

John's "Justice for All" Exposure Script

Q. Excuse me, have you seen this DVD before (as your asking the question, hold it up in front of them so they can read the bold print (Justice for All))?

A. No.

Q. My company pays me very well to get peoples opinion on this information. If I gave you a free copy, would you watch it?

A. Yes.

Q. All I ask is the opportunity to follow up with you for your opinion (At this point, you put your head down and prepare to write). How do you spell your first name? Can you spell your last name for me (Don't look up)? What is the best number to reach you? And your email address is?

After you obtain the contact info, leave the prospect with...

“Now this DVD has some powerful information on it that will help you to protect you and your family. Its only 27 minutes long so enjoy it, OK?”

JUSTICE FOR ALL:

accessing the promise

DVD script

Hello, my name is Harland Stonecipher.

(Shake hands with your right hand. Dave Savula has trouble with this. He has the DVD in his right hand and as a result, tries to shake hands with his left hand. In spite of this, it still works!)

Have you seen this television show that aired on Court TV?

(Doesn't matter what the answer is.)

I want to give you this DVD copy of the show and ask you to take a look at it. Will you do that?

(Hand the DVD to them with your left hand, with title turned up. This is important, and this is what has given John Gardner the worst problem. In spite of this, it still works.)

I would like to get your name and phone number, so I can call you in a couple of days to see what you think about it.

- **Is that OK?**
- **Can I have your phone number to contact you?**

Thank you, I'll call you in a couple of days.

(I know this is difficult and hard to comprehend, but with practice, most of you will be able to do it. If you forget what to say after handing them the DVD, just turn and run. In spite of this, it will still work, you just have to hand out more DVDs.)

(You should ignore most of what is in parentheses and just learn the script!)