



Instant Cash Creation

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The following two conversations are designed to set you up as an authority and/or expert; offer your services or products; and then complete the process with a sale where you receive money instantly. (The Introduction & ARC)

Introduce yourself

Then:

A - Ask a question

R - Repeat the answer

C - Call to action; close the sale, ask for money

Example of ARC:

Introduction: I'm Rennie Gabriel. I am an expert in business growth and profits and wealth creation.

Ask a question: What is your plan for creating the income to replace your earnings when you no longer want to work? Open ended question. Leads to a detailed conversation.

Repeat their answer. Example, "So you are putting 15% into your 401(k) plan and saving up to buy a vacation home."

You may want to ask another question like, "How is that working for you?" Depending on their answer, you would now move to

Call to action: Based on what you told me, the financial goal exercise in my book, *Wealth On Any Income*, would support you in reaching your objective. You can buy a copy for \$25 right now, and I will autograph it for you. Is there any reason you wouldn't want to do that?

Alternative:

This alternate conversation is designed to wake up the listening of your audience or an individual. 99% of people introduce themselves with their name and title, and since most people expect that, they tune out. How many times has someone introduced themselves, and 30 seconds later you can't remember their name? Starting with a question instead of introducing yourself (when both meeting an individual or standing in front of a group; like a network meeting, church gathering, chamber of commerce, leads group, etc.) will set you apart and again, wake up the listening of your audience. **(QIBON)**

Question

Introduction

Benefit

Offer

Name repeated

Example of QIBON:

Question: Would you like the first day of the month to be your favorite, instead of the day you dread? (This is the day my tenants pay their rent to me, instead of me paying rent to someone else.)

Introduction: Hello, I'm Rennie Gabriel and I'm an expert in wealth creation. I've gone from collecting soda cans to buy food to a multi-millionaire in less than 10 years.

Benefit: I have a system that leads people from any financial situation to a place where they can choose to work instead of having to work.

Offer: I have a fully revised and updated copy of my award-winning, best-selling book, *Wealth On Any Income*, for \$25, which is less than it sells for on Amazon. Please speak with me if you want to know how to retire without worry.

Name repeated: Again, I'm Rennie Gabriel, President of the Financial Coach, Inc