

# **POSTCARD IBO PROSPECTING SCRIPT**

By: Michael Lancto, NVP ~ Updated: Dec 1, 2006

Hi, {--Prospect's FIRSTNAME only--} ... this is {--Your FIRSTNAME only--}. I guess you're wondering who sent you that postcard, huh? \_\_\_\_\_ Well I did. It seems that you recently responded to an ONLINE SURVEY that you had an interest in either supplementing or replacing your income by working from home. May I ask, are you more interested in **SUPPLEMENTING** your income, or **REPLACING** it?

- **SUPPLEMENT** – Great. How much extra income are you wanting to make? \_\_\_\_ Wonderful. We can definitely help you earn that. Let me show you how. (continue below)
- **REPLACE** – Great. How much income are you looking to replace? \_\_\_\_ .We can definitely help you earn that. Let me show you how. (continue below)

Let me explain the details on who we are and what we do. The name of our company is **AMERIPLANUSA®**. Have you ever heard of us? \_\_\_\_\_ What we do is we market a **HEALTH BENEFITS PACKAGE** nationwide which includes savings on Dental, Vision, Prescription and Chiropractic Care up to 80% off. All four benefits are packaged together for **ONLY \$11.95** a month for an individual and **\$19.95 monthly** for the entire household.

We are a 15 year old company, with over **1 and a half million people** on our program, and we have NOT signed up even **1%** of **ANY MARKET or CITY in the country!** So this opportunity is truly wide open for you to make as much as you like. That's pretty exciting, isn't it? \_\_\_\_\_

You can make up to **\$100** for signing up MEMBERS and up to **\$200** working with **your new BUSINESS PARTNERS**. We have people working with us who had NO PRIOR EXPERIENCE and they now earn from **\$50,000 to \$100,000 a year in residual (repeat) income!**

We will create a professional, personalized website for you. On these sites there are ONLINE VIDEOS and ONLINE FORMS. So, when YOUR guest visits YOUR website and fills out a form, immediately their contact information is emailed to you so you can quickly get back in touch with them and review our information with them. Then you can either sign them up as a **MEMBER** to SAVE MONEY or as a **BUSINESS PARTNER** to **MAKE MONEY**. As you can see the process is really pretty simple. In other words you don't have to do ANY cold calling!

{**Prospect's Firstname**}, there are **TWO WAYS TO MAKE MONEY** in **AMERIPLAN®**. *(Sound enthusiastic!!!!)*

**THE FIRST WAY** to make money is by **SIGNING-UP IBOs (Independent Business Owners)**. These are your Business Partners who want to **MAKE MONEY** by working from home, the internet, or phone.

Most new IBOs begin as an **ADVANCED TRAINER** and as soon as they sign up their first IBO in their first 30 days, **YOU'RE PAID A \$185 CASH BONUS** in addition to your \$15 commission you receive every month for each IBO you sign up. **That's \$200 total.**

**THE OTHER WAY** to make money is by **SIGNING UP MEMBERS** for our benefits package. You get these great **HIGH GLOSSY BROCHURES** and when you're out running errands, in your spare time, you can drop them off in high traffic areas, post them in your local dry cleaner or grocery store. Because every single time someone picks up YOUR brochure and **MAILS** it into the COMPANY, **YOU'RE PAID \$36** for signing up each membership. **PLUS**, you're paid **\$6 per month** for each membership That's residual income for the work you've done one time that stays on the books.

Now, there are **SEVERAL DIFFERENT** ways to market our program and we cover all of that in training for YOU. You will love our LIVE training conference calls each week. Two training calls each week are hosted by my friend Michael, who is a National Vice President with our company and his residual income is over \$300,000 per year residually. He is one of the best trainers in our company and in our industry, so you can be sure you will learn practical ways to build your business that you will match your personality and budget.

{**Prospect's FIRSTNAME**}, **WOULD YOU MIND** if I share with you how you can get started?

We have **TWO WAYS** of getting started – our **Basic Plan** and our **Advanced Trainer Plan**.

For the past several years the cost to start on the Basic Plan has been \$95. However, AmeriPlan® has a great deal for people starting today. AmeriPlan® is paying for your initial **kit of sales aids – that's a \$70 value**. This has enough supplies to get you well into a nice profit. AmeriPlan® is also paying to **OVERNIGHT** this package of sales aids to you. In addition, AmeriPlan® is also paying for your **REGISTRATION FEE**. All together, AmeriPlan® is investing **WELL OVER A HUNDRED DOLLARS** into you. All you need to start on the Basic Plan is **\$50**. Isn't that awesome? \_\_\_\_\_

Many people choose to start at our **TOP level** which is our **Advanced Trainer Package**. This package is **\$200 EXTRA** but you receive **\$600 in Sales Aids**. That's **\$400 in FREE sales aids** for you. **\$450 in Gift Certificates** are included for all Advanced Trainers, so you can select which sales aids you want -- DVDs, Brochures, etc. But our most popular Sales Aid right now is a **Nationwide Magazine** that featured our company. 75% of this 100 page magazine is all about AmeriPlan®. You can buy copies of this magazine from AmeriPlan® for as little as \$3 each AND you can use your Gift Certificates to purchase them. Can you see why the Advanced Trainer Package is the **BEST VALUE** for those who have **the extra \$200** ? \_\_\_\_\_

So which makes the most sense to you ... the **\$50 Basic Plan**, or the **Top Level Advanced Trainer Plan for \$250** with all the EXTRA FREE sales aids? \_\_\_\_\_ <<BE QUIET - WAIT FOR POSITIVE RESPONSE - LET THEM ANSWER>>

GREAT! It only takes a COUPLE minutes to get you completed started, so you can be MAKING MONEY right away.

**ARE YOU ONLINE RIGHT NOW?** \_\_\_\_\_ (If not, set an appointment for when they will be online to sign up)

- Go to: [www.iboplus.com/YOURPAGENAME/enroll](http://www.iboplus.com/YOURPAGENAME/enroll)
- Go ahead and complete this online form and I'll remain on the phone in case you have any questions.
- On the **SELECT PAYMENT PLAN** page say, "You'll see here that as an Independent Business Owner we all pay \$50 per month (which starts NEXT month) in order to stay in business. This covers the dental, vision, prescription, and chiropractic savings for your entire household, plus 15 additional benefits like super savings on Dell Computers, Office Depot, 1-800 Flowers, and many cell phone plans too. Plus all the IBOs you sign up pay \$50 per month and you make \$15 every month on them. So if you sign up just 10 IBOs you will be earning \$150 per month residual income. Does that make sense?" \_\_\_\_ (continue)

[-- When Application is completed --]

You should receive your PACKAGE within the next 3 business days, call me when you receive it, so, we can go over it. **{New IBO's Name}**, I'm going to give you some important information. Do you have a pen handy? Great. The name of the business you just started is called AmeriPlanUSA®. You will see a charge on your account in the amount of \$50 (or \$250) by AmeriPlan®, keep a copy for your records because it's a tax write off at the end of the year! This includes your first month's \$50 IBO fee that we all pay to stay in business.

Now, as a business owner with us you'll also receive the following benefits:

- First of all, AmeriPlan® is different than most company's out there. Most company's pay bi-weekly or monthly. AmeriPlan® pays YOU DAILY! Each day that you sign someone up you get paid the following day!
- You also get ONLINE IBO Support! This is where you can view all of your PERSONAL ACTIVITY, all of the members and IBO's that you sign up. You can view your EARNINGS, and the checks that AmeriPlan® sends you!
- PLUS you get ACCIDENTAL DEATH INSURANCE at NO ADDITIONAL COSTS!
- And the Dental, Vision, Prescription and Chiropractic plan for you and your household!

Now, you're going to have a lot of questions in the beginning. Here's my direct phone number \_\_\_\_\_. If it goes into voicemail when you call me, I maybe on the other line assisting someone else. Leave me a message and I'll call you back as soon as possible.

**{New IBO's Name}**, please watch your emails for the information and location of your web sites. You should receive your website confirmation by email within the next hour. If you don't receive it give me a call otherwise immediately login and begin to become familiar with your websites.

**Schedule the next appointment - have your new IBO call you for the next step. Day/Time:** \_\_\_\_\_