



## PRIVATE BUSINESS RECEPTIONS MAKE MONEY!

By Mr. Byron Nelson

When I first started I did PBR's without knowing what a PBR was! A PBR is a private business reception. All it is is a home meeting! You invite everyone you know! It is recommended that you host it at your home. But, we have learned that any venue will do; a coffee house, Starbucks, Denny, a new prospects home, an office (if you have that luxury). These are all awesome venues to present the business.

The focus of a PBR is to create an intimate environment that your contacts, known as your warm market is familiar with, unless your credibility and sphere of influence can move them to meet you anywhere.

The key to a PBR is calling everyone on your list! Never cancel a PBR, when you cancel you lose the faith your expert has to want to work with you. A failed PBR is an opportunity to use that time to train on what you did wrong to never have another failure!

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If no one shows it's because:

1. We didn't invite enough people
2. We didn't create enough value
3. We didn't work with an executive to make the calls
4. We didn't do any confirmation calls
5. We didn't follow the system

You always want to have two PBR dates so that the ones that could not make it to the first one can be booked for your second one and the ones that faked can be called immediately to come to the second one. 50% of who you invite will show up! That is why we plan and prepare and invite everyone! Generally at least 40 confirmed guest is a successful PBR. You do not confirm your own guest! You have a third party expert do it to get yourself out of the way

This is traditionally the meeting before the meeting. Before you generally want them to show up at a regular hotel or office meeting, it would be our preference that they attended a private gathering that is not intimidating. To share the opportunity in an informal setting so they can ask questions get information and be invited to a bigger presentation. Further validating their decision to be a part of something so great!

Most people work so hard to just get them to the weekly meeting or a Super Saturday training that they dilute the enrollment process of building an understanding of the process by hoping to do a wham bam presentation by some expert.

What they don't take into consideration is that if a person joins they are looking for a leader and if you pass your power away immediately to an expert who does all the work you take away your own power to lead. It doesn't have to be a PBR, it could be a one-on-one. Which I believe is the most effective way of





sharing the business. And a one-on-one does not have to be in person if the prospect is not local to you. You can do it over the phone. Or you can do a one-on-three, one-on-two, two-on-four. This is when you have teamed up with someone to join forces to work together, which is always powerful when you work in numbers...

When doing a presentation over the phone the suggested medium is the new DVD. Whenever doing any presentation the key is understanding the law of getting yourself out of the way.

So let's say I did a one-on-one. I would still have an expert on hand to call in either at the end or in the beginning of the presentation to lay a foundation and be used as a closing tool.

It will alleviate you doing everything on your own and being left with "It sounds great, I just don't have the money right now!"

See the purpose of the presentation is not to get them in the business, but to be left with either a new business partner that you have identified beyond them or to have acquired them as a customer!