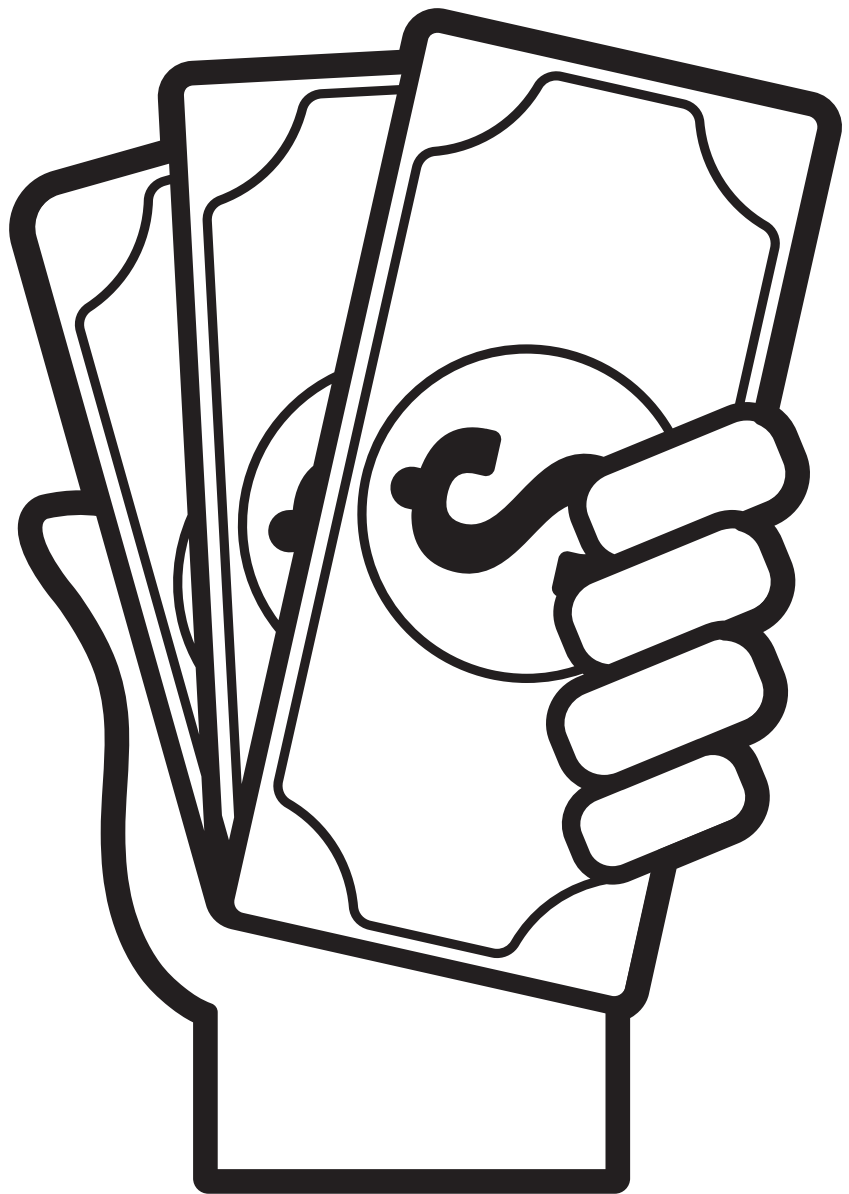


MONEY BO\$\$

GORILLA SALES IS NOT MONKEY BUSINESS

Get a job.
Keep a job.
Get a better job
Get biz.
Keep biz.
Get more biz.



Presenter's name goes here:

Presenter's title goes here:

Your Organization's name:

Your Address:

City, State Zip:

Phone number:

Website, email:



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Drop 'but' & 'have to'
Add 'and' & 'want to'

Drop loser language "I want to go to the movies,
but I have work to do."

Use winner language "I want to go to the movies,
and I want to work."

Drop loser language "I **have to** eat broccoli."

Use winner language "I **want to** eat broccoli."

(Adapted from Eliminating 2 phrases from your vocabulary can make you more successful by Shana Lebowitz BusinessInsider 2/6/16 at finance.yahoo.com)



**"It is not cold hard cash. Cash is warm, soft,
green."** - Zig Ziglar

If I am early, I am on time.
If I am on time, I am late.
If I am late, I am fired.



Getting a job = sales
Getting business for your business = sales

Smile.

Firm handshake.

Smile.

Say, "Hi. I am _____.
I can make you more money than I will cost you."

Smile.

Deliver on your promise.

Smile.



An order is not an order until the re-order is placed. Customers are not one night stands.

**A job is not a job until you earn a raise.
Long-term = *BIG \$\$\$*.**

NEVER ASK THESE Qs in a job interview:

- What does your company do?
- What will my salary be?
- Will I have to work long hours?
- How soon can I take a vacation?
- Will I have an expense account?
- How fast do I get a promotion?
- What happens if I do not get along with others?
- What are the benefits like?
- Are you married? Do you have kids?
- Do you check social media?
- Do you do background checks?
- Do you monitor emails or internet?
- Will I have my own office?
- I heard a rumor about the boss. Is it true?
- What will get me fired?
- Can I arrive early or leave late as long as I get my work done?



Can I make personal calls during the day?
How did I do? Did I get the job?

(Adapted from 20 Questions You Should Never Ask at the end of a Job Interview by Jacquelyn Smith & Rachel Gillett in BusinessInsider 5/1/16.)

MEATBALL SUNDAE

What a great idea. Really?! Try out any idea in a tiny way first. You will find that most “great” ideas are just your ideas.

(Meatball Sundae: Is Your Marketing Out of Sync? By Seth Godin, 2007.)

Use WORD OF MOUTH SELLING:

Honesty first.

Happy customers = best customers.
Make people happy.

Selling is easy. Earn respect by serving.

Customers will do your selling for you.

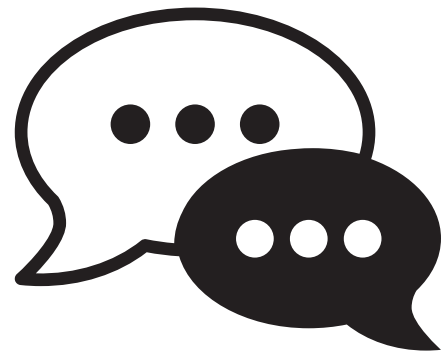
Great service starts great talk.

Service is what you do, not what you say.

Negative talk? Listen!

They are already talking. You have to join in.

Be interesting or be invisible.



If it is not worth talking about,
it is not worth doing.

Live your story into a good one.

Honest sales and service = *BIG \$\$\$*.

(Adapted from page 59)

The Power of Making People Happy

An unhappy customer tells five people.

An unhappy customer you make happy
tells ten people.

(Adapted from page 177)



Easy Word of Mouth Selling Things To Do

Look on the web for people talking about you.

Make yourself buzzworthy. Make news, buzz.

Ask everyone "Please tell a friend about me."

Add a small thank you note to everything.

Own your mistakes. Fix them NOW!

(Adapted from page 201) (Word of Mouth Marketing:

How Smart Companies Get People Talking by Andy Sernovitz, 2012)

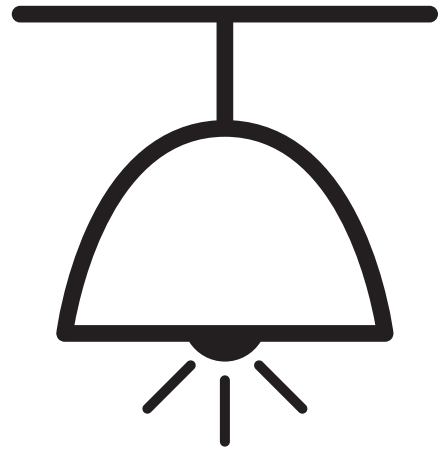
New Rules, New Winners

Your bosses/your customers
have more power than ever before.

Be real. Be honest. The internet
means that living a lie is impossible.

Be ready to change fast.
Short attention spans are shor

Respect is the people success secret.
(Adapted from pages ix & x.)



Flipping the Funnel

Turn strangers into friends.

Turn friends into customers.

Turn customers into your sales team.
(Adapted from page 85.) (Small Is the New Big by Seth Godin, 2006)

Social media – FaceBook, ButtBook, Twitter,
SnapChat, etc. can be DANGEROUS!!!

Scrub or take down all social media pages.

You are checked out. No one wants to hire or do
business with your drunk puking photo.



Voice mail – get it, use it.

Your voice mail greeting should be short & professional. It should sound like this:

“Hello. This is Name Name. I can not take your call now. Please leave your name and number. I will get back as soon as I can.”

Check your voice mail each hour 6am - 9pm.

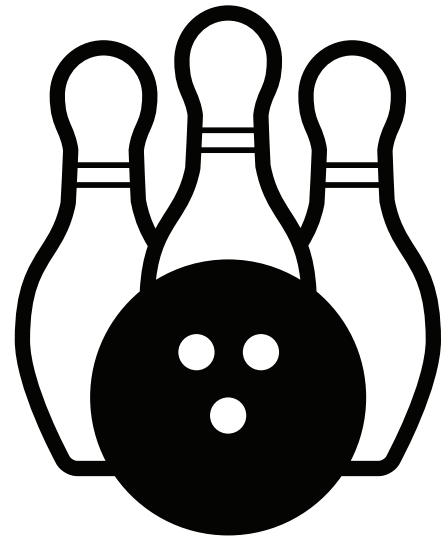
Call back **IMMEDIATELY!!!** Now!
I said, now! What are you waiting for? Now! Now!

Say thanks. When you get business, **say thanks.**

Say thanks every time you speak with anyone.

After the first call, visit, service, sale send a **hand written thank you card** in snail mail not just email.

On Thanksgiving, send each customer a Thanksgiving card thanking them for their business.



The Five Laws for the Highest Success

(Adapted by RFH 5/12/16)

The Law of Value: Your true worth is set by how much more you give in value than you take in pay.

The Law of Pay: Your pay is set by how many people you serve & how well you serve them.

The Law of Impact: Your impact is set by how richly you place other people's interests first.

The Law of Real: The most valuable gift you have to offer is you.

The Law of Getting: The key to giving is to stay open to getting.

[The Go-Giver: A Little Story About a Powerful Business Idea

2007 (Bob Burg & John David Mann). Read/listen to everything Burg & Mann have written/said. Visit your local library, the internet, or YouTube.]

Go-Givers Sell More. Go-Givers:

- Create Value
- Touch Other People's Lives
- Build Networks
- Be Real
- Stay Open

[Go-Givers Sell More, 2016 (Burg & Mann)]



GO APE with Guerrilla Marketing

Find the best, shortest name for your business.

Find your niche (*neesh*). Find your small place where you can grow.

Get a meme (*meem*) and a theme. A symbol or a few words that says "Here I am & this is what I do."

Examples: The Green Giant, the Michelin Man, "You deserve a break today – McDonald's," "Have a Coke and a smile."

Make a benefits list. "Bene" = good. What are your five best good points?

Work up an **Elevator Speech**.

This is a short talk where you introduce you.
Tell me how you can serve me.
How you can make my life easier?
This talk should be no longer than an
elevator ride. Short! Short!

Set hours you are open for the 24/7 age.
Maybe you need to offer your service from
6pm to Midnite, not 9 am – 5 pm.

Telephone – Answer with a Smile.
Your voicemail should Smile too.

Respond quickly – today not tomorrow,
this hour not the next hour. **NOW!!!**

Wear clean, neat clothes all the time.

Rely on Word of Mouth. People talking about you
are your best sales tool. Ask everyone to talk you up.

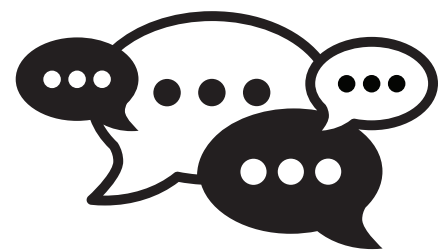
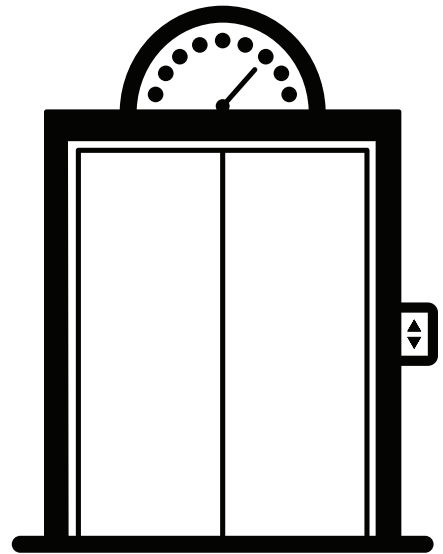
Ask everyone for referrals - "Who can use my
service?" Names, addresses, phone numbers.

Learn about Viral Marketing. Social media is a
cheap tool to put out your positive message.

Get a free website. Get involved in
your community.

Use a special message to speak to each group.
General advertising only works for large car
dealers, furniture stores or national brands.

Take advantage of contact time with customers.
Face-to-face time is *VERY* valuable.



Locate your business in the new no-rent district
– the internet. [www.I am great.com](http://www.Iamgreat.com) \$\$\$

Network. You know 5 people they know 5 people
who know 5 people. 5 people X 5 people x 5
people = **125 people**. These 125 people are
working for you.

Keep a list of your best friends - all customers'
names, addresses, emails, phone numbers.
These are your friends who have handed you
money. They are your best friends.

Keep your best customers happy. You will probably
get 80% of your business from 20% of your
customers. These 20% are your best customers.
These 20% are your best friends.

Put up signs on community bulletin boards –
including Craigslist & other internet boards.

Door-to-door. When you go to A – Also, quickly,
visit B, C, D who are A's neighbors. Knock. Say
your Elevator Speech. Leave your flier. "Thanks
for your time!"

Take advantage of free online directory listings like
BizWeb, CommerceNet, YourtownNet, etc.

Make it easy for customers:

- To find you.
- To speak to you.
- To do business with you.
- To pay you.
- To read the thank you note you send.

Make it easy like Amazon does.



Stress your strong points. Talk up yourself.
Do not talk about others.

Make guarantees. Offer gift certificates.

Take and do sales training regularly:
Audio, books, local sales club, Toastmasters.

Use the Yellow Pages, yp.com, cheaply, wisely.

Spy on your competition – and yourself.

Business cards should be plain, easy to read.

Make free trial offers. Put up signs and posters.

Give free demonstrations.

Bake! Free coffee and cookies always opens doors.

Give out free samples of services and products.
Plumbers could hand out toilet paper rolls!

Patience. You are building a foundation for a
life-time of riches.

Be sensitive to your community.
Heavy selling just after a disaster is stupid.

Take an honest interest in people.
You are serving people.
You are not selling products or services.
You are serving people.

(Adapted from **Guerrilla Marketing for FREE Dozens of No-Cost
Tactics to Promote Your Business and Energize Your Profits**

(Jay Conrad Levinson).



MONEY BO\$\$ EASY READERS: CREDIT SHARKS AND VAMPIRES

I BO\$\$ MY MONEY!

Turn \$1/day into \$175,000

Turn \$5/day into \$875,000

I BO\$\$ MY MONEY!

I Lower My Monthly Bills

I MEET MY NEEDS BY SPENDING LESS

GORRILLA SALES IS NOT MONKEY BUSINESS

Get a job. Keep a job. Get a better job.

Get a biz. Keep biz. Get more biz.

AFTER HIGH SCHOOL - WHAT?

I want my kids to be rich! Truck driving school
or Harvard U: Be careful! Be Debt Free!

FREE, NO COST, LOW COST FUN FOR ME AND MY KIDS

HOW TO USE MONEY BO\$\$ EASY READERS WITH ADULTS

MONEY BO\$\$ Easy Reader (MBER) was written by Richard F Hicks, Oklahoma City, Oklahoma USA. Hicks is a certified classroom educator (PreK & Kindergarten, Elementary Classroom 1-6, Generic Special Education, ESL) with classroom experience in a men's prison. In that classroom, when a man could read at the third grade level, he "graduated" to the next classroom. Hicks has led *Financial Peace University* classes in and out of prison many times. MBER was written after he tried and failed with the regular FPU class materials at a street level food pantry helping agency. The guests at this agency just could not read the regular FPU materials.



Richard F Hicks is also a Ramsey Solutions Master Financial Coach. He offers his financial coaching services free to pastors, their families, and also to other church employees and retirees.

Everything in MBER was inspired and taken from Dave Ramsey's Financial Peace University. For the real deal written at a higher reading level go see Dave at daveramsey.com.

