

SOC Success System

What I am about to share with you is a Super Simple Success System that anyone can use the massively grow their SendOutCards business as big as they choose. Jim Rohn had a great quote about being successful. He said “Find out how it works and then go to work” so let’s get to it.

I was sitting with Jim in the Oakland Airport one day in September, 2005 waiting on a mutual friend to pick us up and take us to the hotel where he would be speaking the next day. One of the many questions I asked him that day was “When you were a distributor, how did you build one of the largest teams in your company?” He smiled and said, “I found a system that worked and then taught my group what I was doing.”

That is what I am doing today. I have a system that works and I will teach you, step-by-step, how it works. Once you know “how it works” you can “go to work” and build your team and customer base.

One of the things Jim did, and you must do to be successful, is to get good at sharing your opportunity with others. In SOC, you do that by getting people in front of their computer and doing a Gift Account Walkthrough (GAW) as this lets them experience, for themselves, how to quickly and easily send a card.

Have you ever bought a car? Did you buy the car without taking a test drive? Of course not! Once you got in the car and experienced the way it drove, the way the steering wheel felt in your hands, sniffed the interior, heard and felt the way the engine responded when you stepped on the gas, touched all the controls and looked at the instrument panel and touched all the knobs on the dash, then you knew what you were buying.

It’s the exact same principle. The GAW is the test drive. Just like selling a car, the more people you get to test drive it, the more people will be busting bugs (car lingo for customers driving their new car down the road) Sounds great, right? But how do you do it? Well, as Jackie Gleason became famous for saying “And awaaaaay we go!”

PHASE ONE: Collect Business Cards

Thanks to my buddy Luis Garcia for providing the missing piece of the puzzle!

Business cards are everywhere. Get out, meet people and get their business cards. Keep an eye out for business cards everywhere you go. Once you start looking for them, you will start to see them everywhere. Now you've got a PLAN and a REASON to collect them so keep your eyes open.

Remember back to when you bought a new car. All of the sudden, you started noticing your make and model everywhere! They weren't there before, right? Wrong! They were there all the time, you just never noticed. Now you've got one and your awareness has changed.

The same principle applies here. Once you change your awareness to be on the lookout for business cards you will see them everywhere. Once you start collecting them, call them THAT DAY and get the ball rolling.

The purpose of calling these business cards is two-fold.

- 1) You want to get their permission to send them some info. This insures that they are looking for, will open and look at your info when it arrives.
- 2) You want to hear what they sound like on the phone. You want to get a feel for if this person is someone you want to work with.

Remember, your objective is to simply *tell* them about SOC, not to *sell* them!

MAKING THE CALL

Business card in hand, you call the number on the card. Cell phone is best if it's on there.

Them: Hello?

You: Hi! Is _____ there? (Use their first name only because it sounds more friendly)

Them: This is _____.

You: Hi _____! My name is _____. I have your business card here and I wanted to give you a quick call.

Them: Okay, great!

You: _____, after looking at your business card, I got an idea. I have some information that might be really good for your _____ business. Can I mail it out to you?

Them: Sure!

You: Wonderful! I have the address on your card as _____. Shall I send it there or do you prefer another address?

Them: That address is fine (or they will give you another address)

You: Great! I'll get this right out to you. Thanks _____!

The conversation, in most cases, will go very similar to the responses above. It is very non-threatening and almost everyone is open to at least looking at something that might help their business.

Voice Mail

I don't like leaving voicemails because it defeats the purpose of the call. You want to verify their information (what if they've moved or switched companies, etc.?) talk to them in person and get their permission to send them some info.

In rare circumstances, I have left voicemails but always use it as a LAST resort. I basically leave the same info on their voice mail as I say on a live call.

"_____, my name is _____ . My number is _____."

(Give your name and number FIRST so they don't have to listen back to the whole message again to get your number to call you back. It's professional phone etiquette that very few people follow. They will recognize this and appreciate it. It's the little things that count!)

"I have your business card here. I was looking it over when I got an idea. I may have something that might be good for your _____ business and would like to send you some information in the mail about it. If you could give me a quick call back and give me the best address to send it to, I will get it right out to you. If I don't hear back, I'll just go ahead and send it to your business address on the card. Thanks, _____, and have a wonderful day!"

If they call you back, great! If not, that's great too! Either way, you've notified them that something is on the way to them and they will be looking for it.

PHASE TWO: Send Them a Card

You go to your contact manager, input their information and you're ready to go. Choose your favorite card from the catalog, or one you've personally created, put a DVD or info pack in the card and click "send." It doesn't get much easier than that! If your funds permit, and you feel it is a HOT lead, send them the "Success From Home" magazine with a card.

As for what to actually say in the card, see the examples below:

Hi _____!

We spoke over the phone a few days ago and I wanted to thank you for taking my call. I wanted to tell you about how this greeting card contact system has helped my _____ business. I keep all of my contacts online, and when I want to reach out to them, I send them a greeting card with one click. I can send a single "thank you" card to a brand new customer or send out thousands to my entire customer base in less than 60 seconds. This system has really helped us stay in touch with the people we do business with. Everybody loves getting cards! It ensures customer loyalty and has helped us gain a lot of referrals. As a side benefit, this contact system is a way for you to make an extra income stream to supplement your _____ business. This 3 panel card only cost 93 cents and I sent it to you from my computer in less than 60 seconds! Please find enclosed the information I told you about. Look it over and let's get together for a cup of coffee next week.

(Name and phone number here)

Hi _____!

We spoke on the phone a few days ago and I want to thank you for taking the time to talk to me. As I mentioned, here is some information I think will help your _____ business. I believe in staying in touch with my customers and I use this greeting card system to do just that. Everyone likes getting cards and by sending people genuine "appreciation" I'm able to keep my customers loyal and gain all the referrals I can handle. Also, as a side benefit, this contact system is an easy way for you to make a nice secondary income to supplement what you are already doing. Take a look at the information and let's get together for a cup of coffee in a day or two.

(Name and phone number)

Hi _____!

Thanks again for taking my phone call the other day. I just want to share this greeting card system with you. This system is a great way to appreciate the people you come in contact with every day. Kathy and I

used it for years to keep in contact with family, friends, customers and colleagues. So many people wanted to know how we were sending such cool cards and gifts (like these awesome brownies I sent you) that we created a secondary income sharing it with people like you. This card costs only 93 cents and I sent it to you, with the brownies, in less than 60 seconds from my computer. Look over the enclosed materials, enjoy the brownies with your family and give me a call.

(Name and number)

Hi _____!

I know you have the passion for creating a residual income and working from home. Take a second look at my greeting card success system. You can do this! I will to show you how, step-by-step. We've been distributors with SOC for 4 years and involved with Network Marketing for 10 years. Please take a look over the info pack and give me a call. If you will follow the simple system I show you, you will be on a clear path to a nice secondary income and more free time.

(Name and number)

Hi _____!

It was nice connecting with you in town. You have a lot to offer with your abilities and knowledge and I will make it a point to learn more about what you do. In the mean time, if you know someone that will benefit from my card system please pass along the enclosed information. It's something anyone can do from home. Hope to see you again soon!

(Name and number)

Hi _____!

Hope all is well. I would really like the chance to show you what Kathy and I do for a living. These cards have done wonders for our _____ business and by telling people about our company we are able to have a second income for the family. Let's get together for a cup of coffee. In the meantime, look over the insert in the card. Wishing you all the best!

(Name and number)

PHASE THREE: Test Drive!

You give them a few days to look over the info, watch the DVD, etc. If they haven't contacted you within 5 to 7 days (set a follow up reminder in your contact manager when you send them a card) you call them and get the ball rolling.

This phase is about completing a GAW (Gift Account Walkthrough) so they can test drive the system and experience everything for themselves.

Whether you call them or they call you, the message is the same:

YOU: I'm so glad you got the card (and gift where applicable) It's pretty cool isn't it?

THEM: Yes it is!

YOU: Are you sitting in front of your computer?

THEM: Yes.

YOU: Great! Go to www.ThatCardGuy.com. (Send them to YOUR web site, not mine. LOL!)

THEM: Okay, I'm there.

YOU: Cool. At the top, you'll see the numbers 1, 2 and 3. Do you see Number 2 – Send a Card?"

THEM: Yes.

YOU: Turn your speakers up and click on that.

THEM: Done.

YOU: Look down in the right-hand bottom corner. There a little man down there named Kody Bateman and he will walk you through the entire process. It only takes a few minutes and I'm right here if you have any questions.

THEM: Okay.

(After the card is sent)

YOU: Isn't that cool?

THEM: Yes, it is!

YOU: Can you see yourself using this personally or professionally?

THEM: I sure can.

YOU: Great! See the number 3 – "View Our Ways to Get Started?"

THEM: Yes.

YOU: Click on that. I'm right here with you if you have any questions.

THEM: Okay.

(During the video it will reach a part where it asks them to choose which option they would like to know more about)

YOU: Are you interested in just sending cards and gifts yourself or would you like to make money every time someone else sends a card or gift?

Depending on their answer, have them click Wholesale or Retail.

Sign them up on the package THEY choose!

If they choose a retail package, remind them they can always upgrade whenever they want.

If they choose Wholesale, remind them that they can upgrade to the Entrepreneur package for \$59 bucks any time they want to.

Remember to love your people no matter where they sign up. Treat them all the same. Your job is to help them discover what the best use of SOC is for THEM, not YOU.

Marketing Methods

Collecting business cards is the way I expose SOC to people I think could greatly benefit from the SERVICE we offer. Now I will show you some super easy ways to find people interested in the business opportunity side of the company and creating residual income.

Drop Cards

Drop cards are business card sized advertisements that have a specific message to attract people interested in making more money. Here is the one I use:



You can get them from VistaPrint.com at a very good price. Note: VistaPrint allows you to put something on the back of the cards if you choose. I always add a calendar. You want people to hold on to your card. Putting something useful to them (like a calendar) on the back will increase the likelihood of them hanging on to it. Also, the longer they hang on to it, the higher the chance one of their friends will see it and ask about it. Free advertising!

Now, how do I use these? I look at them as seeds. In the morning, I put a bunch of seeds in my pocket, and wherever I go, I plant seeds. If I'm at the gas station, I leave one on the pumps. I usually go inside to pay for my gas so I can leave a couple on the counter. (Out of view of the clerk but where customers can see and pick them up)

If I go to a restaurant to eat, I leave one on the table. I'll go to the restroom and leave one there. Hey, people need something to read while they're in there, why not your card? I had a friend that, every time he left a drop card in a McDonald's restroom, he got a call back.

Everywhere you go, whatever you do, just plant seeds and get people calling your number. The point here is that you don't have to do anything out of the ordinary to build your business. Just continue on your normal routine and get in the habit of leaving seeds wherever you go.

Door Magnets

The door magnets I use on my Suburban are the exact same as my drop cards. You want your message to be congruent and you can get 2 of these large door magnets from VistaPrint for \$34.95 plus shipping. If you have an SUV, I would suggest you get a third magnet for the back door or tailgate. Hey, why not give the person behind you in traffic something useful to look at? Who knows, they may end up being your next superstar!



There are 2 ways of getting your message out.

- 1) Direct (requires effort on your part) and
- 2) Passive (requires no effort on your part)

The drop cards are direct because you physically put the cards out wherever you go. Door magnets are passive because you don't do anything but put them on your door. People will see your message while you are driving down the road, sitting in traffic, etc. and call your number for more information.

Your "60 Second Recorded Message"

IMPORTANT: Don't use the same phone number you use when you collect business cards! These are 2 separate methods and you don't want someone who is interested in the service to call your number and hear about the opportunity. You will lose people right out of the gate.

I have a separate phone that I use only for opportunity seekers wanting more information about the business. **I use a Net10 phone I got at Walmart for \$30 bucks.** It comes with 300 free minutes and refills are only 10 cents per minute. I buy them in blocks of 300 for \$30. No contracts and no monthly fees so it really helps if you are on a budget.

On your card it should say “60 second recorded message” below your phone number. Experience has taught me that interested people are more likely to call if they know they won’t have to talk to someone they think is going to cram something down their throat. Allowing them to hear a pre-recorded message makes people comfortable enough to at least see what it is about.

The “CODE”

On the drop card you will notice, above the phone number, the word “code.” This is used for the people you bring into the business. I keep a few thousand cards in my Suburban so I can grab 250 to 500 and give them to my new person immediately.

I assign them a code number and, together, we write their code number on the cards. I let them use my phone number until their cards with their number come in. I usually meet them in a fast food restaurant and they put a few cards on the counter and in the bathroom right away. I immediately put them in my Suburban, drive around and show them how to use the cards.

When you put cards out, your phone will start ringing. Resist the temptation and **NEVER ANSWER THIS PHONE!** When people call the number on my card, this is what they hear:

“Hi! You’ve reached the Work From Home hotline. You’re getting this message because you saw a sign or picked up a card that says ‘Work From Home, Call Now For A Free DVD.’ Just leave your first and last name, your address, city, state and zip code and we’ll get YOUR DVD right out to you. Please remember to speak slowly and spell any uncommon names or street addresses as we want to make sure you get your DVD. Also, if there is a code number written on your card, please tell us what it is. Thanks again for calling and have a GREAT day!”

When they call, 1 of 2 things will happen. They will leave their information or they will not. Either way, you’ve got their phone number. I ALWAYS call and follow up BEFORE I send the DVD. As mentioned before, you want to verify their info and make sure this is someone you want to work with.

Also, the code number on the card they called from is important. This will allow you to have the person you assigned that number to with you when you do your call backs. Again, it shows them this is really easy and they can do it.

In a moment, I’ll show you how to turn a “Hang up” (someone who doesn’t leave their info) into a prospect but first, let’s look at how to handle the person who left their info.

You call them back and say, “Hi, is _____ there? (First name only)

THEM: This is _____.

YOU: Hi _____. I’m calling because you recently called the Work From Home hotline and left your information requesting a Free DVD.

THEM: That’s right.

YOU: The reason I'm calling is that some of the message got garbled and we couldn't make it all out. Could you please give me your info again?

THEM: Sure, it's John Jones, 123 Main Street, Anytown, USA , 12345.

YOU: (Read it back to them) Great! I appreciate your time and your DVD is on the way!

Now, sometimes they will say "What's this all about?" or "Can you tell me a little about it?" to which you simply reply "It's a DVD that people are using to make more money, from home, in their spare time. It will arrive in just a few days and explain everything so be on the lookout for it!"

Dealing with "Hang ups"

I want to go after every single lead I get. If someone has curiosity enough to call my number, I'm going to make sure they at least get a call from me.

Now, when someone calls your number and doesn't leave their info, they can still end up being a prospect. You have their number, and you call them back, but you use a little different approach.

YOU: Hi! My name is _____ and I'm calling because someone from this number called the Work From Home hotline to request a Free DVD about making more money from home. Was that you by chance?

(If YES you want to take the blame off of them and out it on you)

"Great! Something must have happened with our phone system because **we cut you off** before you could give us your mailing address. Please accept my apology for that."

THEM: That's okay.

YOU: Now, what is your first and last name? (Get their mailing address and say) _____, again my apologies for our phone system cutting you off. Your DVD will arrive in just a few days so keep an eye out for it, okay?

(If NO)

YOU: Hmm, that's strange. Is there anyone else living there that could have used your phone?

At this point, they will check with other family members or people living in the house. If the person is there, they will come to the phone and you go through the above "yes" example.

If the person they think could have called is not there, I get permission from the person on the phone to send the DVD.

Also, the person just may be shy and not willing to admit it was them who called.

YOU: I sure would hate for someone to miss out on getting this Free DVD. Can I go ahead and send it to your address?

THEM: That would be fine.

YOU: Since we've already talked, can I send it to you?

THEM: Sure.

YOU: What's your name and address there?

(After getting the info) _____, thank you for talking to me. I'll get this right out to you. Have a GREAT day!

This is how I am building my SOC business every day. I have more methods that I use from time to time but we can cover those when you get good at what you have learned so far. Now you know "how it works." Time to "go to work" and make your dreams come true!

If you have any questions, I am here to help.

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