

“Are word pictures the most incredible tool in network marketing?”

About 39 years ago, I was giving a famous Big Al “five-step presentation” to a hot prospect.

Now, you have to remember that I was the famous “Big Al” that created this incredible 20-minute five-step presentation that no one could refuse. Everyone signed up into my program.

Well, at the end of my presentation, the hot prospect said:

“No.”

The hot prospect did not sign up!

And I quickly replied:

“Don’t you know who I am? I’m the famous Big Al!”

Three days later, I ran across the same young man and he had joined another opportunity. Not just any opportunity - he had joined a seventeen-generation, Xerox chain letter straight from prison - a real piece of garbage!

**Now if that were to happen to you,
what would come across your mind?**

I finally decided to take personal responsibility for my results. Instead of blaming the prospects, I decided to accept that my results were caused by . . . me.

So here is the question that crossed my mind:

“What did his sponsor say to him that I didn’t?”

Good question. I decided to find out.

I always wanted to do this - it’s straight out of a ‘B’ movie - so I said to my former hot prospect:

“Take me to your leader!”

We went to see his new leader and I told his leader:

“I’m the famous Big Al, I wrote all these books, I’ve got this big group. I bet you spent a lot of time, maybe even

the entire three days, trying to get this young man to join your business."

His sponsor calmly replied:

"It took me about 90 seconds."

I felt about one-inch tall. My inflated opinion of myself deflated quickly.

His new leader continued:

"Big Al, you've got a problem. Your problem is you speak in words."

Right away I'm thinking:

"Well, what are the options here?"

His new leader then dropped the bombshell. He said:

"People don't think in words, they think in pictures."

This is the breakthrough that helped me get more efficient and to understand how things work in the "real world."

Hillary Clinton?

So if I mentioned to you the name, Hillary Clinton, would get a picture in your mind of Hillary Clinton?

If I unscrewed the top of your head and looked inside, would I see a large indentation of the letter "C" . . . and then a large indentation of the letter "L" and so on?

Of course not.

You don't think in letters or in words. You think in pictures.

When I mention the name, Hillary Clinton, you would get a picture of Hillary Clinton in your mind.

If I mentioned the name, Mel Gibson, you would get a picture of Mel Gibson in your mind.

If I mentioned "pink elephant," you would get a picture of a pink elephant in your mind.

How to transfer information quickly.

If everybody you talked to **knew** exactly what you knew . . . in other words, all the information in your brain was in their brain - they would probably make the same decision that you did.

The problem is, our prospects are not going to sit for three days while we tell them all of our experiences - so they can see exactly what we see.

But a picture is worth a thousand words!

Now, I've never tested it - it could be 973 words or something - but a picture **transfers** information a thousand times faster from your brain to other people's brains. By using pictures, they can instantly see what you see. Communication means that if they see what you see, they are going to **join**.

Word pictures are fun because people see in their minds what you see in your mind. They see your vision. They see your excitement.

**Are word pictures complicated,
long, and difficult to do?**

Word pictures can take a few seconds or a few minutes. For an example of a very short word picture, imagine this.

If a young lady went to the beach, she might tell her father that she saw this really nice young man at the beach. Then she would give her father a **one-word** word picture and say:

"Wow!"

That would create a picture in the father's mind. Maybe not the exact same picture that was in his daughter's mind, but she did instantly create a picture.

Children use word pictures.

I don't know how many subscribers have ever had a daughter, but let's say you have a six-year-old daughter. She goes to school on the first day and all the kids in the class are wearing a special type of uniform, except for her. Her clothes are different.

Her classmates make fun of her and they tease her. Your daughter cries. During recess, her classmates don't play with her. They make her stand in the corner of the playground, facing traffic and insist that she doesn't look at them.

Her first day of school was very traumatic for your daughter.

On the way home from school, your six-year-old daughter is thinking,"

"Well, I can tell Mom and Dad that I need a uniform. But they don't see what I see. They don't feel what I feel. They won't buy me a new uniform. What I'm going to have to do is use a word picture on Mom and Dad so **they see what I see** and then they will purchase me a new uniform."

Your daughter comes home and says:

"Mom, Dad, I was at school today and all the other kids had a special uniform except for me. They teased me, they made fun of me. I tried not to cry - I tried to be brave like you told me - but I started to cry and tears started running down my face.

"I felt really embarrassed. I felt really bad. But then at recess, they made me stand at the corner of the playground with my back to them facing traffic. They wouldn't even let me look at them, I just had to stand there crying.

"And all day long none of my classmates would look at me or play with me. It was awful!"

While your daughter is giving this word picture, what are you doing? You are grabbing the credit card and heading down to the store to get that uniform because **you see what she sees**.

As your daughter gets older, her word pictures get better and better. Soon, she gets everything she wants!

Kids are great at using word pictures. They have plenty of time to practice their word pictures while their parents are working.

I joined because of a word picture.

In 1972, my wife and I went to our very first opportunity meeting. We answered an ad in the newspaper that said:

"Part-time business. Small investment."

We came to the Saturday morning business opportunity meeting and it was **three hours long**. There was a bunch of anti-government, Communist hippies, talking about strange things coming out of their colon, and a lot of cheering by a bunch of weird people.

At the end of this three-hour meeting, my wife and I looked at each other and said,

"Let's get out of here. The armed guards are gone from the back door."

So we're sneaking out of the back of the room. Just then, the person who ran the ad recognized us because we were the only guests. He said,

"Aren't you the people who answered the ad?"

We said,

"Yes, but it looks like it's not for us. We are not interested and we are much too busy."

My sponsor looked at me and gave me a little 30-second word picture which was more powerful than the three-hour meeting. This word picture earned my sponsor a lot of money.

Would you like to hear the word picture my sponsor told me?

I think if a great word picture can earn you a fortune here, a fortune there - pretty soon it adds up! Here's what my sponsor said:

"Big Al, when you join our business here is what happens. Six months from now you walk into your boss' office. You sit down in the chair, you put your feet up on his desk and you leave little scuff marks with your heels.

"You put your hands behind your head and you calmly tell the boss that you can't fit him into your schedule any longer. You've enjoyed working there, but if they have any problem after you leave they can call you any Tuesday morning at 11 o'clock at your normal consulting rate.

"Then you get up from the boss' office, walk out to the main office desk, pick up your personal belongings, wave good-bye to all your fellow workers who said it couldn't be done, hop into your brand-new bonus car, drive down to the drive-in teller window, deposit this month's bonus check, and say to the bank teller:

"'Oh, I don't know. Put this bonus check in savings or checking. It really doesn't matter. I get these checks every month.'

"And then you drive home and relax, having a nice glass of your favorite beverage."

That was his word picture. At the end of that word picture, I said:

"So how do I join?"

I joined based on that 30-second word picture, **not** because of the three-hour opportunity meeting.

My sponsor was able to get me to see "what he saw" in the business. My sponsor created a vision in my mind because of that simple 30-second word picture.

**Would you like to have a formula so
you could create word pictures too?**

Here's the formula. You simply say:

"When you join our business, here is what happens . . ."

Then, take your listeners into the **future** and let them know exactly what is going to happen.

That's it!

Pretty simple, wasn't it?

Want some more examples?

Example #1.

Here is an example of creating a word picture about receiving a check for \$80. Notice how this short word picture creates a story or a movie in your mind.

"When you join our business, here is what happens. Two months from now you walk out to your mailbox and you get your mail. Now there is some junk mail and magazines, but there is also a letter from your network marketing company.

"When you get inside the house, you rip open the envelope and you look inside. It's not a letter from your network marketing company, it's a check. It's a check for \$80 which you didn't expect, so you say, 'Hey, maybe I should go shopping or take the family out to dinner.'"

Well, did that short word picture create a story or movie in your mind? Could you see yourself ripping open the envelope?

Instead of just telling your prospect that he can earn \$80, use this word picture instead. Your prospect will think about this word picture every time he goes to the mailbox, and that will remind him of your opportunity.

Example #2.

You can help your prospects create a vision of what they could do with a part-time check. Telling them they can earn an extra \$550 a month is not nearly as exciting as showing the prospects what they could do with the extra \$550 a month. Here is an example of a word picture that does that:

"When you join our business, here is what happens. You walk to the local car dealership and you say to the salesman, 'Hey! This is the car I would like.'

"The car salesman says, 'OK, that's going to be a \$550 a month car payment.'

"You reply, 'That's no problem. I have a part-time business that will make all of the payments for me.'"

Both of these examples were very simple and short word pictures. Of course you can do longer, more elaborate word pictures.

The key is to help your prospects see themselves in the word pictures that you create. You do this by starting your word pictures with this phrase:

"When you join our business, here is what happens."

I use word pictures all the time at my opportunity meetings and presentations.

Word pictures are easy and most of us have unconsciously used them all in our lives. Now that you recognize exactly how to use word pictures, I am sure you will use them much more often.

Can I use word pictures to sell my product or service?

Of course you can. However, you will use slightly different formulas. Here are the formulas for product and services word pictures:

1. "When you use our product, here is what happens."
2. "When you use our service, here is what happens."

Want some examples?

Example #1.

If you sold a diet product, you would say:

"When you use our product, here is what happens. One week from now you wake up and you start putting on your clothes and you notice - hey! The pants are baggy! You have lost an inch or two off your waist and you didn't even have to diet!"

Your prospects can see themselves trying on their pants in the morning. You have created a movie in their minds.

Example #2.

If you sold a skin care product, you would say:

"When you use our product, here is what happens. After you rinse off our special cleanser, feel your face with the back of your fingertips. It will feel so smooth, just like satin or silk!"

In your prospects' minds they will see themselves feeling their soft new skin.

Example #3.

If you represent an opportunity that sells telephone services, you could say:

"When you use our phone service, here is what happens. You open your phone bill in the mail, and it turns out not to be a bill, but a **check** from your new telephone company because you are marketing their local and long distance service. So instead of paying a phone bill, you are getting paid when your neighbors use their telephones!"

Now that is powerful. Why?

Because if your prospect doesn't join your business, what will your prospect think of every time he opens his phone bill?

Yep. He will remember that you told him he could be getting a check instead of a bill. You will always be in his mind, every month when the bill comes in the mail.

And who knows? Maybe several months from now will be the perfect time for this prospect to join. And you will be right there in his mind.

Keep your word pictures simple and listener-friendly.

Sometimes networkers try to sound important and super-intelligent. They are trying to impress their prospects with their knowledge.

Bad idea.

Our job is to communicate as clearly as we can, so our prospects will see exactly what we see in our business or products. Here is an example of a pompous "I am smart" presentation:

"Let me tell you about this unique amino acid found underneath a rock on a mossy hill in China by a team of nuclear scientists who have movie stars as partners. Our Nobel Prize-winning scientists have patented a unique way of encapsulating this amino acid into a time-release formula that not only makes amputated body parts grow back, but it also creates world peace."

We have all heard presentations like this, haven't we? So instead of this pompous drivel, maybe we could throw out all of our technical data, all of our pretty brochures, cancel all the three-hour opportunity meetings . . . and do a better job of communicating with our prospects by using just a few short word pictures.

**Word pictures can have a time-released
delayed effect on your prospects.**

Here is another powerful way that you can use word pictures. Let's talk about the time-release delay effect of word pictures on your prospects. Here is how this effect works.

When you tell a good word picture, your prospects can't get it out of their minds. Here is an example.

Imagine that you are talking to a prospect. At the end of your presentation he says:

"I need to think it over. I have to talk it over with my dog or my lawyer. I will get back to you in a couple of months."

Well, try this word picture. Say:

"Hey! I am glad you want to think it over. Could you do me a favor?"

"Tomorrow morning when you wake up to go to work, and you get into your car at 7 a.m., pull your car keys out of your pocket and just before you put them in the ignition, just do me a favor. Would you just ask yourself this question?"

"'Do I really want to be getting up and leaving my family at 7 a.m. and commuting to work and fighting all that traffic? And is this the car of my dreams?' That's all - could you just ask yourself that?"

The prospect will say:

"Sure, no problem."

What happens the next morning?

Here is where the time-released delayed effect of word pictures kicks in.

The next morning your prospect wakes up, goes out to his car, pulls his keys out of his pocket, puts them into the ignition, and what is he going to think?

Your prospect will think,

"Wow, do I really want to be getting up at 7 a.m. in the morning, leaving my family and commuting all the way to work? And is this 1973 Pinto really the car of my dreams? Maybe I should rethink that opportunity that they talked about last night."

What will happen the next morning? The same thoughts will go through your prospect's mind.

And the next morning . . .

And the next morning . . .

Your prospect will always be thinking of you and your opportunity. And when the timing is right (like when his boss yells at him, or there is a big traffic jam), you will be in the forefront of his mind.

Do you want another example?

You finish your presentation to a young lady and she says:

"Oh, I need to think it over. I need to talk to my lawyer, my cat, my astrologer and my psychic."

You would then say this:

"Could you do me a favor? Next time you get your paycheck, could you do this? When you rip open that paycheck envelope, pull out your paycheck, hold it up to the light and rub it between your thumb and forefinger and ask yourself this question: 'Is that all that I am worth?'"

Well, what is going to happen the next time that she gets her paycheck?

She will rip open the paycheck envelope. But, she probably won't hold the paycheck up to the light. Someone might see her and think that she is strange.

But she will think to herself:

"Is that all that I'm worth?"

"You know what? I had to work overtime three days last week. And that person next to me never showers. This person talks too much. I am tired of fighting traffic. They don't appreciate me. They don't give me a raise. I missed my daughter's violin concert last week by working overtime. And I hate these stupid reports. Maybe I should take a look at something else."

And that's the time-delay effect of using word pictures.

Would you like to learn how to make super word pictures?

The way to make word pictures really stand out in people's minds is to understand how things go into the mind. The only way we get things into our minds is by using our five senses.

What are the five senses?

Sight, hearing, smell, taste, and touch. (If you have more, please feel free to use them too.)

The more of these five senses you put into your word picture, the more prospects will see themselves in that word picture - and the more they will understand.

Let's look at an example of a word picture that uses all five senses. I would say this to the prospect:

"When you join our business, here is what happens. One year from now, you have saved up all your bonus checks so that you can take that dream vacation to Tahiti.

"That morning you wake up and you put on your Hawaiian shirt, your sunglasses and your sandals. You grab your suitcase, step outside into the snow, chip the ice off the windshield of your car, drive down to the airport and there waiting on the runway is a giant 747 airplane that says 'Air Tahiti.'

"When you get on that airplane, where do you sit? First class, of course. So you sit down in a nice big comfortable leather first class chair, and as you sink into it and relax, the flight attendant comes by and asks you if you would like some orange juice or some champagne.

"So you grab a little glass of champagne and as the bubbles are tickling your nose and you are sipping champagne, you say 'Wow! This is great!'

"And you hear the roar of the engine as that 747 takes off. As you leave the runway, your plane turns toward Tahiti. As you turn, you look out of your window and see that you are flying directly over where you work!

"As you look down, you see your boss dragging his briefcase through the snow in the parking lot, all depressed because he has to do your job for the next two weeks.

"Your Air Tahiti 747 lands on the island and they take you directly to the beach. Your guide sets up a hammock and you relax and enjoy that nice warm tropical breeze.

"You hear the tropical music and you smell the teriyaki chicken that they're grilling right next to you.

"While munching away on the chicken, you notice a little dot on the horizon, and it's getting bigger. You continue to stare at that dot as it gets bigger and you notice that it's not a dot. It's actually a person walking toward you. And that person is dragging his old beat-up blanket.

"Now that person comes up to your hammock, spreads his old beat-up blanket on the sand and lays down right next to you. You look down at the person, the person looks up

at you . . . and it's your next-door neighbor. You ask him:

"What are you doing here?"

Your next-door neighbor says:

"Well, you know, I lead a poor and miserable life. I have to work three jobs to make ends meet and I'm behind on my MasterCard, Visa and Discover credit cards. So I wrote a bad check just so I could have a holiday in Tahiti - just three days of vacation, three days of heaven that I could call my own before I continue my long and miserable life."

And with a tear in his eye, he looks up at you and says:

"And how is it that you're here?"

And you reply:

"Well, I started this part-time business about a year ago. It's really very simple. You just collect checks by recommending what you like. I saved all my checks for a year and well, I was able to pay for this entire two-week vacation plus pay off all my bills. It is so wonderful! As a matter of fact, this business is so wonderful that I forgot to tell you about it!"

Well, your next door neighbor stands up, walks over to the ice cart, grabs the machete, and starts walking towards you . . ."

* * *

Let me ask you,

"Could you see your neighbor with that machete?"

Of course you could. Let's take a look at all the senses I used in this word picture.

1. Did we use the sense of sight? Yes, we saw the 747, our boss in the parking lot, the dot on the horizon, and we saw our neighbor coming with the machete.
2. Did we use smell? Yes, we smelled the teriyaki chicken.
3. Did we use taste? Yes, we tasted champagne and the teriyaki chicken.

4. Did we use touch? We felt the comfortable first class seat, the champagne bubbles tickling our nose, and the warm tropical breeze.
5. Did we use hearing? Yes, the tropical music and the roar of the engines.

In this word picture story we used all five senses. And because we used all of the senses, the story was very vivid in our minds.

So if you really want to know how to communicate with your boss, your spouse, your children, your prospect - use word pictures.

For instance, you could say to your boss:

"When you give me a raise tomorrow, here is what happens."

You could take your boss into the future and show him a happy employee making more money, providing more services for the company and working harder, etc., etc. Using the five senses to create super word pictures makes our communication a lot easier for the listener.

Want another example?

"Let's say you saved all your bonus checks because you want to buy that dream car, a Ferrari. That morning you walk down to the dealership and you look inside the window and you see your dream car, a beautiful shiny Ferrari.

What color is that Ferrari?

"If you are like most people, you have already pictured that Ferrari in your mind, and most times it is the color red. If you pictured a different color than red, well, it may be a sign of deep psychological problems . . . just kidding ☺

"When you walk up to that Ferrari and you look at your reflection, you say 'Wow! What a good looking distributor!'

"No salesmen are around so you think, 'Well, maybe I'll just sit in that car and see what it's like.'

"You slip into the Ferrari and sit in that nice comfortable seat and smell that new car smell. You grip

that steering wheel and you feel the leather seats and you say 'Wow! What a car!'

"You look around. Still no salesman in sight. You think, 'I wonder what the sound system sounds like?' So you turn on the sound system and all ten speakers are blaring out your favorite song. Wow! It doesn't get any better than this!

"Still no salesman. You think, 'I wonder what the engine sounds like?' You gently turn the key - vroom, vroom - and even though you're in the showroom, the engine is so quiet that nobody notices. What a smooth-running, quiet engine! It just sounds powerful!

"You look around - still no salesman, so you grab the shifter and just ease it into first gear, just to feel what the power would be like, and when you do that . . .

Kaboom!

You fly right through the picture window, right out of the showroom! And as you're turning the corner out of the parking lot at 90 miles an hour, you adjust your rear view mirror and you see the State Police f-a-d-i-n-g into the background."

* * *

Now let me ask you:

"Did you see the State Police, f-a-d-i-n-g into the background?"

Let's take a look at the senses we used.

We used sight, hearing, smell, and touch. But didn't use taste, did we? No.

We don't have to force all of the senses into every word picture we use. Sometimes it just won't make sense. We could force taste into this word picture and talk about the acrid taste as you bit into that leather steering wheel, but that wouldn't make sense, would it?

Just use the senses that make sense.

"Word Pictures" aren't hard to master if you remember one thing:

Just tell a **story** that creates a movie insider your prospects' minds.

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