



LELEZ_B&A000770

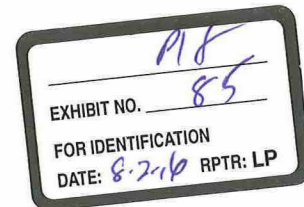
FW: 2013 Strategy

2 messages

Roger Freeborn <coachfreeb@bfsmail.com>
To: Roger Freeborn <coachfreeb@bfsmail.com>

Tue, Mar 12, 2013 at 12:19 AM

From: CoachFree [mailto:coachfreeb@bfsmail.com]
Sent: Monday, March 11, 2013 9:21 PM
To: Free Free
Subject: 2013 Strategy



Greetings Team!

By now you have received Greg's 2012 Tax Prep Update for you to use or more importantly, to have on hand for when a person in your downline calls you for help. This Tax Prep doc will take care of the vast majority of questions folks have as they go to their CPA or H&R Block tax preparer. TurboTax is a little more involved because it's created to cover ALL situations, so you have to know how to manipulate it properly to get the right Forms. If you have trouble with that, email or call me (503.312.2138) & I can help.

As you know, I took myself out of the loop primarily for health reasons a year ago. Our local GP said I had a case of MS & we needed to see the specialist to get a treatment plan underway. We made arrangements to see the "specialists" in the highrise office BLDG in the yuppie suburb, went to the appointments, again & again for months. Every time we would go, more tests would be ordered up, & More & . . . Long story short: we had to travel to the Cleveland Clinic to get a confirming diagnosis & treatment plan along with the right medications to keep things managed & in check. This email is your notice that I am back in the game for everyone on the team. Please call me & I will help. Why would I do that? Remember: EVERYONE WHO PARTICIPATES IN THIS PROGRAM MAKES MONEY - & THE BEST WAY TO EXPAND YOUR BUSINESS IS VIA A 3-WAY CALL WITH ME.

The BEST thing I have done is to completely change my diet to what the Good Lord intended for us to eat & have lost 100#s. Remember: Fresh is Best, everything from scratch - NO processed foods - & nothing but the leanest meats. You all know you should & I will confirm how much better you would feel. I am even in training to run a Triathlon or Dualathlon with my daughter next summer.

This email specifically addresses how you can use these next 5 weeks to help you grow your business if you want. By now, you have already heard people saying things like: I have to figure taxes this weekend; We have an appointment with our CPA over taxes on Monday & we don't think we're going to like it; or I

wish my Refund were larger this year; or God forbid, We did our taxes last weekend and we are going to have to pay this year!.

I want to share with you what I am doing to help these folks out when you hear the above or something similar. First of all when you hear something like the above, ask the M A G I C Question, "Do you like paying (figuring) taxes?" Now the answer for 99.99% of the folks it will be "NO!" Believe it or not, I did have a wise-guy say 'yes' a few weeks back which is OK by me because I did not waste any more time with him & moved on to someone that could use the help. It's he who will be walking away from \$Tens of Thousands left on the table.

Do not be discouraged. Know that 1/3 of the people will not enroll because they, or their CPA, thinks this is too good to be true [even though you have been doing this for up to three years like I have] and will not take the time to educate themselves. My friend Hank who is in the business will tell you that, "Ignorance in taxes is very expensive."

Another third of the people who will listen to what you have to say – be intrigued – but will always have another question for you to answer before they enroll. And that's OK. Everyone's comfort level with the RaPower3 Program is different. Remember that time is on our side since the current program runs through 2016. There's going to be a ton of news coming from the RaPower3 Delta Project this year, especially now that the weather has finally broken, the ground is drying out for outside work to be completed & afternoon temps rise into the 60s. For this middle 1/3, just ask if it is all right to just keep them informed on the project's progress over the coming months. Their comfort level may change with your news & enroll in the future. I have done this with people for as long as 2-3 years before enrolling. That's OK, because if they enroll later this year (or next), their enrollment will cover 4-5 tax years which translates into years of purchasing & commissions. In addition, it means 5 years of residual income from all those additional people in your downline. The important thing is to maintain contact & your smart phone makes their information easily accessible.

Two things to keep in mind: (1) It's not the people you know, it's the people they know. I was helping a downliner [owns just one system right now] last week who knew a relative that will buy dozens of systems. That's way cool for them . . . & me; because . . . everyone who participates in the program makes money, right? (2) This program while written by Congress for the deep-pocketed people, works for all. It allows "Average Joes" to jump into the big pool just like Daddy Warbucks would. Keep in mind that every "Average Joe" who joins the team means \$100,000 of commissions & residual income for you over the lifetime of the contract.

Finally, there's 1/3 of the people who will respond to the help you are offering & enroll. These are the people you want to take your time to identify, work with & enroll because enrollment this month means a commission check next month. AND this strategy is even better to use with all those taxpayers who file an extension till OCT to do their taxes, and why do the majority do that? Because they think they're going to have to pay & you can help them get all that money in addition to their taxes for this year and last back & put it work for them fostering renewable energy for the nation while zeroing out their tax liability thru 2016 & beyond if they want.

Furthermore, you can also use this strategy with those higher income people who pay quarterly taxes – you can help them NOT pay quarterly taxes AND increase their bottom line for 2013 at the same time. What a deal.

We are constructing an XL doc that will make the figuring go easily & quickly. Just print out hand them

the attached along with your business card (you do have your own business cards, right?) that has the website on it that they can study while we are figuring up the numbers, making sure they watch the 15 video, RaPower3 Introductory Video, [goo.gl/bWpuD]. Be sure to ask them when they will watch it: "8:00 tonight? Great! I will call you at 8:30 to see what you think. What's your best phone number?" Be sure to make this phone appointment. Remember! This is at least a \$100K conversation you are having with this prospective client. When you call him at 8:30 ask THIS QUESTION: "What did you like about what you saw?" Be specific on this. When he answers, talk about all the good things he saw & liked about the movie. When the conversation moves along to questions, perhaps something you are unclear on, or what's in it for them, whatever – you begin to end the call with this statement, "Listen, I do not have all the answers & I need you to give me back or text me the answers to those questions I gave you so we can work up an individualized plan just for you, one which maximizes your benefits. I will have our National RaPower3 Director go over my figuring to make sure that your plan is right for you & call you back tomorrow night. I can call you at either 7 or 9pm, which time works best for you?" BE SURE to get the time solidified. Run the numbers through the XL Sheet (attached) & get them to me for verification. We will discuss your follow up call. What we want to do is to make it a 3-Way call with them. We dial them up and you say, "Mike! We lucked out & were able to have Roger Freeborn join us on the call tonight to discuss your benefit plan. Say hello to Roger." And we go from there. I will pick up the conversation, explain his plan, answer questions & go for the close. Remember your ABCs = Always Be Closing!

It will take them less than 10 minutes to get these numbers off their forms or from their CPA. The average family's benefit - \$\$\$ in pocket – next year amounts to \$7,500. Right now, the total package covering all 35 years amounts to \$300,000. BUT DO NOT tell them that up front. Just make them aware that it will be very beneficial for them. There's lots of THEIR money at stake.

If you are going to do this; & if you are willing to build your business & get a bigger commission check, the following approach works the best:

1. Listen for the tax return complaining conversations
2. Ask the M A G I C Question: "Do you like figuring (Paying) taxes?"
3. Explain to them your experience: "Well neither do I; that's why I DON'T pay any. Would you like to learn how not to as well?"
4. Hand them the card. Tell them it takes less than 10 minutes to get the numbers filled in (that means, for them, that 10 minutes translates into value of a \$40,000/hour job).
5. Email/text me (503.312.2138) the numbers they give you & make sure you include your best phone number so I can get back to you quickly.
6. I will work on the numbers, get you on the phone, explain the steps & bottom line on how it goes. We – You & Me – will set a time for a 3-way call with the prospect.

THIS IS THE BEST WAY TO BUILD YOUR BUSINESS. WE ARE PROVIDING A SERVICE – ADDING VALUE – TO THE PROSPECT. If they do not take advantage of what is rightfully theirs, they will be walking away from \$hundreds of \$Thousands of \$\$\$ & your commission checks will be puny & we don't want that. I want you to join Jacquie & me on the beaches of Hawaii where we will celebrate our 47th anniversary in October. Tickets are already bought and the planning rages on including cheering my son in law to the finish line at the IRONMAN again. Of course, he has to qualify which would be his

5th year in a row.

What's not to like about that?


WE'RE STILL GOING GREEN


Roger Freeborn, RaPower3

503.312.2138

P.S. I know this email is long, but remember: My job is to make you a \$Millionaire. We can qualify you for a \$Million over the next six weeks. If you have read this far into the email, I believe that you are serious about building your business and willing to work this program. What you are not aware of are some special circumstances that no one knows. To find out how they can benefit you & you are serious, call me & I will explain.

2 attachments

 INDIVIDUALIZED RaPower3 BENEFIT REPORT FOR.docx
61K


 ATT00103.htm
1K


Roger Freeborn <coachfreeb@bfsmail.com>
To: Roger Freeborn <coachfreeb@bfsmail.com>

Tue, Mar 12, 2013 at 12:19 AM

[Quoted text hidden]

2 attachments

 INDIVIDUALIZED RaPower3 BENEFIT REPORT FOR.docx
61K

 ATT00103.htm
1K