

# 11 Steps To Activate Your Business

**Bullet Proof Mindset**

Log in to [www.7kmetals.com](http://www.7kmetals.com) Click on My Account and go to My Organization on the left and click Training to watch the first 6 trainings.

**Complete Your Profile**

Log in, click My Account and then Account Settings.  
Save your website referral link, [www.7kmetals.com/\[YourUserName\]](http://www.7kmetals.com/[YourUserName]).  
Verify KYC Compliance.

**Set up Your AutoSaver**

Go to Membership Benefits AutoSaver Select an AutoSaver option (You can have more than one).

**Set Up Sound Money Wallet**


Go to Membership Benefits and then Sound Money Wallet. For step by step directions [CLICK HERE](#)  
Follow steps for 3rd party authentication & connect to bank account.  
Buy \$1 silver eagle/bar and \$1 gold eagle/bar.  
\*You can also buy bullion under My Account. Click Dashboard Products Dealer Direct.

**Coin Drop**

Watch for upcoming Coin Drops under My Account. You'll get 7k email/text alerts too.

**Create your StacknSell Account**

Go to Membership Benefits Start Stacking. <https://stacknsell.com/>

**Create Your 7k Advantage Account & **

Go to Membership Benefits and click 7k Advantage to Start Saving today. Grab your Member ID. Follow steps to set up your 7K Advantage account. Download the app on your phone for easy use and start saving money!

**SoundMoney123 App** get the link from your sponsor if they dont have one

[CLICK HERE](#)

**BRAND NEW 7k Share Tool** learn how to use this free resource you have access to in your back office <https://vimeo.com/1003695426?share=copy>

**Check Out Our Affordable Health Solutions** by visiting [www.7kProtect.com](http://www.7kProtect.com)



**Get Plugged in**

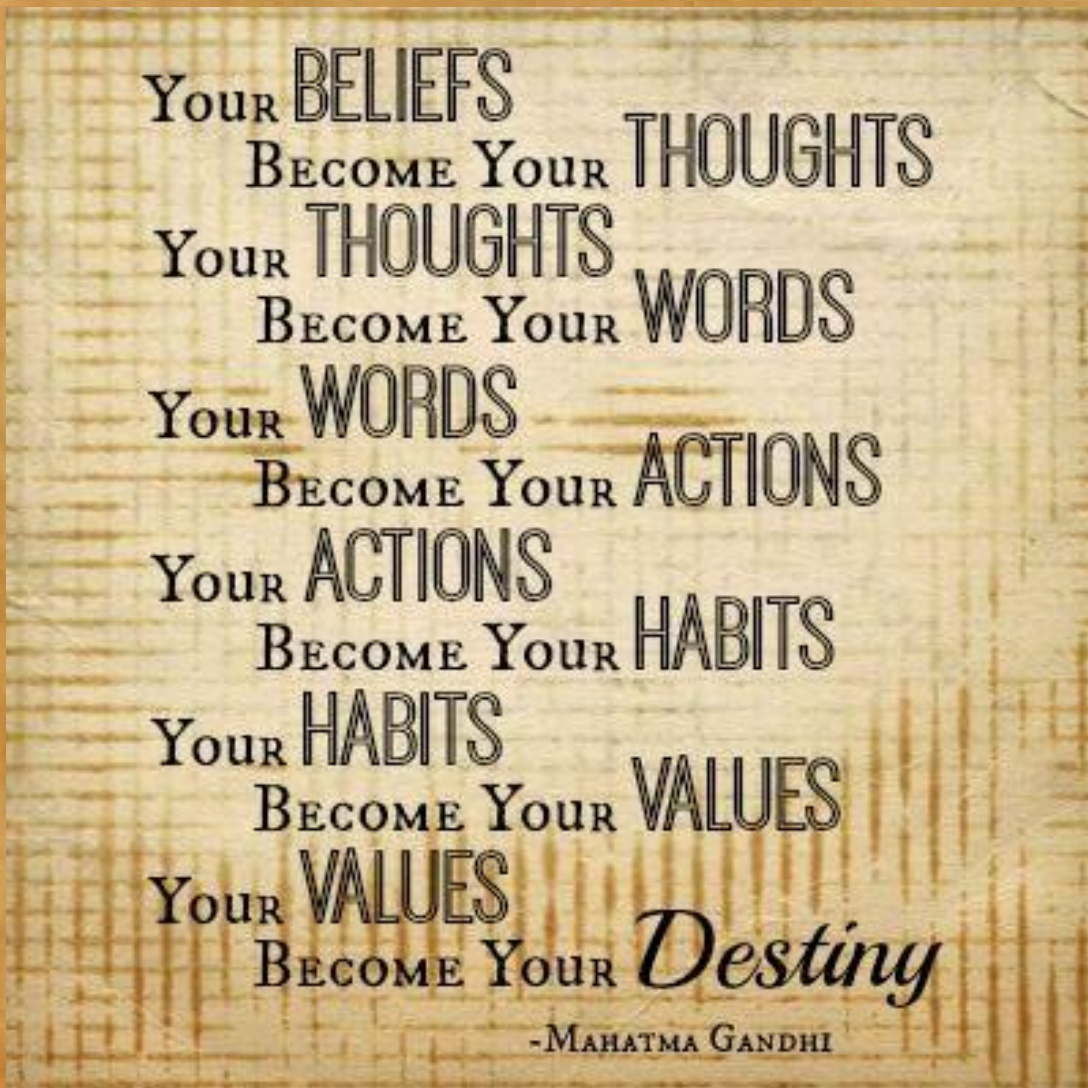
1. Go to [www.gwgsystems.com](http://www.gwgsystems.com) and click get connected
2. JOIN our GWG Telegram group <https://t.me/+RyNrZyPjCvUBDP05>
3. JOIN 7K Exclusive Facebook Page <https://www.facebook.com/groups/7kexclusive/>
4. Wealth Strategies Overview for guests. MONDAY and WEDNESDAY @ 5:30PST 6:30MST 7:30CST 8:30EST  
[www.gwgzoom.com](http://www.gwgzoom.com)  
Zoom ID: 725 139 9773

**Business Bootcamp**

Saturday 9AM PST 10AM MST 11AM CST 12PM EST [www.SoundMoneyZoom.com](http://www.SoundMoneyZoom.com) Zoom ID: 725 139 9773

**Generational Wealth Group Team Training**

Sunday 6PST 7MST 8CST 9EST [www.gwgzoom.com](http://www.gwgzoom.com) Zoom ID: 725 139 9773



# 24 Hour Game Plan

## THE POWER OF 4

**Step 1: Sign up 2 family members.**

**Step 2: Put 2 friends on 3-way Calls using the verbiage below.**

### **Example 1**

“Hey NAME, do you have a couple of minutes? Yes

“I’m reaching out to you for a reason, but first lets catch up how’s everything going?

“I saw something that made a lot of sense to me and I need you to check this out. Do you have 3-minutes right now?”

YES

“I’m going to send you a link and I’ll call you back in about 4 minutes”

(Get off the phone and send them the brand new Real Money video / 3-Minute Wealth Strategy or in the SoundMoney 123 App under Presentation not Pique.) Don’t know about the SoundMoney123 App [CLICK HERE TO LEARN](#) Using SoundMoney123 App send pique link to

Our Video Recommendation Order After Example 1, 2, 3, or 4 Below (You don’t need to share them all)

**1. Real Money** <https://soundmoney123.wistia.com/medias/ydb6ih0j0w>

**2. What Is Fiat Currency?** <https://soundmoney123.wistia.com/medias/ag2seioaqj>

And

**3. 3-Minute Wealth Strategy Intro** <https://soundmoney123.wistia.com/medias/kzitlzp43r>

If they ask what is it?

Say

“It’s 90% visual, that’s why I asked you if you have a few minutes, will you watch it now for me.

NO

“Okay when will you have 5 minutes later today or this evening, you’ve got to see this?” (SCHEDULE AN APPOINTMENT)

### **ONCE THEY’VE FINISHED WATCHING FOLLOW UP AND ASK**

*“Did you know this information before you saw this?”*

YES or NO

“Are you open to more information, it may or may not be for you but I need you to see this.

THEY SAY YES ASK “Do you have around 20-minutes right now?”



Then HOP ON [www.zoom.us](http://www.zoom.us) preferably with another team member that can share their story then play one of these 3 videos that you prefer.

- Use Soundmoney123 App and send the **21 Minute Customer Wealth Strategy** <https://soundmoney123.wistia.com/medias/tg2c3kc1kp> or **17 minute Wealth Strategy** <https://soundmoney123.wistia.com/medias/7bq36rlcw3>
- Live 7k Wealth Strategies that the Generational Wealth Group does every Tues and Thursday 5:30pm PST, 6:30pm MST 7:30pm CST, 8:30pm EST 2:30pm HST [www.SoundMoneyZoom.com](http://www.SoundMoneyZoom.com)
- **IF THEY DON'T BECOME A MEMBER WITH 7K SEND THEM THIS VIDEO** [www.MembershipRecap.com](http://www.MembershipRecap.com)

## **Example 2**

Hey [name]! Do you have 3 minutes?

(wait for response)

Yes, What's up?

I just started working on a new project with the Generational Wealth Group that has to do with sound money and you gotta check it out. I don't want to try and explain it over the phone.

I want to connect you with someone who can tell you more about it. But first I need you to watch this 2 minute video (Send FIAT CURRENCY video in the SoundMoney123 App) Can you do that for me right now? Don't know about SoundMoney123 [CLICK HERE TO LEARN](#)

What Is Fiat Currency? <https://soundmoney123.wistia.com/medias/ag2seioaqj>

And

3-Minute Wealth Strategy Intro <https://soundmoney123.wistia.com/medias/kzitzlp43r>

Are you okay if I try and get him on the phone?

## **Example 3**

Hey [name]! Do you have 3 minutes?

(wait for response)

Yes, What's up?

I just found something that's gonna totally blow you away.

It just absolutely makes sense. I don't care what you do with the info I only care that you see this.

I want to introduce you to somebody who can explain more about it but first I need you watch this 2 minute video Can you do that for me right now?

Would it be alright if I tried to get him on the phone right now?

## **Example 4**

Hey [name]! Do you have 5 minutes?

(wait for response)

Yes, What's up?

I'm pre-launching the biggest project of my life and I want you to hear about it first. But first I need you watch this 2 minute video. Can you do that for me right now?





Can I introduce you to somebody who I have tremendous respect for who can give you some more info?

## How To Handle Questions

### Before connecting your edified expert onto the call

#### *What is it?*

It's a sound money project. It's 90% visual and I can't explain it over the phone. That's why I want to introduce you to my business partner.

Would it be alright if I tried to get him on the phone, so he can explain it  
[Now is your chance to  
EDIFY]

#### *Who is it?*

He's an entrepreneur who semi-retired at 47. [Edify statement 1]  
He's built several multi million dollar businesses. [Edify statement 2]  
He's even helped people make 10, 20, even \$40,000/mo. [Edify statement 3]

He's Super Busy and I don't know if he'll pick up but I have his direct mobile line.

Let me see if I can get him on the phone [OR]  
Would it be alright if I tried to get him on the line?

## How To Execute A Successful 3-Way Call

While on the call with your friend, click "Add" button and dial in your expert. When the expert picks up, your friend will be on hold automatically.

Tell the expert your friend's Name & Occupation

Swap back to your friend. [Your expert will be put on hold temporarily].

Use 3rd Party Edification to further build credibility & Trust [THIS IS CRUCIAL]. "I just got [name of your expert] on the line."

Edify statement 1 + Edify statement 2 + Edify statement 3 [see above box]

"Hang on I'll get him on. . ."

Tap Merge

Introduce: "Mr [Last Name of Expert], I want to introduce you to my friend [First Name]."



# How To Handle Objections (Part I)

Before connecting your edified expert onto the call

## *Is it one of those things?*

I'm not sure what you mean by that. I know for a fact it's nothing like anything out there, so if you prejudge it thinking it's like other things you've seen or done you're gonna miss it.

Let me introduce you to NAME, so he could explain more.

## *Is it a Pyramid?*

If you mean is it illegal - No, Obviously I wouldn't be involved in anything like that.

If you mean something else the best thing would be for me to introduce you to NAME, so he can explain it.

## *Can you just explain it?*

I could but if you're seriously wanting the info he's who you want to meet. I don't want to give you any of the wrong information.

You need to see this the same way I did and it would mean a lot to me if I could connect you both, so you could have a high level conversation.

## *I'm just not interested/not for me*

Not interested in what? You haven't even seen all of the information yet? I'm not gonna let you say NO to something you have literally zero information about.

Would you do me a favor and just evaluate it and then you can tell me no?



# How To Handle Objections (Part II)

## Before connecting your edified expert onto the call

### *Now's not a good time*

I'm not even sure if Mr. or Mrs. would even pick up right now either.  
It's crazy I have his number at all.

Can I try and connect us for just a couple minutes right now and then we could schedule something that fit's into our schedules to get you more info?

### *Can you just send me info first?*

Most people never get to meet, let alone, work with someone like him.

He's super down to earth, and if I can get him on the phone, he'll be able to get you the info you need.

### *I'm not ready to do anything*

I'm not asking you to do anything right now.

I'm just wanting to introduce to someone to get you more information to make a full evaluation, so you can make a decision of whether or not it's the right time based on having all the information.

### *Can we talk about this later?*

We can but I don't want you to miss out. There is TIMING involved. Everybody who waits to evaluate it, regrets it and wishes they would've looked at it sooner.

So I just want to introduce you to someone who can get you more information so you can make a decision having all the info.



# How To Approach Your Warm Market WithOUT Being Salesy or Pushy

Hey [name]!

Quick question for you?

(wait for response)

(If no response within 4 hrs, drop ONLY a "?" and wait until they respond)

What's up?

Have you ever heard of sound money?

No

OMG. I hadn't either until recently I watched  
this video that literally BLEW ME AWAY!!

Its only 4min. If I sent it to you, can you watch  
it right now or are you busy?

I'm at work

Must confirm a time when they can watch the video.

DON'T send a link without knowing when they will watch or you will end up chasing them!

When do you get off of work today?

At 5

(Example: if they get off of work at 5, ask if you can send them the video at 6)

Great! If I send it to you at 6 can you watch it  
Then?

Ok. What's it about?





**It's about sound money. If I can explain it over text I totally would. The video explains it way better than I ever could.**

**I'll send it just a bit before 6. Cool?"**

Okay

Don't send the link right away. Send it 5 minutes before they said they could watch it or it will get buried in their messages and they'll forget to watch it.  
Set an alarm to send it at scheduled time.

**At the scheduled time**

**Hey, just dropping the link to that video we've been talking about**

**I'll get back with you in 5 min.**

Drop the 2 minute Fiat Currency link from SoundMoney123 App. or here's the link  
<https://soundmoney123.wistia.com/medias/ag2seioaqj>  
And Send them the 3 Minute Wealth Strategy Intro  
<https://soundmoney123.wistia.com/medias/kzitzlp43r>  
Set an Alarm on your phone to get back with them in 5min.

**If they said YES (i.e. they heard of sound money)**

**OMG! I just learned more about it watching this 6min video and I'm BLOWN AWAY!**

**If I sent it to you, can you watch it right now or are you busy?**

Follow the same process above, get a time commitment and send "Sound Money Wallet Overview" video <https://soundmoney123.wistia.com/medias/84czyqhp6a>



# How To Follow Up At Determined Time

The goal is to move the prospect onto a 3way chat/call or invite to the overview

So... what did you like most?

It was interesting. How does it work?

DON'T ANSWER QUESTION: Use 3rd party edification to tee up your up-line for an introduction that holds posture and creates the Trust/Respect bridge.

If they don't have questions, invite them overview (see p 5).

That's a great question. I want to make sure I get you 100% of the information.

Let me introduce you to Mr. Thompson. He's an entrepreneur who semi-retired at age 47. He has built multiple multi-million dollar businesses and he is a mentor of mine. He is an expert at this and a good connection for you to have.  
(EDIFY WHOEVER YOU'RE INTRODUCING)

I can hook you up on a 3 way call (or chat) to get your questions answered, sounds good?

Call or start a 3 way chat over text or FB messenger

Hello Mr NAME. I would like to introduce you to my friend, (name). He had some questions about what we're doing and was wanting more information...

I was hoping you can do me a favor and find time out of your busy schedule to show him what's going on?

If on the phone, mute and do not interrupt.

If they say no to getting connected on a 3way call/chat because they want more info, invite them to either the Tuesday, Thursday Night overview.

Click this link for the details <https://www.gwgsystems.com/team-calendar>



## Generational Wealth Group

# How To Invite To Overview If Prospect Wants More Info FIRST Before 3-Way

So, what are you doing Tuesday at 5:30pm PST?

Adjust to your friend's time zone

I'll be getting the kids ready to bed

Great. Since you're not doing anything financially life changing. It's perfect!

There will be a private zoom overview that I can hook you up with, so you can hop on to get the full picture of ALL the benefits you can take advantage of and get your questions answered.

Edit out "get your questions answered" if they didn't have any.

Can you make yourself available and get on?

Or can you move your schedule around and make it happen?

Okay

Great! I'm locking this into my calendar. Please do the same at your end.

I'll send you the link to the Wealth Strategies zoom on Tues a little bit before 5:30pm PST (adjust time zone), cool?

Yes

On Tues, Thurs, Sat. Morning

Hey, SUPER EXCITED to see you on the overview tonight at 5:30pm PST (adjust time zone). I'll shoot over the zoom link around 5.

Make sure you're in a quiet place and have your phone or computer charged. This is going to be a total game changer for you.

45 Minutes Before the Overview

Hey hey! Here's the link to the overview. It starts right on time, so hop on 5 min early. I don't want you to miss a word. See you there at 6pm (adjust time zone)



On that night 1 hr before

Hey, **SUPER EXCITED** to see you on the overview **at 5:30pm**  
(adjust time zone). **Here is the link.**

**It starts right on time, so hop on 5 min early and make  
sure you're in a quiet place and have your device charged.  
This is going to be a total game changer.** Drop the link last

## How To Invite **STRAIGHT To Overview** **WITHOUT a pique video** (For Warmest Market Only) What

are you doing Saturday 5:30pm PST **Home... Why what's up?**

Adjust to your friend's time zone

**Great! Since you're at home anyway and  
you're not doing anything financially life  
changing. It's perfect!**

**I recently checked out an exciting  
project on zoom that completely blew  
me away and I thought of you.**

**You gotta check it out! It's invite-only  
and limited seats but I can hook you up  
with the zoom link. It will be totally worth  
it! Can you make it?**

Or can you move your schedule around and

Ok

make it happen? **It's about soundmoney!**

**Have you heard of it?**

**What's it about?**

**It's a concept that can change your  
financial future FOREVER!**

NO

**If I can explain it over text I totally  
would. The zoom overview explains it  
way better than I ever could. Can you  
make it happen and hop on?**



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**Great! I'm locking this into my calendar.  
Do the same at your end.**

**I'll send you the link on Saturday  
morning a bit before 9:30am (adjust  
time zone), cool?**

**Home... Why what's up?**

Send them a reminder a day before

**Hey just a reminder about  
tomorrow's overview at [time]...**

**Can't wait to see you then!**

On Sat Morning 1 hr before

**Hey, SUPER EXCITED to see you on  
the overview at 9:30 am (adjust time  
zone). Here is the link.**

**It starts right on time, so hop on 5  
min early and make sure you're in a  
quiet place and have your device  
charged. This is going to be a total  
game changer. Drop the link last**





companies

**8. Success depends on believing and investing in yourself. Therefore, never loan money or products to new distributors,**

**9. Be loyal to your business. Remember sound money isn't a bill it's like paying yourself first. Also use your services like 7K Advantage etc...**

**10. Stay focused on the end result and take pride in your accomplishments along the way. Do not allow rejections, drop-outs, dream stealers, and discouragements to deter you from your vision. You are 100 percent in control of your own mind-set and, therefore, your own future.**

#### **THE GUIDELINES**

**1. Commit to this proven training system for one year or until you reach your financial goal. Because it is essential that you stay on one proven track, we encourage you not to expose yourself to events that teach or promote other systems.**

**2. Begin by carefully selecting and approaching those with whom you would most enjoy creating a lifetime business partnership, and teach those people who join you to do the same.**

**3. As you gradually move into the cold market, place more emphasis on the number of people that you approach. Focus on the width of your front line, rather than the depth. However, support everyone who asks for your help as though they were frontline.**

**4. Following in-home presentations or long-distance sign-ups, encourage serious people to phone an upline leader.**

**5. In order to stay focused, we discourage you from creating your own training materials. Rely exclusively on this proven system for the first year or until you reach your financial Goal.**

**6. Build a customer base among your family and neighbors prior to creating a downline.**

**7. Focus all of your efforts on building one powerful organization and never try to build two or more lines in different**

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