**Getting started with SCWL**

First of all: to make progress as an SCWL rep you have to be the sort of person who finds the reprogramming of the subconscious mind, by way of repeated subliminal stimuli to be able to make a wide variety of very natural permanent changes, normally very difficult to do, most fascinating and intriguing.

Your commitment to getting started with Midwest Research SCWL is to firstly, perhaps, put together an information display folder of printouts taken from the documents and articles on the scwl.org website. Then once you have made it up, show your handiwork to some friends, neighbours, workmates and relatives. Show them an A3 list and ask them if they would like to either buy or join and make up their own folders or come, say, to a day or evening presentation 'party'. Aim to get two or three presentation 'parties' booked up and to book a few more off those and perhaps start the 'endless chain of bookings' concept so you will always have party demonstrations booked up.

You can also consider getting a cd display case that holds 80 or 120 CDs for display purposes to help close sales. Cd's for this purpose can be supplied at a discount and you can sell out of it. Such are to be found on Google and eBay, etc.

There are two sorts of people you can sell to and two sorts of people you can join up: people you know and people you don't know. Start with people you know to get their feedback and reactions. Since after 40 years there are no problems with the product on industry or company this should pose no problem.

When you move onto people you don't know you will achieve greater endless results. The following is perhaps the best way to get in touch with people you don't know who will become your purchasers or sub-agents.

To get into higher gear and slowly take off into the stratosphere invest either $320 or $480 to get either an initial 1,001, or better still 3,001, of the A3 handouts printed, with a few A4's large print A3's, all with your own details inserted on the lists replacing mine. I can put in your first order for you with Officeworks for 3,001 to help you get off to a fast start.

1,001 A3's properly given out and with some simple introductory lines (“Allow me to give you a list of our 180 titles developed over 39 years of research. My phone number is on there.”) should bring you $1,000 to $8,000 income. 3,001 given out should bring you $3,000 to $25,000 as amongst those sales there should be a smattering of buy 10 get 15's, buy 15 get 25's and buy 20 get 40's, I.e. $300, $500 and $800 commissions taking your earnings for a month’s work into the thousands of dollars.

Here are results you could get if you are prepared to get into nice friendly chats with people you give the 3,001 lists to, say at the rate of only 35 – 50 per day for three months.

If amongst the 3,001 A3's there result over three months:

6 buy 20, get 20 more free's,

8 buy 15, get 10 more free's,

10 buy 10, get 5 more free's.

15 buy 7, get 3 more free's

25 buy 5, get 2 more free's

50 buy 3, get 1 more free's

85 buy 1, get 0 more free's

And for each purchase, they can book a party if they are so inclined and want some further contact and support or they can become sub-agents under you.

That is 199 sales out of 3,001 A3's given out with some good introductory chat, and some follow up if interested; a near 7% success rate.

In three months you can earn:

6 buy 20, get 20 more free's = 6 x 40 x $20 = $4,800,

8 buy 15, get 10 more free's = 8 x 25 x $20 = $4,000,

10 buy 10, get 5 more free's = 10 x 15 x $20 = $3,000.

15 buy 7, get 3 more free's = 15 x 10 x $20 = $3,000

25 buy 5, get 2 more free's = 25 x 7 x $20 = $3,500

50 buy 3, get 1 more free's = 50 x 4 x $20 = $4,000

And 85 individual programs = 85 x 1 x $20 = $1,700

**$24,000**

That's 199 sales over 90 days at about 2 per day.

Your total earnings over three months for an outlay of $480 to print 3,001 A3's from Officeworks can be **$24,000!** Hence each $1 spent becomes $50. Each A3 which initially cost 16c turns into $8 in the long run. Giving out 35 A3's per day as discussion starters should average out to about $280 income per day if you do a reasonable job with some follow up. Remember, on the law of averages, half will be interested and half won't, but with skill and persistence you can get that up to two thirds. A 5,000% return on your money in 3 months is an excellent working investment of $480.

This works out to an income of **$96,000** per year or **$8,000** per month or about **$2,000** per week (with two weeks off) or **$400** per day for a 5 day week for selectively giving out 35 – 50 A3 handouts per day with follow up through to people who show real interest and are responsive once you become proficient and professional. Always aim to get their card when you give the interested receptive ones a list. At 35 – 50 per day, it is not too difficult or time-consuming.

You can more than double this up to **$60,000** every three months by doubling your efforts or by building a 3 x 3 team of 12 on your first line who do the same.

$24,000 from your own sales + 12 x $3,000 overrides ($36,000) = $60,000 every three months, **$240,000** per year. It is not Lotto, you have to do some work, but it beats going to a job each day, day in, day out, and you meet a lot of nice people and have a lot of your own time as your own. A very nice social business all for only the outlays of the printing of the A3's and some coffees.

Think what you could earn if you can get your sale close rate up to 15% or even 20 or 25% by carefully selecting who you give the A3's to at the rate of 35 – 50 per day and getting into chats and taking some for coffees if they show real interest.

It is not Lotto, but it is close to it. You have to do some work, but the bottom paragraph is better than Lotto because you do win.

If you get 1,001 A3's and give out 35 – 50 a day with little informative introductory chats, the A3's should last about a month for $320 - $480 outlay for your printing. 3,001 at 35 per day should last three months and, as said, bring you $3,000 to $25,000.

It can be daunting for a new rep to do both the handing out and chat through and the entire sale of what to many is an entirely new and unfamiliar product. If you do, your commission is $20 per program **including on the free ones**.

If you are in the 'apprentice' stage and are fearful of closing the sale, I can help achieve the sale.

If you make the sale at a sit, your commission is $20 per program sold.

If you are in the sale process and do a 'call a friend' to me to seal the deal and chat them to a higher number of programs bought your commission is $15 per program, but the sale will likely be higher.

If you are afraid to do the sale and do not wish to do the 'phone a friend' but merely pass on phone numbers of people you have given lists to who have shown interest, and I do the entire sale your commission is a finder's fee of $10 per program.

You may care to have me along to do a few sales for you with a person who expressed interest in the list of titles, and your commission will be either $10 or $15 per program sold, but you will learn how to make a sale. It is not hard, and I am happy to do some sales with you to get you started with those to whom you give lists at the rate of say 35 per day.

Giving out 35 – 50 per day in busy places will take you about 15 to 30 minutes of work per day and anyone can do it. At 35 – 50 per day, it is leisurely, and you can be relaxed and get into chats.

You may care to give out A3's until you have had three reasonable interest chats with 'handoutees'. You should take your folder and a cd and even go to coffee with one or two and make a sale.

When you introduce some new sub-agents, you can do the same training with them.

The Universe rewards action, nothing much else.

The degree, quality and variety of the exposure you create determines your success.

Take action, and some results will follow. Yes's will come with no's and no's will come with yes's, all jumbled up for you to sort out and get the sale. No's are good, they save time; yes's take longer and bring money with them.

The more no's you get the more yes's you will get. Of course the better and more knowledgeable you become with the product and with people the more yes's you will get as no's turn into maybe's and then tip over into yes's.

**Exciting new way to be ‘paid’!**

I also now have a third way you can be 'paid' due to an ongoing legal matter I have been involved in since the age of nine in the Supreme Court. By way of my legal case, I now have a facility which has developed over many years where I can offer the outright 'wiping out' of loans and debts to the more serious and keener agents. For example: if you have a mortgage or some bad debts and would like them wiped out it can be done by legal means arising from my most unusual Supreme Court case. This can also apply if you have a particular desire for a major acquisition of some sort for the harder workers. If this interests you, please contact me to make a special appointment to discuss.

David

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