requirement that they have every month. You purchase so much per month or so much per quarter in order for you to get commissions. The IRS said if you have that in place, you can write off all those products that you have to buy as a prerequisite to receiving a commission check. It's a required purchase. That's great. You're in that business. You can write off your vitamins,

your cosmetics, things like that but, are you passionate about that? That's great. Transfer it to somebody else.

You're in the health food store. You're milling around. That's where people are. They're picking out some vitamins. You say,

"Wow. What kind of vitamins are they? What do you take that for?"

People love to talk about themselves. People love to feel important and you're going to ask them a question. "Well, what do you take that for?"

Now they're going to get to impart some of their knowledge to you. And they're going to feel important. "Oh man, this guy is asking me something. I'm going to feel important."

I remember when I was younger, when I was about ten years old. I was playing some basketball by myself near my house. This older guy came over. He was about thirty-something. Of course, he was old to me, but when I hit thirty-something, I didn't feel old, but he said to me, "Hey, young man, can you teach me how to play HORSE?" If anybody doesn't know what HORSE is, it's like Twenty-One where you shoot from a certain point. If you make a basket, they have to make a basket from that point. If they miss it, they get an "H" and so on.

So, this guy says, "Can you teach me how to play that?"

I thought to myself, "Wow. Here I am ten years old. Here's this guy who's older than me, a lot older than me. He's going to come up and ask me to teach him something!"

I felt important. I get to transfer my knowledge to him. As I got older, I figured out that guy knew how to play HORSE. He was just trying to make me feel important.

That's a great thing to do to make people feel important. Go out there as a goal and say, "I'm going to make five people feel important today."

You're in the health food store and you say,

"Why do you take those?"

"Well, I take them for....."

"Well, have you ever considered writing those vitamins off on your taxes?"

"No, I never considered that."

"Well, it probably wouldn't be worth it for you to do it, would it?"

"Well, first of all, I take a lot of vitamins."

"Would it be worth twenty-four minutes of your time to find out how?"

And you move on. Same way with cosmetics. Same way with any product that you have. The product that you're selling in your enterprise. It naturally brings a person. If a person is taking a vitamin right now and they can write this vitamin off, they might as well buy yours. You can show people how that's done.

One of the biggest and most misunderstood deductions is the home office deduction. There are a myriad of things that you can talk about to people.

You can talk to your neighbor. If they're putting on a roof and saying

"Man, this roof is costing me \$10,000." Or

"This driveway is costing me \$1,000. Unheard of! It's painful. I've got to take out a loan to pay for it."

You're just saying, "Wow. You probably wouldn't want to get some of that back on your taxes, would you?"

"What are you talking about? You can't do that, can you?"

"Well, sure. Is it worth twenty-four minutes of your time to find out how?"

They are in pain about their roof or their driveway or their shutters or their grass or their lawnmower or their real estate taxes going up or the rate on their adjustable rate mortgage just went up or they went through a storm and they have storm damage, they've got busted windows. You name it. They're in pain.

It's maintenance. "How would you like to write off a part of your maintenance for your home? Would that be worth twenty-four minutes of your time?"

All those things, people are in pain about. I remember when I had my home based business in my house for a long, long time, but when my CPA practice got to a certain point, I had to move it out of my house. Can anybody guess the first thing I did once I moved my home based business out of my house? If you said, "Get your wife a home based business," then you are correct.

If you said that, I challenge you to call my number 1-800-516-2293 and say, "Steve, I guessed it right!" and I'll give you a free prize. Call me up. I challenge you to do that.

I'm telling you, I set my wife up in a home based business so that I could keep all those deductions around me. I was born at night, but not last night.

I like my money. I like to keep my money. I work hard for it. The government can get along without my money. The government can get along without your money because your family needs it more than they do.

All you have to do is wrap your head around that passion. Wrap your brain around these strategies. Have a passion about it and go out and tell the rest of the world that there's a way you can get money back from the government by all these different things. At the gas pump. Your cell phone. Your computer. Your vacation. Your children. Your own product. Your vitamins. Your cosmetics. Your beef jerky. Whatever it is. Your home. Your meals. Your golf. Your tennis. All those things. There's a way to get money back from the government for doing those things.

All you have to do is inform people of what they don't know. They don't know what they don't know so it's your job to tell them what they don't know. Inform them. Now they know what they don't know.

Now they know to talk to YOU and ask YOU how to get those deductions now. They're going to be asking YOU how to get started in a home based business now. Remember what I said at the beginning of this CD.

Get yourself the reason why. Why you're doing this. Have fun with it. Get a passion for it. If you're not having fun, stop. It's not your passion. You have to have a passion. You have to have a big enough "WHY" and it will be fun.

Take care and happy prospecting!