

The Hook

by Glenn Green

What happens is, most people get into the business and for the first couple of months, they go and say all the wrong things to all of their warm market. Learn this script before you say anything to anyone about our business. Memorize it, understand it, and repeat it until it rolls off your tongue.

When you see somebody you do or do not know, ask them the following:

Hey let me ask you a question. In the next 12 months, will you and your family take a vacation? Flying, driving or cruising -then wait for an answer.

Normally, they will say, yeah or what ever, would like to....

Let me ask you this, When you travel, do you ever book your travel online? Like with Expedia, Travelocity or Orbitz? Wait for an answer... listen to what they say.

When you book it on line and pay for it, do you get 60% of the commission that that transaction has generated rebated back to you?

Wait for an answer until you see that stupid look on their face!

Oh by the way, that's a personal vacation, right? Not a not a business one?

So you're not able to write that off your income tax, right?

***Tagline* : If I could show you where you could take the same trip, the same time, to the same place, probably get it on line cheaper, when you pay for it you earn 60% of the commission generated on the trip rebated back to you and write it off on your income tax, what would your interest level be?**