

The Difference Between Amateurs And Professionals Fits In One Sentence

Read this before you dial another lead.

Most people open the call the same way. And it is the wrong way.

They open with what the prospect **did**.

The professionals — the handful who make a living at this year after year — open with what the prospect **wants**.

That is the entire difference. One sentence. Everything else is detail.

TWO THINGS ARE ON THE TABLE. ONLY ONE IS ANY USE TO YOU.

ACTIVITY — WHAT THEY DID

They saw an ad. They clicked. They spent sixty seconds on a page.
They filled out a form.

INTENT — WHY THEY DID IT

They want to make extra money from home.

Nearly everyone reaches for activity without ever deciding to. It feels like the safe ground, because it is the part you can prove. You have the record. You know they were there.

And that instinct is exactly what costs you the call.

HERE IS THE TEST THAT SETTLES IT

What did you eat for breakfast two days ago?

Thirty minutes of your life. Your own kitchen. Probably a meal you have eaten a hundred times. And you cannot recall it.
Now imagine asking a stranger to recall sixty seconds on a web page from Tuesday.

Sometimes they will. Usually they will not. And the moment they cannot, they do not say *no thank you*. They say **“no, I didn’t do that.”**

Now you are arguing with a man about something he genuinely did, and you have lost him. Not because he wasn’t interested. Because you asked him to remember.

A yes is a commitment. A no is a non-commitment. Lead with activity and you have asked a stranger to commit to a memory. No professional takes that bet.

INTENT DOES NOT FADE

He still wants the money. That was true when he filled out the form and it is true right now, whether he remembers filling it out or not.

So begin there. Never ask him to remember anything. Assume he is interested — because he is — and hand him a choice instead of a question he can refuse.

“Hello John, this is [Your Name] calling. I’m calling because you recently expressed an interest in working from home and making some extra money. Were you looking at part-time, or full-time?”

Read it again and watch what it does. Nothing is asked of his memory. He is told who you are and why you called inside the first breath. And he is given two doors rather than a wall.

Whichever door he chooses, you are in a conversation. There is no version of that sentence where you end up worse off.

THEN SAY NOTHING

The second mistake is smaller but it costs just as much. People tell the prospect how much they know. Don’t. Ask.

What does he do now. What is he hoping to change. What made him raise his hand in the first place. Then be quiet long enough to hear the answer.

People buy from people they know, like and trust — and not one of those three is built by talking.

THREE RULES. CARRY THEM INTO EVERY CALL YOU MAKE.

- 1 Never make him remember.** Lead with what he wants, never with what he did.
- 2 Never ask yes or no.** This or that, every time. Part-time or full-time. Today or tomorrow. Mornings or evenings.
- 3 Never argue an objection.** Answer it with a caring question instead.

Everything on the following page is built on these three rules.

Print it. Keep it beside your telephone. And on the day a call goes sideways and you cannot think what to say next —
stop selling, and ask one more caring question.

LEADSClub POCKET CHEAT SHEET

Print me. Keep me next to your phone. • leadscub.leadpower.net

THE 5 WORDS THAT RUN IT ALL

ASK ► LISTEN ► UNDERSTAND ► RECOMMEND ► FOLLOW UP

THE 5-5-5 RULE

5 new leads arrive every day • CALL each lead within 5 DAYS • TEXT each lead within 5 DAYS.

These are fresh leads, not real-time leads — the 30-email engine is already warming them with YOUR info. No need to pounce. Steady beats frantic. Never say “I saw you just signed up” — say “You recently expressed an interest in making some extra money.”

YOUR FIRST TEXT (word for word)

Hi {{first_name}}, it's [Your Name]. I got your information — you recently expressed an interest in making money working from home.

Were you looking for full-time, or part-time income?

(Then STOP. Wait. Full-time? Fantastic. Part-time? Fantastic. Acknowledge — then keep asking.)

THE 7 STEPS — EVERY LEAD, EVERY TIME

1. HELLO — “You recently expressed an interest in making some extra money...”

2. DISCOVER — “Part-time, or full-time opportunity?”

3. DIG — “What caught your eye?”

4. NOW — “What have you already tried?”

5. FEELING — “What's been the biggest challenge?”

6. FUTURE — “If it all worked out, what would six months from now look like?”

7. NEXT STEP — “Would today, or tomorrow, work better?”

One question at a time. Then STOP and listen.

GOLDEN WORDING RULES

- ✓ Ask **THIS-or-THAT**, never yes/no
- ✓ Say WHO you are + WHY you're reaching out, first breath
- ✓ One question at a time — then stop
- ✓ Two time choices, never “when are you free?”

- ✗ Never say “you should be expecting my call”
- ✗ Never open with a pitch or the pay plan
- ✗ Never argue an objection — ask a caring question
- ✗ Never promise income or results

COMMON REPLIES — YOUR COMEBACKS

“Who is this?” → “This is [Your Name] — responding to your interest in making money from home. Do you have five minutes so we can discuss it?”

“Send me info / what is it?” → Quick overview, NOT detailed — or send your video. “Affordable home business, little to no experience needed — we teach you everything. Want some information?”

“I was looking for a JOB” → THE FLIP: “Great — keep looking! We also have a very affordable home business for people between jobs. If it could bring in some income while you look, want a look?” (Start is under \$100. Job seekers = action takers.)

“Too busy” → “Would mornings usually work better, or evenings?”

“No money” → “Is the concern finding something affordable, or making sure it's worth it?”

“Need to think” → “As you think it over, a little extra — or something bigger?” • “Don't remember signing up” → “No problem — is extra income still a goal?”

AFTER THE OVERVIEW — THE 6 CLOSING QUESTIONS

1. “What did you like best?” (never “what did you think?”) 2. “On a scale of 1 to 10, how interested are you?” (low? → “What would get you higher?”)
3. “How much would you need to earn per month to make it worth your time?”
4. “How many hours a week could you commit?” 5. “How many months would you work those hours?”
6. “If I could show you how to work toward [their #3], at [their #4] hours a week over [their #5] months — would you be ready to get started?”

Their numbers, not yours. If the mix is unrealistic, be their honest advisor: one number has to move.

THE 7-DAY FOLLOW-UP PLAN

Day 1: First text (+ call & voicemail) • **Day 2:** Follow-up text • **Day 3:** Call + voicemail • **Day 4:** “Couldn’t reach you” email

Day 5: Messenger (try a voice message) • **Day 6:** Call again • **Day 7:** Friendly final check-in

Start Day 1 at first contact (within your 5-day window). The 30-email engine runs 60 days in the background. A no today is often a not-yet.

SETTING THE APPOINTMENT

“I think you’ll get your questions answered. It only takes about fifteen minutes. Would today, or tomorrow, be better?”

Two choices, always. Sell the learning, not the meeting.

DAILY ROUTINE

MORNING

- ☐ Review yesterday’s notes
- ☐ Work today’s 5 leads (every lead called + texted within 5 days)
- ☐ Return every call

AFTERNOON / EVENING

- ☐ Follow-up texts, calls, emails
- ☐ Update notes • plan tomorrow
- ☐ Celebrate a small win

SORTING QUESTIONS — FIND THE THIRSTY HORSES

“Ever had your own business — or thought about owning one?” • “What do you do for a living?” • “How serious are you about making a change — or just a thought?” • “What was the trigger that made you respond?”

Apple sorter: red (ready) • green (soon) • rotten (move on). Questions find the thirsty horses.

KEY INGREDIENT: “Extra money” usually means **SECURITY**. Job compression is real — a job **PLUS** a side business protects their future. Validate: “You’re not alone.”

TAPROOT IN ONE BREATH

First enrollment goes at the **BOTTOM** — every new one goes **ABOVE**. Recruit 5–6 at a time, not 1–2. Something to gain + something to lose = people join now and stay longer.

YOUR TOOLS

AI Script Creator: member portal ► Script Creator ► answer a few questions ► custom scripts (My Saved Scripts)

Live Dials: livedials.leadpower.net — Thu 8 PM ET • University.leadpower.net — code 678910 • Referrals: \$15/mo per member — grab your link at leadsclub.leadpower.net

If you ever feel stuck: stop selling and ask one more caring question.

Ron Malezis • 423-536-6200 • support@leadpower.net • leadsclub.leadpower.net • No income promises — results depend on effort.

Never Run Out Of People To Talk To

Everything in this guide works on one condition. You have somebody to call.

Nobody quits this business because the product was wrong. They quit because they woke up on a Tuesday with an empty list. Nobody to call. So they scroll, they post, they wait — and the month goes by. That is not a skill problem. That is a supply problem, and supply problems have simple fixes.

WHAT LEADS CLUB DOES

5 fresh business opportunity leads land in your inbox every single day, for 30 days.

Real people across the United States who just raised their hand and said they want a home business or extra income. That is 150 leads, plus a 10% bonus — **165 leads a month**. Every one email verified with zero bounce. Every one fresh, 1 to 7 days old, never recycled. A healthy mix of telephone interviewed leads, short form opt-ins and long form question leads.

165 leads for \$49 works out to about 30 cents a lead. Your morning coffee costs more than sixteen of them put together.

WHY NOTHING ON EARTH IS EASIER TO DUPLICATE

You cannot duplicate a personality. You cannot duplicate twenty years of experience. And you certainly cannot duplicate somebody who is naturally great on the phone. But you can duplicate a number.

Five. That is the entire system, and your newest person can hear it once and repeat it forever. Get 5 leads a day. Call each one within 5 days. Text each one within 5 days. Eleven seconds to teach, and it is the same on page 2 of this guide as it is on day 400.

No ad account to set up. No budget to manage. No funnel, no graphics, no algorithm, nothing to get wrong. A brand new person, on day one, with zero experience, does exactly what your best person does. That is what duplication actually means — and it is why you stop answering “what do I do now?” at nine o'clock at night.

YOUR FOLLOW-UP IS ALREADY WRITTEN, AND ALREADY RUNNING

30 messages. 60 days. Hands free.

Your autoresponder comes pre-loaded with 30 professionally written follow-up messages. One goes out every 3 days for a full 60 days. Across 165 leads that is **480 emails** working while you are at your job, at your kid's game, or asleep.

Branded to you. Replies come to you.

Every message carries your name, your phone number and your website. So a person who joined your team yesterday has follow-up as sharp as a twenty-year veteran's. Level playing field on day one. You never write a word and you never forget anybody.

ALSO INCLUDED, NO EXTRA CHARGE

The **Custom Script Builder** — a \$49 value by itself. Answer a few questions and it writes your text, voicemail and drop scripts for you. You are also enrolled as an affiliate the moment you join, no extra signup and no extra cost. Every person you refer pays you **\$15 a month, every month they stay**. Four referrals and your membership has paid for itself with money left over.



Ron Malezis
Founder, LeadPower

WHO WROTE THIS — AND WHY IT HOLDS UP

I have been doing this one thing since 1998. **Twenty-eight years**. In that time my company has served more than **180,000 customers**, generated **millions of leads**, and built a custom audience of over **16 million** business opportunity seekers — the same data that feeds the leads landing in your inbox every morning.

So nothing on these four pages is theory. Every question, every comeback, every rule came out of real calls with real prospects, tested across a quarter century and more customers than most people in this profession will meet in a lifetime. I have seen what works, and I have watched good people burn out on dead leads. This guide is what survived.

Outside the business, I serve as Executive Director of the Safety for Firefighters Foundation.

JOIN AT LEADSCLUB.leadpower.net

\$49 a month • 165 leads • no contract • cancel anytime from your backoffice

Your first 5 leads can be in your inbox tomorrow morning.

Five leads a day does not look like much on a Tuesday. Stack it across a year and you have talked to more than 1,900 people who raised their hand and asked for exactly what you have. The winners are almost never the smartest. They are the ones who never ran out of people to talk to. **Stay consistent. Stay active. Stay in the game.**

P.S. — Getting the leads is the easy half. Knowing what to say is the other half, and you are covered there too. Your membership includes the full training at LEADSCLUB.leadpower.net/training, plus **Live Dials every Thursday at 8 PM ET** at livedials.leadpower.net — listen in on real calls with real prospects. It is already paid for.