

# **SECRETS** **TO** **SUCCESS**<sup>SM</sup>

Fast – Start Guide

A POWERFUL STEP-BY-STEP SYSTEM FOR MAKING MONEY  
QUICKLY IN YOUR NEW BUSINESS

( Revised May 1, 2019 )

**The. . .Secrets to Success System<sup>SM</sup> was developed by Independent Entrepreneurs. The purchase and use of various products and services discussed herein are recommended. However, none of the recommended purchases are mandatory. As with any business, your results and income will depend upon your own individual efforts and determination to succeed. No level of success or monies can be guaranteed or implied.**

# THE MANUAL

**This MANUAL is designed with the ambitious person in mind. With this MANUAL, an ambitious person will be able to have one source as a reference to find a complete How-to-Succeed Step-By-Step section and an Easy-to-Follow System which includes all reproducible forms.**

**New Business Professionals and Prospective New Business Professionals will be encouraged to read this all-in-one source MANUAL. If you will take just one evening of your time to read this MANUAL from front to back, (it's in a very easy-to-read format), you will know you made the right decision to join or considering joining RWK SOCIAL<sub>SM</sub> and know more about RWK SOCIAL<sub>M</sub> than most people ever know about the company they are associated with.**

**At the very least with this MANUAL, you will get to know who RWK SOCIAL<sub>SM</sub> is, what it is all about and you will plainly be able to see the integrity of RWK SOCIAL.**

# MANUAL GOALS

To direct you steadily toward the goals and dreams you have set before you at whatever level of success you desire in Business.

To encourage and assist you in your efforts to operate your business as a Business Professional by providing you with accessible answers concerning RWK<sub>SM</sub> and a detailed explanation of the exciting Business and Sales Products Plan.

To be readily available to the Business Professional without regard to how much time has lapsed between periods of activity or inactivity when an opportunity presents itself to share the exciting and profitable Business Opportunity and Sales Products or to share a detailed description of your Winning Team. To aid the Business Professional in their recruiting efforts, from being confronted with repetitive questions. Also, to aid Business Professionals, regardless of their experience in recruiting, to effectively recruit prospects with information in a form that anyone can read and understand on an independent basis.

To simplify the process of information distributed to the Business Professional base in order to reduce the call volume of simple and repetitive questions they may have concerning Retailing or Business Building which has been previously covered in their Manual. This enables us to utilize our administrative time.

To provide the Business Professional with all the professionalism of the Company but yet continue to operate as a Business Professional who owns and operates his/her own business.

To be used as a recruiting tool by the Business Professional. When the prospect views the Manual and sees the quality and professionalism with which we at RWK have used in the Manual, the prospect will be able to make a positive decision based on the information that has been presented.

Keep plenty of Manuals working for you so your business will keep growing.

# ***Corporate Mission Statement***

## **Mission:**

We are the premier Business Opportunity in the country by providing the most dynamic and exciting savings on products and services available today. Our goal is to renew spirits one at a time. Our mission is to help individuals everywhere achieve their financial goals and dreams.

- To provide a better lifestyle for you and your family.
- To offer financial freedom and independence to those men and women who are willing to put into motion their desires, dreams and goals.
- To bring back to working men and women a sense of fulfillment while they work and at the same time provide a way to earn substantial incomes.
- To be a big part in making this world a better place not just for today but for generations to come.
- To bring families back together by providing a way for the Moms and Dads of today to be able to meet the financial demands of today's world by offering them The RWK SOCIAL Business Opportunity.

**Your Future Is Now!**

# Welcome to the Incredible World of Home-Based Business

Dear Fellow Entrepreneur,

Congratulations on making the decision to join us. Our step-by-step recipe for building wealth recommends tools to help you in your journey to success. The next step is to take action and apply these tools.

Sam Walton, the founder of Wal-Mart, used to say, "Doing nothing is the best way to get nowhere."

Please don't be like the thousands of people who say they want to change their lives, but do nothing to make it happen. You've made a wise decision in joining us. We've helped change many lives with our amazing products and system. If others can succeed with our products and system, why not YOU and why not NOW? As long as you consistently work hard and follow the plan, we can't think of a reason why you wouldn't succeed!

This system has been tested repeatedly by ordinary people, some with amazing results. Follow and use it daily to build your own highly profitable home-based business.

We've gone through years of trial and error and have spent hundreds of thousands of dollars perfecting this system. It is designed to help remove confusion, eliminate fear of failure and help you achieve your individual goals whatever they may be, faster than you have ever imagined possible - without having to "reinvent the wheel"!

Be sure to stay in touch and join us frequently on our Social Media Q & A Training. You will be able to interact with us and many of our top leaders in the nation personally. On these valuable Trainings, you'll receive step-by-step guidance, personal mentoring and an opportunity to get all your questions answered quickly and efficiently.

We look forward to hearing about your success and meeting you personally at one of our upcoming webinars.

Sincerely,

RW "Kirk" Kirkland

## **Setting Personal Financial Goals**

A good way to help ensure success is to write down on paper your short-term and long-term financial goals.

Use a clean sheet of paper to list your goals.

Make sure that your goals are realistic! This list should be prioritized with estimated completion dates for each goal and contain a maximum of 10 goals at a given time. Put this list aside in a safe place and begin working the Secrets to Success system. Follow the system step-by-step. We recommend that you **DO NOT DEVIATE** from it without first consulting with your Managing Rep / Distributor! Review your list of goals in exactly one year. We believe you will be pleasantly surprised how many, if not all, of your goals will be achieved.

## **This Is Not A Get Rich Quick Scheme!**

Do not look at this business as a short-term “flash in the pan”. It’s a serious business that changes people’s lives and it has a huge financial potential. Make a long-term commitment to build your business (24 months minimum) stick to it and you will most likely find that you have succeeded beyond your wildest dreams!

## **Someone Has Crossed Every Bridge Before You.**

Don’t worry if, at times, it seems you are not getting the same results that others are getting in their business. This is perfectly normal for anyone just starting in business for the first time. Almost any mistake you could possibly make, someone has already made before you. All you have to do is get on our social media and find out why you are not getting the same results as others. Chances are, financial freedom is only a few minor adjustments away!

## **In Order To Be Successful, You Must Take The First And Most Important Step of All And That Is, Get Started!**

Be proud of yourself! You have done something that most people never do. By reading this information and following this system you have taken the first step and have invested in yourself. *Complete the remaining steps and you may find that you are on the way to the success and financial rewards you deserve!*

# The Five Keys To Success:

- ✓ Passion    ✓ Patience
- ✓ Resolve   ✓ Persistence
- ✓ **Self-Discipline**

**1) Passion** is the key to resolve. You must know why you are starting your home-based business. You must know exactly what you want and what price you are willing to pay to get it.

**2) Resolve** simply means doing whatever it takes to be successful and sticking with it even after your initial enthusiasm has worn away. Knowing why you are doing your business is the key to passion and the only way to maintain your resolve.

**3) Self-Discipline** is extremely important in your new business. The #1 reason for not achieving success in any business is a lack of self-discipline. No matter what business you choose to pursue you will have to take daily action if you want to build a large profitable business. If you do a little each day, you may be surprised at how much you can accomplish and how easy it really is to succeed!

**4) Patience** is a must. Rome wasn't built in a day! We are very fortunate, because we have the ability to make money quickly with this system. Yet, the big success that comes with teaching, training and mentoring others will take time. It is important to realize that, from time to time, not all things will happen as you expect. Some things will happen more quickly and some more slowly. There is a good chance that success WILL happen if you are patient and persistent. When it does, it may come so quickly you will wonder where it has always been!

**5) Persistence** is the most important overall key to success. If you are frustrated because things you have tried in the past didn't work, don't be. You need to remember that success is a process! If at times you feel like you are a failure and nothing will work, think of this person - his name was Abraham Lincoln. (See diagram on next page)



## **“Portrait of a Successful Failure”**

**Failed in Business - Bankruptcy, 1831**

**Defeated for Legislature, 1832**

**Failed in Business - Bankruptcy, 1834**

**Sweetheart - Fiance Dies, 1835**

**Nervous Breakdown, 1836**

**Defeated in Election, 1838**

**Defeated in U.S Congress, 1843**

**Defeated Again for U.S. Congress, 1846**

**Defeated Once Again for U.S. Congress, 1848**

**Defeated for U.S. Senate, 1855**

**Defeated for U.S. Vice President, 1856**

**Defeated Again for U.S. Senate, 1858**

**A B R A H A M L I N C O L N**

**ELECTED PRESIDENT OF THE UNITED STATES OF AMERICA, 1860**

**“YOU CAN NOT FAIL . . . UNLESS YOU QUIT!”**

# Don't Be Impatient!

It is not uncommon for people to get impatient and want success overnight. You must realize that success is a process. You must be patient, persistent and NEVER, EVER GIVE UP! Remember this, "Failure can not tolerate persistence!"

If you are persistent at your business, it is almost impossible to fail!

*Remember the only difference between a big shot and a little shot is that a big shot is just a little shot that keeps on shooting!*

## Success Doesn't Just Happen. You Have To Make It Happen!

Don't let anybody tell you that you can't make it happen because you can!! However, it will be up to you to take consistent action and follow the recommended plan.

### Timing is Critical!

You couldn't have picked a better time or made a wiser decision than to get involved right now. Many lives have been changed with this program. Now it's YOUR turn!

The good news is you have only scratched the surface in your business. As you can see, the BIG money is still to come! How much of this money do you want to claim? THE CHOICE IS YOURS!

### Support! Support! Support!

Lastly, remember that we are always here to help you. You are in business for yourself - not by yourself!

## Recommended Reading

These books have helped change our lives and the lives of many others. We recommend that you invest in them. The primary focus of these materials is on programming your mind to have the right attitude. Remember . . . Success is 99% attitude! In order to be a millionaire, you must first think like one!! The following list is comprised of books that we have used personally to develop our entrepreneurial philosophy and foundation. These materials have helped improve the lives of millions of people around the world. It is our prayer and hope that you can personally benefit from them as well.

Most of these books can be found at major bookstores and/or libraries. If you have Internet access, you can also order many of them by going online to Amazon.com..

\* **See You At The Top** by Zig Zigler We highly recommend this one!

\* **Becoming A Person Of Influence** by John C. Maxwell & Jim Dornan

**Lead The Field** by Earl Nightingale

**How To Win Friends & Influence People** by Dale Carnegie

**The Power of Positive Thinking** by Norman Vincent Peele

**The Richest Man In Babylon** by George Claso

\*\***Think and Grow Rich** by Napoleon Hill

\*\***The Holy Bible - Easy To Read Version**\*\* My personal favorite!

\* \*\* **These Books Are Highly Recommend**

# You're Only Moments Away From Help!

**EDUCATE YOURSELF FIRST!** Read everything in this guide. You will find that most of your questions will be answered within this material. However, it's normal to have questions as you begin your business. Our system is designed to ensure that top marketing experts are always available to quickly and efficiently answer your questions.

There are two different ways to get your questions answered.

First, you should stay in frequent contact with your new Business Partner, especially during the first few weeks of your business.

Second, you have a unique opportunity to have your questions personally answered by some of the nation's top leaders in business including Kirk Kirkland - all from the comfort of your own home or business!

Remember, you are only one moment away from your answer. NEVER stop because you have a question. Simply, go online and get plugged in.

## **SUCCESS IS A JOURNEY - NOT A DESTINATION**

Know why you are starting your home-based business.

- ❖ Do you want more time / freedom to do what you want when you want?
- ❖ Do you want to get out of debt?
- ❖ Do you hate your job?
- ❖ Do you want to be your own boss?
- ❖ Do you want to be able to spend more quality time with your family?

Use this space to write down any additional reasons that you have for starting your home-based business:

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Whatever the reason, make sure that you are passionate about it! This will allow you to be disciplined and keep you eager to take action everyday.

# Stop Trying Harder

## Doing The Same Thing, Only Trying Harder Is Not The Answer

By Kirk Kirkland

One of the first mistakes people make when they begin to play the inner game is to do the same things they've always done when playing all the other games they've ever played.

After all, it's worked before - right? So what's the very first thing we do? Try Harder.

There are two problems with this. For one thing, there's the word itself. It simply makes no sense. Then there is the notion of trying harder.

First, let's take on this business of try.

Simply put, there's no such thing as try. I'll prove it to you: Right now, stop reading, put down this Manual and then reach out and try to pick it up. Go ahead. Right now. Try.

. . So how did you do?

Do you see? You either picked it up - or you didn't. Yoda was right when he instructed Luke Skywalker, "Do or do not - there is no try". Then what can be said about the dicey matter of trying harder?

Let me share with you a story I learned from Dr. Price Pritchett in his superb little book YOU.

*I'm sitting in a quiet room at the Millcroft Inn, a peaceful little place hidden back among the pine trees about an hour out of Toronto. It's just past noon, late July, and I'm listening to the desperate sounds of a life-or-death struggle going on just a few feet away. There's a small fly burning out the last of its short life's energies in a futile attempt to fly through the glass of the windowpane. The whining wings tell the poignant story of the fly's strategy-try harder. But it's not working. The frenzied effort offers no hope for survival. Ironically, the struggle is part of the trap. It is impossible for the fly to try hard enough to succeed at breaking through the glass. Nevertheless this little insect has staked its life on reaching its goal through raw effort and determination. **The fly is doomed.** It will die there on the windowsill. Across the room, ten steps away, the door is open. Ten seconds of flying time and this small creature could reach the outside world it seeks. With only a fraction of the effort now being wasted, it could be free of this self-imposed trap. The breakthrough possibility is there. It would be so easy. Why doesn't the fly try another approach, something dramatically different? How did it get so locked in on the idea that this particular route and determined effort offer the most promise for success? What logic is there in continuing until death to seek a breakthrough with "more of the same"? No doubt this approach makes sense to the fly. Regrettably, it's an idea that will kill. "Trying harder" isn't necessarily the solution to achieving more. It may not offer any real promise for getting what you want out of life. Sometimes, in fact, it's a big part of the problem. . . (emphasis added).*

Doing the same thing over and over again and expecting a different result - isn't that one common definition of "insanity"? If you aren't having, doing and being all you dream of in life and work, trying harder clearly isn't the answer. **Doing Things Differently Is!**

# INTRODUCTION

## The Purpose Of This System

Use the guide to help successfully jump-start your new business. If you have not made a decision on how you want to begin. We suggest that you discuss the following 3 options with your Managing Rep / Distributor.

**Option # 1:** Sharing / Retailing Position

**Option # 2:** Management Position

Each of these options is illustrated and explained in more detail later in this guide. As you continue to read through this guide, you will be able to decide which option is best for you. You will then go to the section in this guide for the option you've chosen and complete the step-by-step check-off list. The check-off list for each option will suggest various tools to help you begin and grow your business successfully. The purchase of these tools is recommended but not mandatory. Our testing shows that these tools may greatly increase your ability to achieve your goals--that's why we recommend them. All of these tools can be ordered online.

Always consult with your business (Managing Rep / Distributor) before making any purchase decisions.

### Take Action Now!

It is very important that you take action immediately. Don't put it off! Studies have shown that nearly all successful people take immediate action after making a decision to start. They don't think about it, they don't make excuses, they **JUST DO IT!**

After you have completely finished reading this guide and decided how you want to begin your business, you should plugin to RWK SOCIAL. These initial steps will help ensure your business gets off to a successful start.

# Secrets To Success

Sharing/Retail ➤ Management ➤ Leadership

This plan can work for you. The plan is completely duplicable and may provide immediate and long-term residual income. The plan can meet your present financial constraints while allowing you to quickly and easily make the money you want. You can start at any position and move to the next when you desire.

**Corporate "Quick Facts"**

- ▶ Daily / Weekly / Monthly Pay
- ▶ Product Fulfillment
- ▶ Corporate Headquarters / Atlanta, GA
- ▶ Fabulous Opportunity / Unique Products

Choose Your Destiny . . .	Position Benefits	Position Activities	How To Get Started?
<p><b><u>Start in Sharing / Retailing</u></b></p>	<ul style="list-style-type: none"> <li>✦ Part-Time Casual</li> <li>✦ \$1,000+ Potential / Mo.</li> <li>✦ Career Position</li> <li>✦ Low Overhead</li> </ul>	<ul style="list-style-type: none"> <li>✦ Have 1-3 People Looking at Website/Samples</li> <li>✦ Participate Frequently In Training</li> <li>✦ Invest 5-10 Hrs./Wk. Building Your Business</li> <li>✦ Casually Share/Retail</li> </ul>	<ul style="list-style-type: none"> <li>✦ Bus. Pack / Jet Setter Pack</li> </ul> <p style="text-align: center;">SIGN UP NOW!</p>
<p><b><u>Start In Management \$\$\$</u></b></p> <p><b><u>Learn and Teach others: Sharing/Retailing</u></b></p>	<ul style="list-style-type: none"> <li>✦ Part-Time/Full-Time</li> <li>✦ \$5,000+ Potential / Mo. Profit Sharing</li> <li>✦ Optional Career Position</li> <li>✦ Make Your Own Hours</li> </ul>	<ul style="list-style-type: none"> <li>✦ Keep 3-5 People Looking At Website/Samples</li> <li>✦ Keep 5-10 Manuals in Circulation</li> <li>✦ Manage And Teach Others How To Share/Retail</li> <li>✦ Advertise At Least Once Or Twice A Month Locally &amp; Nationally To Set Up New Distributors "Virtual Franchises" Using The "Success Cycle" (We Have Powerful And Proven Lead Generation Programs Available.)</li> </ul>	<ul style="list-style-type: none"> <li>✦ Bus. Pack / Jet Setter Pack</li> <li>✦ 1-800 Voice Mailbox</li> <li>✦ Casually Advertise</li> </ul> <p style="text-align: center;">SIGN UP NOW!</p>
<p><b><u>Start In Leadership \$\$\$\$\$</u></b></p> <p><b><u>Learn How To Manage Group Activities</u></b></p>	<ul style="list-style-type: none"> <li>✦ Part-Time/Full-Time</li> <li>✦ \$10,000+ Potential/ Mo Or More</li> <li>✦ Profit Sharing</li> <li>✦ Make Your Own Hours</li> <li>✦ Low Overhead</li> </ul>	<ul style="list-style-type: none"> <li>✦ Casually Share/Retail (Leaders Do Little Sharing/Retailing)</li> <li>✦ Casually Share Manuals</li> <li>✦ Advertise Consistently</li> <li>✦ Primarily Focus On Setting Up New Distributors "Virtual Franchises" Via Telephone Using The "Success Cycle"</li> <li>✦ Train and Manage "Virtual Franchises" On How To Get Plugged Into The System</li> <li>✦ Reinvest At Least 20% Of Profit Back Into Your Business In The Form Of Advertising</li> <li>✦ Participate Frequently In Training</li> <li>✦ Invest 15-20 Hrs/Wk Building Your Business</li> </ul>	<ul style="list-style-type: none"> <li>✦ Bus. Pack / Jet Setter Pack</li> <li>✦ 1-800 Voice Mailbox</li> <li>✦ Aggressively Advertise</li> </ul> <p style="text-align: center;">SIGN UP NOW!</p>

# The Success Cycle

## A Simple Step-By-Step Process For Creating A Significant Income Quickly And Easily

The key to wealth is leverage. The Success Cycle is designed to quickly leverage the only two ways to build a business: advertising and people. You could be well on your way to achieving your dreams by following the Success Cycle. Every time you successfully complete the cycle, not only could you create immediate cash flow, but you may also find new partners who will duplicate the process and create substantial residual income for both you and them for years to come. The faster you want to grow, the more advertising we recommended you do. This is truly an amazing success building concept.

### Here's How The Success Cycle Works!

#### START HERE:

A New Distributor may begin advertising right away so they can begin focusing on how to get someone else started in the business.

New Distributor's "1-800" Voice Mailbox is filled with prospects who want information.

New Distributor will send prospects to the website.



**Training**  
You'll be trained by Kirk Kirkland and other top leaders in the nation. Interactive media will provide you with quick answers.

Go Online And Start Your Training Your Very First Day!!

New Distributor will follow up using a proven script to sort out and qualify the most serious candidates who show partnering potential. Send Recruiting Pack.

**The "Get Lucky Plan" That Works By Design  
Without The Use Of Luck!!**

# How To Bring Your New Prospect Into The Business: A Guide & Illustration

Bringing your new prospect in the business can be quick and simple. Here is an illustration of what you might say:

## First Qualify Your Prospect Before Sending Them To Your WebSite:

Hi, is (prospect's name) in by any chance?

Hi (prospect's name), I don't know if we have ever spoken before, but my name is *(Your Name)*. *I believe you called our office on \_\_\_\_\_*. I am returning your call. Do you remember calling? Great! (If they say yes, find out if they responded to one of our postcards, ads or direct mail letters?) (If they don't remember say we teach people how to start a business from home.) (If they still don't remember, ask them if they are interested in a home-based business.) Great! I was heading out of the office but I wanted to try to reach you before I left. Do you have a few minutes we can spend together now? (If no, reschedule a time to call back and end the call. If yes, say "Great! And proceed.")

*(Prospect's name), what is your current occupation? (Then just relate to them at this point in the conversation. Whatever their background is try to identify those skills such as communication, patience, attention to detail, listening, following procedures, etc. Make them feel important for what they have already been able to accomplish in their lives. Don't go overboard.) Keep this conversation short then move on to the next paragraph.)*

I would like to talk with you a little bit about what we do, but before I do; I wanted to ask you a few initial questions to see if there is an initial fit for us to work together.

1. *(Prospect's name), what is the primary reason you want to start your own home-based business? (Write down the reasons for future reference. These are their "hot" buttons.)*
2. Our business is not one of these get rich quick schemes; you actually have to put in at least a part time effort into our business. Most people get started in this business working about 5-10 hours a week. *(Prospect's name), if you look at our business and it makes sense would you have about 5-10 hours a week to invest in your new business?*
3. If we decide it looks like something that's right for you, it makes sense to get involved and I have decided we have good chemistry, how quickly could you get started?

Good, it sounds like there might be a fit for us to work together. What I would like to do is get some additional information to you, but let me ask you a quick question first.

Have you ever heard of RWK SOCIAL? (If yes, ask what they know) (If no, respond by saying) “We are looking for a few top quality people who we can teach our business to part-time and help us with our national rollout.

Listen \_\_\_\_\_, we could talk forever about the product the company, but what I would rather do is send you to our website. We have a great presentation about the business and how our pay plan works. All you have to do is click onto the Business Presentation and at the end of this you can continue with the Compensation Overview. These will give you a complete overview of AQN. After reviewing, I would like to call you back in 1 or 2 days and answer any questions you may have and discuss how you can get started. How does this sound? (Wait for response and then “Great!” no matter what they say.) Before we go, since my schedule is so busy these days, why don’t we go ahead and pick a day and time for our next phone conversation. (Don’t forget – no longer than 2 days and make sure to follow-up.) Do you have your calendar or planner in front of you? Great! Which day would be better for you – Thursday or Friday? (\*\*the next 2 consecutive days following your call). What time would be best for you, morning or afternoon? *(You want to MAKE SURE that they have their planner or calendar in front of them. Make sure you ask them the date of the follow-up call. Ask them to write it down on their calendar or planner.*

*Remember to control all variables. Don’t leave anything for chance.)*

END THE CALL.

# The Closing Call - The Easiest Part

The following script is a suggested way to review with the prospect the various options in getting involved.

Here are two methods that you can use to do this:

1. You can use our quick and easy 3 step process.
2. You can have a more one-on-one conversation with your prospect using the following illustration on what to say on closing call.

Method 1 is recommended for those that are new to the business and/or those that are looking for the most “automation” in the system.

## **Method 1 Closing:**

1. Call back at the designated time and date. If not there, leave message that you will call back to reschedule and /or ask them to call you. (Be polite and do not sound frustrated if they are not there.)
2. Ask them what they enjoyed most about what they viewed on the website.
3. Expand on what they say first. It is probably the area that they are most interested. Ask them again what their financial goals would be with the business? For example, ask them “hypothetically” or “suppose” if they had an extra \$1,000 to \$3,000 /mo starting in the next 90 days what would they be able to do that they are unable to do now? (NOTE: This is an illustration only. DO NOT suggest that this money is going to be made, as results will vary depending upon individual efforts.)
4. Ask if they have a few minutes for something that you want them to hear. Tell them that you are excited about what you are about to let them listen to because they will also be able to use it in their business.
5. **Three way the caller into the closing call. (It will last 3-5 minutes).**
6. After the three-way call, ask your prospect how they would like to get started.
7. Once you have taken the order and you have confirmed payment, tell them that you will be sending the complete **Secrets To Success**© Guide priority mail. Have them plug in and follow the system from there.

## **Method 2 Closing:**

This method is advised only for those that are truly confident over the phone and are able to ask for the order. The following is an illustration only and should only be used as an outline of what to say. WARNING: Never read the script. Reading will make you sound “fake” and intentional. Practice with a friend first. Create your own outline for reference and then call.

*(Call back at appointed time and date)*

Hi (name), this is (your name). How are you doing? I was just following up to see if you had a chance to review the website? (If they haven't had a chance to review the website, reschedule discussion for a later date. If he or she says yes, then your response is, “That’s great!” Say, “What did you like most about what you viewed on the website? (Respond by repeating what they are saying. Focus on the three categories of our program-the savings / products, the money making potential and our duplicating system. Listen carefully for their interests. (“hot” buttons) Most people will start with the areas that are the most important to them or are their greatest concerns/interests.

(If they mention the success stories, say “Speaking of success stories, let me ask you a question. Imagine we go into the future 90 days: *(Prospects name)*, let’s say you put in about 10 hours per week into this business. *(Prospects name)*, In 90 days, what kind of monthly income would really excite you, considering the time investment of 5-10 hours per week.

Keep in mind not the amount that would make you rich, but the amount of money that would get you excited for that 30 day period given the fact that you are putting 5-10 hours a week in part-time?” Ask them, “What would that money allow you to do that you can’t do now?”

(This is their primary interest or “hot” button - you’ll mention this occasionally as what their goal will be.) “How would that make you feel if you could do (whatever they said)?” Respond:

“I appreciate you letting me know your financial goal. You know this system could help you in reaching (whatever their “primary interest” is). And it’s important for me to know what your financial goals are because we can work as a team to help reach them. Speaking of the system, do you know that you are living proof that our marketing system works?”

You already know this system works, you’re proof of this and you sound very excited. Are you ready to get started? (They will either say “yes, how do I get started?” or they may have more questions and they will let you know this.)

Great! Let me tell you about the different ways you can get started. Use the **Secrets to Success** sheet to find out which they prefer.

## **SIGN THEM UP!!**

After signing up, set up a fifteen-30 minute call within 24 hours so you can look at where your new prospective partner is presently and where they want to go with retailing and/or recruiting. Whichever their preference just GET THEM STARTED IMMEDIATELY!

Get them on the training sessions. **THIS IS CRITICAL TO THEIR SUCCESS!!!**

Let them listen to you make at least 3 initial calls or 3-way them on their first 3 initial calls.

You must make sure to do this so they know clearly that this is the beginning of a relationship. Make them feel important and tell them that you are proud of their decision. Reassure them that you will be there for them and they are NOT alone.

	<b>Name</b>	<b>Address</b>	<b>City &amp; State</b>	<b>Phone+ Zone Time To Call</b>	<b>Remarks</b>
1					
2					
3					
4					
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# LEARN TO PROSPECT

To get your share of explosive future, *Learn to Prospect*. Because *it's not what you do yourself*, it's what you do with your Partners. Then *Build Good Prospecting Habits*.

1. Learn prospecting
  - A. For customers
  - B. For Distributors
2. Build good prospecting habits
  - A. Do it constantly
  - B. Develop your instincts
  - C. Develop an eye for talent
3. Learn to teach prospecting for customers
4. Then teach it
  - A. By phone
  - B. By correspondence
  - C. By personal example

***You Do Your Part,  
How Can You Fail?***

The two most important skills which will get you off on the right foot immediately are *PROSPECTING* and *APPROACHING*.

## Prospects Are Everywhere

Your biggest challenge is not in *finding prospects* but in *deciding which to approach and how to approach them and in taking action*.

Your most important market, called your *warm market*, are *friends, relatives, neighbors, social acquaintances, churchmates, schoolmates, clubmates, workmates, playmates*, etc. We hope you would approach these with or without our advice!

Imagine if you were opening a Mexican restaurant. Would you enthusiastically spread the word among our acquaintances? If you were opening a *Cadillac Distributorship* would you send an announcement to the local paper? Would you freely talk about your business on the lawn of your church? If you were fresh out of law or chiropractic school, would you spread the word? Of course, of course, of course!

## “Free Drawing” Boxes

Many restaurants put out fishbowls for business cards and offer a free lunch to one winner per month. If you agree to buy the lunch, the restaurant will give you the business cards.

Instead of the “free lunch” to the winner, you can offer a “free vacation” to not only the winner of the drawing, but also, a “free vacation” to the restaurant owner for giving you the business cards from the fishbowl. You can offer this with our Hotel Cards.

“Free Drawing” boxes are also effective at fairs, home shows, pet shows, salon shows, flea markets. The giveaway item does not have to be linked to AQN but our Hotel Cards work great for any of these events. A “free vacation” is very popular with everyone particularly people who attend these type of events. At busy State Fairs you can pick winners every few hours and post the names at your booth. This keeps the prospects coming back.

# THE SPIRAL NOTEBOOK PLAN

(proven, proven, proven)

Divide your Spiral Notebook into three sections.

1. Retail Customer Prospects
2. Distributor Prospects
3. Retail / Distributor Prospects

Next, depending on your goals, start developing personal habits related to this notebook.

## RETAIL GOALS

**GOAL** - Sample packages out for review each Mon. / Tues. To make follow-up calls one day later for finalization appointments on Wed./Thurs./Fri.

**GOAL** - To list 100 customer prospects from warm market, yellow pages, referrals, ads, mailing and other methods.

**GOAL** - To APPROACH five prospects per day (never less) until my sample package goal for the week is reached.

**GOAL** - To add at least five new prospects per day to my list so that my reservoir of prospects is never empty. Referrals from satisfied customers are the best prospects.

**GOAL** - To build a list of 20 Customer Prospects: People with sales skills who can follow the same plan I am working.

**GOAL** - To APPROACH at least two Distributor Prospects per week.

**GOAL** - To add at least two new Distributor Prospects per week so my reservoir of prospects is never empty.

## RECRUITING GOALS

**GOAL** - To build a list of 200 Distributor prospects: people with skills, raw entrepreneurship. I will list *everyone and sort the wheat from the chaff* later.

**GOAL** - To APPROACH five prospects per day (*never less than 5*) until I reach my recruiting goal.

**GOAL** - To add at least five new prospects per day to my list so that my prospect reservoir is never emptied.

**GOAL** - To build a list of 20 customer prospects from warm market, yellow pages, referrals, advertising, mailing and other methods.

**GOAL** - To APPROACH at least one customer prospect every day until my sample package goals for the week are reached.

**GOAL** - To add at least one new customer prospect each day.

# Approaches / New Distributors or Customers

- \* Person - to - Person
- \* Telephone
- \* Second Party Call
- \* Teaser Mailing
- \* Sample Drop-Off
- \* Retail Selling
- \* Disclosure Mailing
- \* Prospect Calls You
- \* Accidental
- \* Three-Way Telephone
- \* Literature Drop-Off
- \* With Manager Support
- \* Cold Call
- \* Event Promotion
- \* Multiple Approaches

These APPROACH options are in no particular order. Some work better than others. Which to use in a given situation depends entirely on you, your comfort zone, your experience level, your judgment. We do not require anyone to work out of his or her comfort zone.

1. *Person-to Person - Usually this follows a brief appointment -setting TELEPHONE APPROACH.* The partners meet ((your home/office, prospect's home/office, restaurant, etc.) to discuss AQN and the Manual becomes an all-in-one recruiting tool.

- ⇒ It shows the history, ownership, goals and credibility of AQN
- ⇒ It explains the products and shows the market potential
- ⇒ It outlines an action plan and success track
- ⇒ It shows that we offer training
- ⇒ Its information helps answer questions and objections
- ⇒ It thoroughly covers the sales plan and other benefits
- ⇒ It contains all start-up forms (except a price list for making an order, always carry an extra price list)
- ⇒ It's the ultimate *leave-behind for prospects who, for any reason, need extra time*
- ⇒ It's an instantaneous starter pack for those who join

2. *Telephone - Used correctly, the telephone is the most efficient sales device in our arsenal.* If the prospect knows and respects the caller, all the better. But some non-salespeople are terrified at the thought of making sales calls. The thought of making a sales call invokes an episode of anxiety called *call reluctance*. In extreme cases some salespeople actually get ill.

If you are brand new, the best strategy may be to get on the phone, and simply let your enthusiasm flow. This capitalizes on the *initial enthusiasm phenomenon*.

Eventually all salespeople develop a repertoire of *info bullets*. These are *memorized/internalized* info clips which are used for verbal overview (sales) purposes or for responding to questions or objections. Each Distributors *info bullets must reflect his own beliefs so they will ring true to the listener*. They must be filtered through the speaker's personality and converted into his own words. And they must constantly be reviewed. Incorrect or unnecessary words must go. Important new information can be added, but the seller must be cautious not to make his pitch too long.

# RECRUITING GOAL PLAN

This is not a goal:

## Distributors Wanted

1. Bill & Sally
2. Bryan
3. Cheryl
4. Mike & Patty
5. Liz
6. Tom
7. Ken
8. David
9. John & Connie
10. Cindy

Once you tailor a plan to suit Your situation, you will find Yourself saying and doing the Right things!!

*"I need someone in or has Connections in Orlando, Chicago, Houston or Denver. Would you be interested in Helping me?"*

*"I'm pleased to meet you, Cindy. I'm always excited to meet salespeople because part of what I do is to help them make a lot of money. would you be interested in making money part-time or as a very profitable career?"*

*A prospect list is important, we should all have one. But Recruiting Goal Plan will do a lot more good. Here is a sample goal plan written for a fictitious Birmingham, Alabama Distributor:*

## Distributor Goal Plan

1. Two of my close friends
2. Two of my close friends (from list)
3. Two of my close friends
4. Someone in or connected to Orlando
5. Someone in or connected to Chicago
6. Someone in or connected to Houston
7. Someone in or connected to Denver
8. A realtor
9. A home builder
10. An insurance salesman
11. A car Distributor or car salesman
12. Someone from a bulletin board
13. Four who have first purchased the product
14. Two referrals from customers
15. Two referrals from family
16. Five people from ads
17. Someone who is a chance meeting
18. A chiropractor
19. A dentist
20. A nurse

Every day I will make 5 new approaches in an effort to accomplish these goals.

I'll modify my plan based on results and follow the methods which work best for me.

I'll report to my Managing Partner about my daily new approaches; when appropriate I'll ask for help with the best prospects.

I'll add 5 new names to my prospect list (which is maintained in a spiral notebook) every day . . . From memory, bulletin boards, referrals, Yellow Pages, etc.

# Build A Following

Hundreds of Distributors think that they could be great if only they already had organizations. Well, we don't give away Distributor organizations or hire Managers off the street. If you're not willing to build your own organization, forget about being a top leader in this company.

What could Michael Jordan have done without a team? What could General Patton have done without an army? To go one step further where would The NFL be without the fans in the stands?

We allow anyone to join. We give each person who applies to become a Distributor a fair and equal opportunity. We have the *best valued products in the industry*. *Beyond this*, it's up to you how far you will go in this company.

We can't predict how high you'll go or how fast you'll advance, but our opportunity is by far, the best opportunity for an individual man or woman. We have honest and highly discounted products and services which save people tremendous money. We have products and services with which Distributors can earn substantial money, without undue competition, even without recruiting. We have sales materials that work. Plus we have a remarkable benefits package and a generous pay plan.

If you want to become one of our Leaders - many of whom are very highly paid! - carry this message into your community. Recruit some followers and sub-Leaders. Build it as big as you can.



## R W “Kirk” Kirkland

**Kirk has a very diversified background. His pioneering entrepreneurial spirit began at the very young age of seventeen where he started and operated a very successful contracting business, Kirkland Contracting. This same spirit has led him to go on to create a variety of other successful companies from the ground up including RW Kirkland; a chain of paint and carpet stores, Universal Decorating Centers,; a marketing and advertising company, RW Kirkland (Truck Ads On The Move), all of which have resulted in millions of dollars in sales. Kirk envisioned and opened a new concept of Outlet Malls each named after the town they were located in which were sold out to Scotty's, a 70 year old publicly owned company.**

**Kirk owned the 200 unit condo hotel named Legacy Grand Hotel & Suites in Kissimmee, FL and was sold to a private company in Baltimore, MD.**

**Kirk owned the 400 unit condo hotel originally a Hilton hotel on I-Drive in Orlando, FL now named CoCo Key Resort + Water Park which was bought in 2006 and sold in 2008 to CNL, a publicly owned REIT.**

**Kirk owned the Holiday Inn Maingate, a 295 unit condo-hotel. Sold. February 2011.**

**Kirk is the CEO and President of AmeriQuest Savings - a company providing incentive products and services to help business owners grow and expand their business by implementing incentive-based programs that will meet their productivity and sales goals. Currently Operating.**

**Kirk was the Founder, CEO and President of 1 Number Connect, an Internet-based Communications Company. Sold.**

**Kirk is the CEO of R W Kirkland (Truck Ads On The Move), an advertising and marketing company with one division focused entirely on truckside advertising. Currently Operating.**

**Kirk was the President of KirklandFlooring.com, a new concept in carpet and flooring where our Consultants do presentations in the home of our potential customers. Sold.**

**Kirk is CEO of AmeriQuest Travel a Worldwide Travel Agency. Currently Operating.**

**Kirk is currently CEO of AmeriBest Flowers. AmeriBest Flowers specializes in weddings, events, parties, funerals all with traditional or contemporary and artistic flairs. Currently operating and beginning a national expansion across America.**

**Kirk is CEO of PowerNet1, a powerful source for purchasing domains, web hosting, corporate email accounts, website building and more. Currently Operating.**

**Kirk sold out his interest in all condos, hotel and land development projects on February 28, 2011.**

**Kirk has since began focusing on his passion of motivational speaking to help and encourage other business men and women, as well as, sales and marketing professionals.**

**Kirk is currently the CEO of RWK Investors, a private equity real estate investment fund and advisory company which provides strategic real estate investment planning. RWK also creates real estate investment programs for high net worth individuals and institutional investors. Currently Operating.**

**Kirk is currently CEO of RWK Social, a social media marketing company which focuses on all social media marketing needs of companies of all sizes. Currently Operating.**

**Kirk is the CEO of AmeriQuest Network. A Marketing company which is currently expanding across America. Currently Operating.**

**July 4, 2014**



**9 Months  
of hospitals  
and rehabs.  
I came  
home in  
October to  
a hospital  
bed and  
wheelchair.**

**R W Kirkland Life Support**





**Praise God!  
9 Months  
later. The  
Doctors said  
I would  
never walk  
again. But  
they were  
wrong. God  
had other  
plans for me.  
MY SECRET  
TO SUCCESS!**

**YES I CAN! GOD SAID – DO IT!!**



## Businesses deploy incentive certificates as a marketing tool to achieve success in a variety of ways:

### **Mortgage Industry**

- Lead generator

- Referral gift

- Convert prospects to clients

- Urge prospects to send back a questionnaire or to call for more info.

- Gift for re-financing a mortgage

Generate referrals from your network of business colleagues, such as realtors, builders, and financial planners.

Keep tabs on your clientele, friends and professional contacts with a valuable offer, secured through very little overhead.

Project an image with marketing material that increases professional credibility while setting you above the competition.

### **Realtors**

- Lead generator

- Referral gift

- Convert prospects to clients

- Urge prospects to send back a questionnaire or to call for more info

- Give them as a gift to welcome a client into their new home.

### **Insurance Companies**

- Lead generator

- Referral gift

- Gift for a new policy

- Reward for keeping an appointment with sales a rep

- Urge prospects to send back a questionnaire or to call for more info.

### **Telemarketers**

- Lead generator

- Referral gift

- Incentive to fill out questionnaire

- Gift with purchase

- Contest prizes

- Special promotion giveaways

- A "Thank You" following a presentation

### **Sales closing tool**

- Benefit for scheduling an appointment

### **Network Marketing Companies (MLM)**

- Bonus for signing up as a distributor
- Reward to people who book a home party
- Gift to those who bring a guest referral to a home party or meeting.
- Gratuity to those who buy products or sign up for "auto-ship."
- Special promotion giveaways
- Prize for drawings at home parties or meetings

### **Bulk Mailers and Mass Mailers**

- Urge prospects to send back a questionnaire or to call for more info.
- Add some excitement to purchasing your products and services.

### **Car Dealerships**

- Create more showroom traffic
- Sell upgrades and warranty packages
- Close sales
- Generate repeat business
- Referral gift
- Bonus for taking a test drive

### **Banks**

- Attract new depositors
- Boost loan activity
- Up-sell accounts and policies
- Close the deal for banks, mortgage companies, and insurance firms.
- Employee gift
- Customer loyalty reward

### **Trade Show Companies and/or Companies That Go To Trade Shows**

- Booth drawing
- Encouragement to fill out questionnaire or to call for more info
- Sales closing tool
- Boost purchases with certificates as your special gift.

### **Media Companies**

- Increase advertising revenue
- Sell new subscriptions
- Attract listeners
- Pump up sales for newspapers, radio stations, cable companies, magazines, and internet service providers.

### **Newsletter and eZine Owners**

- Gift with ad purchase
- Incentive to sign up for eZine
- Incentive to sign up for newsletter

### **EBay Sellers**

- Feature them as an added attraction with each auction.
- Customers who buy more than 1 item receive a free getaway.
- Customers who "Buy it now," can live it up on a free vacation.
- An enticing "thanks" to clients who purchase your business products and services.



## Independent Sales Representative Agreement

This Is A Legal Agreement. Read It Carefully.

### Part 1.

1.01 This is a contract between you and RWK SOCIAL here in after referred to as RWK. This agreement covers important matters about your relationship with RWK, its customers, representatives, contractors and suppliers. RWK is a social media company.

### Part 2.

2.01 You are an Independent Sales Representative, (herein referred to as an ISR), and not an employee, staff, officer, partner or owner in RWK. You are responsible for your own business and risk inherent thereto. You will not be treated as an employee in regards to any laws covering employees, including but not limited to the Federal Insurance Contribution Act, Social Security Act, the Federal Unemployment Tax Act, income tax withholding at the source, or for any federal, state or local tax law. It is your responsibility to pay self-employment tax, federal, state or local income taxes or other taxes, levies, fees and licensing that is or may become due by law.

2.02 You, as an ISR, do not own any part of the RWK sales team or the customer base, which means that you must exercise considerable discretion in how you conduct your business. You may not in the name of RWK enter into any contracts, agreements, or leases or incur any liabilities or obligations, maintain any bank accounts, commingle monies or secure credit. You are responsible for your own expenses, including, but not limited to those stated in Part 2.01 above.

### Part 3.

3.01 You will comply with all applicable laws, regulations, procedures and policies in the conduct of your business. You will be honest and ethical in your business activities. You will honestly and fairly describe the products and services of RWK and its representatives. Spamming or other deceptive sales practices are terminable, and any cost associated with these activities will be charged to the representative's account. You will honestly and accurately assist in the completion of the application for any product or service of RWK.

3.02 This agreement is intended to benefit you and RWK, however, you will indemnify RWK, their representatives, affiliates, partners, directors, officers, employees, suppliers and contractors against any and all harm you cause them at any time and against any claim by a third party because of harm caused by you to the third party at any time. The indemnified party may assert its rights outside of arbitration.

3.03 RWK may terminate any ISR who discredits the organization's name or violates any requirements contained in this agreement, including but not limited to RWK's policies, procedures and training manuals, or misrepresents the products and services.

Initial \_\_\_\_\_

3.04 This agreement may be terminated by either party with or without cause. RWK does not intend to terminate anyone without cause, but must reserve this right to protect itself and the ISR. Upon termination of this agreement, the ISR must turn over immediately and stop using any and all materials and supplies of RWK. Furthermore, you must promptly deliver to RWK all material that contains customer, representative or RWK information, confidential and proprietary information and all inventories that reflect the RWK name. Material and supplies includes any copies, notes, computer disks, audio, video and electronic tape or disks or other devices.

Part 4.

4.01 Any dispute arising between you and RWK, its representatives, owners, directors, employees, staff or contractors will be settled solely through good faith negotiations, or if that fails, binding arbitration. "Dispute" means any type of incident that in any way relates to your relationship to RWK, that under law may be submitted to binding arbitration, including allegation of breach of contract, personal or business injury, property damage, fraud and violation of federal, state or local statutes, rules and regulations. The arbitration will be conducted in accordance with the Commercial Arbitration Rules of the American Arbitration Association (AAA). A transcript of the proceedings will be made and if any court is asked to review the award, the court civil rules of evidence will apply and the Federal Arbitration Act will govern the interpretation and enforcement of this part.

Part 5.

5.01 RWK will protect confidential information because it helps their business and yours. Confidential information is non-public information pertaining to the business of RWK and is provided to you as a representative. In addition, it can be information developed by you or other RWK representative, or confidential information developed by you or other RWK representatives because it resulted from your activities as a representative for which you are being compensated. Because of the fact that you have confidential and proprietary knowledge, you agree not to compete with and circumvent any RWK company, supplier, contractor, representative or marketer, directly or indirectly. These restrictions will apply for a period of three (3) years after termination of this agreement.

5.02 This agreement will be governed by the laws of the State of Alabama. This agreement constitutes the entire agreement by and between the parties herein named. I certify that I am of legal age, and I am of sound mind, in the state of my residence to enter into and sign this agreement. If in the event a portion of this agreement herein is struck so as not to apply by a court of competent jurisdiction, only the affected portion shall be deemed struck from this agreement; the remaining portion shall be deemed in force and applicable. The agreement cannot be changed, altered or modified except in writing with the signed acceptance of all parties concerned.

5.03 My signature below serves as my agreement to be bound by the terms and conditions as set forth herein. I understand that I am not authorized to solicit (sell) any product or service that could be construed to be in competition with RWK until I receive written authorization from RWK.

\_\_\_\_\_  
RWK SOCIAL

\_\_\_\_\_  
Independent Sales Rep

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Initial \_\_\_\_\_

## Marketing Agreement & Incentives

As an Independent Sales Representative with RWK, you own your business. Because we at RWK are in a business relationship with you, we take the hassles and red tape out of owning your own business by allowing you to operate under the RWK umbrella with not only a great business opportunity but you own your business, which you can sell at your discretion, upon approval by RWK of buyer.

As an Independent Sales Representative, you will have your own business you operate and as long as you demonstrate performance, you will never have to consider another representative of RWK selling to your clients.

To protect the integrity of all parties concerned, ad agencies must be cleared with RWK before calling on them. The Independent Sales Representative will be paid for all ad agencies that they sell, but the ad agencies will be considered an ISR.

As an Independent Sales Representative, you will receive 20% commission on all initial orders and all reorders.

**Override Opportunity.** As an ISR, any ISR that you personally submit to RWK subject to approval by RWK, will earn you an additional 10 % commission of the new ISR's personally received monthly bonus commission. Ex. \$10,000 of business by new ISR – you would receive 10% commission = \$1,000.00 commission from this new ISR who is a direct submit from you. You can have as many direct submits as you choose with the same commission rates applying to each direct submit approved by RWK.

**Independent Sales Representative.** As an ISR you can make 20% of all your gross business also you can recruit an Independent Sales Representative who you will manage. You are responsible for the new ISR and their performance and actions. You must submit each new ISR for approval to RWK prior to any agreement made with prospective ISR.

**Advancement to MSR.** Upon approval of the new ISR by RWK, the ISR will advance to a Managing Sales Representative or MSR and receive commission as stated previously under Override Opportunity for submitting a new ISR.

As an MSR, you can of course sell directly to clients of which you would receive 20% commission.

Companies / Products you represent: \*All RWK Social Products \*AmeriQuest Network Products

\*AmeriBest Flowers \*AmeriBest Hotels \*Carwash Zone \*Kashpac \*All Advertising Platforms

Initial \_\_\_\_\_