

December 2013 Strategy Call



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The Seven Best Ways To Bring Up 720 Credit Score and Get Your Clients to Say YES!

Key Points From Recording

- 1) See below for the list of these seven talking points plus the backstory behind each one.
- 2) [Click here to download the recording.](#)
- 9) "60 Minutes" Segement. Please spend 10 minutes [watching this video](#). It will shock you.

List of Testimonials

- 1) Travis bought a new home for his family just two years after declaring bankruptcy. [Click here to listen.](#)
- 2) Bryan went through a foreclosure, a short sale, and with that on his credit score, he still has a credit score of 785. [Click here to listen.](#)
- 3) Sheri bought a new car, six months after the bankruptcy... she had better credit than her daughter. [Click here to listen.](#)
- 4) Tesa is saving \$200 per month because of her higher credit score. [Click here to listen.](#)
- 5) Jimi declared bankruptcy, raised his credit score, then bought a new Mercedes for \$20 more than his Mustang. [Click here to listen.](#)

“The Seven Best Ways to Get Your Clients to Say Yes”

1) 46% of credit cards negatively affect your credit score. Here is the background.

The reason why we provide this credit-rebuilding program to our clients is because according to a Federal Reserve Board Study, 46% of credit cards report the incorrect credit limit to the bureaus, which has a negative impact on your credit score.

Think about it... you can spend all your time rebuilding your credit after your bankruptcy, and two, three, four years later... your credit score won't move a bit because you applied for the wrong credit cards.

With 7 Steps to a 720 Credit Score, not only will they tell you the exact credit cards that have the biggest impact on your credit score, but they will show you the ones with the lowest interest rates as well.

All of this is with only investing 10-15 minutes per week. Does this sound like a program that you would be interested in?

Here is the backstory:

A Federal Reserve Board Study was commissioned to look at credit scoring, and they found that in 46% of the time, credit cards don't report the proper information to the credit bureaus.

Most of the time, the errors have to do with two factors:

1) Credit Limits.

a) If a proper credit limit is not reported, it impacts the utilization rate, which has a direct impact on the credit score.

b) For example, if a credit card is showing that there is \$0 credit limit and your borrower owes \$10 on the card, then according to the credit bureaus, that credit card is maxed out and it will impact a person's credit score by 10-30 points.

2) Reporting to all three credit bureaus.

a) Some credit cards don't report to all three bureaus, which is why some credit scores are higher than others.

b) Imagine if you have a client that is rebuilding their credit score by applying for credit, but they are getting the wrong credit cards. This happens ALL THE TIME!!!

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2) 659 Credit Score vs. 720 = 7.44% in interest rate on a car = \$154

Let me ask you... do you plan on buying a car in the next 2, 3, or 4 years?

Well, if you are like most of my other clients, the answer is yes. Let me share with you something that you need to know.

Let's pretend you bought a car today and had a credit score of 720. Your car loan interest rate would be X. If instead of a 720 credit score, you had a 659 credit score, 61 points lower, you would pay the normal interest rate PLUS an extra 7.44% just because your credit score was 61 points lower than 720. If you were buying a \$15,000 car, that would mean the difference of \$93 a month wasted because of only 61 points.

Well, if you are like my typical client, your credit score is somewhere between 500-550. That means, instead of overpaying just 7.44%, you will most likely overpay 20+%... which means you would be overpaying, on the same exact car over \$250 per month, each and every month!

This is why I partnered with 720 Credit Score... to help my clients rebuild their credit after their bankruptcy, so you won't have to overpay at all.

So you know, you don't need a clean credit report to have a high credit score. The main thing you need to know is how to rebuild your credit score, which is what this program is going to teach you exactly how to do.

How does this credit rebuilding program sound to you?

Here is the backstory:

People don't realize they need a good credit score. However, when connected to the fact they are going to buy a car and spend hundreds of dollars extra, they will wake up really quick.

Also, people think that a 659 credit score is great, so to hear that they will overpay 7.44% is a big wake up call.

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3) People think that with a BK, their credit is ruined for 7-10 years

As I’m sure you know, your bankruptcy will be on your credit report for 10 years after you file. However, I want you to know that doesn’t mean you can’t have a high credit score.

Most of the time my clients want to raise their credit score after they file so they can benefit from lower car payments, can buy a home, and even have lower insurance. Is any of this important to you? <WAIT FOR ANSWER>

Great, well, you are like most of my clients and the thing I want you to know and remember is that you don’t need a clean credit report to have a high credit score.

Let me repeat that... you don’t need a clean credit report to have a high credit score.

The key is to rebuild your credit from the beginning and there is an art to rebuilding it. You need to get the exact type of post-bankruptcy credit cards, the exact number, and when you do, your credit score will start going up and up.

This is why I partnered with 720 Credit Score, so that they could help my clients rebuild their credit after their bankruptcy in the quickest manner possible.

In fact, if you follow the steps, you can have a 720+credit score in 12-24 months after your bankruptcy. Is this something that interests you?

Here is the backstory:

Personally, I believe that this is a common myth that the banks perpetrate to keep you from filing. We need to shoot it down immediately.

Yes, the bankruptcy will be on your credit report for 10 years, but as I said in the script, you don’t need a clean credit report to have a high credit score.

This is the best part of our credit scoring system... Anyone can have horrible credit and still recover.

You give me two people: One with a bankruptcy today and one with a bankruptcy, foreclosure, or short sale today and I can get their credit up in the same amount of time.

Bad credit is bad credit. The key is to rebuild your credit score from the beginning and drown out the old bad credit.

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4) 40M American's have an error on their credit report, after a BK, the odds of this happening to you go WAY UP.

Here is what you say...

A lot of people don't understand what a scam the credit scoring system is, which is why we have partnered with 720 Credit Score.

I'm sure it is no surprise to you, but there are tens of millions of people that have errors on their credit reports.

According to “60 minutes,” it's 40 million Americans, and when you have an error on your credit report, you end up overpaying on all future loans you may get.

What's worse, is that according to a US Public Interest Research Group, 25% of errors are SO Bad, that if you have one of those errors, and apply for credit, you will be denied because of those errors.

The problem is that once someone has a bankruptcy, the chance of being one of those people goes up dramatically.

In the past, some of my clients had errors pop up on their credit report and their score never went up. And because I'm not a credit scoring expert, I didn't know why.

That is why I partnered with 720 Credit Score - their program breaks down errors into to different parts:

- High priority errors and low priority errors.
- High priority errors impact your credit score 25, 50, 100 points per error.
- Low priority errors impact your credit score 1 or 2 points per error.

720 Credit Score will teach you what to look for, what to get off, and what not to worry about.

This is why I pre-bought in bulk a bunch of their programs (which they sell each for \$1,000), so my clients can use them, and increase their credit score to 720+, typically 12-24 months after their bankruptcy.

Is this something you would be interested in?

Here is the backstory:

- 1) Errors are ALL over the place.
- 2) If one of your prospective clients file their bankruptcy somewhere else, they are shooting themselves in the foot. Why?
- 3) You have a moral obligation to help them.
- 4) According to a US Public Interest Research Group, 25% of errors on your credit report are SO BAD that if you applied for credit today, they will turn your down.
- 5) Think about this... I've seen clients raise their credit score 100 points due to one error.
- 6) I've seen people overpay for years because they think they have poor credit. But they don't... they just have an error on their credit report.

That means, someone can file bankruptcy, rebuild their credit the right way, but if they are not sure what to look for on their credit report and if there is a “High Priority Error,” their score will **never go up**.

Here is a link to watch the 60-minute segment. Please watch it.

Link: <http://www.cbsnews.com/videos/40-million-mistakes-is-your-credit-report-accurate-50140748/>

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5) How Employers run credit checks.

Here is how to bring it up in your conversation:

Let me ask you, do you plan on getting a different job anytime in the next 2, 3, 4, or 5 years?

The reason why I ask is because according to Inc. Magazine, 61% of employers are running a credit check before they hire a new employee.

Some if you are like most of my clients and this is a problem. All the debt you have is keeping your credit score low, and at the same time, it can impact your ability to get a new job, a new apartment, or anything where they look at your credit.

Here is how to solve that problem ASAP:

One of the key aspects to raising a persons credit score is getting rid of debt and when we do, the first step to raising your credit score is complete.

The next step is rebuilding your credit.

Now, because this is SO confusing, I've partnered with 720 credit score, and have pre-bought in bulk a number of their credit rebuilding program.

Their program teaches people who have gone through a bankruptcy how to rebuild their credit after their bankruptcy.

And it's SO SIMPLE. Literally, you are going to spend between 10-20 minutes per week, for a few months, and your credit will be on its way up.

Plus, as part of their program, if you ever get stuck, you can jump on the phone with the creator of the program, Philip Tirone, as he hosts Live Question and Answer sessions for all of his students.

Does this sound like something you would like to be a part of?

Here is the backstory:

This is getting more and more popular - Employers are doing background checks on new hires.

You can only imagine how many people come to me unemployed and say... “I need to get a job to pay my bills, but I can't get a job because of my credit score!”

According to Inc. Magazine, 61% of employers are running credit checks prior to hiring a person.

You can use this point in a similar fashion when you discuss anytime a credit score needs to be pulled for something:

- Job
- Apartment
- Car
- Home
- Car Insurance

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6) The ease of the program / Question & Answer call

Here is what you say...

And by the way, I don't want you to think that the 720 Credit Score program is going to take you a lot of time. It will take up no time at all.

The reason why I love this program is because it's SO simple. It consists of 14 lessons; each lesson has a 10-12 minute video and has about 5-10 minutes of homework.

Each week you will get an email as to what lesson you should watch for the week.

In the end, you will spend 10-20 minutes per week on your credit for about three months. And then after that, your credit will be on autopilot. It's that simple.

Plus, as part of their program, if you ever get stuck, you can jump on the phone with the creator of the program, Philip Tirone, as he hosts Live Question and Answer sessions for all of his students

Does this sound like something you would like to be a part of?

Here is the backstory:

If you are not making it sound as easy as it is, then you are making a mistake.

When people think credit repair, they think letter writing, they think painful and exhausting.

Remember, credit scoring is like going to the dentist... nobody wants to do it. So you have to make it really easy.

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7) Lastly, are you playing our recorded testimonials in your Intake Meeting?

The recordings of each one of these are found on page one, however they are listed below:

- 1) Gentlemen who bought a new home 2 years and 1 day after declaring bankruptcy. [Click here.](#)
- 2) Gentlemen who has a credit score of 785 with a foreclosure and short sale on his credit. [Click here](#)
- 3) Woman who bought a new car six months after bankruptcy. [Click here.](#)
- 4) Woman who is saving \$200 per month because of lower payments. [Click here.](#)
- 5) Gentleman who declared BK, and was driving around an old Mustang, and raise his credit score to 735, and bought a brand new Mercedes for only \$20 more per month. [Click here.](#)