

# Business cheat sheet



# 1. CONTACT LIST (name list)

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**Create a contact list of at least 30 people you know (warm market).**

Choose people who are closest to you or who you perceive to have the greatest potential (investment, business). Ideally, people with whom you would share \$1 million if it was a condition that you only get it at that moment.

**It doesn't end with the first 20 contacts, but it all begins!**

Expand your list, use the contacts you have on your phone and on social media. Work with your list daily, because your contacts are the most valuable thing you have. It's your database, which is worth at least a million dollars!

# 2. ADDRESS (invitation)

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The goal of reaching out is to arouse interest and invite you to a presentation. There are several options you can use, all of which have their advantages and disadvantages.

**1. face2face (in person)** - the most effective way, you can convey your enthusiasm, emotions, you can directly see the person's reaction, body language, they don't have time to think

**2. audio/video call** - also very effective, conveying enthusiasm and emotions, the advantage is that you can call constantly, time-efficient

**3. audio/video message** - better than written text, a person conveys emotions, enthusiasm, the disadvantage is that the other party may not respond, they will not see the message, etc.

**4. text message** - on various platforms, you can send a lot of messages, high quantity, the effect is smaller, the person does not have to read it, they have time to think, enthusiasm and emotions are transmitted more difficultly

**Addressing a potential partner or investor is NOT a presentation or an explanation!!**

It's about finding and creating interest, conveying your enthusiasm so that the person makes time for the presentation!

**DON'T SPAM!! Don't write to random people with direct address, or even send a link to a video or opportunity call! It doesn't work, the person in question has no REASON to watch it! If someone does this, they are not only ruining their own name, but also the entire project... Let's be professionals!**

## 3. PRESENTATION

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Introducing the opportunity to become an investor = co-owner of a casino and profit from its profits, as well as the opportunity to use the affiliate (referral) system.

**1st video** - very effective, short, clear, one should immediately understand and thanks to it set the next steps (registration, staking, next meeting, OC, 2/1)

**3. OC (opportunity call)** - a very effective form of presentation, it is online and always LIVE, it creates a sense of importance. Different speakers and different presentations of the project, more detail and context.

**3. 1on1** - very effective, it is a meeting (online/offline), in person is always more effective. For more experienced businesspeople, when you can conclude and start cooperation right on the spot.

**4. 2-on-1** - the most effective way of presentation, due to the importance and seriousness of the project and the edification that I create for the expert (my business partner who is making the presentation).

**5. live events** - a great and effective tool, thanks to the higher number of attendees creating subconscious interest in the project, belief that it works, getting to know the people involved in the project, speakers, the atmosphere of the event

**After all the presentations, there should be a clear next step!**

- 1. registration/staking**
- 2. arranging another meeting** (BAMFAM - book a meeting from a meeting)
- 3. recommendation**

## 4. CLOSING

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**No one will join you or buy unless you ASK them! Even if you don't know what to do at the end of the presentation, always ask: "WOULD YOU DO THIS WITH ME?"**

A lot of people don't start just because no one asks them! People don't know what to do next, that's why you need to CLOSE meetings - ask them, demand a decision!

**Don't ask open-ended questions! Preferably questions that can be answered with YES/NO or questions like: What the hell?! What did you like the most about it? (This kind of question forces you to think about the positive things about the project and that sells it to the person.)**

**I highly recommend a simple question that can be applied to everything and everyone, very effective and functional:**

**Great, huh? So let's get started? or: Are you coming with me?**

This shows your belief that you know what you are doing, your certainty and, at the same time, the important thing is that the person in question will not be alone!

If there is an objection/question/query, the person in question will ask it to you and you can work with it, answer it, if you don't know how, find out and close it again...

If someone keeps asking you questions over and over again, there are ways to get a decision, whether it's a YES or a NO!  
e.g.: Is this a question that if I answer, we'll get started or is there anything else you need to know?

**It's important to understand that not everyone will join right away. NO now doesn't mean NO forever. People are afraid to say no, so don't be afraid to ask straight away.**  
e.g.: **If you don't join, I'm totally fine with it, I just want you to know because it got to me so much that I'm going to do it anyway. If it's with you, great and I'm happy, but if it's without you, if you don't see it there, it's totally fine. Just please be honest with me because I'm really serious about this business and I want to work with people who are also like that.**

## 5. FOLLOW-UP

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This is where most people, salespeople fail. The importance of follow-up is huge. Keep in mind that the vast majority of deals are not closed on the 1st meeting, but for example on the 3rd, 5th, etc. The more meetings (the number of repeated contacts with the prospect), the higher the chance of closing the deal.

Be a professional and stick to your deadlines, if you promise something, deliver on it, that's how you separate yourself from amateurs. If you have an appointment, arrive on time, as well as for a call, event, promotion, etc. If you agree to send a video, link, do it (feel free to set a reminder).

**That's why it's essential to keep your database = contact list. Work with it, take notes so you know what to follow up on next time.**

## 6. EDIFICATION (promo)

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The best Czech translation is probably "vyzdvižení".

It is used when introducing business partners, my sponsor, leader, speaker, etc.

**Edification is an incredibly effective and efficient tool that serves those who know how to work with it. I do proper edification for myself - I give credit and importance to my expert, thereby showing his qualifications, and at the same time my approach, thereby increasing the probability of a trade.**

**During edification, the so-called edification triangle occurs.**

me - interested party - expert

When I start a business, I am not an expert, for those around me I am "that" friend/brother/etc... However, there is trust created, i.e. between me and the interested party there is a line of trust, not respect (on a business level). For the interested party, the expert is a stranger, so there is no trust, but there is respect = he is an expert, i.e. there is a line of respect, not trust. By introducing the person in question and edifying him correctly (ideally within 30 seconds), I create an edifying triangle, where there is both trust and respect.

The edification takes place in a style where you first edify the expert, then the interested party. The expert should always be edified a little more than the interested party, so that the interested party listens and does not feel that there is something more.

**example:**

Peter = expert Tom = interested person

Hi Tom, this is Petr, as I told you. One of the best traders in our project. After a few months, he reached hundreds of thousands of income and now he helps others how to get there too. He has years of experience in business and that's why I'm very happy that I can work with him and that he took the time to get to know you.

Peter, this is Tom, my great friend with whom we always wanted to achieve something, he is incredibly hardworking and skilled and I believe that this is where it can happen.

**EXTREMELY IMPORTANT!**

Once I give the floor, I'm silent!! There's no way I'm interfering with the expert, let alone jumping in on him or correcting him. I'm silent! He's the expert! If he wants to involve me, he'll give me the floor!

When edifying, it is important to tell the truth! Don't make up stories, don't lie. You can always find something that can be edifying. Feel free to go over it with an expert in advance.

Learn to edify properly and it will help you in business in ways you can't even imagine!

# 7. STARTING (launch of a newcomer)

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Once the person decides and joins, take the following steps together.

1. **registration (into the system, linking a wallet)**
2. **staking (help a newbie with the process, kort if they are new to crypto)**
3. **join him on discord! (he'll find all the answers to his questions, the entire community and much more there)**

**discord here: <https://discord.gg/cQQ76HwN>**

1. **Set goals for yourself, what you want to achieve with Betfin**
2. **creating a name list**

After 24/48 hours, the sooner the better, get back together, go over everything you agreed on (rehearsal, list, etc.) and get to work right away!

You'll see here how serious the person is! Whether he or she will go through with everything, prepare, or not...

In conclusion, if I see a life opportunity in betfin, a business that has huge potential, then I have to approach it that way. If I want it to be my business, then I have to become a pro and approach it that way. Participate in trainings, events, work on myself, be involved in discord, educate myself, expand my contact list, work with my team, expand my business, show it to other interested parties and consult it with my leader. Every business and business takes a certain amount of time and a person can become a master in everything. A scholar did not fall from the sky, that's why you need to work on yourself and improve, every single day, only then can I become the best!

**Remember, master these skills and you will become a master of betfin!** 08