

This is a brief introduction on how I promote the CFX business.

I have one simple golden rule whenever I have a prospect for this business and that golden rule is this (it comes in two parts).

- 1. I never tell a prospect the name of the company EVER**
- 2. I never tell the prospect anything about the business EVER**

My only mission when I'm speaking to a new prospect is to get them to attend the online live webinar.

The reason that I have my golden rule is because I know that the moment I try to explain anything about this business, the prospect will start asking lots of questions that I will be required to answer, and the more questions they ask, the more they will form the opinion that this may not be for them before they have even looked at it properly.

(And that's all it is, just an opinion! it is not an educated decision)

This is because most people do not understand anything when you mention the word FOREX, and generally their immediate reaction is to run away from it (because they fear the unknown) and say "it's not for me". People default to this position but a number of reasons including:-

- 1. They don't know anything about FOREX**
- 2. People have a fear of the unknown**
- 3. People do not want to make themselves look stupid in front of you and so it's easier to say no.**
- 4. They may think it's complicated and that they don't have the time to learn.**
- 5. They may have heard horror stories of how people have lost money on FOREX**
- 6. They themselves may have already lost money on FOREX**
- 7. They may have a friend who lost money on FOREX**
- 8. They may have a friend who is a FOREX trader and so they think they know it all already.**
- 9. They are broke but don't want to admit it**
- 10. They don't think they have the time**

I could add probably another 20 or 30 reasons to this list as to why somebody will say no if you begin to explain the opportunity or the business, however, the fact remains that **the moment you begin to answer a single question you are falling into a trap that you probably will never get out of** with this prospect.

So, don't fall into the trap ... I will show you later in this document how not to fall in the trap.

As to the second part of my golden rule, the moment you say the name of the company, your prospect will go to Google and do what they think is "research " (but which isn't for reasons I will go into below)

It is a fact that there are many websites out there that appear to state that this opportunity is not everything that it is. What you must be aware of is that those websites have cost time and money to set up and often when you read them you will begin to see that in reality the person or company behind the website is trying to sell you something.

The reason these sites appear is because that the owners of the sites are always looking at Alexa to see which companies are ranking highly on Alexa so that they can profit. High Alexa rankings means high traffic, once they see a site getting masses of traffic (like CFX) then they set up a website that tries to siphon off some of that high traffic by using words like scam et cetera in the headline on Google.

At best this is just sensationalism designed to make you click that link and visit their page. At worst it's immoral and wrong as these people generally haven't even looked at the business let alone done any research into the company. All they are interested in is how many people they can catch out so that they can "pitch" whatever it is they are selling while pretending to be "the good guys" .

There is a word for this, and that word is "click bait". Click Bait is used to gain clicks to websites so that the owners of those websites can profit from the visitors they have "baited " into coming onto the site. Setting up such sites costs time and money and they are not doing that for free as you will see as soon as you begin to read any of the rubbish they put out.

If you fall into the trap of giving out the name of the company, your prospects will then come back to you and say I've seen all this stuff on the Internet and it's not for me. They reject it because they believe they have done "research", which of course they have not. What they have done is simply looked on Google for all of ten seconds, seen a bunch of Click Bait headlines and come to the conclusion that all that must be true and believe what they've read without understanding the motives of the people behind those websites and they believe that because it's on Google "it must be true" and we know in reality that this is simply not the case.

People do this simply because they're lazy, they will go to the first thing they can find, often Google, and then use that as the excuse for not taking a serious look at what you're offering. They're too lazy to do any real due diligence and the only way they're going to understand the amount of due diligence that has already taken place by thousands of people in the business is to come and see for themselves how that due diligence has been carried out.

They are never ever going to get that due diligence from Google, and by giving them the name of the company before they've had a chance to attend one of the calls you are simply giving your prospect the opportunity to gather the excuse for them not to take a look.

Good due diligence requires that a person researches the company itself using neutral and trusted sources. Sources that you'll probably have to pay for because that's how those neutral and trusted sources make their money, and this due diligence will show that everything we know

about this company is absolutely correct. It will also show that the nonsense on Google is absolutely incorrect.

So, these are the primary reasons why I have my golden rule when speaking to a new prospect.

I have a simple script which can be adapted for online use and or telephone use. The whole mission for the script is to simply invite the prospect to take a look at something. Nothing more nothing less.

Become an INVITING MACHINE – This will build your business FAST!

In other words, I am not there to "pitch the business ", I am there, to get an appointment for them to go on the call... That's it. Nothing more.

All I am looking for is for the prospect to say to me "yes okay, I'll go on the call" or "sure, I am open-minded enough to take a look"

The whole reason I drive people to the call is because through listening and watching, to somebody explain this business in detail including the due diligence, the prospect can then finally make an "Informed decision ".

If the prospect then comes back to me at the end of that call and says this is not for me, then at least they have made an educated decision based upon an understanding of what we have to offer, rather than just looking on Google and basing their decision upon the nonsense that they find there.

Although we have a very very high strike rate of people who go on the call then joining this business, it is not guarantee that everyone who goes on the call will join your team. And this is something that you have to accept, once they've been on the call. However, what I do not personally accept is the decision of somebody who has no education or understanding of what it is we do or what it is we offer. The only way for them to gain that education, is to go on the call.

And, you are far more likely to roll that person into your team once they have been on that call. You are therefore, increasing the prospect of them joining your business greatly by inviting them onto a call as opposed to trying to tell them about the business over the phone or messenger or WhatsApp (which will take hours).

So, here is my simple script that I use, and I adapt it for each and every situation that I'm in but fundamentally I stick to this.

INITIAL SCRIPT

Hi, I have come across something that I think you would like, and I trust you're open minded enough to take a look. The very best way to see how this works is to jump onto one of our FREE 1 Hour LIVE WORKSHOPS. These run every day (And yes, they are live and not recorded). They are generally over-subscribed (because of the amount of people coming into this) so the best plan is to hop on over to <http://cfx.team> @ **7PM** to get on the workshop and once you've done that I'll give you a quick call to see what you liked best about it. Many thanks.

The Script below is an example of how I would respond when they asked me "what is it about", or if they asked me "which company is it".

GET OUT OF ANSWERING QUESTIONS SCRIPT

Hi, thanks for your question, I'd like to spend time going into that but I am pressed for time right now as I have a bunch of others I am speaking to about this and In reality it would take me hours to explain this in any detail, and right now I have some other calls that I have to make. As I said, the very best way to see how this works is to jump onto one of our FREE 1 Hour LIVE WORKSHOPS. Hop on over to <http://cfx.team> @ **7PM** and I'll give you a quick call to see what you liked best about it.