

LifeWave Fast Start

With Ray Higdon and Ken Burke

Welcome and introductions

Hey there, this is Ray Higdon, and I am super excited to be on with an absolute rock star, my good friend Ken Burke.

Ken, how are you, man?

Spectacular, Ray. Thanks for asking.

I'm honored to be doing this with you. We've been talking about your incredible company and your amazing team.

This is a Fast Start. It's perfect for the person who wants to build LifeWave. We're going to go through some very simple, easy things to do, and I'm excited to be doing this with you again. It's going to be amazing.

Ken, how about you share a little bit about yourself for those who may not know you?

We've been super blessed in this amazing opportunity.

Currently, I have a little over 120,000 people who have gotten on these patches in the last 48 months. It's quite a blessing. They call me a three-star executive in this business, so we still have a ways to grow, which is really amazing.

But the best part for me is being married to my awesome wife for 34 years now. We actually courted for six years, so that's 40 years total.

We have five amazing children and 11 grandbabies currently. We pretty much have the whole family patched. It's been a spectacular run with us and the Lord during this time.

That is amazing. That's incredible. Very few people on planet Earth have a team of 120,000, so congratulations on your success. It's so cool to watch you grow and impact so many people.

Before we go further, how have you seen LifeWave help you and others?

I know you've seen some amazing things with your family. Can you share quickly some of the things people can expect from this little patch?

Ken's experiences with the patches

It is a light therapy patch, so nothing is going into the body. It's working off the infrared light in the body.

It's going to take the stem cells you and I have inside us, half of which are asleep by the time we're 30, and 90% by the time we're 60, and wake them back up naturally.

There are no contraindications with any kind of medication and no side effects. It's spectacular.

My wife, for instance, had internal temperature changes 10 to 20 times a day: hot, cold, hot, cold. On day 21 with the patch, that pretty much stopped.

She also had this fight-or-flight syndrome going on, and that pretty much went away. I kind of got my wife back, and it was neat to see that.

I had a lot of stress. I had a small, 18-person advertising company, and that stress, in about two and a half weeks, went from about 85% down to about 15%.

I got a gift called living in the present. I didn't even know it existed. I like to call this thing a happy patch because of that.

I had another friend who couldn't golf with his daughter for 14 months because both his shoulders had such extreme discomfort. Within five days, he called me and said, "Ken, I'm back on the golf course. Full range of motion."

What we really see, and what people could expect with this patch, is a quality of life that not only helps free them within themselves but helps them be better with the people they love and care about.

When you're in less pain yourself, you have the ability to be more focused and present with the people you love and care about, plus have more freedom in many capacities.

That's amazing. How cool it must be to be helping so many people with their quality of life. I love what you do, man. So cool.

Ray's background

Very quickly, I'll share a little about me.

My name is Ray Higdon. I've been a coach, speaker and trainer for network marketing for the last 20 years.

Before coaching, I was the number-one income earner in a network marketing company, so I know what it's like to be in the field.

I've actually been in pretty much every role in a network marketing company, including executive and founder, so I'm very familiar with the industry.

I'm the bestselling author of eight different network marketing books. I also have a private community called RankMakers, which I've had for nine years now.

We've helped network marketers bring in over 300,000 new customers, 71,000 new representatives and achieve 14,000 rank advances.

I love this industry. I love what I get to do by working alongside leaders such as Ken, and we're really excited about this Fast Start.

Why did you get started?

For the person watching right now, what was the primary reason you got started?

Was it for health? Was it for quality of life? Was it to feel better or test it out to see if it works? Or was it to build a business?

To be clear, this is a Fast Start, so this is more for the person who wants to build a business.

However, I know how Ken and his team operate. Whether you're here to build a business or not, they absolutely love you. They appreciate you so much, and we're excited that you're here.

Even if you're watching and thinking, "I don't know if I want to build a business yet," feel free to watch the rest if you would like.

Just know that we're going to get into some logistics about how to tell more people about the patch and what you're doing to help people.

Take a look at where you see yourself. Are you wanting to build? Are you wanting to check it out and see how things are going?

Either way, Ken and his team love you and appreciate you being here. You'll love the events, the training and the community. It's incredible.

For this video, I want to help those who want to build.

Marketing versus prospecting

First, I want to explain the difference between marketing and prospecting because we're going to give you some very specific things you can do if you want to build.

Marketing is passive.

Marketing is doing something that you hope an unnamed individual reacts or responds to.

It could be putting a flyer somewhere. It could be leaving your business card at a coffee shop. That's marketing. You hope someone responds to it.

It could be a Facebook post, a podcast, a video or an Instagram post.

Prospecting is active.

That's you reaching out to an individual. There are a lot of different ways you can do that, and we'll cover many of them in this video.

Prospecting could be online or offline. It could be warm market, meaning your friends and family, or cold market, meaning total strangers.

You're in for a real treat because Ken is one of the premier recruiters, not just in the company but in the industry as a whole.

He has an unbelievable offline approach for talking to people while you're out and about, whether you're at a networking function, a restaurant or somewhere else.

Ken is going to walk you through a process that has him bringing in people literally every week. It's amazing.

You do not need to explain everything

One thing that will lighten the load for you is that you don't need to be able to explain this whole thing.

I'm a big fan of systems and processes, and we've made this super easy for you.

You don't need to know how to explain all of it. You don't need to know the scientific mumbo jumbo. You don't need to know the molecules, stem cells and so on.

All you have to do is invite people to check it out and learn more.

To do that, we have an incredible video for you. You'll see the link on the screen right now.

[The overview page address is unclear in the supplied transcript.]

When you have someone who would like to learn more, our advice is to have them watch that overview video.

That way, you don't have to learn all of this. You can point, guide and direct them to the video, and they can learn.

You will have to follow up with them, but this lightens the load. You don't have to know every single thing, because that would be a little overwhelming.

A curiosity post for social media

Now I want to give you a marketing post.

I've been a full-time marketer for 21 years as of April. Twenty-one years ago, I left my corporate job.

I've generated over 450,000 emails and lots of money as well, so I know what works on social media. I started training on social media in 2009.

We came up with a great marketing post for you. Again, this is for those who want to build.

You'll see it on the screen. Ken actually just mentioned this. You could type it out or put it in an image:

"Did you know? By the time you're 30, half of your stem cells have gone dormant. By 60, almost 90% have gone dormant. I found a simple way to help this without an expensive procedure. Drop STEM if you want to know more."

You would post that, and when someone drops the word "STEM," you respond.

The number of responses will vary. If you're an influencer, you might get a thousand comments. If you're like most people and you're not an influencer, you may get two or three, and that's okay.

When someone drops that word after seeing your post, you can say:

"Hey, I have a video that does a better job than I could of explaining it. If you'd like, I can send it over."

Then you send them to the overview presentation.

You are going to have to follow up with them.

Just so we're clear, if you say, "Let me know when you watch it," they're not going to let you know.

Ken, has that been your experience? You have to follow up, right?

Yes. Absolutely.

Just know they're not going to follow up with you.

You're going to send them the video, and then you're going to say, "Did you get a chance to watch the video?"

I'm going to teach you follow-up, so don't worry about it.

For those who are interested, you say, "Great," and you take their information, put it into your site or order form, and bring them on as a Brand Partner.

We'll show you a little about how to do that as well.

That was marketing: make a marketing post, see who responds and follow up.

Choosing your prospecting approach

Now let's talk about prospecting.

Warm market versus cold market will involve a slightly different approach.

Some people aren't comfortable prospecting cold market. Some people aren't comfortable prospecting warm market. You get to choose.

Then there's online versus offline.

I know people who have built incredible organizations online, and I know people who have built incredible organizations offline.

I know people who have built through warm market and people who have built through cold market.

You get to choose, but we want to give you a couple of simple approaches that anyone can use.

The “well sandwich”

For warm market, I like something called the “well sandwich.”

It’s very simple. It starts with “well” and ends with “well.” That’s why I call it a well sandwich.

You can see it on the screen.

By the way, you can always pause this video, take notes, rewind it, replay it and practise it over and over.

I think it was a Nike commercial that said, “Amateurs practise until they get it right. Professionals practise until they can’t get it wrong.”

That’s a little different, right?

You can watch this as many times as you would like.

If you already have teammates, lighten your own load. Send them this video and let them watch it to learn some of these approaches.

Here’s the well sandwich:

“I hope you’re doing well. The reason I’m reaching out to you is that I started using these stem cell patches that are helping me with [your experience], and because they’ve helped me so much, I’m helping get the word out. I wanted to see if you’d have any interest in checking them out. Either way, I hope you’re doing well.”

When you reach out to someone, they’re wondering, “What do you want? What’s the purpose? Why is this person reaching out to me?”

That’s why you explain the reason.

When you mention what they’re helping you with, is it energy? Quality of life? Shoulder movement? Whatever it is they’re helping you with.

This could be an audio message, a text message or a phone call. You can do it in many different ways, but it’s extremely simple.

It is not you doing the presentation.

If they say, “What are they?” or “How does this work?” you can say:

“You know what? I have a video that does a better job than I can of explaining it. I’m happy to send it over if you’d like.”

One nuance I want to point out is that I love saying, “If you’d like.”

I don’t say, “I’d love to,” because then it’s about me.

Some people say, “I’d love to send you a presentation.” That’s about me.

Instead, I say, “If you’d like, I’m happy to send you this presentation.”

It’s a little nuance, but it will help you get more results.

Ken's offline approach

As I mentioned, Ken is one of the premier recruiters in the entire industry, especially in this company, and he has an incredible offline approach.

Ken, can you walk them through your approach? It's been so effective.

Ray, thank you so much. I appreciate you sharing all of this.

It's very simple.

When I'm out and about, or even on the phone, I'm going to get to a point in the conversation where I can introduce it.

Let's say I'm in person at a networking function. A networking function could basically be anywhere there are people. It could be a wedding, a funeral, respectfully, or a business event.

Wherever there are people, everybody I'm going to talk to has dormant stem cells.

Once I make a connection with somebody, they might say, "Hey, Ken, what do you do? How have you been?"

I'll say, "What do you know about this patch?"

They might ask, "What is that?"

Then I'll ask, "What do you know about stem cells?"

That's the first question I really want to ask them.

They'll answer whatever they answer, and I'll say:

"Great. Did you know that by the time you're 30, half the stem cells you have in your body are asleep, and by the time you're 60, they're almost all dormant? This little light therapy patch actually wakes them back up."

Then I'll share about my wife having internal temperature changes 10 to 20 times a day, or my friend who had discomfort in his shoulders.

If you think about it, a low-hanging fruit with people is usually some kind of pain point or discomfort: back pain, shoulder pain or something else going on.

I'll mention a couple of quick testimonials and ask:

"Is this something you'd like to learn more about for yourself?"

They might say, "Yes, I think so."

Then I'll ask, "Why is that?"

I want to dig deeper and find out a little more about what's going on. I want to get them talking about how this could be a help for them.

Then I'll say:

"Listen, if you'd like to learn more about this, the fastest way is for me to share a quick video that unpacks it for you. What do you think?"

That's our starting point for making quick introductions.

We say, "He who says the least to the most people wins."

We're trying to keep the conversations to two or three minutes.

[The supplied transcript is unclear about selling versus inviting at this point.]

We simply want to find out where they're at and pique their curiosity so they'll want to take a look.

That's so powerful.

I say it a little differently, but it means the same thing: "Say less to more people."

I love that.

By the way, this is a proven approach. Ken, you bring people in almost every week from this, don't you?

Yes. In the last 48 months, I've brought in over 450 people.

That's amazing.

Guys, you may want to pay attention to this one. It's clearly been working.

The fortune is in the follow-up

The fortune is in the what?

You all know this. Everyone's heard it: the fortune is in the follow-up.

When you meet someone, don't be in such a hurry to give them your business card, because they're not going to follow up.

I just want to tell you that. I assume they're not going to follow up.

Even if someone comes up to me and says, "Ray, can I get your business card?" or "Can I get your contact information?" I assume something will happen and they'll never follow up.

I'm always getting their information, and I get it in a certain way.

If I'm talking to someone who has interest and I see that I need to follow up, here's what I say:

"Tell you what, if you give me your information, I promise I'll follow up with you."

Think about that word "promise." Who's the beneficiary of a promise? They are.

No one says, "Hey, Ray, I promise I'll send you an invoice." I'd say, "I'm good. No thanks."

"Promise" indicates a benefit.

If I just say, "If I get your information, I'll follow up with you," it can sound like, "Okay, he's going to sell me something."

But if I say, "I promise," it means they're going to benefit.

Again, these are little tweaks. Tiny tweaks.

Get their information rather than only giving them yours and having them lose it.

When friends or family stop responding

If you're messaging or texting someone in your warm market and they ghost you, here's what I suggest.

I've had this happen. I've had plenty of people in my warm market who, for whatever reason, weren't even responding to me.

We can't be too postured with them because they're friends and family.

What I found, and what I tested, got me a 90% response.

If someone in my warm market isn't responding to my messages, I send:

"Guess I'll put you down as a no, lol."

That's what I type.

I got a 90% response to that, but you'll at least get a 50% response.

We can't threaten them. We can't say, "I'm going to mark you off my list," because they might think, "What list? Your Christmas card list? What do you mean?"

That is the most effective warm-market ghosting buster I've ever seen.

The three-step cold-market follow-up

For cold market, these are strangers or people you've met at a networking function, or even online through Facebook and similar places.

I have a three-step follow-up. We've taught this to a lot of people, and it works like crazy.

Step one:

"Haven't heard from you. Let me know if you're still looking to [their goal]."

If you led with the opportunity, that might be making extra money. It might be having more energy or feeling better. Use whatever you talked about.

That's why I leave that part blank.

If they're already ghosting you, I'll tell you that only about 1% to 2% will respond to that first message. Very few.

The next day, you send the next one.

Step two:

"Haven't heard from you. Let me know if I should mark you off my list."

That might get you 3% to 5%. Still not a huge amount, but you're leading up to the third message.

Step three:

"Haven't heard from you. I'm going to go ahead and mark you off my list, but I wish you the very best."

That's the one.

It sounds harsh, but that's the one. If you do that properly, you'll get over a 50% response.

I've done this with rooms of people who said, "That's not going to work," or, "I don't want to do that because it feels kind of mean."

But it works like crazy.

Here's what you have to do.

You can't say:

"Haven't heard from you. I'm going to go ahead and mark you off my list, but I wish you the very best. But if you change your mind, let me know. Here's my link in case you want to join."

You can't do that.

You have to leave all that extra stuff out. You have to say exactly that. It has to look like you're walking away.

That's what will get you over a 50% response.

What closing really means

I want to talk briefly about closing.

What's the first thing you think of when you hear "closing"?

For most people, it's pressure, aggression, chasing, begging or bugging.

Closing is none of those things, because none of those things actually close.

Chasing, begging, bugging, being aggressive and being pushy don't work.

We're in a very different consumer world from the medieval ages, when I guess you could just push people into things.

You're not pushing people into anything. But you can pull them by talking about their problem.

The key to closing, and Ken demonstrated this, is to say:

"Tell me more about that."

"Why are you looking at this?"

"What are you experiencing?"

You want to hear more about their problem than talk about your solution.

My friend Ben Settle says, "Talk more about their crabgrass than your weed killer."

Most people talk about their weed killer, which in this case is the patch, the solution.

You want to talk more about their problem.

What are they trying to fix, accomplish, attain or improve?

What are their desires? What are their problems?

I just talked to a guy who had, I think, an \$8,000 stem cell procedure.

We're not claiming this replaces that. But lots of people are aware of stem cell information and can't afford those expensive procedures.

With this patch, they can afford an option.

We're not saying it's the same as the procedure. We don't make that claim.

But many people are hearing about stem cells and don't have the financial means to do those expensive procedures. You're helping them with that problem.

Questions that help someone consider their decision

Once you understand their problem, here are some great questions to ask:

“Do you think that will get better or worse if you don’t do anything?”

Most people aren’t going to say, “I think it will go away.” Most people will say it will probably get worse.

Maybe they’re in a job they hate. Maybe they’re struggling financially. Maybe they have low energy.

If they don’t do anything, most people aren’t going to think, “Yes, I think it will get better.” They’ll probably think it will get worse.

Another question is:

“That problem you’re trying to solve, is that optional, or is it something you really need to address?”

A lot of times, this moves someone’s thinking from, “It would be nice to solve this problem,” to, “Yes, I really do want to solve this problem.”

It can move them up the ladder and give them a higher desire for your solution.

Another question is:

“If you don’t do this, how do you plan on fixing that?”

Whatever “that” is: making more money, feeling better and so on.

Most people don’t have an answer to that either, or they wouldn’t be talking to you.

By the time you reach prospecting, follow-up and closing, you’re hoping to know what they’re actually trying to accomplish.

“Sounds to me like you’re ready to get started”

When you’ve gathered the answers to these questions, one of my favorite ways of getting people started is not to say, “Are you ready to get started?”

I never said that.

I would gather information and listen. I would do what Ken described:

“Tell me more about that.”

“What’s an example of that?”

“How does that affect you?”

I would ask those kinds of questions, and then I would say:

“Sounds to me like you’re ready to join.”

Notice that’s a period, not a question mark.

I don’t say, “Sounds to me like you’re ready to join. Are you ready to join now?”

I say:

“Sounds to me like you’re ready to join.”

“Sounds to me like you’re ready to get started.”

It’s a downward tonality at the end.

Again, I’m giving you very simple, little tweaks to help you close more sales.

Keep using the presentation

Remember the presentation we mentioned at the beginning.

This is going to be your bread and butter. This is your go-to play.

You want to dictate how fast you build? Simple.

How many people are you getting to watch this presentation each week?

That's your test.

You're part of such an amazing team. They do live Zooms all the time, so you can always plug into those.

But many people are international. People are in different time zones, and there may not be a Zoom that's convenient for your prospect.

This presentation works for you 24 hours a day, seven days a week.

It's your unpaid employee that you can work to pieces. You can get as many people as possible to watch it.

Whether they're in Hawaii or anywhere else in the world, you can direct them to this presentation.

I just want to remind you of that.

They said yes. Now what?

Let's say you follow these steps and, bada bing, they're ready to get started.

They're fired up. They're ready to do it. They're ready to patch to the moon.

They said yes. Now what do you do?

Our advice, and Ken, I know you shared with me that this is always your approach too, is to take their information. Don't just send them the website.

If you send them the website, they might think:

"Which package do I buy?"

"This one or that one?"

"How many?"

They can get confused easily, and a confused person doesn't move forward. Confusion doesn't create a buyer.

I'm going to lead and take their information:

"What's your best email address?"

"What's your best mailing address?"

Then I'll put that information directly into my website.

If you don't know your ID or your link, we don't want to include all of those instructions in this video because we want to keep it smooth and short.

Below this video, there will be a short video that shows you exactly how to find your Brand Partner page.

It's super simple. It's about three steps, so you'll find it easily.

If you don't know your ID or your link, you'll be able to find that below.

Help the next person follow the same system

Once you get them signed up, guess what you should do?

Send them this video you're watching right now.

[The Fast Start page address is unclear in the supplied transcript.]

Send them this video and have them go through what you just went through.

That's what a system is about.

It's not about teaching you one thing and then having you go off and teach them all kinds of other things. It's about using this system.

When they bring someone in, they're going to send that person to this video as well.

That's what makes this such a clean, easy process.

After you watch this video, if you haven't already, make sure you plug into Ken's incredible system at believersforlife.com.

That's his community.

It has all kinds of additional training, motivational training, mindset training and other resources to help you get to the next level of understanding how to build a large organization.

Don't overcomplicate it right now. These are the essentials you need to know.

But I highly suggest that you plug into believersforlife.com and make sure your people are plugged into believersforlife.com as well.

This little patch is setting people free. If you feel called to tell people about it, I say bravo. I say awesome.

Ken, you've gotten so many people started on this. What are some final words of wisdom to help them get going?

Ken's closing encouragement

I have to bring a little spiritual aspect into this.

Everybody has a different perspective on faith, and I respect that.

Use your faith to ask your higher power, if you will, to lead you to the people who really need this.

Understand that it's the minority of people we share with who will eventually want to participate in wearing the patch.

Those people are waiting for you, and you don't know who they are.

You have to get through those noes to find those yeses.

Love people where they are. Meet them where they are, and then lead them to where they want to go.

It's hard to hold back the excitement you'll begin to feel as you wear the patch and see what it does for the people you love and care about.

You want to tell the whole world when you see what happens.

But you have to slow down and be duplicatable.

That's what we're doing here with Ray: making it easy for you to duplicate.

I'm excited for you to follow this system and put yourself in a position to help people who can then go and help other people.

It's spectacular, and I'm so grateful.

Final words

So awesome.

Ken, it's always such a pleasure hanging out with you. I'm excited to watch you.

It's hard to imagine 120,000 people. I can't wait to see 250,000.

You're a rock star, man. I appreciate you. Thanks for having me on here. I was honored to go through this with you.

Make sure you plug into Ken's training.

This guy loves you so much. He talks about you all the time. He's constantly focused on, "How can I help them?" He loves bringing you value.

If you got value from this, tell someone about it. Tell a teammate.

Even if they're not in your team, perhaps they're crossline, and you feel this might help them or simplify things, tell them about it.

Ken is looking to serve as many people as possible.

Thanks for tuning in, guys.

Feel free to rewatch this if you need to. Take notes and pause whenever you need to.

I can't wait to see you on stages around the world, helping make a bigger impact.

I appreciate you so much. Thanks, Ken.

Appreciate everybody.