

TALK FUSION®



Diamond RUSH

TRAINING GUIDE



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Are You **READY** TO MAKE THE CUT?

CONGRATULATIONS! You've Just Joined One of the Finest Companies in Relationship Marketing! Now you're on track to live the life you've always dreamed ... and along the way, drive a NEW Luxury Mercedes-Benz on us!

Talk Fusion provides the ultimate Support System for Associates looking for the Education, Motivation and Inspiration necessary to build a successful Relationship Marketing Organization.

Now that you have made the important decision to change your life, it's time to take control of it by building a better tomorrow for yourself and others.

You truly begin to appreciate the power and potential of the Talk Fusion Opportunity by reaching the Rank of Diamond. When you Go Diamond, you will experience not only the satisfaction of accomplishment and the recognition of your peers, but also be rewarded with the knowledge that you are well on your way to **Financial Security, Freedom and Unlimited Choices.**

Many Associates have already climbed the ranks to Diamond & Beyond and are waiting for you to join them. **All you have to do now is ... go for it!**

The **Diamond Rush Training Guide** is designed to help you achieve the Rank of Diamond as quickly as possible, and qualify to drive a new luxury Mercedes-Benz on us. Within these pages, you will find the 4 steps you need to follow in order to be successful, and the reasons why you need to follow them, as well as how to teach the Associates you Personally Sponsor to duplicate them exactly so you can build a large and active Team. You will learn the importance of the Rule of 2 in 72, the critical nature of Going Bronze, then becoming a Bronze Maker, and much more.

*If getting to the top of your
Talk Fusion Business is your goal,
then read every word in this Guide,
and then read it again.*

— **Bob Reina**
Founder & CEO
TALK FUSION 

YOU CAN DO IT...

And We're Here to Help You Every Step of the Way!



Before You Get Started

You are here to change your life, and we are here to help make that happen. We want you to get headed down the path to real success because when you succeed, we all succeed. **The Diamond Rush Training Guide** is going to teach you what you need to know to start acquiring Customers and sponsoring Associates today! We will show you how to concentrate your time and effort on those activities that produce results.

You shouldn't confuse personal experience with learning – true learning is best accomplished by modeling your actions after those who have attained Success, and doing EXACTLY what they did. Successful people have already learned “the hard way” how to achieve the results YOU desire. They've already paved the way for you!

Here is what you have to do:

1. Commit to the business for AT LEAST ONE YEAR! Just like any other business, it takes time to master the proper skills. The great news is you will earn while you learn. Too many people try for a month or two and then quit. So, have the proper mindset at the start. If you commit for at least one year, you should be at a place where you will not want to stop.
2. Use your own Products every day, becoming your own best Customer.
3. Get Prospects to watch or attend a Business Opportunity Presentation.
4. Teach those who “see it” to duplicate your actions by doing the same.

The Universal Principle behind properly building a profitable Relationship Marketing Business is not whether it works for YOU, but can it be Duplicated by EVERYONE.

If you can learn these very basic steps, then your business will get off to a tremendous start.

REMEMBER: Simple works.

In your Talk Fusion Business, you get paid when either one of two things happens:

1. Someone becomes a Customer and purchases a Product.
2. Someone becomes an Associate and purchases a Product.

*The number one priority is making sure your Organization does everything you do and does it the same way every time.
Follow the System.*

Remember to always concentrate your initial efforts to bringing in business that produces results and income.

*The Universal Principle behind properly building a profitable Relationship Marketing Business is not whether it works for YOU, but can it be Duplicated by EVERYONE. Successful Associates concentrate on simple, duplicable actions that they can Teach to anyone. **Their number one priority is making sure their Organization does everything they do and does it the same way every time.***



The entire Talk Fusion System is based on mastering and duplicating 4 very simple steps:

1. Inviting Prospects
2. Having Prospects Watch or Attend a Live Presentation
3. Following up with 3-way calls
4. Getting new Associates Plugged in to the System

Overall, the System for building the business must be a complete, easy-to-follow, step-by-step System that anybody that joins your Organization – whether they are a doctor or high school dropout – can Duplicate. For example, you should be able to fly across the world, work with someone who you have never met on your 100th level, and teach them the exact same principles they were taught from the person on your 99th level.

Why is this so important?

Two reasons. One for your benefit and one for the benefit of your Organization. The primary reason a System is so important is that it helps ensure walk-away residual income. When you have a System in place, you no longer remain essential to the process. Even if you retire, the System, and your income, will keep going.

All you have to do to achieve **Success** is make sure you follow every step! The Diamond Rush Guide explains the Talk Fusion System in a straightforward way. It sets you on the path to creating your own future by setting goals and attaining them right from the start, and teaching your Team to do the same.

Getting Started

You **MUST** begin your business with a **List of Prospects. It is your single greatest asset.** This is your Warm Market. Think of it as your “inventory.” Recognize that most People are not Financially Free ...

So ... Who Are You Looking For?

- ✓ People who want more than what they currently have
- ✓ People who want to go places they've never been
- ✓ People who want to help others they haven't helped before
- ✓ People who are tired of being average
- ✓ People who still have dreams and are willing to do something about it
- ✓ People who get excited about earning extra money from home



Write down their names!

IMPORTANT NOTE: Get a notebook. Make 200 copies of the Prospect Tracking Log to keep in your notebook. (We'll explain why later.)

- Write the names of your Top 20 Prospects – immediately! Those who you are closest to or have the most confidence approaching. Invite them to watch or attend a Business Opportunity Presentation within 72 hours (more on this later). Look in your Cell Phone, your Address Book, your Email Contact List, even among the Business Cards you collect, or anywhere you keep the names of the People closest to you.
- Make your initial Warm Market List at least 200 people – that's the **magic number!**
- Most people know at least 300 PEOPLE by their full names.
- If you know 100 people who know another 100, who know another 100, that's ONE MILLION PEOPLE!
- Do not pre-judge anybody – everyone has Dreams of their own. Always remember that in this business, it is not who you know, it is who THEY know. You may think you do not know anyone interested in Talk Fusion. However, the person you do not consider to be “the one” may know a future Diamond.

Be sure to add new people to your List as you meet them.

A friend of a friend, a new golf partner, dry cleaner or mechanic. **Make sure they go on the List.** You should be adding 15 - 20 new people per week to your Warm Market.

*Develop a POWER ATTITUDE ...
Some Will – Some Won't –
So What – NEXT!*

Use the **Diamond Rush Memory Jogger** on the following page to help you make your list and add to it.

Of course, some of the people on your List aren't going to be interested in hearing about the Talk Fusion Opportunity, and that's okay. You must develop a **POWER ATTITUDE** toward your Business, so when one person says “no” to the Opportunity, you are already thinking about the thousands who are just waiting to say “YES”!

REMEMBER: *Some Will — Some Won't — So What — NEXT!*

After all, how many oysters does it take to find one pearl? The more you Invite, the better you will get at recognizing those people more likely to be interested in an Opportunity to change their lives.

Solid Duplication begins with sorting for the right people.

Always remember that we are in the PEOPLE business and PEOPLE move product. We get paid on sales volume when People use the Product and sell it to Customers. So, your focus should always be to identify People who see the benefits of the Product and Business Opportunity. We are looking for happy, positive People who want more out of life and are willing to do something about it.

Now that you have your List of Prospects, it's time to learn the proper way to Invite them to take a look at Talk Fusion and get you to follow the easy and Simple Steps to start your Business.





DiamondRUSH MEMORY JOGGER

Who Can You Help Today?

Use this handy list to keep at least 200 names in your Warm Market

1. Who is dissatisfied with his/her job?
2. Who is unhappy with his/her income?
3. Who has an outgoing personality?
4. Who owns his/her own business?
5. Who is money-oriented?
6. Who needs extra money?
7. Who enjoys being around high-energy people?
8. Who are your friends?
9. Who quit their job?
10. Your brothers/sisters?
11. Your parents?
12. Your cousins?
13. Your children?
14. Your aunts/uncles?
15. Your spouse's relatives?
16. Who did you go to school with?
17. Who do you work with?
18. Who is retired?
19. Who works part-time jobs?
20. Who is looking for work?
21. Who is laid off?
22. Who bought a new home?
23. Who answers the classified ads?
24. Who runs personal ads?
25. Who gave you a business card?
26. Who works at night?
27. Who delivers pizza to your home?
28. Who do you like the most?
29. Who drives nice cars?
30. Who needs a new car?
31. Who wants to go on vacation?
32. Who works too hard?
33. Who lives in your neighborhood?
34. Who sells Avon or Mary Kay?
35. Who is involved in Relationship Marketing?
36. Who sells anything else from home?
37. Who wants freedom?
38. Who likes team sports?
39. Who is a fund raiser?
40. Who owns an advertising agency?
41. Who spends a lot of time on the computer?
42. Who has family overseas?
43. Who likes political campaigns?
44. Who works on cars?
45. Who are social networkers?
46. Who is in the military?
47. Who is your dentist?
48. Who is your doctor?
49. Who does your taxes?
50. Who works at the bank?
51. Who is on your holiday card list?
52. Who is in retail sales?
53. Who sells real estate?
54. Who are your teachers?
55. Who services your car?
56. Who sells new cars?
57. Who repairs your house?
58. Who works for the government?
59. Who is unemployed?
60. Who is retired?
61. Who do you know in college?
62. Who reads self-help books?
63. Who reads books on success?
64. Who are your children's friends' parents?
65. Who have you met while on vacation?
66. Who waits on you at restaurants?
67. Who cuts your hair?
68. Who manages your apartment?
69. Who has children in college?
70. Who likes to dance?
71. Who did you meet at a party?
72. Who likes to buy things?
73. Who have you met on a plane?
74. Who does volunteer work?
75. Who is your boss?
76. Who delivers your mail?
77. Who calls you at home?
78. Who calls you at work?
79. Who delivers your paper?
80. Who handles your gardening?
81. Who watches your children?
82. Who attends your church?
83. Who did you meet on the street?
84. Who have you met through your friends?
85. Who tailors your clothes?
86. Who sells cosmetics?
87. Who sells shoes?
88. Who is your pharmacist?
89. Who would like to be their own boss?
90. Who bags your groceries?
91. Who wants a promotion?
92. Who uses a cell phone?
93. Who is interested in innovative ideas?
94. Who lives in an expensive home?
95. Who is wealthy?
96. Who has a lot of friends?
97. Who have you met while exercising?
98. Who will help you?
99. Who belongs to the Chamber of Commerce?
100. Who haven't you listed yet?





DiamondRUSH PROSPECT TRACKING LOG

Prospect# _____ Date _____

Personal Information:

Name _____

Address _____

Business Phone _____ Home Phone _____

Cell _____ Email _____

How Did You Meet? (Met Through/At) _____

About Your Prospect:

Family _____

Occupation _____

Recreation _____

Money _____

Contact & Invite Date _____

Watch/Attend Presentation Info _____

Follow Up 3-Way Call:

Date _____ Time _____ Leader _____

NOTES: _____



STEP 1

The Invitation

The first step in any invitation is to call on the Prospect with a sense of Excitement and Urgency.

Invite the people on your Top 20 list right away – within 72 hours! Extend the Invitation with a question:

- “I found the next goldmine. Would you be interested in finding out how to get everything you want in life?”
- “Are you someone who wants more than you currently have? Are you willing to do something about it?”
- “If the income was right and it fit into your current schedule, would you be open to looking at a winning Business Opportunity?”
- “By itself, is your present job or business going to provide you with the lifetime income you need and want?”
- “Have you heard of a company called Talk Fusion?”
- “While your present income is coming in, would it be beneficial to set aside a few hours each week to build a business of your own?”



A Great question to ask people is the “Dream Question!”

“If you had all of the money you could ever want AND all of the free time to enjoy it, how would your life be different?” Take a brief pause and then ask the Prospect the following:

A Good Invitation Should Be:

- Well planned, yet earnest and sincere
 - Led with Benefits for the Prospect
 - For a get-together in the immediate future
 - With a very strong sense of Urgency
- “Would you live in the same house?”
 - “Would you drive the same car?”
 - “Would you take more vacations?”
 - “Would you pay off credit card bills?”
 - “Would you give more to charity or financially help people you have never been able to help before?”
 - “Would you spend more time with friends, family and loved ones?”



Nearly 100% of the people you ask will say that they cannot get those “dreams” through what they are currently doing. They will admit that to you. So clearly they are telling you they are not in the right financial vehicle to reach their dreams.

Then ask, “are you willing to do something about it?” Ask if they could take a few minutes to learn about a life-changing financial opportunity that is helping people’s dreams come true. Then tell them a Success Story about one of the successful Associates at Talk Fusion, and Invite them to watch or attend a Business Opportunity Presentation.

“My business partner <LEADER NAME> received a phone call from a friend who told him about this incredible money-making opportunity. He was about to be evicted from his apartment, and like many of us, he needed to make money in a hurry. He had nothing to lose. So, he watched a very short online presentation and got so excited about the possibilities that he said to his wife ‘Our lives just changed.’ He started calling everybody he knew and asked them to watch the same short presentation. Within 6 weeks, his debts were paid, and he was well on his way to a six-figure income.

*“The next presentation starts at <for example, 10AM EASTERN> and you will immediately see why I am so excited. I am inviting multiple people to the same presentation, and the one who says ‘Yes’ first could have the others making money for them. (This creates urgency to attend the next available presentation.) Can I count on you joining me for the presentation at <for example, 10AM EASTERN>?”
(Send them the link to the next presentation.)*

Note: Make sure to know the Success Story of Multiple Leaders so you can intermittently exchange them.

A Relationship Marketing amateur might invite 10 Prospects to watch or attend a Business Opportunity and only 1 or 2 will do so. A real Professional might get 8 or 9 out of 10. Professionals who have practiced their Inviting Skills will get high turnouts. Those who haven’t will have poor response rates.

The good news is that Inviting Skills – like all skill sets – can be readily developed, if you will just commit to learning how.

There is one great Truism in Business and especially in Relationship Marketing. It’s this: **You can’t get Better and Look Good at the same time.**

*90% of an Effective
Invite is Excitement*

First, last and always, you need to Practice. Then you need to APPLY the things you learn during practice. And then, you need to practice some more. Sounds simple. But not everyone is willing to DO what it takes. They “try” things ... don’t do so well ... and then they quit. However, the Successful People in our industry stayed with it ... practiced more ... and got better!

So now hear this: Your first approach to Prospects won’t be your best. Relax! It’s not expected to be. That’s okay. Just remember, the Way to Win in this business is to Practice ... Get Better ... and still be there after the pretenders give up and quit.



Benefits vs. Features

When talking about the Business Opportunity, talk about Product Timing – Not Product Features and Functionality.

A BIG MISTAKE New Associates make is trying to structure their Business Opportunity Invitation around Product **features** and **functionality** instead of the **TIMING** of the Product. Instead of talking about the “video compression technology” or other product features, when Inviting Associates to look at the Opportunity or close them on the Opportunity, you should talk about TIMING and why RIGHT NOW is the TIME to get involved.

Here’s a sample explaining why RIGHT NOW is important: Talk Fusion’s Video Email Product will change the way people communicate. The history of communication shows we started with Radio – the spoken word, then along came Television, which added pictures to the spoken word. Then Email, which is the written word, and now Video Email, which simply is adding video to email. It’s a brand-new category creator! The people who get involved NOW will be SUCCESSFUL PIONEERS just like the creators of the airplane, television and other world-changing inventions that people once considered new and “before their time” but are now life necessities.

*Become a Professional Inviter...
The more you practice,
the better you will become*

See the difference? This is how you can take product TIMING and use it with a sense of URGENCY to create Excitement with the Prospect.

Concentrate on learning how to become a “Professional Inviter”

- A great Invite should only take 1 - 2 minutes
- Do not try to explain the entire Opportunity – let your Sponsor help you
- Keep it simple – your Team will do what you do

REMEMBER: *The more you practice, the better you will become.*

VERY IMPORTANT! *Top Earners always make sure their Team knows how to Invite properly. Sponsoring people is like having a baby. A baby cannot learn to walk and talk by itself. The baby needs to be taught. Top Earners are on at least the first 20 Prospect calls with the new Associate to help get them to go Bronze. If you want to Duplicate faster, help your Team with the first 20 Prospect calls. By doing so, you ensure the new Associate gets off to a better start. Those who do not earn commissions will assume their new Associates will “figure it out.” Never assume anything!*

If you are inviting people, but they are not watching the Presentation, **stop** and **ask your support Team for help** – your Invite needs to be improved. The Business starts with a successful Invite.



How to Deal with Possible Questions or Objections

If you are getting a lot of questions when you Invite Prospects, then you are explaining too much. You are “Selling” instead of “Telling.”

Let the more experienced members of your Organization do the “heavy lifting.” Never be the source of information for Prospects—always point them to it. When you make the transition from being the message (explaining the Opportunity) to becoming the messenger (simply directing the Prospect to the Presentation), **your business will explode.**

These answers can be duplicated by your Team!

- “I am brand new to the Business and certainly cannot do it justice. We are having a Presentation at *<for example, 10AM EASTERN>* that will answer all of your questions.”
- “I am new to the Business and do not want to give you a wrong answer. Let me get my partner *<LEADER NAME>* on the phone. He is having tremendous success and can give you the right answer.”

Now that you know how to Invite a Prospect,
let's move on to Step 2...

Watch or Attend a Business Presentation



STEP 2

Have Your Prospect Watch or Attend a Business Presentation

Get interested Prospects to watch or attend the Business Presentation as soon as possible. Keep up the Energy and Urgency as they are infectious. **Take advantage of the momentum you have created!**

Presentations run multiple times online every day, and Live Business Presentations and Meetings occur frequently in cities all over the world. Whether your Prospect watches an online Presentation or attends a Live Meeting is up to you. You will develop a feel for what works best for your Area, Schedule and Prospects. (See *Business Opportunity Presentation Schedule in your Back Office*.)

Always be sure to Invite multiple prospects. **The best Presentation for your Prospect to watch or attend is the next available one.** Make sure your prospect clearly understands you are inviting multiple prospects to the same presentation and the first one to say “Yes” could have the others in their Organization. In

other words, those who say “yes” 2nd, 3rd and 4th will be making money for the person who said “yes” first. Let your prospect know, it’s **first come, first served**. Check the Business Opportunity Presentation Schedule in your Back Office frequently to familiarize yourself with the schedule.

Our Presentations are designed to help both you and your Prospects:

- THEY learn about the Products and Business Opportunity from experienced Leaders
- YOU leverage your time by getting unlimited numbers of Prospects to see the group Presentation at almost any time

If it is difficult to get your Prospect to an online Presentation or Live Meeting in a timely fashion, the Business Opportunity Presentation Schedule also provides links to pre-recorded Presentations in multiple languages.

REMEMBER: If you are new, DO NOT do your own presentations – direct your Prospects to the existing ones.

Let your Prospect know that you will be calling them five minutes after the Presentation ended. It will help keep them accountable for attending if they know in advance that you will be calling.

STEP 2 Watch or Attend a Business Presentation



STEP 3

Immediately After the Presentation, Follow Up with a 3-Way Phone Call

Contact the prospect IMMEDIATELY after the Presentation. It is best to have your Upline Partner already on the phone with you when you call your prospect. This will prevent you from having to find an Upline Partner AFTER you already have the Prospect on the phone. Borrow the Credibility, Prestige and Experience of your Upline Partner until you develop your own.

- Edify the experienced Leader as “the expert” in the business (Edification is saying positive things about your Upline, who are providing you Support and Knowledge and helping you build your Business)
- Let your Upline share their story of how Talk Fusion changed their life with your Prospect
- Listen and Learn while your Leader is doing the 3-Way Call – soon you will be doing them for new Prospects yourself!



- F** – **FAMILY** – Would they like to spend more time with their Family?
- O** – **OCCUPATION** – Are they in a job that they do not like, or are they not being paid their worth?
- R** – **RECREATION** – If they had more free time, what would they do?
- M** – **MONEY** – Do they need a new house, new car or to pay off debt or take a vacation?

The purpose of the 3-Way Call is to get your Prospect to see what WE see. The Prospect will hear an exciting true success story, and the Upline expert will return the edification your way.

During the call, be sure to identify your Prospect's HOT BUTTONS, and share how the Talk Fusion Opportunity can help them achieve those Dreams.

REMEMBER: Strengthening the relationship is just good **F.O.R.M.** Something about Talk Fusion excited the Prospect. Find out specifically what that is.

TIP: Use the Prospect Tracking Log to keep contact information on your Prospects handy, as well as their Interests, Hot Buttons and Progress throughout the Invitation process.



Follow-Up Script/3-Way Call

Here's a typical script you can reference for a 3-way call between YOU, your Prospect and an Upline Leader:

"Hi, <NAME OF PROSPECT>, now that you've watched/attended the Presentation, I'm sure you can see why I'm so excited. Right now, I also have one of my Associates on the line. <UPLINE PARTNER NAME> has an incredible success story. I know <UPLINE PARTNER NAME> would love to share his/her story with you on why he/she got involved with Talk Fusion. <UPLINE PARTNER NAME>, why don't you introduce yourself?"

Timing & Urgency

At this point, allow your Upline Partner to introduce himself or herself and share his/her entire success story. In addition, it's important your Upline Partner shares how Talk Fusion is best positioned to take advantage of the global phenomenon occurring right now. It's always good for you to stress the Timing of the Opportunity that's before your Prospect:

"If there's one thing we've learned throughout our lives, Timing is everything when it comes to Success! The world we now live in is experiencing a once in a lifetime event unlike any other single event you will ever witness again. It's the emergence of online video applications and uses. How big is this phenomenon? Cisco, a multibillion-dollar giant, has reported and documented that 90% of all Internet traffic will be video communications by 2014. That's huge! Timing is everything!"

"And the time is NOW! This urgent Opportunity is knocking like never before."

"Every man, woman and business will want to use Talk Fusion's Video Communication Solution because this will be the new, preferred way of communication for personal use, business and social media. Undoubtedly, 100% of the estimated 7 billion people who are currently active on the Internet must have these products."

"By getting involved, anybody who positions themselves early on has the best opportunity to generate and achieve greatness for them and their family."

So, don't wait. Engage your Upline Partners to answer any questions and help your prospect get started.

Make sure to listen carefully to them, so you can learn while they are presenting to your Prospect. Once you are experienced enough to take someone to Talk Fusion's website and enroll them, you can take over the final step of the 3-Way Call and sign up and place your own Prospects.

However, while you are still new to the Business, allow your Upline Partner to handle the entire sponsoring process for you. It's important, though, to have a notebook handy. TAKE NOTES. Learn the steps your Upline Partner is going through on the call.

*You need to be fully Prepared
and Knowledgeable!*



If, for some reason, your Prospect seems reluctant to get started right now, once your Upline Partner is finished talking, say the following:

"<NAME OF PROSPECT>, thank you for learning how Talk Fusion can change your life. <UPLINE PARTNER NAME> and I really appreciate your time. <NAME OF PROSPECT>, I'd really love to have you on my Team; I can tell you may have some questions or need additional information, so this is what I'd like you to do for you. Please visit my website at www.talkfusion.com/xxxxxxx (your 7 digit ID#). Once you're there, you'll find several other success stories and learn about the many Associates that have recently climbed the ranks at Talk Fusion. And don't forget to click on the Mercedes Madness Car Bonus Program, where you can find out how we reward those that got it in Gear and are driving a new luxury Mercedes-Benz on us. Plus, there's other helpful information about the Product and Opportunity on the site.

"<UPLINE PARTNER NAME> and I will call you again very soon to follow up. If you have any more questions before then, please email me at <YOUR EMAIL ADDRESS> or call me at <PHONE NUMBER>."

Not Interested in the Business at This Time — Becoming a Customer

Anyone can be a customer. Just tell him/her the benefits of using Talk Fusion:

"Individuals and businesses alike can take advantage of the Talk Fusion Video Communication Solution. Everyone can easily stay in touch with friends and family around the world, sharing videos and personal thoughts and messages, in a way no other means of communication can offer. No more boring black and white text emails. Imagine never missing another incredible moment, no matter where you are. People can share the thrill of watching a baby's first steps, see and hear about losing that front baby tooth, view a personally sung birthday greeting, and more.

"Talk Fusion is also an unsurpassed marketing tool for promoting a business or service, anywhere in the world. You can keep in contact with existing customers, introduce yourself to new clients, send out Video Newsletters, let people know about special offers ... the list of potential uses goes on and on. And, of course, since you're using Video Emails, you can specifically target any marketing message, and the cost is practically nothing compared to any other type of advertising or promotion! Let me go ahead and send you the Product Video, then I'll call back very soon." (Again, always call back with your Upline Partner.)

Always ask for referrals and ALWAYS follow up on any referrals you receive.

Some of the most successful said "no" at first.

If your prospect is still not interested in Talk Fusion at the moment, you can ask if they know someone who might benefit from earning some extra money or using the Talk Fusion Products.

"Do you know anyone who might be interested in the Opportunity or who could use the Talk Fusion's Video Communication Solution to stay in touch with family or promote their business or service?" (If the answer is "YES," get those referred people's name, phone number and email address so you can Call and Invite them to a Presentation or send them the Product Video.)

*Always ask for referrals and ALWAYS follow up on any referrals you receive.
Some of the most successful said "no" at first.*



Here are some of the more common responses ranging from those who wanted to start right away to those who showed no interest at all and how you should handle them:

- **Yes – Yes, Now: “I am ready. I want to change my life.”**
- **Yes – Yes, Later: “I am very interested, but I still have a few questions.”**
- **Yes, I want the product – No to the opportunity**
- **No – Never: Don’t give up. It’s good to continue to build relationships with those people that say “Never.” You never know when their circumstances might change their lives.**

The key thing to remember is that this is an **OPPORTUNITY** and opportunity is about **TIMING!** If the Opportunity is not good for someone today, it could be perfect in the very near future. But, unless you follow up, you will never know.

You’re Almost There!

Did you incorporate all the steps?

You **MUST** take each Prospect through all of the steps in the Recruiting process. Even if the Prospect is ready to sign up after the Presentation,

you **MUST** still do a 3-way call to introduce the Prospect to the Upline Partner as you begin the Relationship Building process. **DO NOT** skip this step.

Why?

- If you try to do everything yourself, your Prospects will not join because they will not be able to see themselves doing everything that you are doing.
- If you spend an hour explaining the Opportunity, your Prospects will not join because they will think, “I don’t have time to talk to every single person I know for an hour about this.”
- But if you spend just a few minutes creating Excitement and Interest, then point them in the direction of a Presentation with all the information, your Prospects will think to themselves, **“I CAN DO THIS!”**

*To ensure proper Duplication,
do it right Every Time!*

REMEMBER: People will do what YOU do. To ensure proper Duplication, do it right every time.

Why Prospects Say ‘YES’

Please be very clear on something. Prospects do not join your business because of the technology or because of Matching Bonuses. At the end of the day, their decision is based upon something much more important. **Their belief in you.**

The magic formula is BLT. If they **Believe you, Like you and Trust you**, they will join. This industry is all about relationships. So keep that in mind throughout the sponsoring process. It’s simple!



STEP 4

Get the New Associate Plugged In to the Support System Immediately

The time to get the new Associate Plugged In to the Support System is the very minute they get started. Do not wait! **They will never be more excited than the moment they joined your Business.** Right after the New Associate has joined, it is important to immediately introduce them to some of your Upline Partners. This will create a Team environment and give you a chance to edify your Upline Partners while giving the New Associate an expanded Support System.

REMEMBER: Anybody can enroll, but Success is Optional. You choose it by your actions. Take ownership of your business. Plugging In to a SYSTEM is an absolute must.

Your goal is to help your personally sponsored Associates go Bronze within 72 hours of joining the business. This means that within the first 72 hours, the New Associate should have contacted the Top 20 on their prospect list and invited them to watch or attend the Business Opportunity Presentation. Out of the 20 Prospects, at least 2 should join; thus making you Bronze. The key is you must get started right away!

**Save
Yourself
Stress
Time
Energy
Money**

Duplication by your Team will come from, and be instilled by, modeling YOUR behavior. What your Team sees you actually DO is what they will Duplicate. Be what you want others to be.



REMEMBER: Your only job is to expose Prospects to the **System**.

Repeat the 4-step Recruiting Process with every individual you personally sponsor, and make sure they teach the same thing. Do not add, subtract or change anything. It works and is being used by all of the Top Money Earners throughout Talk Fusion. **Just follow the System!** Think about this. If you were to buy a McDonald's franchise, would you start making the hamburgers a new way or change the Golden Arches to green? **Of course not!**



Do NOT try to create a “Separate System” yourself. It will not work. Here’s why:

- About 10% of People are sales types. They like to sell. They’re good at it. And they don’t fear rejection.
- About 90% of the population ranks selling right up there on their list of things to do ... along with jumping into a pit of rattlesnakes. The mere thought of rejection sends them scurrying for the cover of their comfort zone.

*The most important thing
to remember is this:
It’s not “Does it work for me?,” but
“Does it Duplicate for everyone?”*

If you make cold calling, stranger marketing (NOT warm market) and knocking on doors part of your recruiting strategy—you will instantly scare away 90% of your Prospects. If you make your Team learn how to become a Professional Salesperson, your Business will NOT grow. Why? Because they simply cannot see themselves doing that.

In fact, only 1 person in 100 will be Successful with “sales strategies.” “Super sales types” cannot be Duplicated and will eventually go away. Worse yet, because “sales types” do not

Duplicate, “professional sales types” have to keep sponsoring massive numbers on a monthly basis just to keep their income steady. What sales types do works for just them; it will not Duplicate. They work hard and mean well, but the average person cannot Duplicate what they are doing to build the Business.

By contrast, Successful People in the Relationship Marketing Business concentrate on simple, Duplicable actions that they can Teach to anyone, such as every step in the Recruiting Process that we have outlined in this Guide for you.

REMEMBER: The **NUMBER ONE PRIORITY** is making sure that the Organization Knows and Teaches these basics. **The only true measure of an Organization’s strength is the number of Leaders in it who are properly Following and Teaching the System.**

With a complete System that can be Duplicated, anyone – a sales type or a non-sales type – can Succeed in the Business. The most important thing to remember is this:

It’s not “Does it work for me?,” but “Does it Duplicate for everyone?”

Build your Team as the model and then go Duplicate that model. A Leader leads by example. **YOU** should **ALWAYS DO** exactly what you want others to do.

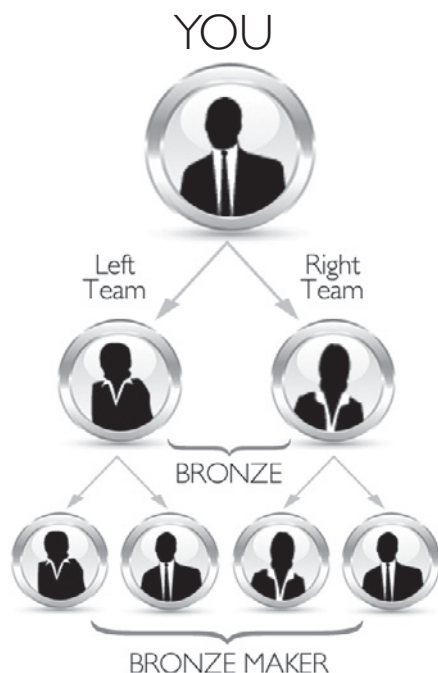
This concept may strike you as simplistic, but be assured it’s actually quite profound.

*The only true measure of an
organization’s strength is the number
of Leaders in it who are properly
Following and Teaching the System.*



Join the 72 Hour Club and Help your New Associates Do the Same

Within the first 72 hours of joining the business you have already invited your Top 20 Prospects to Personally Sponsor 2 New Associates, 1 on your Left Leg and 1 on your Right Leg. This will ensure your Business will get off to an explosive start and set the example for others to follow.



Then, help your 2 Personally Sponsored Associates sign up 2 New Associates each within 72 hours by showing them the steps. Together, you and your Personally Sponsored Associates will show the 4 New Associates how to work their own Warm Markets and provide Leadership and Support.

Your front-line positions are very important positions in your Business. You should treat them as Executive positions in your company and fill them with the best People you can.

Ask your Prospects if they can fill their 2 front-line positions in the next 72 hours with People who can make the same commitment. **There must be a sense of urgency!**

REMEMBER: If this System breaks down, no matter how many levels below you, it means one thing. Your Organization was not properly trained. The entire concept of Relationship Marketing is DUPLICATION! If someone is not going to Duplicate, continue to sponsor more People until you find the ones who get it!

Do the math – if everybody on your Team joined the 72 Hour Club, you would have **2,046** people in your Team in the first 30 days!

You will “make or break” New Associates during their first two weeks in the Business. We are creatures of habit, and the way you show them how to spend those first 2 weeks will create the new habits.

If New Associates spend the first two weeks “getting ready to get ready” by watching the Product video and becoming technology experts, time will go by and nothing will be accomplished – **the Excitement will fade and their Dreams will become out of their reach.**

“Your *DESIRE* to help new Associates do it right from the start **MUST BE GREATER** than their unintentional willingness to do it wrong”

Benefits of Joining the 72 Hour Club include:

- New Associates will earn a commission in the **FIRST WEEK**
- New Associates will make a major transformation from being motivated to becoming Motivators themselves
- You will achieve Instant Momentum

But if New Associates spend the first 2 weeks taking “Action Steps,” such as Inviting Prospects and getting them to the Presentations, they will start to achieve some small successes – **the Team will grow, momentum will grow, excitement will grow, and their Dreams are now within reach!**



The Business is about helping People to get started and teach others to do the same.

Your Warm Market

Top Earners always work within their Warm Market, and they teach others to do the same.

Why?

- This is **RELATIONSHIP** Marketing – friends are doing what friends are doing.
- The Business is built on **TRUST**, and strangers do not trust you.

It has been proven that most people know at least 300 people by their full names. That means you personally have at least 300 Warm Market Prospects of your own. AND, you Personally Sponsored Kim & Sue, who also have 300 Warm Market Prospects each.



THAT'S 900 PROSPECTS TO WORK WITH!

REMEMBER: If Kim and Sue EDIFY you properly, their friends instantly become your friends. Think of THEIR Warm Market as YOUR "Extended Warm Market."

- You will **NEVER** run out of Warm Market leads.
- You will **ALWAYS** be recruiting within the "Circle of Trust."

Top Earners help their New Associates stay in contact with their Warm Markets DAILY and give the necessary Upline support by actually working with those friends, family members and Business Associates.

You should always be evaluating what you are doing. Always ask yourself two questions:

1. Am I working with MY Personally Sponsored Associates DAILY?
2. Am I working with THEIR Personally Sponsored Associates DAILY?

If both answers are "Yes," then Great! You are on your way to building a powerful Business. If both answers are not "Yes," **they need to be.** The Success of YOUR Business absolutely depends on **TEAMWORK.**

Together
Everyone
Achieves
More

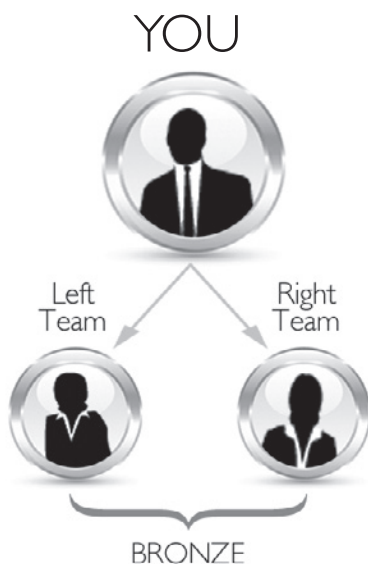


Build a Model — Then Duplicate the Model

Building a successful network is not easy. It's not supposed to be. However, it is simple. If you are willing to follow a step-by-step System, you can achieve massive, lasting Success.

Relationship Marketing is built on the simple premise of everyone consistently doing a small amount of Business. It is then replicated, one person at a time, until exponential growth turns small organizations into large organizations and big commissions. How is that accomplished? By Teaching and Duplicating one simple principle.

The Model for Duplication is as follows:

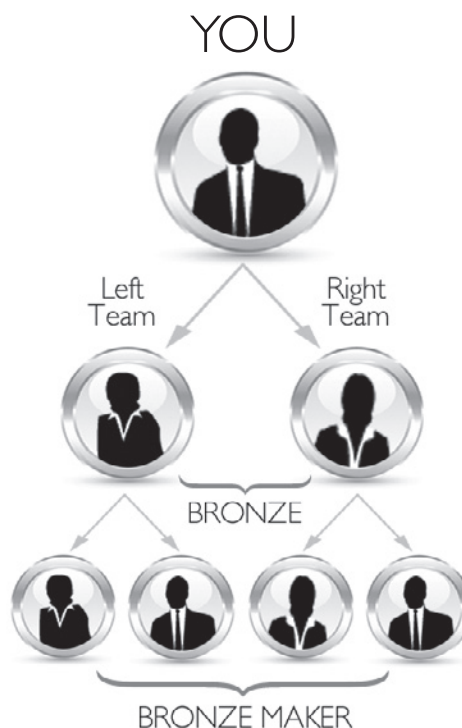


Go Bronze — Personally Sponsor 1 Associate on your Left Leg and 1 Associate on your Right Leg within 72 hours of joining the business.

Then,

Become a Bronze Maker — Teach your Personally Sponsored Associates to Go Bronze themselves.

Going Bronze, then becoming a Bronze Maker is the simplest and most powerful Model you can teach your Team to Duplicate. ***These two actions, repeated correctly over and over, form the fundamental structure of a strong Business.***



Can you see yourself reaching the rank of Diamond?

Successfully replicate Bronze/Bronze Maker 20 times on your Left and Right legs and you have built the foundation to Go Diamond and Beyond. And qualify to drive a brand new Mercedes-Benz luxury automobile along the way!

Here's how you get there ...

By getting at least 1 qualified Prospect to watch or attend an Opportunity Presentation EVERY DAY, you can personally sponsor 20 new Associates in both your Left and Right Legs and achieve the rank of Diamond in just 200 days. **We call that 20/20.**

With a sponsoring ratio of 1 out of 5 prospects, you can expect:

- 6 Personally Sponsored Associates every 30 days – 3 in your Left Leg & 3 in your Right Leg
- 200 Prospects = 40 Personally Sponsored, or 20/20

Month	Days	Presentations Watched	Personally Sponsored Left/Right	Rank	Average Income Example
1	30	30	3/3	Bronze	\$2,500/yr
2	60	60	6/6	Silver	\$5,000/yr
3	90	90	9/9	Gold	\$10,000/yr
4	120	120	12/12	1 Star	\$20,000/yr
5	150	150	15/15	2 Star	\$40,000/yr
6	180	180	18/18	3 Star	\$60,000/yr
7	200	200	20/20	Diamond	\$100,000/yr

Income Disclaimer: Any earnings portrayed in any Talk Fusion marketing materials are not necessarily representative of the income, if any, that a Talk Fusion Associate can or will earn through his or her participation in the Talk Fusion Compensation Plan. All references to income, implied or stated, throughout the Talk Fusion Compensation Plan are for illustrative purposes only. These figures should not be considered as guarantees or projections of your actual earnings or profits. Talk Fusion does NOT guarantee any level of income or earnings to any Associate; any representation or guarantee of earnings would be misleading.

It is up to you to decide the time period in which to invite those 200 people.

How long do you want to wait?
How hard are you willing to work?



Why 20?

You need to Personally Sponsor 20 New Associates on each Leg because the reality is that People will get in, then quit. People quit their jobs, their marriages, their friends, their hopes and their dreams. It's going to happen.

But DON'T PANIC! The failure of others is built into these numbers.

Out of the 20 Associates you Personally Sponsor, at least 3 – 5 should fully engage the Business.

The key is to help a few people make the Business work. Don't worry about those that get in only to drop out. Keep putting your New Associates through the System IMMEDIATELY.

- The industry always rewards loyalty.
- Time always separates Contenders from Pretenders.

Here's what it comes down to: Within the next 2 – 5 years, can you find 40 People who are serious about changing their lives? If you can, then you have found Financial Freedom.

THAT'S WHAT IT
TAKES TO ACHIEVE
DIAMOND

The only way for you
to fail is if you quit.





DiamondRUSH WORKSHEET

Personally Sponsor
20 Prospects Left / 20 Prospects Right

YOU

1. _____			_____ 1.
2. _____			_____ 2.
3. _____			_____ 3.
4. _____			_____ 4.
5. _____			_____ 5.
6. _____			_____ 6.
7. _____			_____ 7.
8. _____			_____ 8.
9. _____			_____ 9.
10. _____			_____ 10.
11. _____			_____ 11.
12. _____			_____ 12.
13. _____			_____ 13.
14. _____			_____ 14.
15. _____			_____ 15.
16. _____			_____ 16.
17. _____			_____ 17.
18. _____			_____ 18.
19. _____			_____ 19.
20. _____			_____ 20.



Building Depth: Finding & Empowering Hidden Leadership

Why do some people build huge organizations and receive vast sums of Residual Income for decades, while others continuously work but never reach Success? The difference is **Building Depth** in your Organization.

Working “under” your personally sponsored Associates is known as Building Depth. It has to do with being intimately acquainted with ALL Potential Leaders within your Organization – not just the ones YOU know and no matter what Level they occupy. This is critically important to your success.

The reason why most Businesses fail is that ownership does not identify and recognize the potential Leaders in their group. They are only concerned with the Numbers in their Organization or what their Volume is. They fail to key in on their most important asset: their **Hidden Leaders**. At best, most are only working with their personally sponsored Associates.

To Succeed, you must identify and closely work with ALL your Leadership; regardless of what level they are in. This is the only true method of building large, long-term Income Streams.

*Always Duplicate the Leader...
It promotes future growth.*

Assume the responsibility of getting your People off to a Fast Start. Your goal is to assist ALL of your Associates – both those you personally sponsored and those

“hidden in the depths of your Organization” – to achieve the rank of Bronze, then Bronze Maker. It is best to start out your new Associates by assisting them with their first Top 20 Prospects to help them acclimate to the 4 Steps to Success. Also, be sure to Team Up with them during the first 72 hours as this is a very critical time in their business. This formative stage “sets the tone” and determines whether they approach their business like a real Business ... or just a hobby. Assist your People in building their Top 20 List and making Invitations. Do whatever it takes! Because working closely with your Associates will allow YOU to build rock-solid Legs that can create a Lifetime of Residual Income. Lead by example. Teach by example. Start growing them by showing them.

Next, direct your attention to those Leaders of Tomorrow that you want to fully Engage. During the process of identifying them, you should find yourself drilling down under each of your Legs until you are 15 - 20 deep in active Associates. Your responsibility is to assist the deepest, most excited new Associates in getting started properly. If they are not interested in moving at an accelerated pace, be patient with them and help them establish more conservative goals. But keep an eye on them. Their situation may change.

Be sure to devote extra time to the one(s) who is/are most serious about getting their Business off the ground. By doing so, you are fulfilling the commitment to the Associates you got started by helping someone in their Business begin with a bang. Remember, you cannot assume that they know What to do or How to do it. However, the very nature of You working to drive the Legs deeper causes Excitement and Momentum to build for all of the troops enrolled above those with whom you are working.

Therefore, you are multiplying your efforts! By enrolling and activating new Associates “in depth” at any depth.

REMEMBER: Always Duplicate the Leader. In any ongoing, growing Business, you should look for and work with 3 - 5 stable Leaders in each Leg. A Leader, backed by a Leader, backed by a Leader solidifies ongoing activity and promotes future growth.



How Do You Identify a Leader?

Leaders are identified by their Actions. They are plugged in to the 4 Steps to Success and teaching their group to do the same thing. As you build in "depth," you will be able to identify today's Leaders and the potential Leaders of Tomorrow because they exhibit an obvious set of characteristics.

These Leaders:

- Have a Dream and know their "why"
- Always maintain a Positive attitude
- Are good Listeners
- Have high Moral Values
- Follow and Teach the 4 Steps to Success
- Commit to showing the Business Opportunity on a regular basis
- Participate in the Diamond Rush Program
- Attend local, state and national Events and Trainings
- ARE THEIR OWN BEST CUSTOMER
- Lead by Example
- Constantly Edify their Upline, their Organization and the Company
- Are great Promoters
- Use all of the Products
- Develop a solid Customer Base
- Never pass "Negativity" to their Organization
- Find Solutions to any Problems

The key to attracting new Leaders is for you to be one!

Once you have identified your key Leaders, your time should be spent developing these Leaders while always continuing to personally sponsor New Associates. The key to attracting new Leaders is for you to be one! We teach everyone to follow the Leader. Make certain to always Promote, Edify and Work with your Upline Leadership.

REMEMBER: Teach this same concept to everyone in your Organization over and over again. Leverage the burden of responsibility, so you can work with multiple Leaders to reach the highest commissions possible.



The Magic Moment

There is a Magic Moment in the sponsoring process when your Prospect catches the vision and makes a decision to join the Business. But, there's also another Magic Moment—one even more important! This happens when your new Associate really understands how he/she can make his/her Dreams come true with Talk Fusion.

When Associates drop out, it's usually because this second Magic Moment never occurred. What happened was your Associate had second thoughts. Those big checks, car bonuses and vacations sound great ... for you. But your new Associate did not relate how he/she could reach those things for himself/herself. Unless you show him/her how he/she can reach his/her Dreams, he/she will not have the proper frame of mind to persevere through the challenges and acquire Success. ***If you can make this connection, you will have a loyal Associate for a very long time.***

Let's review the usual sponsoring process. You make a Presentation and sponsor a new Associate. He's Excited and Dreaming about making money, a luxurious lifestyle and everything that comes with being a Talk Fusion Leader. You tell him to make a Top 20 List, but because he knows the names of the top 5, he calls them by himself and tries to invite them to the next Presentation. Now he sits back and waits for the big bucks to roll in.

So, we now know what happens at the Presentation. One Associate, if you're lucky, shows up. Your new Associate is devastated. Hopefully, he will recover, but he will continue re-inviting the other 4 who did not participate. Each week, their excuses for not participating get better and better.

Next, your Associate tells you, "I just do not know anyone else." Rather than facing more fear and rejection, he gradually fades. Of course, ***it turns out that his fears are greater than his Dreams.*** He now sees big commission checks, vacations and car bonuses in the abstract—they sound good and look good, but they will never happen to him.

Each year there are hundreds of thousands of People who join the ranks of Relationship Marketing seeking a better lifestyle. Yet, for every Associate who makes it big, another one drops out almost as soon as he/she joins.

So what makes an Associate a huge success, receiving a check each week with lots of commas and zeroes, while others drop out? In nearly all cases, this can be easily corrected by simply sticking to the few basic skill sets you are learning with Talk Fusion.

REMEMBER: *It all starts with the basics. Learn the Talk Fusion skill sets and doing Business is easy. Don't know them and you face rejection, dropouts, frustration and very small commission check amounts. Fair enough?*

If you are an Associate who is not Succeeding as quickly as expected – even after studying this **Diamond Rush Training Guide**, **ASK FOR HELP!** You still have BIG DREAMS and HOPE ... you still have BELIEF, and Talk Fusion is still here to help you! Now that we've gotten started, let's continue to collaborate so you can leverage Talk Fusion's years of Relationship Marketing know-how. ***Together, let's change your life!***



Now You're Ready to Make the Cut

Now that you are Strongly and Securely moving ahead with Building your Team and Identifying Leaders, it's **important** to remind you that Talk Fusion is with you every step of the way on your path to success.

To keep pace, we have made it easy for you to take your Business with you wherever you go. We have created a variety of high-quality branded Merchandise and Marketing materials to help you turn heads and inspire the question "What is Talk Fusion?"

Talk Fusion is a "People" Business, so establishing a strong network of contacts and a solid support group is essential to your Success. There is nothing more **Powerful, Inspirational** or **Motivational** than coming together with other Success-minded individuals and sharing personal experiences.

The more you hear, the more you know; the more you know, the faster you can grow! If you're serious about building your Talk Fusion Business and ensuring Financial Freedom for you and your family, ***you need to do the following:***

- Pursue every Opportunity to better yourself and your Business: Talk, Listen and Learn
- Attend local Field Events, Opportunity Meetings and Training Sessions
- Bring guests to Opportunity Meetings
- Plug In to our Talk Fusion Business Opportunity Presentation and Invite your Team members
- Make certain you're on all of the Diamond Rush Training Webinars and Conference Calls
- Be sure to participate in our Executive Broadcast every month with Founder & CEO Bob Reina
- Be active and attend Corporate Events

This is all about you and YOUR Dreams. We WANT you to Succeed and realize the things that will make your life **Easier, Happier** and more **Exciting**.

WE WANT YOU TO EARN A NEW LUXURY MERCEDES-BENZ ON US!



You ARE your Business. And by capitalizing on every Opportunity we are giving to you, ***your Dreams are well within your reach!***

Finally, remember that with great Success comes greater Responsibility to give back to others. In keeping with Talk Fusion's dedication to both speaking for those who can't speak for themselves and helping to change lives around the world, visit **talkfusiongivesback.com**. Become acquainted with the recipients of Talk Fusion's Success and follow Talk Fusion's new developments and breaking news at **talkfusioninthenews.com**.



TALK FUSION® 
A COMPANY YOU CAN TRUST.

Branding & Support Materials

Talk Fusion provides all the promotional tools you need to brand and build your business. Be sure to order Talk Fusion marketing materials from your Back Office today!

Furthermore, ALWAYS have Talk Fusion marketing materials immediately available. Have copies of the Fusion Buzz Opportunity Journal in your car. Carry business cards with you. **You never know who you will meet or where you might meet them.**

Talk Fusion Opportunity Journals – The Fusion BUZZ



Put New Business at Your Fingertips

- Compelling news & stories about Talk Fusion & the Relationship Marketing Industry
- Features on the Talk Fusion Products & Compensation Plan, Testimonials & More
- Just hand it to Prospects & tell them it will explain everything!

**"The Answer" DVD, complete with high energy, motivational and testimonial videos, included with every journal*

The Talk Fusion Gear Site – TalkFusionMall.com

Brand Yourself & Turn Heads with Stylish Talk Fusion Gear

- High-quality promotional items inspire the question "What is Talk Fusion?"
- Shirts, Hats, Business Cards, Banners, Key Chains, Pens, Water Bottles & More
- International shipping available



The Business Opportunity Presentation Schedule



Always know when the next one is happening with our Calendar of Events

- See an entire month's schedule around the world at a glance
- Available in multiple languages
- Get Prospects on a Presentation many times a day
- Monthly Schedule easily accessible in your Back Office & at TalkFusion.com



DiamondRUSH

IMPORTANT THINGS TO REMEMBER

1

If it is not in these pages, do NOT do it. It will NOT work, or it cannot be Duplicated. The Number 1 Rule of the Business is that **it does not matter what works for you – what matters is what can be duplicated by everyone.**

2

Building a large Network is NOT easy, but it IS simple.

3

Concentrate the majority of your time on revenue-producing activities. You only get paid when someone buys the Products and becomes an Associate or Customer, so concentrate your time on Inviting Prospects to look at the Business Opportunity and following up after the Presentation.

4

Do not waste time building your own websites or Presentation materials. Everything you will ever need has already been provided for you!

5

Be EXCITED and POSITIVE 100% of the time. Positive energy is contagious. If new Prospects see and feel that Energy, they will want to join you in the fun!

6

Develop a strong Product Story by using the Products DAILY to keep in touch with friends, family and business colleagues. Building and maintaining relationships are absolutely critical to your Business and your personal life. Whenever you are about to send a text email, send a Video Email instead!

7

Always remember: You are in the “People Business.” You distribute a Video Communication Solution.

8

Never, never, NEVER de-edify your Upline, a Presenter or any Team Member. Only positive news goes to your Organization – always Encourage your Team. If you ever have a challenge or difficulty, please look to your Upline for guidance.

9

Mistakes are part of the learning process. Never be discouraged by them – they will strengthen you in the long run.

10

HAVE FUN! You are on the way to making your Dreams Come True!

“Bring Us Your Dreams & We
Will Help You Do The Rest!”



— **Bob Reina**
Founder & CEO
TALK FUSION 