

**Perry Marshall
Part Four
Why You Should
Attend**

1 Redefine Relationship

- Not a seminar
- Not a boot camp
- Not a pitch-a-thon
- Nothing will be sold

2 Depersonalize The Interaction

- You are not just some nameless face in the audience
- You are building a personal relationship
- Our work is focused on ramping up your business. I don't believe in fluff. And you'll never see me promoting a product just for a commission.
- We develop a personalized team approach
- I become your guide and coach

3 Minimize The Request

- I Want You To Make A Decision Now
- If the price was just 1 dollar would you come? there have been one dollar seminars but they are just pitch fests
- The price isn't one dollar- it's less than people suggested I charge - possible more than you've ever paid
- Eben Pagen held a \$10,000 seminar recently
- People held a seminar for \$10,000 teaching how to start a supplement business
- One of my members joined a high priced coaching program and watched what they called a high level program on PPC and told me he was shocked by the old out of date information they were teaching.

4 Guarantees and the Future

- Spell Out Money Back Guarantee
- Where Do You Go From Here?
- I'm Part of Your Team
- Special Priority Access To Me
- Details on Special E-mail Program
- Details of the regular program

5 Raise Self Esteem

- You Were Wise Enough To Know You Needed Some Help
- You Were Honest Enough
- You Have An Idea and Are Ready to Take It To The Next Level
- This is not for you if you want to stay where you are
- Learn how to think, act, talk and behave like a successful person

6 Distract & Disrupt Resistance

- Introduce Price
- Tell Rags To Riches Story A
- Tell Rags To Riches Story B

7 Acknowledging Resistance

- Even if you're very upset about the price, you can recognize it's a bargain
- This is your chance to get a proven expert on your team for a below market price