



From the Desk of
Darryl & Maria

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What to Say When Someone Says “Pyramid”

This question comes up for new partners and even experienced leaders. It's normal. Most people are not being rude or attacking you, they're reacting to conditioning, not facts.

Your job is not to defend, not to argue, and not to convince. Your job is to stay calm, curious, and confident.

Below is a simple framework you can learn, practice, and duplicate.

First: Understand What They're Really Saying

When someone says, “Isn't that a pyramid?” They're usually saying one of these things:

- “I've been burned before.”
- “I don't understand how this works.”
- “I don't want to look stupid.”
- “I've heard negative things and I'm cautious.”

They're not experts. They're repeating something they've heard.

So don't react emotionally. React intelligently.

Rule #1: Never Get Defensive

Defensiveness kills trust. Confidence creates curiosity. If you sound offended, rushed, or emotional, you lose. If you sound relaxed and grounded, they lean in.

Think of it like this: If someone calls Costco a scam because they charge a membership... you wouldn't panic.

Same energy here.

The Calm, Go-To Response (Memorize This):

“That’s a fair question. Some people ask that before they actually understand how it works.”

Pause.

This sentence does three things:

1. Validates them
2. Lowers resistance
3. Positions you as calm and informed

Then Ask a Question (This Is Key):

“What do you mean when you say pyramid?”

Why this matters:

- Most people can’t explain it
- You move from defense to conversation
- You regain control

Let them answer. Don’t interrupt.

The Simple Explanation (No Jargon):

Once they respond, say:

“An illegal pyramid only pays when money is collected and there’s no real product or service. That’s not what this is.”

Then follow with:

“This is a membership-based travel service. People pay for wholesale access to travel, just like Costco or Amazon Prime. The business side simply pays commissions for referring customers.”

That’s it. Stop talking.

If They Say: “But You Make Money From People”:

Calm response:

“People only get paid when real customers use real services. If nobody traveled, nobody would make anything.”

Optional follow-up:

“That’s true for any referral-based businesses, real estate, insurance, franchises, affiliate programs.”

If They Say: “I Don’t Want to Recruit People”

Say:

“That’s totally fine. Some people don’t. Some just use it to save money on travel.”

Then pause. Let them process.

If They’re Still Skeptical:

Say:

“You don’t have to decide anything. Just look at it the same way you’d look at anything else, does it provide value, and does it make sense to you?”

This removes pressure and restores logic.

What NOT to Say (Very Important):

Avoid:

- *“It’s not a pyramid!” (sounds defensive)*
- *“You just don’t get it” (creates ego clash)*
- *“Do your research” (pushes them away)*
- *Long compensation explanations*

Short. Calm. Confidence.

The Mindset You Must Hold

You are sharing information, not asking for approval.

Some people will:

- Never be open
- Never look
- Never understand

That’s okay.

Your confidence comes from:

- Real product
- Real value
- Real customers
- Real experiences

Final Anchor Statement (For You)

“If this were illegal, it wouldn’t have lasted for years, paid thousands of members, partnered with major travel suppliers, and operated in plain sight.”

Say it calmly. Not defensively.

Remember: You don’t win by debating. You win by being grounded.

Learn this.

Practice it.

Teach it.

That’s leadership.



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