

1on1 Flip Chart Presenter Notes - WFG

OPENING

Ask questions – Get into their world – Kids, work, family, etc

Introduce yourself- quickly. Thank them for their time and support of trainee.

Before we start, one of the biggest reasons I'm here is to train trainee. Trainee is a brand-new associate and I'm here to help educate her/him on what it is that we do. The more she/he sees these presentations, or ones much like them, the more confident and independent she'll/he'll be and eventually helping families on her/his own. That's one of our core goals, to develop more mentors and more leaders who speak the same language we do to help as many families as possible financially.

Then:

How much do you know about how money works?

How much do you know about savings?

How much do you know about your financial future?

Has anybody ever sat down with you and showed you how to plan for your financial future?

Or When was the last time you sat down with somebody who helped you plan for your financial future?

Calculated your Financial Independence Number?

Who we are! We are World Financial Group. A very large financial services marketing company with offices in Canada, the USA and even Puerto Rico. We are affiliated with many of the A rated financial companies in the country, and though we are headquartered locally, the LA area, we have offices all over North America.

What we do! First and foremost, educate: what are the financial fundamentals? The Cornerstones? 1- protection, then growth, safety and tax advantages. Let's explore these topics.

Growth is very important to you. The higher the interest rate, the more money you have the potential to earn, But we need to be mindful of inflation as well.

Protection has many layers too. We need to protect our money and protect ourselves. What if a family loses their breadwinner? Or we have an unexpected disability or illness? Protection is key. We never know what tomorrow brings. We'll get into more detail about protection in a little bit.

Tax Advantages are equally important in our long term financial goals, wouldn't you agree? It wouldn't be much fun to save a ton of money only to find out we owe a bunch of it to Uncle Sam, now would it?

We take an educational approach. Education and awareness. That's what we do. And ...

Here's HOW WE DO IT:

Let's say this represents your income. First you have a bunch of living expenses – house payment, car payment, kid's school, food – all the things you pay for daily. That's 50% of most people's income. Another 25% goes to taxes. And taxes, you can't really avoid them. For example we're in America, there will always be Uncle Sam as well as many states, like California, are high state income tax states. You have to pay taxes, so you have to save for your taxes. Then we have debt that we've amassed over the years. Whether it's your student loan debt, your credit card debt – all types of different debt that people have.

But what happens is – you’ve got this little sliver in the middle – see this? This little line here is basically your savings. Most people don’t save. Let me give you an example, on a monthly basis, what would you say you save, consistently, every single month? (**Wait for answer – if they say nothing, acknowledge**) I know, most people don’t. Truly, most people don’t save for their financial future. What people need to save for are – first:

Retirement Savings – so they have enough money to retire in their 50’s and 60’s and not count on social security, not count on their children to help them with retirement and not have to continue to work into their late 70’s. If we could show them how to be able to minimize all this so more money goes to retirement long term, I think we’re doing a good thing for families.

Children’s Education – Talk about your kids or other family members – Not all kids are going to go to school, but as long as parents set aside some money, knowing that if some or all of the kids want to go to school, they have the opportunity to do so, without building a ton of debt.

Proper Protection – Protection is important. Life insurance, long term care, health, disability, all these things are all options for you to consider. I know you’ve heard different stories of people that died or had accidents and their whole life turned upside down because they lacked the insurance. Most people think to get insurance AFTER a break-in. Their car or their house – “Oh my God I wish I had insurance”. Well, this is an opportunity for you to re-evaluate and get the protection you need. And of course,

Get **Freedom from Debt** – Average credit card debt charges what, 8,9,10,15 or more %? Most people don’t earn 18% profit on their savings, but banks are charging them 18% interest. If we could show people how to eliminate this debt and reduce it down to nothing, take that difference and save it for these things up here, wouldn’t that make more sense?

That’s what we do, that’s how we help people get ahead financially. And as we do that – we work with well-known insurance companies. We’re diversified. We’re not limited to 1, 2 or 3 companies.

The NEED:

Now there is a reason this is so important. You see this little blue box up here, that the affluent, the 1% or so. People that have high net worth, that have a money and access to financial professionals. Let me ask you this, have financial companies or their representatives been calling you to have you come in for a complimentary review?

That’s because they work with the affluent and leave the 90+% of the population on their own. “Go to the bank, open up a checking account, go open up a CD, go online somewhere and figure this stuff out on your own!”

If you don’t know the concepts and don’t have a financial professional on your side, how likely are you to consistently make the best decisions, know the most up-to-date programs and products?

Well, that unfortunately is a problem, which is why our country is where it is right now.

We want to switch that. We want to be that financial professional to show the 90% how to earn a higher interest rate, minimize their taxes and manage their risk! To bring Wall Street type thinking to the Main Street.

That’s the difference in who we are and what it is that we do and why we’re out there determined to help the American Family.

Let me show you a quick example of how we go about this. – Your **FIN, Financial Independence Number**, have you ever calculated yours? Do you know what a Financial Independence number is? Don’t

worry, you're not alone. Your FIN is the amount of money you need to save to retire and not be worried about running out of money. Enough so you can live on the interest and still maintain the principle. This will help ensure that no matter how long you live, you will have income to cover your lifestyle and never run out. Good thing to know, wouldn't you agree? Basically, it's your financial GPS, the goal you want to pursue. Just like the GPS in your car, if you don't have an address (in this case, a number) to plug into the system, your financial mapping system, the system is going to have a very hard time getting you to your goal, right?

If you don't have the ability to get to the number you need to save so you can have a comfortable retirement, I'm sure you would agree that creating an additional stream of income that could supplement would be important to you and your family, wouldn't it?

To supplement income and develop streams of income, more (most?) people have **5 concerns** when starting a business. No matter what country you're in, here is what people need and are always concerned about, One, **investment**, initial capital you need to start a business. It takes a lot of money to build a business, takes a lot of money to start something new. Lots of mom's and dad's sitting at the kitchen table with a yellow pad thinking about starting businesses. We're going to do this, we're going to do that, we have all these ambitious goals and dreams, but it costs a bunch of money.

At the same time, they're stuck at a job, what's a job? Something that pays them a fixed salary where they (or at least their **time**) are owed by the owner of the company. So, they have a minimal amount of time and energy to do anything else after work. And so, you need time to build your business.

Knowledge – you have specific knowledge about what it is that you want to do. Whether you have worked for a shipping company before, or a box brothers business or whatever you do, chances are, you've got some experience in that job, doing what you do. Then you need to take that information, create your own company. That's capitalism at its best. The challenge is, you only know one part of that particular industry. You don't know the whole gamut of how to run the whole thing. You may know how the selling works, how the marketing works, maybe the accounting, but you want to get the whole idea of how to run the business and that sometimes is tough. You've got to have enough money, enough time, enough knowledge, but you also must have a great idea.

Which I'm sure you do but is there a **need**? Do enough people need what you're offering? Is somebody willing to pay for your knowledge? Is somebody willing to buy your little gizmo? There must be a need? And last but not least, what if? There is a **risk** in doing everything. We know that most businesses fail in the first 5 years. Most restaurants, like 90+% fail in the first 3 years. Man, that is tough!

So, you think about it, you put all this time, all this money, all this knowledge, you figure out the need, but you're still lost, there's no system behind the whole thing. That's what happens when people start a business. That's pretty scary! Well, here is a way to figure out how to work in our line of work. Investment is minute, time is flexible, knowledge is here, need is vast, and while risk exists, we help manage it.

And you also need to start thinking like an entrepreneur. Have you read the book "Think and Grow Rich?" Have you ever read the book, Robert Kiyosaki "Cash Flow Quadrants"? Have you ever started thinking how to get ahead financially for yourself and your family?

You seem like an ambitious, outgoing individual, the particular quadrants the book explains are called the E – S – B – I. Most people in our world start off right here somewhere in their 20's as employees. Pretty much where you are right now as an employee, doing what you do. You have a job, work for someone else 9-5, at the end of the day, at 5:00 you go home, and things will be fine. Eventually in your 30s you get sick and tired of working for someone else and so you realize "I want to be my own boss" and you become self-employed. You take your real estate license, you take your cosmetology license, you're a real estate agent, a mortgage professional, hot-dog cart – you get the idea. You do stuff where you sell, where you work every day at this job 10:00 in the morning to 10:00 at night. It's just you,

there's no boss. The cool thing is no one to tell you when or where or what. The challenge is you don't spend enough time with your family, you don't spend enough time with your kids, your spouse, your friends. You're always at work. Ask any attorney. That's a tough gig. Especially when you're breaking into the industry. You're working 19-hour days. Go home, take a shower, come back. That's being self-employed.

What we're looking for out here is not these 2 types of thinkers – the employee or self-employed. If you're over here, as Robert Kiyosaki says, you're in the poor quadrants vs. the rich quadrants. We want to help shift your thinking from these 2 to these 2. This is where we are, the business owner, where you own a system. We show you for minimal monetary commitment (think of it as an investment in yourself), minimal amount of time, we give you all the knowledge, the need is out there and of course a minimal amount of risk, it's all there. We teach you the system, the system runs your business, over and over and over again. Similar to a franchise, because it's proven and it's duplicatable. People buy one company for \$400,000, they buy another for 7 figures because it's a dad-gum system! You come in, you work it, that makes life a lot easier.

As you get here, eventually you want to grow into an investor, where money works for you. You save enough into things, whether it's to buildings, real estate, mutual funds, different accounts that their money works for you. Money doesn't sleep. Money works at all times! If we could shift your thinking from here to here, that's what we do every single Wednesday night and every single Saturday morning. We start shifting your thinking from thinking like you used to, to where you need to be.

Here's our system – it's simple:

You've got to get your license. Get licensed in a quality profession. There are a lot of real estate agents. During the hay day, mid 2000's, there was over 1 million real estate agents in California alone! That's crazy, with like, let's say 30 million lived here, 1 million people with real estate license. It was a huge issue. Over here, there were not that many people licensed in this industry, it's a little more sophisticated. There's some background information we have to take care of and we'll go over some of the specifics with you. But licenses, we'll help you with. Become an agent in our organization where you get to sit with families. You sit knee cap to knee cap at their kitchen table or here at our offices and educate them on our programs and that will give you the potential to generate an income on personal sales and it gives you the opportunity of building an agency. You have the potential to get licensed, help people and eventually open your own agency. Our associates have opened up their own offices all over North America, there are 1000's of them around the country. 1000's of offices and 100's of thousands of lives we're changing every year. And that's only one way we get paid, there are actually a number of ways.

1. Personal production; sit with people, show them what we do, you make the sale. Like in real estate, you sell a house, you get paid. A lady comes in, get her hair done, her nails done, or whatever done, you get paid, that's personal production.

But every single time you help that person out, you continue to get paid, you get trails, residuals every single year on the one transaction.

Renewals, all the business that you wrote that pertains to life insurance, you get renewals every time the client pays, like the 13th to the 24th month payment, you get renewals.

Then you've got bonuses. For things that we do already, you have the potential to be paid bonuses. It's important to remember that many people have experienced various levels of success with World Financial Group. However, individual member experiences may vary. This statement is not intended to nor does it represent that any current member's individual results are representative of what all participants achieve when following the World Financial Group system.

And of course, you get to override and agency. For example, Elan and Dina, over the years have been able to open us over 30 agencies around the nation. That's a big deal! That means every agency pays

them thousands and thousands of dollars every single year. They worked and mentored and coached them a while ago, now they're independent and are opening up their own businesses. Does all this make sense so far? As I bring this to a close; are you the type of person who wants to do something special with their life? Yes or no?

If answer was yes...

Great, then we've got to get you training.

Our training takes place on Wednesday night from 7PM to about 9:30/10:00. We have it every single Wednesday to help accommodate your current schedule at your job. Typically, people work from 9-5 or 6. Now you get a chance to come in after hours, get a chance to get empowered, personal growth, build a business, get some great recognition. That's going to be on Wednesday evenings and again a similar training on Saturday morning 10:00 to noon to give you a training on how this business works. That's the mandatory training. But through out the week, on Monday nights and Tuesdays, Thursdays we get a chance to give you some hands-on training out in the real world with real families.

Do you see any challenge with Wednesday nights or Saturday mornings?

Okay great.

Licensing: it's really simple. It takes a couple hundred dollars to get licensed by the state of California.

What I'm going to do is I'm going to help you. I'm going to help you enroll you into a course that will give you the questions and answers. Once you're done, all you need is a D to pass. Literally, all you need is a 60% to pass. Do you think you could study the questions and answers in the course and pass the exam? Perfect!

As far as the time commitment, we're looking for about 10-15 hours a week, a few hours on Wednesday night a few on Saturday morning, a few hours in the field with us. Showing you who we are and what it is that we do. Is that a problem for you 10-15 hours a week? Wonderful.

Your **options** are pretty simple:

Education: Are you more interested in learning how we educate families and in saving more money for yourself? OR

Are you interested more in the business? Are you interested in how to build your own business and have multiple streams of income? OR

Are you interested in both? Which of these are you interested in?

Get commitments, don't glaze over these 2 questions. Don't speak at them, speak to them. Connect and ask questions as you go.

BOTH or BUSINESS:

So here what we do. In order for us to get started, there's going to be some background questions. You don't have any background issues to do you? No bankruptcies pending now, felonies, misdemeanors, nothing of that nature, right? What's going to happen is the state of California is going to run a background check on you, once that's complete, you're going to be able to sit for your state examination. The associate membership agreement and the licensing course charge is \$125 on either a visa or master card. Which of those 2 are easier for you?

Go to last page: Referrals page.

Once we get you enrolled, one of the first things we want to do is to start showing you who we are and what it is that we do.

Let me ask you this? IF you knew that what we do is incredible, show people how to get out of debt, how to help them financially, wouldn't you want to help everyone that you know how to get ahead

financially? What I'd like to do is to start seeing everyone you know, like a sibling, sister, brother, parent. I want to start going out there with you and start being your coach. I want to start going out, hands on, and visiting with these individuals right away so that they are able to understand what it is that you do. I want them to understand what it is that you do. You're so brand new, it's going to be a little tougher for you to explain the whole thing from beginning to end so I'm going to be your coach. I'm going to take you out in the field and show you how to do this thing from beginning to end. How to do the presentation, how to pass the examination, how to get a result so that people want to give you referrals because they know you're at the right time, the right place, in the right business. Let's jot down a few names. Who pops into your mind that you love, that you care for and you want to go out and educate on what it is that you do now? What's your brother's name, what's your sister's name, we're going to get 5 names. We're going to go out there and start reaching out to them as soon as possible. And the biggest reason why is that I want to get you success right away. It's not just about getting a license, it's about learning this content. See, if I gave you this key. A key to a brand-new Bentley, a \$300,000 car, but you don't have a driver's license, you don't know how to drive, how much is it really worth to you? Not much is it. We want to start taking you out into the field and start teaching you how this business works. Let's do first things first. Let's get you enrolled in our licensing program, let's start going out in the field in the next couple of days.

Do not leave until you book 2-5 appointments on the spot.

IF IT WAS CLIENT THEY SELECTED – CONTINUE WITH PAGE 5

6 STEPS OF FNA

Our number 1 mission is to help everyone get a comprehensive strategy so that they can make smarter financial decisions. How many women don't do this or rely on someone else (husband, father etc) "take care of everything."

We look at all six areas of planning. Step number one is cash flow. Most people in America are paycheck to paycheck and simply need to start with a budget. But with things getting more expensive, what would really make a difference is earning extra income. Do you know anyone who can benefit from some extra part-time income? We are one of the very few companies in our industry that allow people to partner up with us very flexibly!

The 2nd step is an emergency fund. Would you believe that the average family is 3 months away from living on the street, if the mom or dad gets disabled, laid off or passes away? What about single moms? Wouldn't it provide peace of mind to have 6 months to 9 months of income saved up, just in case of an emergency? We help people plan for that.

Step # 3 is debt management. Our goal is not just to consolidate your debt but strive to eliminate it. What kind of debt am I talking about? Credit cards, student loans, taxes, high interest mortgage. Is there an area of debt that concerns you the most that you would like to learn more about?

Step number 4 is proper protection. I'm sure you've considered what would happen if life changed. Do you have life insurance? Disability insurance? Long-term care? We never know what tomorrow brings, so of course it's very important to delve into how some of that works.

Step number 5 is wealth accumulation. Most people don't know how to read their statements, or where to start when it comes to planning their future savings. It's important to learn the rules of how money works so that you can put money to work for you! Again, our first goal is always education, so you have the tools you need to meet your financial life goals.

Step #6 – of course, show people how to preserve their wealth, preserve their estates. With all the years of saving, grooming, and growing their wealth – show them how to preserve that wealth, pass it along to the next generation.

RULE OF 72

One of the most important Financial concepts to know is the rule of 72? Are you familiar?

Most people save money in the bank, wouldn't you agree? And they earn a big whopping rate of return, right?

Here's how it works...

Divide 72 by an annual interest rate to calculate approximately how many years it takes for money to double assuming the interest is compounded annually. Keep in mind that this is just a mathematical concept. Interest rates will fluctuate over time, so the period in which money can double cannot be determined with certainty. Additionally, this hypothetical example does not reflect any taxes, expenses, or fees associated with any specific product. If these costs were reflected the amounts shown would be lower and the time to double would be longer.

By the way, do you know what the average interest rate is on a credit card?

MONEY GROWING OPTIONS

Let's look at some options and ways your money grows. Would you prefer to save in a fixed account, like a savings or CD? You get a 1% rate of return, it's extremely safe, can't go wrong unless the bank goes insolvent, but you've got about 250,000 dollars of safety, right? The regulator is the FDIC. That means a slow, steady growth, not really earning that much.

Are you familiar with the concept of Indexed growth? What if you could save your money in a program where the money has the potential to grow, and every single year you a lock in your gains? You literally lock at that point and grow from there? (*pointing to each lock*). And by the time you retire, you can end up over here, avoiding the drops along the way. Wouldn't that be kind of neat? That's the safety I was telling you about earlier. Remember the 4 Cornerstones? Tax advantaged with safety, growth, and protection?

TAXES

And what about taxes? Have you ever really been taught and understood the different ways our money is taxed? Can anyone really say they know what taxes will be in the future? The first category is the Taxable Growth. This is money we paid income tax on already and then growth is also taxed as we go along. Savings accounts, CD, individual investment accounts, mutual funds, stocks, etc. It has its place, liquidity for example, but except for what we need to keep liquid, wouldn't it be better to find a place where our money is only taxed once along the way?

That's why the IRS came up with Tax Deferred growth. That's our 401Ks, IRAs, 403Bs – what's called qualified money, because the IRS doesn't require us to pay taxes when we make the money as income, they also give us a break when the money is growing, but what about when we retire, and the money has had 20, 25, 30 maybe even 40 years to grow? When it's at its largest amount?

Exactly, that's when we pay ordinary income tax as we pull the money out in retirement. Does that seem very efficient to you? Maybe for Uncle Sam, but is it really for us? Again, do we know what taxes will be in the future? The result, most of America is saving the bulk of their retirement, for most of us the largest piece of our financial pie, in a bucket with a big question mark on it.

The last program, most people don't know as much about. What if we could pay the taxes now, as we put it in, before it has a chance to grow, would that make better sense? We know what the taxes will be, because it happens now. Then, during the growth/accumulation period, no taxes, at distribution, in our

retirement, no taxes. The question mark is irrelevant at that point, right? Have you heard of these accounts before? What do you know about them?

They really consist of 2 main programs. ROTH IRAs and Cash Value life insurance. We'll go into that in more detail as I gather your specific information, as I can work on options to show you the best strategy for your particular situation.

Why don't we get started, what is your legal name?

Proceed to the FNA...

At end of FNA – go back and get referrals – last page – see above.