

# **Launching PPL with a PBR:**

PBR's-- **Private Business Reception** (at your home, for example)--are a GREAT way to launch your business, or the business of someone on your team! PBR's are sweeping the nation right now in the world of PPL because, like Business Overviews, they are duplicatable, and can be done by anyone, anywhere!

There are tools available for creating massive success in with PBR's, and here's what we recommend:

- \* **Audio Cassette "How to do PBR's"** w/Brian Carruthers and Darnell Self--to order, call Video Plus (\$2)
- \* **PBR Presentation Kit**--to order: [www.accessthis.com/pbr](http://www.accessthis.com/pbr) or (724) 744 3797 (about \$100)

Make a list of your contacts, neighbors and friends, and start inviting TWO WEEKS prior to the big event in your living room! On the invitation calls, be excited! "Ignorance on fire is more powerful than knowledge on ice!" ☺

## **THE INVITATION:**

"Hi, \_\_\_\_\_! This is *(your name)*, I've just got a sec and wanted to call and invite you to a Private Business Reception I'm having with a handful of sharp people! On *(date of your PBR)*, we'll be going over information about this 30 year old NYSE company I just got involved with, and *(the name of your Expert)* has had great success and will be showing us how we can make a great income from home!" *(Edify--build up--your Expert, so your guests will WANT to meet him/her)* "I've got to run, but it will just take an hour on *(date and time of your PBR)*, can I COUNT ON YOU TO BE THERE? Great! By the way, I need a huge favor--*(your Expert)* will be at my place right before the event, and I don't want to serve warm sodas, can you please bring some ICE? Thanks!" *(They'll often go farther out of their way to bring the ice than they would to just SHOW UP.)*

If they want more information, say:

"If I could explain everything to you right now, I would. I'm brand new, and I've got to run....when's a good time to call you tomorrow? I'll get you some info when we've got a few more minutes--I'm so jazzed about this!" (Then, when you call them back, 3-way call them into 973-854-1391.)

When inviting for any event, the "rule of thumb" is to invite three times as many people as you'd like to have show up!

**IMPORTANT!!** 2-3 Days before the PBR, do 3-way calls with your Expert to confirm each guest! Spend a moments with each person, and have your "expert" verbally reaffirm how excited they are to meet your friends!

## **THE BIG DAY:**

- If you don't have an Expert joining you, have a speakerphone set up in your sitting area and have an Expert call in to do the presentation and close.
- Don't rearrange your furniture...keep it the way it is when friends come by. That way, if only a FEW people show up, it doesn't look like you were expecting a whole room full!
- Don't offer any alcoholic drinks...people won't be able to concentrate on business.
- Have snacks available like chips, sodas, cookies, etc.
- Have the Get Paid Daily video and Equal Access Video ready, and right by the VCR, ready to play.
- Have both the Membership and Associate agreements out on a table, visible! Have open pens on top of them!
- Have PPL approved flyers out, like "It's to your Benefit", or "Why it's important to have a Will"
- Wear normal clothes, dress "business casual".
- If possible, have your PBR Presentation Kit set up in the sitting area, or have a PPL Flip Chart out.
- As people arrive, get them something to hold--snacks and a drink.
- Get **STARTED ON TIME!**

## **THE PRESENTATION**

"I really want to thank each of you for coming! I'm going to show a quick video which explains why I'm so excited! If you're interested, GREAT, and if you're not interested, that's GREAT, too.....but you probably know some people who WILL BE. We'll keep this short and simple, and then (your Expert) will share the best part!"

### **1) POWER PLAY PRESENTATION--**

Push POWER, then push PLAY, and start the GET PAID DAILY VIDEO. Watch the video to show your own interest in learning more, and by YOUR watching it, everyone else will pay more attention. *It's natural for your good friends to want to ask questions and interrupt the video....but don't let them. Encourage everyone to pay attention and NOT talk while the video is playing. Remind them that the video is short, will explain everything way better than you can, and questions will be answered at the end.*

### **2) EXPERT TAKES OVER PRESENTATION--**

Your Expert should QUICKLY explain the membership benefits and the compensation plan in a SIMPLE manner, focusing MORE on getting to Senior Associate than Executive Director--*keep it real! Discuss personal retail income, override income and touch on residual income!*

### **3) EXPERT CLOSES THE PRESENTATION--**

3-Step Close: "You're a 1, 2, or 3, pick a number!"

*A #1 is "someone who doesn't think their family is worth \$26/mo, and doesn't want more income."*

*A #2 is "someone who wants the membership now, but may have questions about the opportunity."*

*A #3 is "someone who wants the membership, and an income with us working part-time."*

If someone is clearly not interested, thank them for their time, and immediately make plans to speak with them BY PHONE the next day to answer questions. Get them OUT of the room if they're negative, so they don't spoil anyone else's fun! The Expert should stay with the group, and the host should handle those who aren't interested. Follow up with them later.

### **4) PASS OUT AGREEMENTS TO EVERYONE,**

Encourage them to fill them out:

*"Where do you want your Will Questionnaire sent? Fill in your address, and write legibly!"*

*"Fill out your checking information in section one, or your credit card information in section two."*

*"Make sure your kids living at home, under age 21, are on your agreement! They're covered, too!"*

### **5) KEEP IT FUN AND CASUAL**

*...don't sweat the small stuff! Just know that by doing a PBR, you're already doing more for your financial future than 95% of our population! MOST people aren't willing to CHANGE anything in life to get more out of it. Don't listen to opinions of those who haven't ALREADY created the lifestyle you want for yourself some day soon. If they aren't living it, they don't know how to get it! :-)*

**PBR's are a GREAT way to launch your business--the first time, or several times each month! We hope this information helps you in organizing your first of many successful PBR's...and remember to Plan, Do and Review after each PBR to continue your success!**