



BLAST CALLS MAKE MONEY!

By Mr. Byron Nelson

A blast call is the most amazing tool to launch your business! Especially the night before you host your Private Business Reception (PBR)! The purpose of a blast call is the same as a 3-way call: to get the prospect to set an appointment to see the marketing plan! That is the end result. The number that is generally used is (605) 990-0001 pin 787# (RVP) but an alternative can be used if it is conflicting with other events during that day. Memorize this call-in number; it is generally used for everything within the MATRIX organization. It's real simple; we just call it a blast call! To ensure you host a successful blast make sure you follow the next ten steps to the nth degree!



Step 1

Pick the time that is the most user friendly to your warm market that you can invite at least 10 to 20 people to get on this number just to hear about making money! You contact your people by text, cell, direct call or direct contact! You need to remember in any business the one who becomes the greatest promoter always makes the most amount of money. You can do as many BLAST CALLS as you like. But you never want to invite more than 20 so that you can have a controlled environment.

Step 2

When inviting always refer to me in the invite and on the call as Mr. Nelson or whoever the executive is doing the call, refer to using their surname.

Step 3

If it is possible you want to email (preferably) or text the expert a blurb on each individual you invited with their name!

Step 4

You want your guest to be on three to five minutes before the time of the call

Step 5

You want to be on 5 to 7 minutes before the call to host it and welcome each of your own guest on. Example: "Welcome to the Matrix Call, this is John we will be getting started in just a few moments. Please after roll call if you are in a noisy place please mute your phone, if your phone does not have a mute button you can push *6 this will help us keep it professional without interruption. Thank You" On the minute of the call you set you start roll call. You make sure you get everyone's name in the beginning and don't wait for more people to get on. You always start 5 minutes after the time the call to action time was announced for them to be on. Write the names down or have a check list of the people you have invited! Make them state their name and where they are from, so the expert can know what place of reference he/she needs to pull from! We know you know where they are from!

Step 6

The introduction should be short, powerful and edifying the expert to the hilt. Example: "This is John, I want to thank you all for your patience and for getting on this call for me. You are in for a HUGE treat; I was blessed to get Mr. Nelson for a few minutes to share with you what I can't. Which is how to make enough money that you never have to work another day in your life. There is not enough adjectives to describe him, so out of respect for each of your time schedules, without further adieu. Mr. Nelson are you there..."

Step 7

Never interject during a blast call or a three way call!



Step 8

When the speaker is complete ask your guest to stay on for a few minutes to make sure if any latecomers came on you get their names and to retrieve any email addresses you don't have of your guests!

Step 9

Call (preferably), text (if more effective), email (last alternative) each one of your guest to get a gage on each one as soon as possible.

1. Totally excited coming to the next presentation
2. Interested (needs more information)
3. Not for them (convert to a customer immediately)

Step 10

You **NEED** to send an email to the expert that presented the call so he or she can help you follow up immediately!!!

These are 10 crucial steps that make for an amazing launch. Especially number 10. People don't fail because of lack of effort. But, lack of follow up!

This process allows the system to do all the work for you and get you out of the way. A blast call allows the expert to invite out your guest, convert prospects into customers, explain the opportunity, allows you to dodge the ridiculous questions. Like "Is this a pyramid? How much does it cost? Is it network marketing? After you make some money will you let me know about it?"

Now you are still going to get some ignorant friends and family that step up to the plate. But this will eliminate you having to attempt to present the opportunity in your first 7 to 14 days in the business and mess it up.



Remember: **YOUR JOB WHEN YOU FIRST START IS TO NOT, NOT, NOT SPEAK** about network marketing, A C N, telecom or anything that you think your supposed to talk about

The only thing you want to get **GREAT AT**, is promoting someone else, edifying someone else.

Example: "I am working with a gentleman by the name of Mr. Byron Nelson; he reminds me a lot of you. He is very driven, motivated, great integrity, huge on family values. I've taken him on as a mentor and want you to meet him. I need to see if he will give me 3 minutes (tonight, tomorrow, today) to speak with you to share a project we're working on that could make us some serious money..."

I would do a blast call the night before my weekly event as well as set up special blast calls before Super Saturday Trainings, Regional Trainings or Super Sunday Events!! I would do these for myself and for my team if I consider myself a leader and want to create momentum...