**Aaron Browning Senior Director and Above Training**

**Theresa:** About this call, we want you to hear from the, or we feel like, the person in the company right now is definitely leading the way. I've got my camera up here because Frank is in a remote area, he can't get on; he can't even make the phone number work. So anyway, I've got him connected here and hopefully he can see it because his FaceTime keeps going off for me, but hopefully he can see it in here. So anyway, we are going to introduce Aaron Browning. For those of you who don't know who he is, I think most of you, you're famous Aaron, and everybody knows who you are.

**Aaron Browning:**  Let me grab my wife, I want her to hear this.

**Theresa:** Just in case this young man has just, he's been like a lightning streak in the business in a very, very good way. He has reached the $200,000 ring in way less than two years. What, 15 months or something like that. Aaron, correct me if I'm wrong.

**Aaron Browning:**  Yep, correct.

**Theresa:** And I would like for you to share with everybody the number of recruits you and your team have maybe so far this month because you all are exploding.   
  
**Aaron Browning:**  Yeah. Yeah. I just checked this morning; we're sitting at 110 power team recruits month to date.   
  
**Theresa:** Wow. Okay. That is super great. Elizabeth, anything you want to say before we turn it over to this superstar and Frank?

**Elizabeth:** No, just excited about him. Obviously he's also the new network Vice President for Virginia and so I've had a little bit of time to get to spend with him in that environment and he's just, he's just a great leader all the way around and just a blessing to the company. And today I'm just excited he's going to be a blessing to each and every one of us. So thank you Aaron.   
  
**Aaron Browning:**  Absolutely. And if you guys don't mind, let's do a kind of a Q and A. I'm going to jump in and share some nuggets that are on my mind and heart today, but I would love for especially the leadership team here to kind of take it where you guys want it to go. That's okay. Cool. Okay. So I'm going to talk a little bit about on boarding. So I think this is really important about how we set up our PCC. And you know, I should also say this, and this is not to be cocky, I just want to frame it. We've been doing PCC since we came over 15 months ago. Like before it was cool. We were failing forward. So the success we're having now is because we were in the trenches doing this, like we were failing forward, we were doing them but no one was showing up. We were doing them, 20 people showed and no one signed. So we were constantly tweaking and pivoting, trying to make this work. And we're still doing that now. By no means is it perfect and that's something talking with Elizabeth and Teresa yesterday is I kept saying we're monitoring numbers and then we'll pivot it, we're not just making it up. So hopefully you guys take that forward it is.

This company loves speed. I cannot say it enough guys. So what we're doing on our team that allows us to have that huge growth is the minute a new associate comes on, we're doing that welcome call. In most cases within the hour, within the hour guys, worst case is same day like we used to say 24 hours. We don't need that long. We're doing it right away. And the reason is guys; we want to be able to get that new associate anchor in our organization. Two, we want to really be able to control that message because when they come on guys, in my opinion, they're never going to be as excited as they are that first day. And so they're running around to mom, sister, brother, cousin, neighbor, throwing up legal shield and they know nothing about it and so we want to get him on that welcome call. The welcome call is really, really simple guys. I asked them and this is just our formula for it and there's a bunch of other ways to do it. I get them on the phone and I want this call to be less than five minutes because we're doing a lot of these. This is also really, really important. If your welcome call is taking 15, 20, 25 minutes, you're going to lose some hitters guys. I didn't have that time when I started. If I knew every person I wanted to bring on and I had to do a 20 minute welcome call. I would have been out the door. But there's no way I could have done that.

So be careful because we're role modeling that and we're all here for duplication so that welcome call, I'll use Nick because I can see him. So the sponsor is going to introduce me, edify me, introduce Nick and I'll say, awesome Nick, thanks so much for carving out five minutes. I'm setting the expectation that this is five minutes guys. And I'll say, Nick, if you don't mind, would you share your 15 to 20 second story and background? I know it's a little weird but I just want to know a little bit about you. I added that little weird comment because most people outside the Legal Shield don't do stories. Like I had no idea what that was until a year ago. We don't talk like that and you'll kind of hear it. They're like, “Yeah, okay,” and just let them roll. And I did add 15 to 20 seconds because if you don't give them a cap, you're going to get some talkers that will all of a sudden go five or six minutes and now the whole day is blown or at least a segment of it. So once they share that story, I'll say, “Awesome Nick, thank you so much for sharing that. I love it.” Nick, real quick Legal Shield? Let him answer this is so important. Don't blurt out, embrace the silence and this can be hard guys because they didn't know he was going to be asked that. And the reason I do this, there's really two answers. They're going to say, “Because my friend Corey, I don't know, I've always respected him.” I thought why not try it? Or two they're going to say, “Because I need this.” I was looking for this, I was praying for this and this came to my life and it's now.

There are two different answers and I'm not in judgment on this. It's their answer. Then the second question I say is, “Nick, by the way, Nick, thank you, awesome. I appreciate you sharing that.” Real quick, what do you want to make a month for this to be a win for you? Guys I teach this a lot and people shy away from the money conversation. I think it's really, really important. Really, really important. Let them answer that. By the way, these two questions for me flush out as a leader who I'm going to lock arms with and who I'm going to run with. Okay, so I want to recap. Why Legal Shield? How much do you want to make? There's no judgment. There's no wrong answer. I don't know my friend Corey is cool or because this is it. I got to see my kids. I got to provide like this has to happen. And then the second question would the money, you know, I don't know, I'd be happy I made $300 this month. Okay, cool. Or I need to get to 10,000 as fast as freaking possible. There's a big difference in the urgency and the speed of that. And think about this for a second too guys, I just flushed that out in my first one minute of being on the phone with them. So I know right away who I need to lock arms with, who I need to grab. This was huge for me guys. As you start to build this thing huge. We don't have to, I don't have all day to do this. So I have to be able to flush out the runners as quick as possible. Cool. So that's really short.

The next thing I'll say is, “Nick, awesome.” If you don't mind, I'd like to share my 30 second background with you and I'll go over it, real estate here, the solution and all that sorts of, you guys know how to do that. This is not a puff piece. This is not a two to five minute, let me beat my chest, here are the awards I won. You can do that kind of stuff later if it's important to you. I just want him to know who I am quickly and then I say awesome. Nick, I also want to share our team's 30 second story. Is that okay with you? By the way guys, I hope you pick up my language. This is a conversation. It's not me just lecturing because you guys notice I say Nick, awesome. Nick, if you don't mind; Nick, I hope that's okay with you? Because I want, yeah Aaron tells me right. It forms that relationship, which is so much more powerful. Cool. So I'll say, and the team story guys, obviously tailored to your team. Your team is so much bigger than my team, which is awesome. Get a good team story. I think this is so important. I've never heard anyone else talk about it. Maybe you guys do.

So our quick story is Nick, we formed this team 15 months ago. It's called Residual Empire. We are the fastest growing team in the entire country. We wear that title with a badge of honor, a badge of honor, man; and I hope when you join us, you wear that same badge. We're proud to say our team name and I'll just go through a quick 30 second just like that. And then I'll say, now I'm going to tie it down to the PCC and that's why I led with this. Nick, the number one reason that we believe we've had all this success and this growth to allow us to be the number one team right now is the way we get associates launched. Yeah, I use the word launch, Nick. You're going to hear a lot of other people in Legal Shield talk about getting started right, getting started. We don't do that, man. We want to launch you. We want to get you launched in your first 24 hours. Can I share with you how we do that? You to see the tie down again, Nick has to say yes if he wasn't taking notes. There he is. Cool. I'll say, awesome. The number one way we do this guys is through the PZC and that stands for private zoom call.

This is one of the best tools I've ever seen; I'm explaining it to you, Nick. You and I and and your sponsor, Corey, we're going to set up a time right now in the next 24 hours. We're going to block out an hour. We're going to give you a text script to send out. You're going to invite all your warm market, warm market friends, family, loved ones, people you know, love, care and respect for. Is that cool? Awesome. And what we're going to do, Nick, this is a highly, highly leveraged activity for you, man. Highly leveraged. You're going to send out a text invite and make a few phone calls. You're going to get on this zoom like we're doing right now. You're going to sit there and wave at your friends and family like you're in a parade, man. Corey, who is senior here, he is going to edify me and introduce me and I'm going to run a sick presentation for you guys. It's going to be about 30 minutes long and then at the end of this guys, Corey and I are personally going to get the phone and help you walk through the applications, Nick; and why this is so important is you won't even know what's going on, you won't even know. This opportunity Nick allows you to take part in in one of the models I'm so proud to introduce, it's called the “Earn while you Learn Model.’ Earn while you learn, you are going to learn more with Corey and I modeling this behavior and exactly and everything else. But the cool part with this Nick is you're going to earn what I call a belief check in your first 24 hours. Does that make sense, Nick? Okay, awesome.

And then Nick, the million dollar question to you is, are you ready to get launched? And by the way, guys, you know it's kind of funny. I would say about 95% of the people say yes. Some say no and that's okay. It's crazy to me. I don't know why someone would, but that's their story and I'm not forcing it right, because if they're not bought into that kind of dialogue. They're not looking to run with us. There's still a place from them in an organization we still love on them, but I am not forcing a PZC on someone that doesn't want it. That's not what this is about because my opinion, they're not going to lean in. They're not going to have guests anyway. Okay. I don't know if we can any questions on that? How we get to that part? Let me add one more thing too. I made a mistake. We were setting the PZC three, four, five days out thinking people needed time. I was wrong. I was a hundred percent wrong and I failed forward doing it. If I were to call Corey and invite Corey out to a Tuesday zoom, Corey says, yeah, that's cool. He's probably not even checking his schedule because it's so far out and then it's so far out that he forgot about it. And then here's the other thing I learned. It's so far out that as a new associate; I didn't get paid for four or five days. Like it is a disservice. And I'm sorry, I'm not trying to like preach, I'm just passionate about this guys. We have to get people paid; when you get someone paid and I'm talking within hours and ranked up there anchored in like they're so bought in they are jacked out of their mind and that PZC model just does it really, really effectively. Okay. Any questions on that guys? Are we able to open up or no?

**Elizabeth:** Oh yeah. Everyone can unmute themselves and Aaron, you allowed us to get on one of your private zoom calls yesterday and watch and the gentleman you did that for, you had signed him up at 10 o'clock the night before and you did his zoom at 8:00 AM the next morning, correct?   
  
**Aaron Browning:**  Yes, ma'am. Yeah, I think about what she just said, by the way, think about that. We had every excuse not to set that until the next night, maybe even the following day. And I'm so glad you brought that up.   
  
**Elizabeth:** And he had like seven guests on as well, and it was just from 10:00 AM to 8:00 AM but he had like seven guests on. I'll let you go Aaron.

**Aaron Browning:**  Yeah, I love it. That's why I love Q and As because it just takes you somewhere else. That's posture, If I don't do that welcome call with him at 10 o'clock the night before and I'm like jacked out of my mind like saying, dude, we're going to get you paid. We're going to move along. You're going to be manager in 24 hours. There's no way he's saying, yeah, let's do this at 8:00 AM. I want to make sure you guys get that because if you're just talking to it, doing a welcome trying to copy us and you're like, yeah, you know, we were hoping we can get you paid. We'd like to set a date and time; can you pull out your calendar? Guys, they're going to push it back. Like they're not excited for it either. We have to be super excited. I say it all the time, guys, if you're not excited, there's no way I'm excited. No way. Okay. Hopefully you guys are getting that.

The other thing welcome calls too is, and we were struggling with this for so long, we've gotten so much better at it thank God. Don't just rely on your sponsoring associate to set that welcome call until you build this as a culture and you build this muscle to where people are used to doing this. Don't just wait on them. I've been saying that, well my family, and I say all the time, I'm not going to put my family's faith, our finances into a brand new associate. I got to hold their hand. I got to coach them on this guys. So as leaders, if we're waiting for our phone to ring with welcome calls, I think you're missing it. And I did that for many, many months. I kept waiting for the phone to ring and it doesn't happen. So now, I mean, I'm pulling it right. The minute they introduce somebody. I'm calling that sponsor. Corey, get me on the phone with, what's the new guy's name? Nick. Awesome. Can you get me on phone now? Yeah. Right now I'm free right now. I'll try. Cool. Like that's how I do it guys. Like I am running with urgency. Okay, cool. Any other questions on that before we kind of jump into some PZC talk?

**Elizabeth:** So Aaron I just want to clarify one thing. When you do that welcome call, you want the person who brought them on board on that call?

**Aaron Browning:**  Yeah, a hundred percent guys. This is going to sound harsh too, but it is with us. I did not come to Legal Shield for a job. I came here to build a massive organization. To build time, freedom, leveraged income, all that good stuff that we all talk about. I'm not going to go into the trenches for someone if they're not going to be in the trenches with me. So everything I do is for grooming leaders like 100%. You might get one free one out of me. . So I use Corey. I know he doesn't do this. I'm just using him as I was using it for that story. If Corey does that welcome call Corey has to be on that PZC with me and Nick because I'm grooming him so that he can go to PZCs for Nick and then we're going to keep doing that the ropes, whatever you want to call it. In fact that one I did yesterday that Elizabeth and Theresa were on my sponsor was not on and that I got to get better as a leader because that that makes my blood boil. Like I was crystal clear on that and he's like, oh, something came up. Nothing comes up. This is your organization. Now I'm going to give him a pass. Like he needs to be able to pivot and adapt. But if I do another one and that happens again, no, it's not happening. Not happening. Once again, I know it's a little bit harsh, but I think we have to groom leaders.

The other thing too is once you guys start doing this model, I get this question a lot. I think even someone asked yesterday, are you running internet leads? I'm not and I'm not knocking anyone that is, I think it's great if you can do it. I don't have time. There is no freaking way because think about this guys and here's the cool thing about this model. So I'm doing Nick's PZC right now at 12 o'clock, right at 12:45 we shut it down. Let's say he had five guests on. I'm just going to be conservative. Let's say we time two, which I'm okay with would most likely signing three, but let's say two. We're signing two and that's at 12:45 to one o'clock at one o'clock. Nick is getting me on the phone with those two. We're doing the welcome call. At least one of them is going to have a PZC tonight and the other could be tonight or tomorrow morning. So now let's do the same math. I signed two more tonight. Two more tomorrow. I now have four more PZCs just from Nick today. What does your world look like guys? If you had six PZCs in the next 24 hours that weren't on your books right now. That's why honestly, I mean it guys, I don't have time. I turned, and this is awful too. That's why it's why I'm grooming leaders. I turned down more PZCs than I could keep.

I had 26 on my calendar last week and my family moved houses. Like when I say like we were, I mean I even missed one. I'm embarrassed to say it, but I'm authentic. I could not keep up like, I mean he was throwing them and I'm one of those, once you have momentum, guys, leaders on the call know this better than everyone. You don't ever want to lose it because it is a pain in the butt to rebuild it. It's like I'm telling my wife, honey, you got to hold down the Fort, but we have momentum. We're not losing it. And so usually the best you can. I know that was long winded, but yeah, that's the beautiful thing about this guys. You're one new recruit doesn't have to be yours by the way. I know corporate probably doesn't like that. It could be a team’s recruit. If you do this right, you get your hands on that person launch that PZC, your scheduled school for the next couple of weeks. Does that make sense?

**Theresa:** Yeah, absolutely. Frank has got a couple questions.   
  
**Frank:** Hey Aaron, how are you doing buddy?   
  
**Aaron Browning:**  I'm doing well sir.   
  
**Frank:** Good. I've got a quick question. Let's back up just for a second. You said if you sponsor me, you go, let's get somebody on the phone right now. I get somebody on the phone and they answer and I turned it over to you. What do you do with that new person from there?    
  
**Aaron Browning:**  Is this for the welcome call?   
  
**Frank:** Yeah. Yeah. You just sponsored me 20 minutes ago or 15 minutes ago, I just signed up and you say Frank, let's get somebody on the phone right now. And I said, okay, I'll call my brother. So I called my brother and he gets on, I introduced you to him or do you do with that? What are you going to do with my brother? You're going to invite him to a call, you're going to explain what's going on. What are you doing?   
  
**Aaron Browning:**  Yeah, so it's a great question too. We're not running that model. I know Mr. Self talks about that all the time. Our three ways are primarily for once someone's already seen the information. I just don't have time in my schedule do it. Now where I'll go break that rule is for influencers. We brought over some really, really big players in the real estate space who and this could be a limiting belief on my part. Sometimes it's hard to get someone like that who is already like doing really, really well. I mean they're pulling a thousand different directions pitched all the time to go sit down and watch a 20 minute video. So I will have some of our agents, some of our associates, sorry, will get me on the phone to kind of tease it. But even that, I mean that's like a two or three minute tease because they haven't even seen the information.   
  
I've never, and I'm not the best salesperson, I've never been able to close someone that hasn't seen the information. I just, I haven't and I struggled doing it. Now I will do to his point, if someone on my team is struggling where they just can't get someone on a zoom, they can't get someone to watch the video. If I saw talent in that person and once again, I'm not trying to be a jerk guys, but your time is so precious. I cannot go do that to someone that's not leaning in. I'm talking about someone that's like trying, like Aaron, you know, I sent out nine texts today. I sent out 12 yesterday. Like they're doing the activity. They're just not getting the result. I'll say, awesome. Get me on the phone with somebody and I'll walk right through that and for that it's the same thing. If I had to role play real quick, Corey introduced me to Nick. Hey Nick, how are you? Nick says it like, awesome man. Listen, Corey can't stop raving about you. Like he literally thinks like you walk on water glow in the dark man. I don't know what you're paying him man, but keep doing it anyway. He talks about you so much. I said I wanted to meet you.

By the way guys, that is so good because it just start off with a compliment. Nick is glowing and he's like sitting tall, his chest comes out. There's no way he's going to be rude to me on this call now. Like awesome Nick, Nick, listen Corey, for whatever reason I can already tell you you got some talent, man, you got some posture to you. I love it man. I love it. Listen, he thinks you would absolutely slay this little business project we're working on and I know you hadn't seen anything. You're busy like I am. But listen, if I were to get you on a quick zoom call and I would do a private one just for you, man. I think you're that caliber of person; would carve out 20 minutes today let's say two o'clock? Once again, I don't know how scalable that is guys, but I promise you right now, Nick's on that call at two o'clock. This is also what I call; there is probably a better phrase, I call it borrowed posture.

**Frank:** Glad you could clear that up, thank you so much.

**Aaron Browning:**  Absolutely. Corey, I think you were going to ask one.   
  
**Corey:** Yeah. I just want to ask something; in the script that you guys are using, the text script or if they're making calls. If you just kind of give an idea of what that wording is and do they get people that's asking what, tell me all about it before they even want to get on a zoom or could you just kind of share a little about what your, you know, just the wording of it.   
  
**Aaron Browning:**  Yeah, I'm going to pull it up for you so I don't mess it up. I'm going to give you everything guys. Anything you want, I'll share.   
  
**Corey:** All right. I appreciate that and not everyone's going to get that and we did have a few people that got on a little bit late. I know that you mentioned one more time where you were at power team recruits right now. And if you don't mind the income, I mean I know you've just crossed the ring level recently, a new ring level. I know you're modest and all that stuff, but could you kind of share that? I want to make sure people get this.   
  
**Aaron Browning:**  Yeah. So I just hit the $200,000 ring two weeks ago I think now and I got that on my 15th month in the business. We are the number one power team I think for the last several months. I know for sure last month, month to date and I know it's not a hundred percent accurate because we run pretty late on the West coast. We're sitting at 110 power team recruits month to date. Yeah. We're pushing hard to unlock the triple in the first month guys. So that's a big goal of 200. I think our best month is 145 and we're looking to crush that. And by the way, guys, that's a good story. You know, we do this in real estate a lot. It's called borrows stories and the way we do it, I'm very, very ethical. I don't ever cheat or anything like that, so don't take it for that. We use the word we, so like when I was a brand new agent, we had an office and so I would always say, oh yeah, we're the number one agent. Oh yeah, we listed a hundred homes last month. I didn't say I did it. I borrowed my team.

So I think same thing here guys and the reason I say that is right now it's doom and gloom in the world. I mean, let's call it what it is. I mean, I can't even go on Facebook without some like the world is ending. Like almost to the point I've got to like distance myself from it. If you guys can share these stories that there are people out there right now who are killing it. Our best month is in one of the darkest times, think about that. We have no excuses, guys. People are home. And that's big for me too. All I need as a sales guy, I just need to know it's possible. I remember when I came onto the scene and Nick and Justin and those guys, I mean I was just like, in fact the day I signed on, and they were up at the country club at Brian Carruthers house. That was a small world, crazy. But anyway, I just needed to know, Brian told me what they did and I was like, okay, game on like it's duel. Okay, that makes sense. Okay. So I'm going to read the script to you guys and in full disclosure I share this. I haven't shared it with that many people, but when I do, I can always see their face and they think I'm lying. It's not sexy. This is not about having this like razzle dazzle scripts, excuse my language. This is about something that's effective, I always call it, I always say dumb it down. I want to dumb things down so that everybody can do it. That makes sense? Okay, cool.

So if I was sending it and tailor the intro like what's up Corey, I was talking to Nick, it's going to be a lot more, I don't want to call it slang but a lot looser conversation versus I'm talking to someone older I guess. So our script is, is hey, what's going on or whatever you want to say. My buddy Aaron just showed me this really cool way he's making a huge side income from home. He's doing a private zoom call for me Sunday at seven. He'll explain everything. If I got you my last VIP ticket, would you move your schedule around to be on? That's it. And then I joke, by the way, and I think I shared this with Elizabeth yesterday when I'm on that welcome call, I have the associate read the script to me because I want them, because they're instantly thinking that's really what you said? And I say, yes, that script right there is gold. Up until now. I've never shared it with a group, so I got to change what I'm going to say. But I said, that script is why we're the number one team. That's it. And they're like, really? And I say yes, I have guys right now, gals on their team who are killing it. And then I'll say to them and it's a joke, but I want them to understand this. When someone fires back, tell me more. What is it? You hang up the phone and they're like, what? I'm like, you hang up the phone. I don't want you to answer anything. Like you're not allowed to answer anything. You just say, you know what? I still don't know what I don't know. I want you to see what I saw. Can you get on? Well tell me what it is. I don't even know the company name. You just got to see what this guy says. Like I don't want them answering anything.   
  
I want to share this with you guys too and this is, I think powerful. If someone would have called me 15 months ago and told me that that meeting I went to, that I now know is a business briefing. If they would have told me it was Legal Shield, I would not have gone, I'd already seen it. Think about this, I am not in your organization right now. All the growth we're having if someone got me on the phone and said Legal Shield before I saw the information. Guys if that doesn't wake some people up like we got to say less to more people. I have never recruited a single person where they knew what they were about to watch. Not one time. I haven't, I haven't. Hopefully that makes sense. Any other questions on that? I'm not checking the chat box by the way, if someone else wants to do, but, okay.   
  
**Eddie Smith:** I have a question, Aaron. Eddie Smith from South Carolina. In the PZC, what actual presentation are you doing?

**Aaron Browning:**  Yeah, I use the, I think it's the standard briefing. I don't always go in and change it for the updates, but I'm pretty sure it's normal. A question that Elizabeth asked yesterday, obviously I'm in Brian Carruthers tree and he is very like, he's good. He's one of the goats. He is very, oh, what's the right word? He wants me to have that presentation down to like 20, 25 minutes and I was doing it from us; by the way it works fantastic for Brian. We were signing on between 10 and 15% of the guests on a zoom when I had it down to that 20, 25, I'm now in that like 35 to 37 and he cringes like, gets mad at me. But our signup ratio has gone to damn near 70%. And that's a big number guys. Imagine signing 70%? I don't know if that's the only reason why I was kind of masterminded with Theresa and Elizabeth yesterday on this. I think it's because of the stories.

My goal on that PZC, I need that every prospect on there to be able to relate to at least one of my stories. If I can get them to relate one to where they say, oh my gosh, me too. Or oh my gosh, I would have used it for that, we won. If I'm cutting it out and I'm trying to talk as fast as I can, I mean I already talk fast, but I'm going even faster, get it down to 20, 25 I'm cutting stories out, I'm cutting posture out and now I'm guessing on which one based on the crowd is going to resonate with them. And I pray and hope I got it right and we just weren't. Does that make sense?

**Theresa:** Aaron, I have a question. What do you do right after the PZC? Like we were on one yesterday with you observing your great presentation that was 30 or 35 minutes, whatever it was which I love that because the stories I think are what sell and I totally agree with you on that. So what was your procedure right after that?

**Aaron Browning:**  Yeah. Great question and this is all failing forward too. So originally it was the minute we hung up, I called the new associate. I say, dude, get me on the phone with them all. Let's go, let's go Nick and Nick instantly and by the way this is true guys. Most people in this world play not to lose versus playing to win. You guys, you can argue it all day you want, I'm telling you right now, I will go to the grave saying this, most people play not to lose versus playing to win, especially if you do this correctly, and you got them to invite their warm market. So here's what happens. I'm a big psychology guy. They're hanging up the zoom, Nick right now is thinking, oh my gosh, he just killed, hopefully he's thinking, he just killed that. Like this is amazing. He's jacked. And now he's like, he's sitting by his phone, like, come on baby ring. I know if dad saw it and he loved it, he's going to call. I know Justin saw it, he's going to see, oh, come on ring. Guys, no one's calling you. I shouldn't say no one, maybe 1%. I'm telling you like all the people we recruited; I could probably count on one hand the number of people that called me after they watched the video. Buying Legal Shield, the app guy. It's not sexy.

We all need it. I'm not saying that like we a hundred percent need it. But it's not like, oh my gosh, Nick, you've got to see this app. Like you're not running home going to show it. So we really have to go with that. So what we had to do and what, sorry, that was long winded, all over the place. So what I discovered was I called Nick, say, Nick, get me on the phone. He's instantly freezing up. Like, wait, I got to call them like, “Oh, they're not saying that.” And I discovered it because there were no three way calls coming in and it even got disguised as them lying. And I'm not saying malicious lie. They didn't want to hurt me with they being like, oh I tried, they didn't answer. I'm like, what if it doesn't make sense? They just saw information and there are people you know love, like respect. So all of a sudden I was like, we got to fix this. We got to pivot. So now after the welcome call, by the way, let's say next PZC was at nine o'clock tonight. I'm checking in with them and I'm going to lose some of you guys on this because it's a lot of work. I'm checking in with them every hour. Have to guys, have to.

If it's the next day, I'll check in maybe twice today and then I'll do every hour tomorrow. It takes work because I'm coaching Nick up. Hey Nick. Man, I know what you got off the phone and a half an hour ago. Out of curiosity, how many invites you get out? Oh, I got out three. Awesome man. How many confirmations? None yet. Cool. Nick, can I challenge you? Yeah, yeah, of course, Aaron. Awesome, can you shoot out 15 in the next hour? Yeah, I can do that. Awesome. I'll follow up with you in an hour. Guys when we started doing this, it allowed me to course correct versus me reaching out to Nick at 8:45 Nick, we're about to start, how many confirmations you got? Aaron, none man. Guys, we're not miracle workers. I can't fix that in 15 minutes, but if I'm doing that on the hour, oh my goodness. Oh my goodness. Works out perfect. Okay, so now on that first check-in call guys, and you can sprinkle in where you're going to do it, but you need to do it at least two or three times prior to the zoom. I'm going to say Nick, real quick. Here's how it's going to work again. I know I told you on what we call our welcome call. You're just going to get on the call five minutes earlier. You've already got the link. I just want you to wave and chit chatting and until Cory takes over, introduces me and then we're going to mute out at the very end of that call. I'm sorry, while we're on that call Nick, I have homework for you. You ready for some homework?

By the way, guys, when you're engaging, like I've never had someone say no, so, so don't think they're going. Nick's even like, yeah, of course. Awesome. Nick, I want you to have your pen and paper out. I want you taking notes on who's leaning in and what I mean by leading in Nick, you're going to see me. Here's a great one. You're going to see me get to the money slide and you're going to see someone go like that and they're like checking those numbers. Write their name down, star it, highlight it, asterisk it and I want you to take notes on it because here's why Nick, as soon as that zoom ends, I want you sorting your list from hot to cold based on who was leaning in activity and we're going to call those hot ones first. Is that cool with you? Awesome. Okay. Then the next call, you know, and I'll keep sprinkling that in. So now when that PZC ends, I say, Nick, awesome man. Let's go. We got a strike by the irons hot, let's get them on the phone, and let’s go down the hot list. And this way it's not a shock to their system. So that really, really helped us a lot.

The other cool thing with this too is when you're grooming leaders the correct way. So let's say Cory's a manager on the team. I am no longer; I don't see no longer, for the most part, Corey is running those three ways with Nick. So I've groomed Corey because he saw me do it with him and now Corey, the minute that zoom ends, he's calling Nick doing that. This allows me, like I said, I'd run anywhere from four to eight zooms a day. If I had to do the three ways every single time, I couldn't grow and it would stump the whole organization's growth. So that leadership play is huge guys. You will end up hitting a ceiling of achievement if it's all about you. You just will. That makes sense?

**Elizabeth:** Makes perfect sense. Aaron, this is Elizabeth. One of the things I wanted to make sure everybody took note of is even during your presentation yesterday and during your conversation today, you are consistently asking permission. You're consistently, hey, are you ready for some homework? You're essentially asking them permission to give them a job. You did that consistently on your call yesterday as well. That was so powerful. Like you said, if you don't mind, hope that's okay. You're constantly kind of getting them to buy in, to agree with you on what you're going to ask them to do next and you do that brilliantly.   
  
**Aaron Browning:**  I appreciate that. I've been working on that for a very long time. I call it tie-down and here's why we started doing this, this is all from real estate. I started doing that because I'll give you examples. So if I'm talking to Elizabeth and I'll say, Elizabeth, does that make sense? She cannot, so funny and I've been there so long. She might be multitasking. You guys were all doing a thousand different things, don't kid ourselves. So when I first asked her that without fail, it happens every time, I'm sorry I'm laughing it's just so funny. I'll say Elizabeth. Does that make sense? Aaron, can you repeat that one more time? Because she wasn't listening, but watch what happens now if she knows I'm going to do, she doesn't know it's the tie down. Most people don't know sales like that. She's all in like all in. Because of that tie-down once you do at one time they're like, now they're back engaged. I took them from over here and I got them realigned. Really powerful and then it also guys, like I said, sales is a relationship, it is. This is not me getting on the phone, getting on a zoom and just lecturing. It's not, I got to have their buy-in and tie-downs are so good. Does that make sense to you? Can you relate to that? Those are sample ones.

I'll give you guys two, and this isn't PZC related, but two sales, great questions. If you ever get stuck, this has worked my entire life. If someone's talking about something, most of the time when people give an objection, that first objection that comes out of their mouth is what I call a surface objection. It's not the real objection. They don't even know what it is. So if Nick's like is this one of those networks marketing companies? Nick, do me a favor, and tell me more about that. So write that down, tell me more about that. Tell me more about X. So you can actually add to that. Tell me more about network marketing, Nick. He'll end up self coaching them through it which is so funny. If you guys trust me on this. The second one I use all the time. Nick, let me ask, what's important about network marketing to you? So what's important about X to you and tell me more about X. Those two if you are ever stuck will get you out of a bind. I use it every single day. I use it on my wife when I'm in trouble. I'm getting in trouble for saying that one, but it's true. They're just really, really good.

We want them talking. I can't handle an objection until I get to the root of it. Makes sense? By the way, you guys want to know, in my humble opinion, I know I'm a rookie on this call. The number one objection for someone who's not joining us as an associate, number one reason they don't think they can be successful doing it. And by the way, guys, most people are never going to admit that to you. Never going to, I know I'm going to get way off it. There are some nuggets in my opinion. So here's what I build in. I can tell on the phone when I'm doing a three way call, I call them drivers who like my runners are, they are the people like to get stuff done. They're not worried about, like, well, what is the residual on month 13 look like? Like they're like, how do I get paid today? Like they're, they're asking really direct language and I can tell the opposite. Well, I'm sorry, you know, you were a little unclear on slide 48, like they'll reference the number because they're detailed. They're taking those notes. I already know right now they're thinking they're not going to be able to do what we're doing. And so I built in my objection handling before it becomes an objection.   
  
Elizabeth and I were talking about this yesterday. This is important guys. If I can get the objection conquered before it comes out of their mouth, there's no weight to it. Think about that for a second. This is like massive guys, massive. So I build an objection handler before they become objections. So I'll say, I'll use Elizabeth even though it couldn't be further from the truth, if I'm on the phone with her, I'm thinking she's that detailed person on a three way call. I'll say, Elizabeth you probably can't even relate to this whatsoever, but I'm going to share something with you if that's okay. See, I can't help myself. She’s going to be like, yeah, of course Aaron. Awesome, Elizabeth, I am the worst person on this call with you and Corey in terms of sales, like the worst, like it's embarrassing, like embarrassing and I know you can't relate to it, but here's what made me really successful over here. I learned day one that we don't sell anything, we don't sell anything. All I got really good at doing, Elizabeth was inviting people to check out information and when I learned this, Elizabeth, I know you can't see me, my shoulders went down. It was like the weight of the world came off my back. It allowed me to live in my core system of who I am.

The other cool part about this, I was comfortable talking to friends, family, co-workers, because I wasn't selling. I did not want to be that odd ball that no one wants to sit next to at Thanksgiving dinner and once again, I know you can't relate to that. 99% of the time guys, the minute I say, I know you can't relate to that. The last time they were like, Aaron, I didn't want to say it. I suck at sales too and I'm like, no guys, it's already over. Like I've already taken the application at that point. You guys get that? I'm telling you. It is gold. Sorry. I'm really excited. Any questions around that?   
  
**Nancy Chiconas:** Aaron, it's Nancy Chiconas in California. I'm just curious with your amazing 110 new associates, what's the ratio of men to women?   
  
**Aaron Browning:**  Cool. That is a great question. If I had to guess 60 40, I don't know whether there's even a way for us to tell that there probably isn't. There is, yeah. I don't know what I don't know.   
  
**Elizabeth:** No, right now there is no way to tell.   
  
**Aaron Browning:**  No, there is no way. Yeah, I would say it's probably 60/40. Now you know, not everything's perfect. I'll tell you where I am awful and this is, I'm probably never going to get asked to come back on one of your team calls again. Selling memberships like I'm awful. Our team is almost like a one to one ratio and we absolutely have to fix that. We're leaving so many premiums on the table. Like so much. It probably starts because of Brian. Not to blame him because we're blessed. But we lead with opportunity first every single time and we get to do a much better job when someone says no of circling back. And that's our team's biggest, biggest hole right now. It's the fact we're doggone near a one to one ratio and we, I mean it should be a one to four, one to five I would think.   
  
**Elizabeth:** We understand that you do end up ultimately with people who fell out of memberships, but when you leave with the opportunity, you do end up with a one to one ratio. We are a recruiting organization as well but we do have a lot of people on here that, a lot of memberships.

**Aaron Browning:**  I'm hoping that's going to come with us because we're so young right now, organization-wise that hopefully it does, but yeah, that makes me feel a little better. If there's nothing else on that, let's jump into some PZC stuff guys. So once we're on that call and I actually didn't do this yesterday. I was probably nervous as all get out because I had Elizabeth, Theresa and Frank on it, talk about scary. I was intimidated and I'd be nervous, more nervous. It was just those three right now then, then having the whole group, because I just won't look at them. I focused on someone else. So when I'm on that call, I want the the new associate, they need to be on five minutes early and it's not always perfect. It makes my blood boil that I'm texting them a lot of times, not a lot. Sometimes they're hopping on a few minutes late. It blows my mind like this is for them, but they don't know what they don't know yet. I have to do a better job leading and really forcing that. So I do open it up even 10 minutes early if I can. But I want them on, I want their video on, so I tell them that turn your video on, be in a place where you can do it. You're not driving a car, it doesn't have to be a perfect place, but be at home, be somewhere right where you can take this serious and also have your notepad and then I want him or her greeting the guests, really, really important.

And you'll see when this has done, right? I did one two days ago; they had 12 or 13 people on this new associate of ours. She just crushed it and watch this. Everyone on this call was like; this is like a family reunion. And I was like, yes, that's what you want. This needs to be a warm market. It was so like, I'm going to say, I'll call it out of control in a good way that I could not find a place in all their chit chatting and catching up that we started six minutes late. I'm over here looking at my schedule, trying to readjust, but it was like gold there and so that's how, you know, that part's right. So I want the video on, the prospects, they're going to copy the associate, the host. So if their videos off, all their videos are off. I've seen it every single time and you're still going to have some off. And I like to call them out in a nice way. So like if Cory's video is off, you're like, Corey man, I've heard too much about you from Nick. I got to see if you're a real person, man, come on turn video. Just tease me. Turn it off for a second have some fun with it. And then all of a sudden Corey comes on, he's like, no, I'm here. And as soon as they're in a place where they just can't do it, they'll turn it back off. But a lot of times they'll stay, they'll stay with it on and I'll be like, God, why is it everyone camera shy? Guys, push that camera button. Let's all wave. Like have some fun with it because if I get the videos on guys, this becomes more personal. Okay, cool.

The other thing I've discovered and you guys are going to have a lot of questions on this. I'm going to go; I'm going to go fast, kind of all over the place. A PZC is not a briefing. The people who are treating this like a briefing are losing in my opinion. And I've been there; I've been there so many times where I wanted to beat my head against the wall. I just wasted six hours and got no reward for it and I'll tell you why. In a briefing I don't have to have a hard close because I'm going to do a circle up with Nick, April, Susan at the very end where I'm going to get a one on one time to be able to close. So I'm not worried about that. I think most people are running that similar model. When I ended that zoom call, there is no guarantee that Nick's going to be able to get them on a phone call with me. So I got to do everything in my power to close this guys. And when I started making that tweak or those tweaks, everything changed. That's when we started. That's why I said I can't necessarily say the 15% to 70 was just the length because we made other tweaks there too. But I do think there's a strong correlation there.

So I do a lot of soft closes to Elizabeth's point when I'll say, I mean probably, I don't even know, seven, eight, nine, 10 times, even throughout the presentation, you know by the way, guys, you're going to get instant access to this. You're going to go to get your will done today. Like this is going to be done at 12:45, like at 12:50. You guys are going to be able to get your will done. That's what I call a soft close. You guys get that? Awesome. Guys, when you link arms with us today, when you partner with us today, when you do this with us now, when you get this app on your phone now, I've made myself available to help build your website now. Like I'm using those words guys. And then when I get to that last slide and I wish I had a better memory man. It's the action steps, the four action steps. I've seen a lot of briefings and me included. I didn't know what I didn't know I was copying everyone else. Where they get to that and they almost mow over it.

Obviously you guys want to get your membership. We can talk about associates, want to get you trained. We'll get you promoted guys. Have a great day and that was it. And I was doing that for so long. I get to that slide. That's the meat of my slide. So I get to that slide. I say the membership guys, obviously you're all going to get the membership right. And you guys see my head right now. Obviously you guys, look at Nick guys. I love it. He gets it, I've see Corey, I've in April do it. Guys I know it looks cheesy. I'm a bobble head learn it. People copied what we were associations, we want to be similar to each other. They all end up doing this. It's hilarious. So guys, obviously you want to get the membership right. It's so funny. Everybody's heads moving.

Obviously you want to get the membership, it's a no brainer. Guys, we're going to get both of those apps on your phone today, today, and in fact, I'm going to challenge everyone on the zoom call right now. I want you to start your will the minute we get off this call, and if you're one of the chosen ones, one of the 30% that already have one, you're going to update yours today because it's really strong language. Here's the last one. The number one reason why they don't do it for the membership is time. Guys, here's the best part. It takes three minutes. Three minutes from now, we're going to have you out on your way. You can go to work, you're probably in quarantine anyway, and you can go hang out with the kids. You go do whatever else you have to do; three minutes to get yourself and your family protected. No brainer. You guys get that? I guess my opinion is strong. Okay, cool.

Now the associate part. This is where I like it. I love the opportunity. Cool guys. Guys, my prayer and I touched my heart like I'm not trying to be cheesy. I mean this, this is not like, this is me like just Jack, I'm passionate about it guys. My prayer, my wish, my hope is that I did enough today to show the value of what it looks like to become a partner with us on this crusade. Guys, on this crusade and that today is the day that you guys draw a line in the sand that I'm going to get leveraged income, I'm going to get residual income. I'm going to earn a living tonight while I'm sleeping. Today is that day guys. And guess what? It takes five minutes to knock out the membership and to become a business partner on this team. You guys have no excuses. You guys clear on that?

**Mara Alexandra:** Hi Aaron, this is Mara Alexandra. Yeah, those two sentences are golden, golden, golden nuggets.

**Aaron Browning:**  I appreciate that. But yeah, we started making this guys, I mean you got to close. I am running this through my, I'm a big mindset person. I'm running this through my mind that I'm never going to see Nick. I'm never going to see April. I'm never going to see Mara again. This is my last shot, my last shot, my family's faith, my family's wealth. Like I take the gloves off. I remember when I had led with earlier? I'm playing to win guys. Even if the associate at the end and it's never happened, it was like Aaron that was a little strong. Okay I'm playing to win for all of us. Okay cool. And then guys, we want to get you trained. Guess what I'm volunteering right now because I love what Nick's doing it in our organization that I'm personally going to train all of you on this call. That's a cool value add, get creative with that. Get creative and make it sound special.

And then number four guys, number four is the most important thing. I'm going to talk to you today, I get it. $99 to someone on this call might be a lot of money because God knows it has been many, many times in my life. I take it so personal that I have designed some of the sickest and depending on your crowd, you tailor it how you want, some of the sickest systems; we have the models, we have the leadership on this team that most associates partner with us today are going to 5X their investment in their first 24 hours. I want to be clear, not a get rich quick scheme. I would run for the mountain top and if someone did that to me, I can't guarantee it because I can't guarantee you, but the people who lean in, who are coachable and who are hungry gotta sit back and collect the 5X. I've made myself available for the next 10 minutes to answer calls. I'm going to shut the zoom down. I appreciate you and your time guys and I look forward to building a massive empire with you guys in the near future and then I close it down. That's my close, guys hit me. What do you guys got? Nobody?  
  
**Elizabeth:** I think everybody's too busy writing, Aaron. I think you might have to give him a second.  
  
**April Killer:** Yeah. Aaron, this is April Killer. Even some of the things that you shared on the MVP call recently, Mr Herse and I have started to integrate them into our zooms and it definitely has started to make a difference, but you even gave more context today, so I'm definitely going to be tweaking it, but this has been really phenomenal. So thank you so much.  
  
**Aaron Browning:**  Awesome.  
  
**Elizabeth:** That is one thing I was going to say. We sort of had a quick overview of Aaron doing; I mean literally a three minute version of what he's done here in 45 minutes. So my question would be to Corey and Nick and April any of our MVPs that are on that call with him, was there something that he said on that MVP call that you wanted him to do address in more detail here?  
  
**Corey:** Well there was one thing, this is Corey. Incredible training Mr Browning. Obviously, man, you have mastered this. But the question was at the close when you're doing that, I remember you saying something about hey, text a person one, text them too or something like that. Can you elaborate on that a little bit?  
  
**Aaron Browning:**  Yeah, we were toying with it, man. It didn't really work. Once again, and you know what, I love guys, by the way, this is this is not a set in stone. Like this is a living process. We're going to have to be pivoting and adjusting. Even now we're adjusting. We're having really good success with it. So what are you talking about? You know, text the person invited you here if and how you forget now one of like, you see value in the membership, you want to get your family protected right now. Two is, you have a few questions you want us to answer and three is you're ready to freaking build. Something like that. We weren't getting a lot of it, so we did, we did abandon that. One thing we rolled out, and I have not shared this with anyone else other than Theresa and Elizabeth and I don't have data on it in full disclosure. So steel at your own risk. We rolled it out yesterday. We had success with it, but I need more time. I need at least a few weeks of this day to really get data on it. Remember what I said earlier? I said buying Legal Shield isn't sexy and what we mean by that is we all have a need in the use, but it's not like going to get a new car. I'm going to April, look at this car. Like, you're so excited, right? It's just, unless some other people are like that. I wasn't like, I didn't come home like, oh honey, oh my gosh. And so we have found that some people are like, oh yeah, this makes sense. I'm going to get it. And they end up waiting three or four days. There's no urgency.  
  
So me and one of my leaders were like how do we fix this? How do we create that urgency? What gives someone an incentive to do this right now? And so we added one slide at the very end. They took a picture of it so they see value, they can share it and it was just a quick call to action. So it looks like this. So I just did my clothes, I made myself available 15 minutes. Hey, by the way, guys, everything I say to them, I'm trying to make it feel like it's special to them. I think that's really important. Okay, so I'll say guys, you know, there's actually one more slide, one more slide. We're rolling this out for the first time ever today. You guys are the second group we've ever done it too. So this is super, super exciting. We know you're all going to sign up, hopefully you guys picked up on that language. Like I'm telling them, I'm leading them down the field. We already know you're all going to sign up. It's a no brainer. We want you guys to do it now and here's what we're going to do, guys. For those of you that take immediate action, I know there are a lot of you out there; I see a lot of heads nodding. You guys are going to get some exclusive training content from the number one income earner, Brian Carruthers. By the way, guys, this is all the video stuff that we all have access to, full disclosure. Okay, cool. So you guys can all do the same thing. You have leaders here, do whatever you want. The second thing is guys; we are going to mail you a copy of ‘Making My First 10 Million’.  
  
We're going to put it in the mail. It's one of Brian Carruthers, four bestselling books, off script. It costs us a dollar. It's an investment in your business guy. It's a dollar like honestly, and by the way I do think that's duplicable. I think the sponsor can do it. If they don't, I'll pay it. It's a dollar to get someone anchored and signed up today. Like to me that's a no brainer. But once again, and the third thing guys, and we're doing this, we're beta testing this on one of my new EDs that we just popped in 69 days by the way. The third tab says you guys are going to get exclusively handheld coaching mentorship from Blake Corey, our newest executive director and why this is so important guys. He's going to open up his playbook. He's going to show the blueprint of how he went to the highest level in our company in 69 days part time. All you have to do now is text Nick Odom and add Blake's text and we're going to, we're actually going to have a text number once we create it. Text Nick Odom and add this text and all I want you guys to put in the field is I want the free items today. Our phone was blowing up yesterday, but once again, the data is too raw and what we're just trying to create that urgency. So we'll see what happens.

I will say that when we were running this, we had some what I thought was creative ideas, but I didn't think they were duplicable. I will not do it. That is something I think Brian Carruthers and I know all the leaders here to do it, but oh my gosh, does he drill out in your head? And I don't want something 20 levels deep where someone else can't do what we're doing. So we're trying to make it as broad that anyone can and play as possible if we're going to do it. I'll throw this out at you guys too. I thought by the way it was, but I thought you asked a great question because I know I miss a lot of stuff that we covered before. So if anyone thinks of something, this is a cool tweak we did about 60 days ago that has been a game changer for us. When we get to that money slide where it shows it shows the levels how much you can earn for a linear income and then leveraged income. I really lean in on it here. Let me, hold on.

**Elizabeth:** Yeah, you did a phenomenal job yesterday, really pointing out the linear income and yeah, please go through that.

**Nick:** This was a question I was going to ask as well. If you want to elaborate on the greater part of it, when you go through the compensation on your private zoom calls, would you give us sort of the rundown on how you do that? Because with all the speakers I've seen, there's a huge variety in it. And obviously what you're doing is working well. Like do you cover the bonuses even though they're not on slides? Do you not? I'd love to hear all of the columns.  
  
**Aaron Browning:**  Yup. Okay. If I forget that, take me there too. So when I get to the opportunity part let me back up. In the very beginning guys, I share my quick story. It's about 60 seconds long. We all know that and I say guys they're going to be three things we're talking about today. Three. Our company is solving two of the biggest problems that affect every single person on the zoom. But here's another one guys, you use the language to the people that you're talking to? I try not to say Americans all the time, unless it's just like a broad group. People in the zoom, two of the biggest problems that every single person on the zoom is facing, I don't point at him like that, but every single person is facing, and then what's something I learned, excuse me, many years ago, guys, is whoever solves the biggest problem for the most amount of people also makes the most amount of money. By the way, guys, my tonality is just like that and I should've said this too. This is not live where they can see your animations. You've got to bring it in your voice. I've seen a lot of presentations and briefings even in our company with some amazing people guys where the energy's not there and they're delivering, and I say that not to mock. Their content is so good, it could change your life, but because the energy not there, the transfer is not there. That’s important.

So how I'm doing this. It's just like that on a zoom with me. Like I am trying to bring it, it's like over the top. When I'm done with my presentation, I walk out into the war room where my family is, I feel like I just got off the field. To the point, my wife's like, man, you were doing a PZC. Like, come on man. I'm like, honey, you don't understand. Like I was bringing it and you guys should feel that way too. That's so embarrassing. But it is what it is. So then I get to the first slide, I'm like, guys, here's problem number one. Problem number one, buckle up. I get to identity theft. Problem number two, I get to the white paper study is what I call it. I don't know what the slide is called but I think that's right. And I say, guys, here's the opportunity. And I say, guys, listen, I talk really fast already. I know I'm so sorry. I'm about to talk a hundred times faster and it's not because I'm sleazy, I'm cheesy or dirty. It's because I am jacked out of my mind about what this opportunity can do guys and I just can't help it. I just can't help it. I'll go into, if I use another one, I started adding guys when I joined 15 months ago, this is embarrassing and I say this a lot, I won't say it's gonna be embarrassing.

I always say I'm going to be transparent. I want them to know it's authentic. I'll say guys, when I joined 15 months ago, my only goal was to add $1,000 a month to my bottom line. At the end of that year, I hit 12,000 I won. There's going to be an extra vacation, maybe two, maybe an upgrade to the car. And I share this with you guys because I was playing in way too small, way too small. I just found out two weeks ago that I have eclipse $200,000 from this little home based business. And I say that not to brag, but to shake you. If anyone here wants to change their life today, make sure you pay attention to the next 10 minutes guys. Once again, I got to get their attention and I've had people when I'm doing this, where their video was off, now and their videos on true story. Imagine doing a PZC when that happens?

**Elizabeth:** You used that exact language yesterday.

**Aaron Browning:**  Its money guys. It's money. Speaking of money, let's get to the money slide. So it's important. So I'm one of the money, slide everything down and I'll say it's a little hard not doing it when you have it. I'll say, pop up the linear income. Where has the social, I'll say, awesome guys. Here's how this works, all the numbers going forward are based off the 49 90 combo plan. I call it the family plan. I'm going to round up to 50. I hope everyone's okay with that, tie down, hope everyone's okay with that. Guys listen, if you sold more, you get paid more. If for some strange reason you only sold half, you get paid half. I'm planting that seed. I don't want half. I want all of it, you get half. So here's how this works guys. When you partner with us today, you start off as what we call an associate, congratulations guy. Check this out. When you go out and refer a $50 membership and then I click the money, you're going to get paid $60 check this out. We pay out daily. Refer that membership today. That's 60 bucks in your bank account tomorrow.

Guys, listen, I'm going to challenge everyone. I pray and hope everyone on the zoom right now is doing so well financially, but I'm going to be doom and gloom real quick. A lot of people in this country are not. They don't know where the next check is coming from. They're furloughed. They're worried about a potential furlough. There's a lot of uncertainty right now, so don't make this just about you. Think about all the other people you guys know that you could bless right now with a vehicle that pays out daily. This covers the objection of I don't need it. I'm already doing well. I already make six figures because now they're being selfish. I hope you got there anyway. That's a good one. Awesome, so guys, check this out. Once you go out and you market two $50 memberships, two of them, most people do that today, two of them. Congratulations, you just moved up to senior associate. The cool part here is you just doubled the profitability of your business. Now for that same 50 you brought in, you make 120 and then it goes up to 140, 160, all the way up to $280 for referring out a $50 membership. Gosh, you guys now see why I'm excited. Heck yeah.

By the way, guys, I'm going to preach for a quick second. Elizabeth and Theresa are laughing because I do the same thing every time. Once you do it, guys don't get off script and it works. I'm going to preach for a quick second. I'm sorry. I have to, I have to. We do a lousy job in this country talking about money and wealth and I'm passionate about it, so I'm going to do it right now. This column right here, and I'll point to it, this is what we call linear income. It's called time for money exchange. Without knowing what everyone on the zoom call does, 99.999% of you are used to this and I was too up until a year ago. Get yourself in their shoes. By the way, off script. They're more relatable. I was too until I solved it. So what that means guys, if 100% of your income is based off 100% of your efforts, it's called scary. What happens if you get sick, injured, or hurt? Your income gets sick, injured, or hurt along with you guys. Think about that for a second.

Hopefully you guys are getting a number. I want you all to shake their heads. They're kind of engaging. So not only do we have this as a vehicle guys, but I'm going to show you three other ways they get better and better and then I opened up the leverage income, that pops up. This is where the game changer was for me. I am now going to look on my screen and I do this pre-PZC opening up. I need one person who has a video. It's very hard for me to do like a webinar format where I can't see somebody, I don't get it. Again like I keep seeing Nick and he's taking notes. He has a head like it gets me excited like I need that. In fact, I'd love for you to be on all my PZCs if you don't mind brother. But I need that energy. So I'll move my screen over to the three I can see on top to where I get a video. And here's the other reason why. So it's energy number one. Number two is when I get to the money, I'm going to say Steve; Steve hopefully you're a good sport man. You're smiling you look like a happy guy. I'm going to pick on you bud. Hopefully it's okay. What you can do about it anyway, unfortunately. So Steve, you're a manager on our team right now. Congratulations guys. Give him a round. He's a manager. So Steve calls me up and says, Aaron, I saw on Facebook you got two little boys. Out of curiosity, do you have a will? Steve, I don't man, it's $2,000 in my state where I live, but it's on my vision board for 2020 I will knock it out.  
  
Aaron, I was in a similar situation to you until I found this app for 25 bucks. I can get you a will. Steve, send it right now, my wife's going to love this, send it. Guys, check this out for a five minute conversation. Steve just got paid $140 he was smiling before, but look at him, he's ear to ear. Here's the other part, Steve, you're about to fall out of your chair. That 140 is in your bank accounts tomorrow. Oh my gosh, you guys. So exciting. But watch this out. I'm filling out the application guys. They'd only take three minutes to do. Built that in three minutes to do. I feel like they have good, should I say Steve, do you get paid for this? He says, Aaron, I get a referral fee for every person I help. I said, “Steve, I know 10 people who don't have a will. Can I play too?” “Yeah, 100% so now I come over as associate guys.” I call my neighbor Jill and I used the exact same language Steve just taught me. Joe, I know it and just at the bus stop the other day you were talking about you didn't have a will either. She's like, yeah. I said, look, I just found a solution to our problem. I just got one. It's $25, are you interested to learn more. Yes, a hundred percent. As a brand new associate for that five minute conversation, I made $60 I now have the same smile Steve has, this business is contagious. Check this out because Steve helped me. He poured into me. He got my website set up; he got my app set up. He talked to me about what to say the company's going to pay him. I don't have to. The company in this example is going to pay him that $20 senior associate and that $20 manager bonus Steve makes $40 every time I market a membership on his team, look at a smile guys, but don't play small.  
  
I mean, watch this. When I go out and help those 10 people I just talked about 10 times 40 is $400, Steve made $400 in leverage override income that week. Guys, let's think even bigger for a quick second. What if Steve had 10 of me on his team? He made $4,000 in override leverage income that week. Steve I pray you had your seatbelt on for that buddy. Then I go to the next slide, but when I, she said boom, I love it. When I started using the name guys, in fact, true story in the hour, we've probably been to a 60 to 90 days. That person that I use in that role play has never once not signed up, haven't. Thoughts, feedback, questions?  
  
**Nick:** No, that's exactly what I wanted to hear. Thank you so much for sharing that piece. I had heard you mentioned that before on another call and that's what I wanted to make sure that we were really on point about that piece. That's very, very powerful. Thank you. Love it.  
  
**April Killer:** So, Aaron, just to be clear on the slide where you kind of do that setup before you go into the compensation. You're doing that on the slide where it talks about the need. Is that right? Okay.  
  
**Aaron Browning:**  The one about guys, I'm going to talk faster?

**April Killer:** Yes.

**Aaron Browning:**Yep. I do it on that and I've added some language to this one. I think this works with especially with like the younger people, the young pros and stuff; in fact if you like it, you can steal it and get to that slide. I talk about that like, here's why I'm Jack. I'm going to talk faster. I'm letting them know that why and then I say, guys, you know, opportunity right now is a buzzword. Nick's using a better language. It's a hashtag. It's whatever. It's all over social media. There are two ingredients though and people don't talk about it, they don't. Number one is you need a vehicle that solves a problem. I just demonstrated we have two, we have two. The second piece is the timing. The owner of Netflix didn't invite me to his dorm room. I missed that boat. We have 3% market share and listen, I know you guys don't know me yet. We did what's called a white paper study. We pulled tens of thousands of Americans and if this doesn't get you excited that the opportunity is now, there's no hope and now I jump in. That's my segue to it. I don't always do that one, but sometimes.

**Rob:**I was going to say, I'm glad that you brought it up because the oldest slide, just going to take us back just for a moment. The older slides, we used to actually have a slide that said five years we're going to evaluate the company, the need, the product, the comp and the timing. And what you've done is we don't have to have that slide anymore. But you know that timing piece you just mentioned, it's so key, you kind of everything together. So I appreciate you mentioning them.

**Aaron Browning:**Awesome.

**Elizabeth:**And I appreciate him doing it yesterday because a lot of people had that slide talking about the survey that the company did and Aaron uses that as the close going into the money. So Aaron, you want to talk about like the 60% of people, the way you present that 60%.

**Aaron Browning:**Such a good point that is one of the deadliest slides and that whole deck guys for the recruiting, honestly, if I'm losing someone on that I already know they're not joining. That makes no sense to me, no sense. So as I get to that slide, and I don't know the numbers off hand, but I'll say, guys, we did what's called a white paper study. If you're like me, you have no idea what that even meant. I had to Google it. Make yourself relatable. That's so important. And they're literally shaking their head, yeah, what's that? Listen guys, a white paper study. We hired an independent third party to go out and pull tens of thousands of Americans and I hope that's accurate. I also want to say North Americans, if I'm doing a Canadian one, just want to include them, but we did pull tens of thousands of American guys and on their view on the legal system and it wasn't affiliated with Legal Shield. We wanted raw data. Check out these numbers guys. Stat number one, 94% said attorneys charge too much. I think the other six, I think it's 93 I think the other 7% are attorneys. I'd never met anybody that said they don't charge too much and you'll hear it, yeah, preach, and preach. Like they're getting excited. The next one, 90% of Americans said they'd have no form of legal protection plan. Amazing.

Nine out of 10 said they would seek regular legal advice if they could afford it. Guys, real quick, we just solved that problem for 90% of this country. It's called Legal Shield at $25 a month. I say it just like that and here's my favorite guys. More than 60% of Americans said they would buy legal shield today if it existed. Guys, I'm telling you right now, it's someone that has owned several businesses. I've never been a part of a company that has an opportunity like that. 60% of the country is craving the product we have. Oh, let's jump in and I go to the next slide. I'm telling you, man, that slide is, and that's the other reason why it's so hard for me to shorten this.

**Unknown Speaker 1:**So in the urgency is obviously a huge key in getting a new person started and you've set up a lot of urgency around the membership even by making it, hey, it's only takes three minutes to get it done. Is there any sort of urgency in the close of the zoom presentation where you're giving someone a reason to get their spot as an associate immediately? Or do you primarily take that urgency to a three way call?

**Aaron Browning:**Yeah. We’ve toyed with it. We're hoping that last slide now where it gives the three things we're going to get back is going to help that. What I started doing, I used to, I just know what I was thinking at the end of that I would say, guys, I made myself available for the next hour to two hours to answer any questions, for one what was I thinking? How stupid, when literally someone would hang up the call, they'd be excited to go and they go out and make a sandwich thinking, oh, I've got Aaron on lock for two hours, so dumb. So now I say like, I'm only available for the next 15 minutes, guys and if you knew my schedule today. Oh my gosh, it's crazy. 15 minutes. This is going to be first come first serve, reach out to Nick right now guys. Right now so I can answer those questions and I can personally set up your website, get you guys going. Guys, with that be blessed, I appreciate you spend a lot and I close it down. I've toyed with leaving the zoom open for a Q and A at the end, oh my gosh. Was that awful? And I've heard other leaders be able to pull it off more power to them. It takes one person to say something and everything else is gone. So we don't do it that way. Hopefully that helps. What else guys?  
  
I'll say one, a limiting belief. Someone, it's weird saying about yourself. I do not mean it to be cocky whatsoever. Someone might be thinking I'm a long way from where he is in terms of saying this and doing it. Guys, I'm new to the company. I just got here because I was doing repetition; we do them every single day. It is rare a day goes by where I don't have four of these, like truly rare and I promise you if you just committed to just a two week period where you guys knocked out like 12 to 15 of these, Oh my gosh, you won't recognize the person you were today. I promise you that. In fact you probably like me, you're going to look back and be like, and did I really say that? Oh my gosh, what was I thinking? You'll start to have that growth, but it takes doing it. It takes doing it guys. And right now guys, you guys just got a lot of information. The only thing that you guys control now is the action. It's the action guys. I would challenge all of you to get on the phone. If you don't have a personal recruit, don't let that stop you. Reach down to your team, go check those, I don't even know how to do it, but go check some was engaged thing where you could see like a new associate. Get someone on the phone, set this PZC and the rest goes into action guys. But that starts with you. There's Theresa, Elizabeth, Nick, April. Any of these guys could do as leaders to make you guys do it or force you to do whatever language you want to use. It starts with us. Anybody can do this.

I'll share a couple of the stories you guys have probably seen his name, Garrett Tarell around social media, dude's a stud. He in fact I'll show this is really powerful. I think it's going to help resonate with some people. I did not recruit him, I wish I did but because we do, this is so powerful because we do welcome calls and that is our culture, a dud recruited him and don't ever send this tape out to anyone else. That would be awful. This is like really private. I'm going to get in big trouble. A sweetheart dud, really nice, but it has not done anything else. This is their only recruit and they've been in for quite some time, but because we do welcome calls, I was able to get my hands on this person. I get on that welcome call and we'll be really transparent. He says his age is 24. I'm instantly in my mind, I'm sorry to all the young ones, Nick, I apologize. I'm thinking, “Oh, it's going to be hard. I don't know the real a man, like I don't know. I don't know if there's this prowess yet.” So that's what I'm thinking in my mind. And so I'm not even taking that welcome call that serious and that's embarrassing. That is low level leadership. I owe him more respect and I failed.

So I'm going through my questions. We set up the PZC for the next night. I think it was six o'clock. He came in at eight something the night before. So it would be almost 24 hours. I call him the next morning at 9:00 AM his time because he's on the West Coast. So it was 12 my time I get on the phone, I say, hey Garrett, how's everything going? He goes oh, I'm like here it goes. Just like a thought. Just like a thought. He's going to cancel. It's what I'm thinking and he goes, man, this is a lot harder than I thought. I sent out a couple of texts and Instagram stuff, man, I don't have anybody yet. I said, cool, Garrett, can I coach you? He said, you got to see the tie down. I can't just bring it right. He goes, yeah, a hundred percent man. He's an athlete. You go 100% I said, Garrett, when you joined yesterday, you got a big why you had some income goals you need to take all the information you gave me yesterday. You need to get an action, man, I need you to have thicker skin for a quick second. I need you to push through. You made a commitment to me. I gave up family time, my family tonight. It's already on my schedule and I don't take appointments off my schedule man, I don't. You've got to grow into this buddy. We're going to do it together.

I want you to go out in the next hour and send out 10 invites and I'll check in with you. Okay. Now, some people are not going to be able to do that kind of coaching. Guys, I got permission from him. If I would've felt like he was back, I would've changed it a little bit, but I felt like I could bring it. At this point it was either win or lose because he was already trending out. He was ready to quit, so the next hour he didn't get any. Two hours later, I think it was the third hour he texted me, he goes, I just got one. You could almost feel his tone in the texts come out. The cool part about this was three or four more hours went by. We're 15 minutes before our six o'clock, nine o'clock my time PZC, he only has one person. I'm like so discouraged. I'm like, “Oh my gosh, I'm going to do 45 minutes for one.”

I've got to get better on that, but it is what it is. He ends up calling his best friend, two of his best friends and says, guys, I have my mentor on this call just get on the call. I don't even care if your work, have it mute, have the mic off, and don’t even be paying attention. Just get on like begging. I didn't actually, I didn't notice til afterwards. By the way, I would have been so upset. So we have three people on I go through my presentation, we get on the welcome calls. One even says, man, I only heard like 10 minutes of that because I'm actually bar-tending at work. But oh my God, let's go. Another one says, dude, I was babysitting, but what I heard, let's go. And that one that heard it all. So let's go. We signed on all three that night. Okay, I want to remember this. When I called him at 12 o'clock that day he was out the door. This in my opinion, is a strong statement that a future platinum in our company, out the door, guys out the door if you don't do this. If I didn't do the welcome call, he's probably not here. He wasn't engaged. He's already making six figures in real estate. If I don't lean in, I shouldn't be. I, we don't lean in, we don't handle it. We don't check in. We don't coach. We don't get him there guys. He's not here and he'll openly admit that.

Here's how this grows that. So that night we did the three welcome calls. We set all three PZCs for the next day. It was four, I just did a presentation, it was 4, 11 and 13 I think; 4, 11 and 14 something like that. At the end of his first 24 hours, he had a team of 25 I get texts from this man every single day. It's slowed down a little bit, but not much. Multiple times a day. You changed my life. You changed my life, bro. They're like, I can't believe it. My future kids are going to thank you. Aaron, I can't believe I'm here. Thank you so much. It blew him away. I cannot and he's become becoming my good friends. I cannot have a normal conversation with this man anymore. It has to be about work. He is so, so excited guys. And that goes back to why we do this. That's that belief check. He was out the door, out the door. Now he's locked and loaded. Thoughts, feedback on that?

**Elizabeth:**Okay. Now Aaron, yes. You said you do your welcome call and you walked us through the welcome call earlier. So let's say, you just did Nick's PCC, you're available or PZC, you're available for 15 minutes. What does that initial call look like? Can you...?   
  
**Aaron Browning:**Welcome calls are the key to duplication. By the way, I said this in my Dallas presentation, the virtual, and it's harsh, but it's true. If I looked at someone's calendar, my humble opinion, I can tell how big or how good your organization is doing by the number of welcome calls on your schedule. I swear by it. That is the key to duplication guys. That is the absolute key. If you're not having massive momentum, you're doing everything else. That's why.

**Elizabeth:**So when you hang up from that PZC, that first call that you're making to follow up, do you call that a three way call or do you call that the welcome call?   
  
**Aaron Browning:**I call it the three way call because we haven't closed them yet. So Nick's going to get April on the phone and usually at this point we got to get better. I'm so big about dumbing this down. I don't want to throw too much at Nick. Not saying he can't handle it. I think he's actually one of the smartest people I've ever met, by the way. I told him that recently. I want to make it so easy. So I'm not even teaching the power of the welcome call yet, unless I really, really think they can handle it. So that first welcome call is awful.  But I want them so intensely focused on just getting butts and seats for the PCC that I don't want them on websites. We don't do any of that. I don't give him my on boarding site. I don't talk about anything else. I'm probably going to get in trouble for saying that on this call. I want a singular focus, that's it. So on that welcome call Nick's usually like, hey, April, are you there? Awesome. Aaron, are you there too? I'm like, I'm here and they won't even edify me and I just edified myself anyway, so I just take it from there.

April, and so I asked three questions on a welcome call, guys. Hopefully this is what she wanted. Three questions and this is a bad example for that, but I'll share it anyway. Were you able to watch a video or a zoom call? If it's someone I didn't meet. If they did not, I push them back to them, to the source. I don't want to be the source for them. I'm never the tool that leveraged the tools. Number two is what did you like best? Ask a positive question. Guess what you get? A positive answer. And then question three is what questions do you have? And then they merge over. So at this point we get on the call for Elizabeth's question. I'm going to say awesome April; by the way, can I give you a compliment? This is so good. April, I appreciate your engagement. I really, really do. I saw you leaning in. It really fired me up. It probably made me talk faster in all fairness, but I just want to say thank you. I really do. Guys, you don't think she's enjoying this convo just by a simple compliment. She's like, wait, he remembers me be like, awesome. April, so real quick, you know what I'm looking for to get to know you. Obviously we're going to build together soft, close.

April, what did you like best and what I just did? Oh man, the income, you know, I still have a job but I just don't know and getting paid daily. Awesome. I have a feeling I answered probably every question you were thinking but just in case there's one left, go ahead. So powerful. I just told her she only allowed; that's probably rude, but she's only allowed to ask one. I let her know that I probably answered. I'm leaning her in that everything was just covered. I think we have to be careful with that because we tell someone they need to go ask you a bunch of questions. If they can't think of them off the cuff, they're going to push back until they can; think about that for a second. And that's it. And then we walk them through the application. Now this is a little bit more labor intensive. Nick doesn't know what Nick doesn't know right now. So on that first PZC, a lot of times as a leader, and that's why I said I have to groom leaders or else I can't do it. Corey in this case is his sponsor is going to walk April through the application on the phone.   
  
I am so religious about this to the point my team probably gets sick of it. It is my pet peeve. If you were going to waste leadership's time, I shouldn't say, well, it's a waste of they don't do right. They're going to use leadership's time. We do the close for you guys. Think about that for a second. We just closed the person. They say yes. We hang up the phone and I hear this all the time. Awesome. April, I knew you were going to like it.  I'm so excited. You're going to do so well listen; I just sent you a text with a link. Told me to get stuck. I love it. And then you go out. Guys, I already said this like five times buying this app, Legal Shield, it's not sexy. April didn't lie to me when she says she wants to become a partner, guess what? Her kids are screaming. She needs to make dinner, she needs to go to work, she needs to do that. She has a thousand other things to go do. And the longer we wait from the time that I just got the verbal close to us getting the application, the less likely it happens. That's why I'm passionate about it. And then you end up chasing those people. Now this becomes a chasing job and now Nick's not having fun. He's like, man, this became like a career already. I'm already; I'd have to do all that. So stay on the phone with him guys. Stay on the phone with them. It is so important. Hopefully that answered that Elizabeth.   
  
**Elizabeth:**Absolutely. Just trying to clarify what that initial call looks like and then after the PZC and then what the call, what a regular three way call looks like. I think you've answered all of those.   
  
**Aaron Browning:**I'll add one more too. This is pretty important. I started doing this probably four or five months ago now. At the end of that when I get the verbal, and by the way, the close that we use, I think it is, it's fishing with dynamite. I always share it because I challenge leaders. If you're not using this and you're not having massive success, anyone on this call challenge a three way expert, do it respectfully. I'm not here to cause fights, but at the end of that I'll say, Nick, what did you like best? And he'll tell me, awesome. What questions do you have for me? Usually it's one or two. They're almost always the same, by the way, which is why this is so easy to scale. They're always one or two and I'll say, awesome.  Nick, did I answer your questions? You guys see how I'm tying him down? Yeah. He'll say, yeah, Aaron. Okay, cool. Do you mind if I ask you one? Of course, Aaron, by all means. Awesome. Have you already done the application with Corey or is that what you guys are going to do right now? And I already know the answer. Guys 99.99 like infinity they say, no Aaron, I haven't Corey, I guess that's what we're doing now. Like it happens every time. This is why the three ways is so important. You don't have to close your own people. This is how I was able to explode my first month guys. I was already, so if I had to be the video, I had to do the presentation and I had to close, I wouldn't have done it. I couldn't have, I just leveraged someone like Corey to do the legwork. It's so genius.

**Elizabeth:**You're also training your leaders how to do it so that now I'm sure you have lots of people who are playing your role on your team, which is exciting.

**Aaron Browning:**Yeah, a hundred percent it has to get better, but a hundred percent. The other thing, the reason people don't do, I shouldn't talk in absolutes I hate when I do that. The reason I believe people don't do more three way calls is they're scared of it and I know this because my three-way expert was Mr Caruthers. I've never been in a company like; I've never done any of this. And Brian says, Mr. Caruthers says, get your people on the phone with me and here's, you got to edify me, you have to do this. You got, you know he talks. I was, I mean, my knees were shaking like this guy's going to kick me out of the company.  So because of that, guys, I learned from that. Now, if Nick's on my team, I give Nick my edification script. I give it to him. Don't make your new associate think about how they're going to edify Corey. They don't know Corey yet. That's intimidating.

Wait, I got to get Mr MVP on the call. What if I stutter? What if I don't say it right? What have I meant? That by the way, guys, we laughed. That's what they're thinking. I promise you, you want this so dumbed down, so doggone easy that anybody can do it. And so I give them those tools. Nick, would you mind if we role play this real quick because I want you to feel really comfortable, man. It is so easy and that's what I do to him, right? Awesome, Nick here's what you're going to do; you're going to call your prospect. You're going to ask these three questions. Were you able to watch the zoom call at nine o’clock? If they say no, by the way, here's a great script. If they say no and it does happen, don't get hurt. If they say no, here's what you say. Awesome. Well, since you answered my call at nine as scheduled, I know you blocked that time for me. I don't want you to waste it on me. Go watch this video. I'm going to text it to you right now and I'll call you back in 20 minutes and you hang up the phone. Theresa's laughing at me. I did not ask permission and here's the other thing. I was not the video. I hear this all the time. Oh Nick, no worries. I'll tell you all about it. No you won't. No, you won't. You'll end up telling the parts that were important to you.   
  
You guys want to hear a true story. I hate when I say that to them. It's all the other stories are fake. That's a bad sales habit, by the way. Okay, so when I signed up at that business briefing with Brian Carruthers 15 months ago, I came home. I was actually pretty excited, right? I was pretty jacked. I saw the opportunity. I saw that this was going to be pretty, pretty big. I came home; I remember it like an hour and a half drive. I talked to my wife, I'm like, honey, I got an opportunity for us, it's going to be amazing. She of course is rolling her eyes being like, I don't see you already. Like what are you doing? Now, God bless her. She knows if I'm not building, I'm not happy. So she fully supports me. I just knew she was not engaged. She was on board, but she wasn't sitting in the front seat and so a month is going by, I'm coming home from business briefings, we're making money, and we’re excited. I'm excited I should say and as she's still, she's in the backseat and I'm like, baby, like what's going on? I need you on this. And once again, she wasn't being negative. She wasn't my cheerleader on this. She wasn't my partner on this. Finally I said babe, can I get you to watch the video? She goes, yeah, yeah, of course I will. Four days went by, this is my wife. Talk about I'm lousy at sales. Four days went by after I asked her and we were already a month into this journey. My own wife hadn't seen the information like blows my mind.   
  
I come home from a business briefing, that's when she happened to do it. I come home and I walk in the door, it's late because it's like an hour and a half drive and she goes, we need to talk. I'm like, oh, whoa and she's holding like four pages of notes and I forgot what she was; I was like what? What's going on? You all right? We good? The kids okay? And she goes, I just watched the video. Okay and she goes, and she's holding the paper I was like, are those notes? And she goes, yeah. And I said, I had a paragraph, a note, you have four pages. And so she goes, sit down. I was like, okay. So I'm sitting down and she goes, Aaron, we're going to change the freaking world. Like we're changing the world. You know how many people don't have access to this manual, who are not fortunate. Like we are empowering people. I was like, she was intimidated me. I came home talking about, dude, my next meeting ticket, I'm going to get out of it. I'm going to get out of it. I'm so excited. The next time someone says, that's my store's policy. I can write a letter. Guys and I share this with you because what was exciting for me was not exciting for her.

I learned a very, very valuable lesson and part of leadership; I hope you learned this lesson through me and not for yourself now. What I learned guys is we tend to, we're going to talk about what excites us to our prospects, and there is no guarantee. In fact, if I'm guessing it most likely it's not exciting to them. That is why that day going forward; I've never been the tool. I don't talk about Legal Shield. I want them to see the full presentation. They need to see one thing that speaks to them and that is it and that's what happened to my wife that day guys. It changed everything.

**Speaker:**No, that's an amazing story. Thanks for sharing.

**Aaron Browning:**Absolutely.

**Elizabeth:**Okay Aaron, I've had the benefit of hearing the other side of the story from Brian. So here's what I want you to tell us. Talk to us about what Brian did with you when you got started. If you can remember.

**Aaron Browning:**That's a loaded question; yell at me if I'm taking this way off topic. I think it is important, this is a harsh message though and hopefully it's the one you wanted me to say. This is a leadership talk. So this is us getting real and there were times where I didn't like that Brian said this out loud at conventions and things like that. Brian sheltered me; he hid me from the company. I did it with Garrett for as long as I could and until people like Nick and other people find them and by the way, that's a good thing. It's what we need to do. We need to go find like emerging people. I'm not mad at them, but I did, I hid him, he didn't know about other organizations. He didn't know anything. And this is important guys, because I remember that first month I recruited 14 people. I've never been in network marketing, never been a recruiter. It's not my wheelhouse, but I was passionate about it. I'm a student. I said, there's money here. I'm going to figure out how to do this. Let's go do it. I remember the end of that month, I said, Brian, I got 14 I was coming to him like, he's my daddy. Kill me for saying that because I'm that much older than me. But I was coming down for like recognition for like love and I said, Brian, how did I do? He goes, let me look and he's like, you got 14 I was like, okay, like how's that? And he was like, it's not bad. It's not bad. Oh, not bad. I said, well, what's good? And he goes, usually around 20 you're trending in the right direction.

I said, okay so I need 20. So I share this with you guys because think about this too often you might have, by the way, it's called the law of the lid. It's a great John Maxwell leadership lesson. He kept raising my lid. So if I want to come over and I recruited two my first month and he was like, dude, you did fantastic. Your PC qualified, you know, you're in the top 10% of the company. I don't know that number to be true, but it's probably somewhat close that was going to be my lid. That was my ceiling. He just set it for me.  And so his role modeled that behavior as a good leader, as a student you have to be able to learn. I said; if that worked for me, let me go do that with Garrett. When Garrett, once Garrett showed up. So Garrett broke every record I ever did by the way, that's the cool part about this. This is not about us. This is about us doing something and then figuring out how to make it better so someone else can have success quicker. Think about that, Garrett broke every record I've ever done, and then we broke it again with Brody, which is so cool.

So anyway, we sheltered Garrett. Garrett didn't know, here's a funny story we won. In fact, someone only some of you guys will know that; they did a beta test of that big March madness for I think it was the top 50 teams, MVPs people on that level. We did one in April, oh no February, our team won that and we crushed it. Like crushed it. So much so that my team, who Garrett and those guys and girls, they were asking where were we ranked, where we ranked and I was like, guys, it's neck and neck. Like we're winning by like 20 points. I think we won the thing by 17,000, crushed it. And I'm sorry, some of the people that aren't here, they didn't know and that's why they were still going. We're on the last day. They're like, guys, as a group of five, we have to throw up 15 recruits and we did a power hour. If they would've known they were up, they were already winning. They were already future rock stars in the company. We don't push as hard, so be careful of that guys. Be really careful of that we're molding people and that's where our leadership really comes in. You have to know who you're talking to, who can handle tough love, who can handle what I call a fierce conversation and all that sort of stuff. Elizabeth, what else do you want me to say on that? That probably wasn't the topic.

**Elizabeth:**Well, no, that was important. What I wanted to say is, I mean, I think what you're talking about is Brian said, oh, that's great. But from the very beginning, do you think Brian was, like you said he was requiring you to be on, he was requiring you to prepare to do your own presentations. He sort of had you in that spot of you're going to be doing all this so you better be paying close attention. And that's what I was saying. Can you just kind of walk us through your first; let's talk about your first month. What did they do for you? What did he make you do as far as learning and being able to do on your own?

**Aaron Browning:**Yeah, a lot. So when she said make you do, I mean, she's right. Like we didn't have a choice and the cool thing with that guy, I didn't know any better. A new recruit, new associate doesn't know what they don't know is what I said. I still don't know what I don't know but yeah, every time, obviously he was on three way call, I had to be there. If he was doing a PZC, I was there anything he was doing, he was role modeling that behavior and I didn't know it. I didn't know it and sometimes he would phrase it in the beginning was a little softer here and I really want you to see this. I want you to pick up on this, it's going to help you sell. So I was coming from me, no, I was coming from the future me, I just didn't know it yet. And then what he did really, really well and people that know me, I know April knows this. I know Nick probably does. I am not good at what we're doing right now. Like when they say get on stage, like superstar, any of that, like, I mean I don't sleep, I have panic attacks. I'm sweating. I mean it is awful. I hate it. Hate it. It's my third month and they asked me to be on stage in Dallas. I remember calling, I had called them to quit and I hang up the phone. I just hated it and so what Brian picked up on that he knew he could not treat me like a Nick who was just a natural rock star, that kind of stuff. He had to take baby steps. It's called leadership guys, leadership. There's not one path here.

So Brian said probably two weeks in, Aaron on the next PZC we do, can you edify me? I was like, you can't say no to your mentor and so I'd edify for two days. Hey Aaron, on week three, you listen to me. I know you really understand the opportunity. That's kind of what you're gravitating. I'm going to lead off of the membership portion of the PZC. I want you to take the opportunity. Okay, I would do that for a week. Hey Aaron, I really want to see you do the whole thing. Okay, I got it. He took baby steps with me. So at the end of 30 days, guys, I was running business briefings. I was opening up new business briefing markets. I didn't know any better. This doesn't take two years to go learn, but that also takes a really good sponsor. It takes a really good leader. It's funny, I had this conversation recently. You have to be careful with how you do that because that's not for everyone. If Brian would have come at me the way he would talk to Nick about this, seeing natural talent. I would have quit. I would have quit. If Brian would have said, day one, dude, I want you at the end of this month. I want you running business briefings, PZC, I'm out for one. It would have scared me too. I didn't have time. I had to get to where this was fun. I was having a blast doing it. I was helping a lot of people; we're making a lot of money to where I wanted to go spend more time. So anybody to be very, very careful that conversation. But that conversation needs to happen if we're not growing leaders, guys, you're working yourself into a job, working yourself into a job.   
  
The other cool part about leaders, guys that I love is it forces you to become better, forces you to become better. I have one personal recruit this month. I'm not ashamed of them and I have one. I was talking to Garrett yesterday. I do my leadership calls my team every single day. My leaders, anyway, I was on the phone with him and he's like, man, I'm having an awful month, I only eight. One I wanted to be like, dude, you just hurt my feelings. But of course I was like, man, you really are. Why is it so bad? Because I wanted to go do better. He needs that push but that's what it does. Runners want to run with runners. Think about that for a second. If you don't have a runner in your organization, that's mission number one and it doesn't have to just be you. That's the other big one, I know I'm probably going to get in trouble with corporate on that, because they want us all to always be recruiting. We should be right, but get your hands on other people. That's also by the welcome call, by the way. And I do have to go in a couple of minutes that, that welcome call is so important because I'm going to make a bold statement. I promise you right now, anyone that here that has a team, and I would imagine most of you do. You probably already have a runner in your organization right now. Or you had one that left you as a leader, didn't know it. You didn't know it. I'm going to go back. It takes a dud inviting a stud and they weren't led right and I tell a lot of people, not a lot. I tell people who can handle that. If I would've got recruited by a dud and someone like Corey, April didn't get their hands on me, I'm out. I'm out guys. I am so out.

I'm saying, I'm like a rock star. I'm out like, ah, this isn't like what? This isn't fun. Like what am I supposed to be doing? Like I'm figuring it out. Like think about that for a second. So look through your organization, see who's there. Find out if anyone's leaned in and a runner might not have had instant success by the way. They might need to be led, led on track. Kind of like a Garrett who is an absolute rock star. I can handle like two or three more questions, but I do have to go after that if that's okay?  
  
**Elizabeth:**I was going to say you been here a long time, so if you need to go, please don't let us mess your schedule up. We appreciate the time but if you got another minute or two if anyone has got a question now would be the time.

**Unknown Speaker 2:**Is there a replay of this training right here?

**Elizabeth:** It will be up, yes, we're recording it.

**Unknown Speaker 2:**Wonderful. He's awesome.

**Elizabeth:**Yes. Yes he is.

**Aaron Browning:**Let me get my wife again.

**Corey:**Hey look Aaron, this is Corey. Well the question I have for you was a man running a lot of PZCs like you have shared with us, what are some of the; let's say that, I don't know, you got a person, maybe their manager on board and they have two or three PZCs but are you guys leveraging any other videos or any of that kind of stuff as well or find whichever way. I'm just trying to get an idea. You guys leveraged them like the other zooms the company may be doing for the ones that people may not have on the PZCs but that group is not in your court is running, running, running. What are you doing with that other group that may not be moving fast?

**Aaron Browning:**Great question. Yeah, we leverage the heck out of prospect app. I'm big on accountability. I learned this in my days of leading a team in real estate prospect app is the only way I'm allowed to do it because I get calls all the time, Aaron, this doesn't work. It's not working for one off script. It does work. Come on. We have too many success stories like Corey, Nick, I mean everybody, the only thing not working right now is you unfortunately, I don't say that to them, but that's, we have to figure out. And so I'll ask, hey, do me a favor before we have that coaching conversation, text me over a screenshot of your prospect app. Oh man, I don't get very many calls after I say it. People are laughing but it's true. The ones that are brave enough, they'll send it over and they'll say, it'll show they sent out two videos all week. Think about that.

Now I know exactly what to coach on its effort. It's actually prospecting. So we do leverage the prospect video. I'm a huge fan of, I gotta be careful on this, I'm a huge fan of the Brian Carruthers zoom on there. And then I like the Darnell zone. I like both of those. I think they're phenomenal videos, really, really good because I don't know if you guys have your own or whatever. Then we're only doing PZCs for the most part, about 90% are for that initial launch and it's a bandwidth issue. Sometimes I'll get a seasoned agent, I say seasoned, they've only been with us like a year, but where they want to do a relaunch and I love that, but it's not like a maintenance thing where I'm going to keep doing a PZC for Corey every single week. I just don't have it. So for that you're shooting a video or you're going to the company zooms.   
  
**Mara Alexandra:**  Aaron, thank you very much. So we've been sending quite a few people to the company's zooms and there are times we can't get right back to them after they've watched the zoom. They won't answer the phone, whatever. Is that just considered still a numbers game or is there something maybe we're not doing when we send them to that company zoom?   
  
**Aaron Browning:**Yeah, so really, really good question. So there's no perfect answer. Something I've discovered that will help me we need to add accountability to that call. So if I'm sending you to the nine o'clock zoom, I'm going to say, Mara, awesome. Make sure you download the app. By the way, guys, so many people don't even say that if someone hits a hurdle or a roadblock right before they're supposed to do something for you, they're not doing it. Most aren't, especially if you only teased it because they don't even know what they're supposed to be excited for, right? Just think about that. So I'll say, make sure you download the app. Make sure you're in a quiet place because the information is going to be amazing. Listen, that presentation is going to be about 20 minutes long, so I'm going to set a calendar invite on my calendar right now, Mara for 9:30 and the reason is I got to hear what you thought. I'm dying to hear your opinion. So I'm going to call you right at 9:30 does that work for you as well? By the way they say yes every time.

Now, it's still not perfect. If I had to guess, probably answer 70% but I'll take 70% over 10% all day long. All day long. So now when I call 9:30 Mara, it's Aaron. It's 9:30 I promised you I'd call and here I am. Awesome. Were you able to watch; were you able to get on that zoom call? No man, I got home late. The kids were doing this. Oh, I get it. I get it. Life gets in the way. Listen, because you answered this call at 9:30 I know it was on your schedule. I don't want you to waste 20 minutes on me, use it right now. I'm going to shoot you over a video and I'm going to call you back at 9:50, we still good? Awesome. Guys, I'm like a robot. Like I do it every single day. Don't reinvent the wheel. That's it. Okay, one more. It's a fun group. I had no idea. We're going to be on this long. I love it.   
  
**Elizabeth:**Me either. So I really appreciate your time, Aaron.

**Aaron Browning:**Absolutely. One more. Come on, give me a limiting belief. Give me an objection you're getting, something.   
  
**April Killer:** Aaron, have you ever run into issues where people invited where people invited folks from like their social media that they don't have a phone number for and how that follow-up is done. I know we ran into that with a new associate lately that had messenger, which we didn't know he did this, but he messengered a bunch of people and then we found out after that they got on, but he didn't have phone numbers to follow up with some of those people. So I don't know how you coach people through that.   
  
**Aaron Browning:**You know what I love about this question guys, this is a question from getting in the trenches. Like most people aren't doing this would have no idea to even ask that and this is how you learn. So the way we tell a new associates, so if I was coaching you up April at your brand new brand new associate on our team, Joshua was here, I didn't see he was on the different page. What's up buddy? You see I'm crazy; I'm all over the place so yeah, if I was coaching you up. I'm going to say, listen, I'm going to give you the link. It's Aaron Browning, zoom.com by the way guys, it's for 10 bucks. Make it a vanity. It doesn't have to be your name or whatever, sending that long code, it's hard. Make this as easy as you can for people. Sorry. So, April, my request for you is that when you send it out, you only send it out when someone confirms and that confirmation has to go out via text. This way it's all in one place on your phone for you to get it later for calls. Does that make sense?

I don't even tell them it's where the three ways because it could confuse them. This might be a block for some why they don't have to go do it. I just tell them it's about them because everyone here only cares about ourselves. Why it's important. So they have it all in one place, in their text thread. It's all to the same. That's really good language by the way. I do a lot of prospecting on Facebook to quote friends and also I'll go through it and you keep your income options open, they say, yeah, awesome. Listen, I was already get you over a 20 minute video. Would you take a look? The video changed my life. Yeah, absolutely. Cool. My app only lets me a text it to you. What's the best phone number? They give it to you every time. Hopefully that helps. But yeah, nothing worse than that by the way. And I had one recently where it happened was like, ah, I think it was my fault. I didn't say what I was supposed to say.

**April Killer:** That's great. Thank you.

**Aaron Browning:**Okay, cool. We good?

**Elizabeth:**We are phenomenal. I know you probably Theresa has some closing comments but thank you so much for your time. I mean you have, you've given us more than enough of your time and my goodness, the value has just been incredible and I think everybody that took the time to hop on today, I appreciate all of you getting on because I think you understood why we wanted each one of you to be able to hear from him personally. So thank you so much Corey. I don't know if you or Frank or Theresa, Nick, April, any of y'all have any comments before we let him go because he's given us an awful lot of time here.

**Theresa:**Yeah, we'll let April and Corey go first and then we'll talk.   
  
**Corey:**I'm good; I've got everything I need.

**April Killer:** I'm done, I'm ready to go make calls.

**Frank:**Nick you want to say anything?

**Aaron Browning:**I love when Nick talks.

**Nick:**Thank you so much Aaron and I really appreciate you being on. I don't want to keep you longer. I got notes I want to take action on.   
  
**Frank:**All right Aaron, listen, we'll be forever grateful for the time you spent with us. We know you've got a family, you've got a business, you're just moving into a new house and you're still unpacking. And I was on the road about 90%, matter of fact, I just walked in the house and gotten knocked off to the thing but I listen to everything you said and we had our top leaders on here and I just want all the leaders to know that. Very rarely will you ever have a chance to sit in front of somebody that is really, really into trenches and digging new trenches all the time and can answer all those questions. So Aaron, I am just so grateful and so thankful that you poured into organization today and I wanted to ask a lot of questions but Elizabeth and everybody else asked the questions I would have probably asked anyway and it was noisy where I was at. So thank you and I know Theresa has a few words for you, but whatever you need buddy, you let us know. Okay.   
  
**Aaron Browning:**Thank you, appreciate it.   
  
**Theresa:**We're greatly indebted to you. You've been so generous with your time and your expertise sharing and you just got put on not just a pedestal of knowledge and success, but you just got put on a pedestal of respect and admiration from all of us because of who you are and because of what you're doing and what you've done. But really who you are. Thank you so much. Not many people would have done what you've just done for our team.  
  
**Frank:**Thank your wife for loaning you to us too.   
  
**Aaron Browning:**Will do. I'm sure she heard that one. If anything, she heard that when I promise. Oh, I appreciate you guys. I appreciate the time. Hopefully you guys got some nuggets. Do me a favor. Go get into action guys. Go report back to leadership. Tell them what you knocked out. Go set a PZC today. Don't go to sleep tonight without one of your books guys. Watch what happens. Thank you guys.  
  
**Elizabeth:**Thank you Aaron, we appreciate your time.

**April Killer:** Thank Aaron, we appreciate you.

**Frank:**Thank you associates for being on the phone, that you got on your other leaders and I guess we'll talk to him in a few days.  
  
**Theresa:** Yeah. We recorded this. We'll be working on the replay, but it's going to be a long time. It takes a while to process it when it is this long. So just letting you know.   
  
**Frank:**Yeah, and if you want to have your team go listen to it, it'd be worth gold to him. I'll tell you right now, it'll cut out a lot of your training. So we all got a lot to do, right?

**Theresa:**Yeah, let's go.

**Frank:**All right. Everybody and I think the country's getting ready to open up, but about 30% of the people will not go back to work and they're going to be looking for something to do when their unemployment runs out. And so this is a time to go out and stack a lot of new prospects and get them on the phone and get some zoom calls going. From Charleston, South Carolina and Elizabeth and the rest of the leaders. Thank you all so much. Bye bye now. Thanks.