



Frank Maselli

The Dollar Bill Opening



A Power opening is critical to gaining the audience's respect and keeping their attention. What you do in the first few minutes of the event will set the tone for the rest of the evening. Try this simple but effective opener and see what happens.

Immediately after your introduction...you walk out in silence. Without saying anything...you reach into your wallet and pull out a dollar bill. Hold it up in front of you with both hands and snap it a little so it makes a popping sound. (PAUSE)

"What is this?"

PAUSE for comments. Don't rush and don't take the dollar down...just hold it. You might even have to ask again. Let this take time. Be patient. Whatever they say...

"Wrong! This is your entire retirement nestegg. This is everything...every dime you have saved, scrimped, invested, done without and put aside for the last thirty or forty years! It's your IRAs, your 401ks, your pension...the whole ball of wax! And it has to last you another thirty or forty years in retirement."

(Pause)

"Except...Uncle Sam wants his piece."

(Rip about half of the bill and let it drop to the floor.)

"Medicare wants it's piece."

(Rip a quarter of what's left and let it drop.)

"Inflation...which for you is going up at THREE TIMES the rate of the Consumer

Price Index...wants it's piece."

(Rip about half of what's left and let it drop.)

"The kids move home...and they want their piece early."

(Rip all but a small corner and let it drop.

Pause for a laugh.)

"Are you happy with this?"

(Hold up the final tiny piece.)

"I didn't think so. That's why we are here tonight.

My name is Your name .

I am the Your title **of** Your company .

And I am here to help you re-build, restore, resurrect and reinforce your entire retirement plan. Let's get started."

(Note the alliteration.)

The whole thing takes about one minute and is a lot of fun. If you are concerned about ripping up a real dollar bill, which some people may find offensive...then make an oversized copy of a dollar bill and use that.

Obviously the timing of the delivery is critical. You do not want to use a lot of extra words. You also want to make sure you are being clearly heard during the opening so you are not repeating everything you say. Make sure you are introduced and that the audience is settled down before you begin.

Also for real drama...you can use a hundred dollar bill. But you run the risk of looking too over-the-top. That's when I would make a joke about only using a copy. **"Hey...you didn't think I was crazy did you? This is a Bear market!"**

Good luck!

Frank



For more information please call 800-231-5272 or e-mail frank@maselliroup.com