**There are two types of people in the world.**

   
When talking to prospects, try fitting this into our conversation:  
   
**"There are two types of people in the world. Those who work hard and then retire a year before they die ... and those that figure out a way to retire early."**   
This simple first sentence pre-sells our prospects. When they hear this sentence, they start to think, "Hey, I want to be in the group that retires early. I don't want to be one of those people who retire, live for a year, and then die."  
   
When talking to our prospects, we could say this before we begin our presentation:  
   
**"There are two types of people in the world. Those that see opportunity in every problem ... and those that see a problem in every opportunity."**   
This is a good thing to say before our presentation begins. It improves the mindset of our prospect.  
   
Want some more examples of how to use this phrase?  
**"There are two types of people in the world. Those that have a job ... and those that own their own business."  
   
"There are two types of people in the world. Those that just accept whatever their boss gives them ... and those that want more."  
   
"There are two types of people in the world. Those that pay for their holidays out of their hard-earned savings ... and those that earn a free holiday from their network marketing company."  
  
"There are two types of people in the world. Those that want a different future ... and those that have given up, and are just waiting to die."  
   
Why does this work? This phrase attacks the survival and the curiosity programs in the brain. And yes, we run on programs. :)**

**How to sum it up for a prospect in just one question…**

So, do you think keeping your current plan - working at your job - is going to be the answer?"