

IDENTITY THEFT SHIELD:

Brian Carruthers' Approach

Ask your prospect, "Have you heard of these two words - IDENTITY THEFT?"

He will probably say, "Well, yeah. I think I've heard about that on the news."

I say, "Absolutely. You can't turn on the news channel, you can't turn on the radio, you can't be on the Internet, you can't read a newspaper and not see IDENTITY THEFT. It's the biggest crime wave to hit our country in the last couple of decades. As a matter of fact, according to a FTC report that came out on September 3, almost 10 million people in this country were victims last year to IDENTITY THEFT. People's lives are being turned upside down and inside out. And it's pretty scary. I don't know if anybody that you know has had it happen to them, but it's highly likely that someone you know, if not yourself, has been hit by this. Whether it's your Social Security number being stolen, credit card number or whatever the case may be, it's scary and it absolutely turns your life inside out. There has never really been a way to protect yourself against it, but guess what? We actually just found out about a product that's available to consumers like you and me, a chance to protect ourselves and try to combat this crime. It's never been introduced to the market before. Now, let me ask you a question. If you could find a way to position yourself in front of one of the biggest trends of one of the biggest crime waves ever, and you could be



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the first to offer the solution to the marketplace and profit from that, would you want to spend about 15 minutes to find out about it?"

And your prospect is probably going to say, "Well, yeah."

In conclusion, I explain, "The bottom line is this, we're actually having a get-together at my house on Thursday evening at 7 o'clock. We're going to have a Private Reception about this IDENTITY THEFT problem. And the people who come are going to be able to find out about this and the financial windfall that's available for us if we position ourselves right now. But time is of the essence because we want to be the first ones to hit the marketplace with this. Can you commit to being there at 7 o'clock on Thursday night?"