**WHAT PEOPLE WANT TO KNOW!**

We have 30 seconds to get our message through to prospects. After that, we  
lose their attention.

This means, we have a 30 second window to get their attention.  
  
So, we need to give the information that they basically require, (in less than 60  
seconds), which is 3 things;   
  
**1. What kind of business is it?  
2. Can one make $$$ doing it?  
3. What kind of $$$ can they make?**  
**Example** "We are in the GANGSTER business. You can make lots of money, KILLING people.

You make $20,000 per kill.

Kill ONE person a week, you make  
$80,000 a month."

**“We are in the Stemcell Nutrition business with much NEEDED products for all people who want good health and wellbeing.**

**You can make a lot of money helping people to get well.**

**Help make people well and with my help get 4 people in your team, you can make about $100 a month, with about 40 people, make about $1,000 a month and with about 400 people in your team, make about $10,000 a month.”**

That took about 20 seconds.  
  
Now, they now know what the business is. They know what they have to do  
to make $$$. And they know WHAT activity they have to do to make  
specific money.

**And THAT’S a complete REAL presentation**.