



# WELCOME

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**PROFIT WITH HONOR**

**CLASS 1**

**VH** VANESSA HORN



# What you are going to learn today:

- ✘ Will make all of the difference in you attracting the right people to you.
- ✘ Will make all the difference in how well you close.

# What you are going to learn today:

- ✘ Will make all the difference in tapping into an internal motivational source.
- ✘ Will make all of the difference in you attracting the right people to you.
- ✘ Will make all the difference in how well you close.



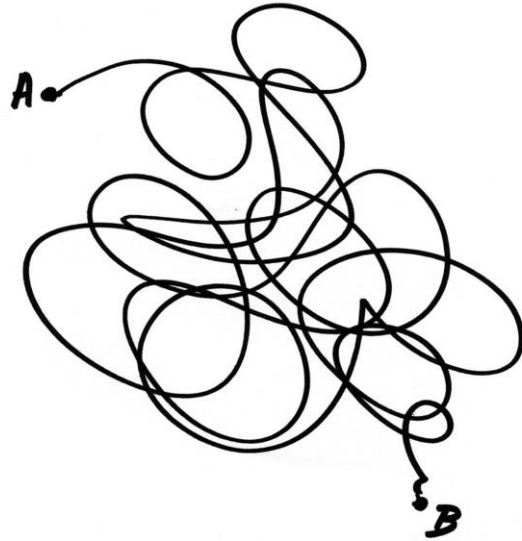
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**VH** VANESSA HORN

# What Do You Really, Really Want?



A ————— B  
THE SHORTEST WAY.

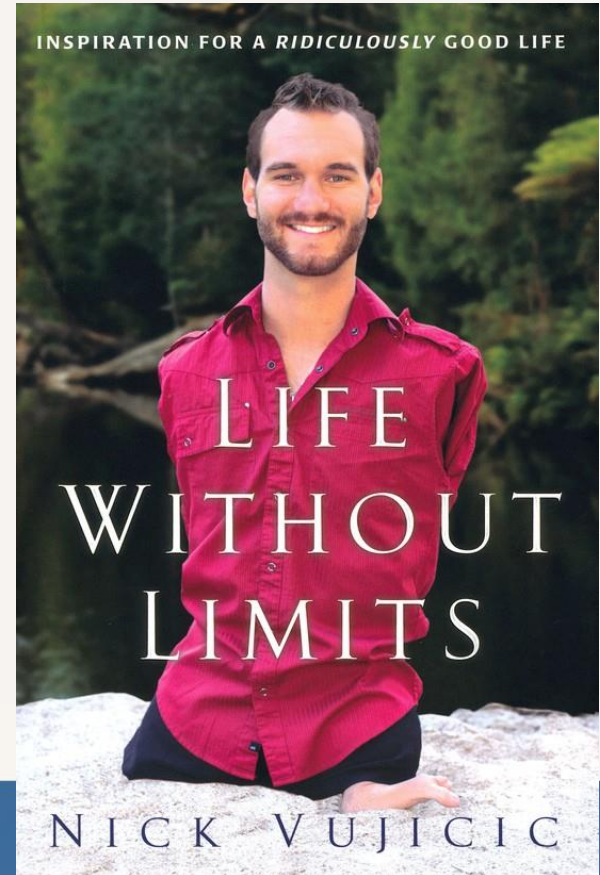


# What Do Most People Really, Really Want?

- ✘ Be Happy
- ✘ Feel Love
- ✘ Make a Difference

# Example of Inspiration

My friend said to me, “That guy has everything. I mean, he doesn’t have limbs, but he has everything.”



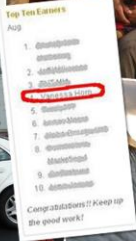
# Making it to the top with the most grace & ease



Top Income Earner



Earned Luxury Car



Multiple Luxury Vacations

## Top Ten Earners

May 2012

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2. [Blurred]
3. **Vanessa Horn**
4. [Blurred]
5. [Blurred]
6. [Blurred]
7. [Blurred]
8. [Blurred]
9. [Blurred]
10. [Blurred]



VANESSA HORN



# Problem with Most Network Marketing

- ✘ MY MLM IS BETTER THAN YOUR MLM ... (neener neener neener)
- ✘ You need to quit yours ... and join mine
- ✘ My Product has a 25,000 ORAC Value and 267 Peer Reviewed Studies from the Best Doctors in the World. It cures Cancer. Aids, Male Pattern Baldness, Fibromyalgia and makes your johnson grow. It is the best product in the history of the world.
- ✘ and yours sucks ...
- ✘ My comp plan is a Double Cycling Triple Whammy Binary Matrix Unilevel with Matching Bonuses. It pays Daily, Weekly, Monthly, and Hourly. It pays down 18 Bazillion Levels with No Breakage. Forget 100% Commissions ... this pays out 800 %. It is the best comp plan in the history of the world.
- ✘ and your's sucks ...
- ✘ The Timing is Impeccable. It's not a Pre Launch. Its not a Pre Pre Launch. It's a Pre Pre Pre Pre Pre Pre Pre Pre Pre Pre Pre Pre Pre Pre Launch. Nobody knows about it yet. Not even me. You would be the First to join , Up at the Top! It's not Groundfloor ... It's 6 feet under! It is the best timing in the history of the world.
- ✘ And your's sucks ...
- ✘ The Retention rate is PHENOMENAL! IT is 200%. For every person that joins 2 stay! IT is absolutely Incredible. It is the best retention in the history of the world.
- ✘ And your's sucks ...
- ✘ We have celebrities! ... Oprah joined. Tom Cruise, Brad Pitt, Angelina Jolie, Tom Hanks, Justin Beiber even joined (because the product makes your johnson grow) and Donald Trump! We have LOADS Of celebrities!
- ✘ And you don't ...
- ✘ Please are making BIG BIG money. John made 10k his first month! Sally made 120K in 90 Days. June, an 87 year old blind paraplegic with no experience made 53k her first week!
- ✘ FREE SIGNUP, MASSIVE SPILLOVER, WE DO ALL THE WORK. It is the best opportunity in the history of the world!
- ✘ And your's isn't ...
- ✘ PM Me Now and I'll send you a signup link. (I Don't like to spam Facebook with my link)



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# You Look & Sound Just Like Everybody Else



**VANESSA HORN**



What's it take to have that:

# IT FACTOR

What's it take to have that:

# I – Inspire:

Inspire: [L. inspirare (in-in + spirare - breath, courage, vigor, the soul, life)] 1. to breathe 2. to infuse life into by breathing 3. to have an animating effect upon 4. to cause, guide, communicate, or motivate as by divine or supernatural influence.  
- Webster's New World Dictionary

“He Who Has Saved One Life, Has Saved the World Entire”



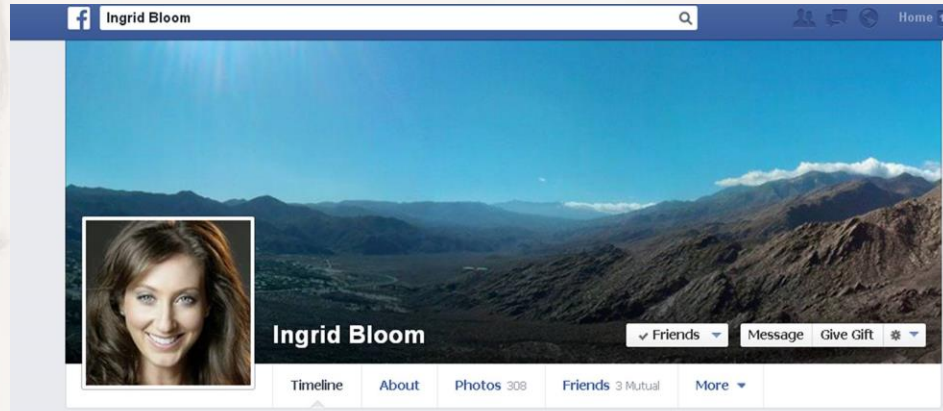
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# The Power of Story

- ✗ Tap into their emotions
- ✗ Get them excited to go deeper
- ✗ Get them excited to take action
- ✗ Increase Engagement
- ✗ KNOW, LIKE & TRUST YOU



# Example



A screenshot of a Facebook profile page for Ingrid Bloom. The profile picture shows a woman with long brown hair smiling. The cover photo is a landscape of mountains under a blue sky. The name "Ingrid Bloom" is displayed in bold black text. Below the name are buttons for "Friends", "Message", and "Give Gift". At the bottom of the profile section are tabs for "Timeline", "About", "Photos 308", "Friends 3 Mutual", and "More".



A screenshot of a Facebook profile page for Ingrid Bloom, featuring a promotional post. The post text reads: "Have you struggled feeling like success is for others but you are ready to have it for yourself? I can help." Below the text is the name "INGRID BLOOM" in large pink letters, followed by "Success and Money Breakthrough Coach" in smaller black text. A small profile picture of Ingrid Bloom is on the left, and the website "INGRIDBLOOM.COM" is on the right. At the bottom of the post are tabs for "Timeline", "About", "Photos 308", "Friends 3 Mutual", and "More".

# Example



"Success is walking from failure to failure with no loss of enthusiasm."  
- Winston Churchill  
99COVERS.COM



**Giselle Crouch** ➕ Add Friend Message

[Timeline](#) [About](#) [Photos](#) [Friends](#) 12 Mutual [More](#)



*Do you desire a deep bond with your child and a lifestyle that supports what you value most? I'm here to help.*



**GISELLE CROUCH**  
DOULA & PARENT/CHILD CONNECTION COACH



# Example



What's it take to have that:

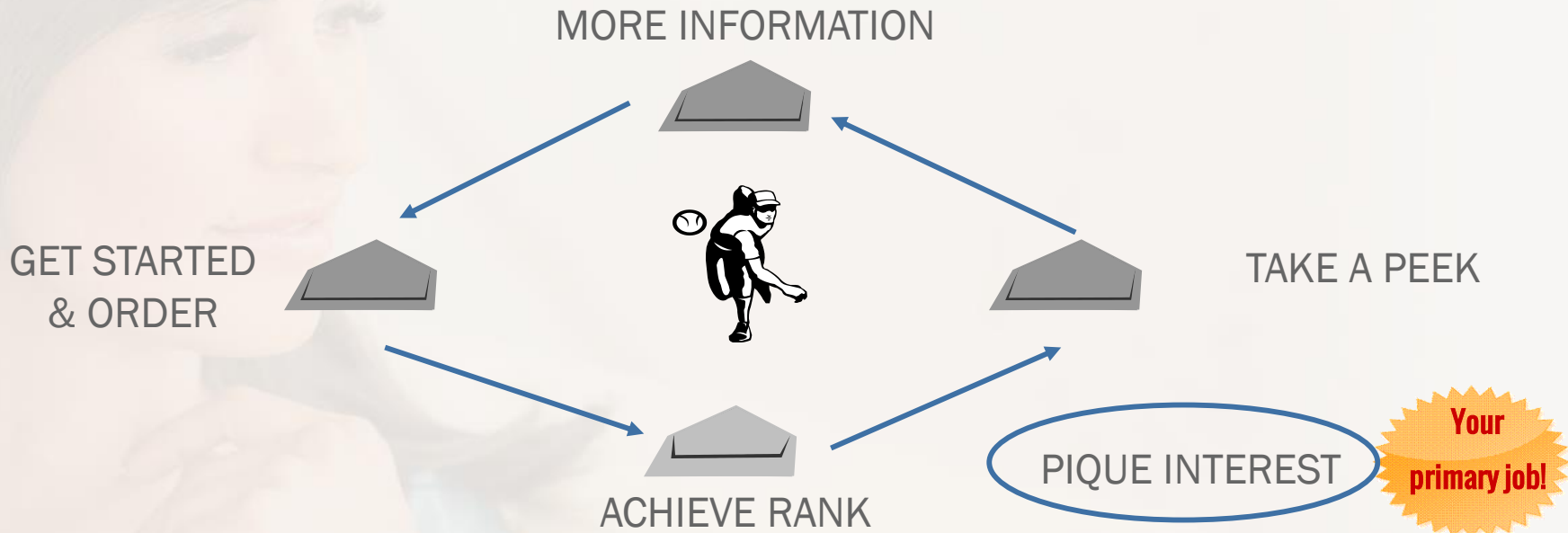
IT FACTOR

What's it take to have that:

# I – Inspire:

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- Webster's New World Dictionary

# Look at it like a baseball diamond



# Weekly Activity Sheet

Name \_\_\_\_\_

Dates \_\_\_\_\_

Week # \_\_\_\_\_

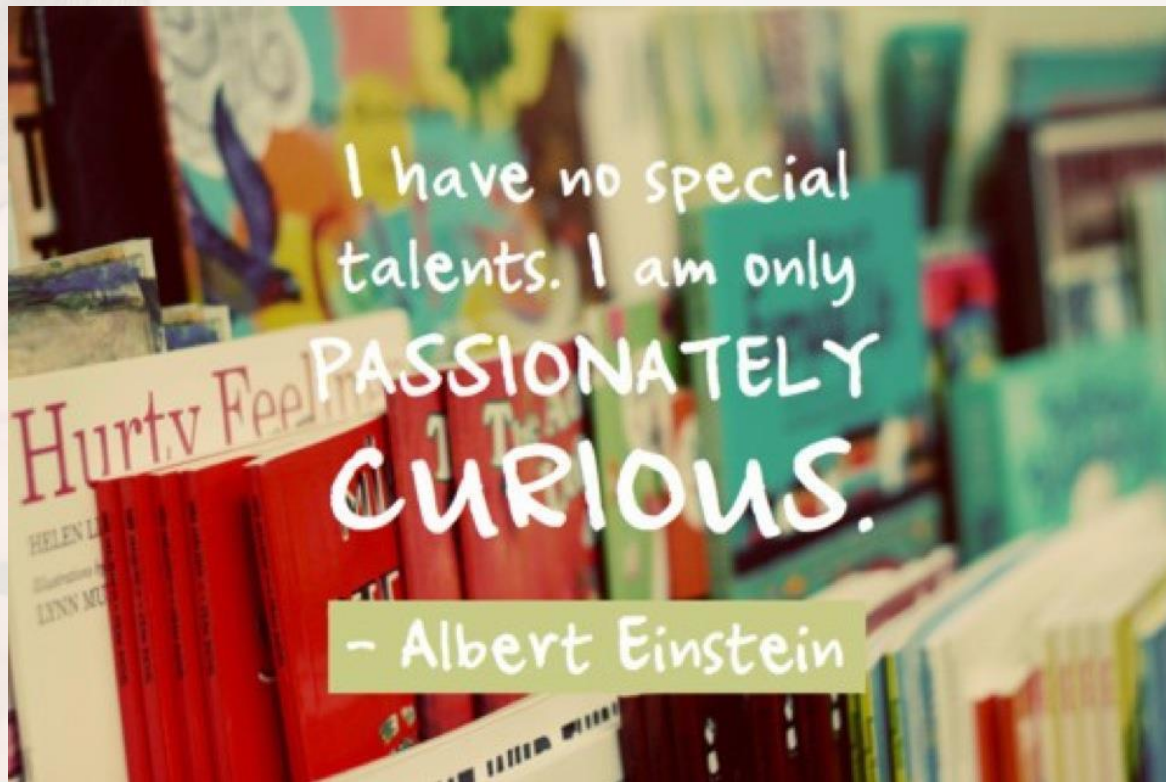
	Contact List for the Week <small>New contacts or follow-ups with whom I did not previously connect.</small>	Phone #	Pique Interest	Take a Peek	More Information	Close	Helped Rank	Notes
			<small>initial contact</small>	<small>First base</small>	<small>2nd Base</small>	<small>Third Base</small>	<small>Home base</small>	
			<small>date</small>	<small>date</small>	<small>date</small>	<small>date</small>	<small>date</small>	
1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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17	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
18	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
19	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
20	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

"Successful people are willing to do what unsuccessful people are not." | "Short-term sacrifices for long-term rewards."

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# Be Fully Present - even in the brief encounters





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**MOST MEN LEAD LIVES OF  
QUIET DESPERATION AND  
GO TO THE GRAVE WITH  
THE SONG STILL IN THEM.**

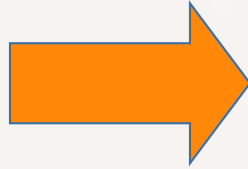
**HENRY DAVID THOREAU**



# How to Motivate Others

**A friend is someone who knows the song in your heart and can sing it back to you when you have forgotten the words. - Albert Camus.**

# Pain Island



# PLEASURE ISLAND



What's it take to have that:

# T – Transform:

- ✘ Serve.
- ✘ Holding them to the highest version of themselves.
- ✘ Paint the picture of what is possible.



What's it take to have that:

# Inspired Action

- ✘ I'm going to show you how to do this in the close.

# How to Motivate Your Team

- ✗ Don't.
- ✗ Instead, inspire them

# Time is not Linear



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# How to Use Inspiration

- Edification
- The close
- Everytime after that

# Practical

- Getting more qualified and like-minded business partners

Branding

The close

More motivated team

Make this investment of time meaningful