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(OR LESS, IF YOU DON'T WANT TO EARN THAT MUCH!)

FRED P. STEGE



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***“FORMAL EDUCATION WILL MAKE YOU A LIVING.
SELF EDUCATION WILL MAKE YOU A FORTUNE.”***

- JIM ROHN

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DEDICATION

There are many, many people who deserve to be included here, but the list would be far too long to fit on a single page!

First of all, I want to dedicate this book to the distributors in my organization who committed themselves to network marketing and put their faith in me.

To my knights of the round table, inner circle leaders who have always been loyal to me and who have become friends.

To my sponsors (they know who they are), who have given me the right support and taught me some wise lessons.

To two great men who have been incredibly important to my networking career: Jim Rohn, America's Foremost Business Philosopher (his story is known to most), and to a man who once was a construction worker eating baloney sandwiches for lunch. He's an accomplished MLM gunslinger, a legend in his own time. His mansion is on a ranch of more than 100 sprawling acres in Hidden Valley, California. Tom Selleck's place is on the left and Stallone's place over yonder. This self-made MLM legend is an eight-figure multi, multi-millionaire, and he earned every dime! That man's name is Larry Thompson. Jim and Larry have shaped who I am today—I've swallowed almost all their training and made it part of my nature. These two men were powerful enough to pull the triggers to change my life around, and the people who know me best can testify that this really means something!

To my best buddy William Arratoon, who suddenly passed away this year, who touched and changed thousands and thousands of people's lives for the better, including mine, with his passion and dedication toward the industry.
To some of my "friends" and former colleagues who ridiculed

me and laughed at me and gave me their “wise” advise that MLM would never work. I need to thank them for that, as it was their scorn that drove me harder and deepened my resolve to make it work. It did.

Finally, this book is dedicated to you, the reader. Thank you for putting your faith in me by taking some of your valuable time to learn the lessons in these pages. May you find the motivation to actually apply what you have learned after finishing this book. My wish is that you will feel a compelling desire to succeed, as that’s where true success comes from. Desire creates passion. A burning desire can set the world on fire in a positive way. Without desire, you’re dead in the water. It’s the one common ingredient of all great people: the unshakable desire to change things for the better.

Desire is the burning drive inside oneself that turns the impossible to the possible. It was Andrew Carnegie who said:

“Give me a man with average ability but DESIRE, and I will give you a winner.”

ACKNOWLEDGMENTS

I would like to recognize the people who have helped me by proofreading drafts of this edition of the manuscript for content and accuracy, and the people who are running business ventures with me and who have given me some space to spend time on this book. I'm greatly indebted to all of these people, as they have made this a much more powerful resource for you. The names that follow can only be a representative sampling. To those named and unnamed, I extend my heartfelt gratitude for your contributions to making this book a success. First, I thank my wife Sabine for being so patient with me when I was on a plane or in the office, when I was daydreaming about new techniques and developments, and when I skipped family trips to take care of business matters. I would also like to thank my business associates in particular; Joseph Berkers and Madison Touche Staff, Remko Roosjen, Jaap Van Dyke and Dynamite Enterprises Staff. Janet Tilden for correcting and editing my terrible English. To my innercircle leadership group, my knights at the rounded table, you know who you are. The list goes on and on and therefore too big to mention all so to all who helped completing this book, thanks so much to your contributions, this book will serve a valuable purpose in raising the level of professionalism within the MLM industry.

Last, but certainly not least, I acknowledge you, the reader—for having a dream and taking the needed action to build it. Your efforts will be rewarded.

GLOSSARY OF THREE VERY IMPORTANT TERMS

Recruitment: prospecting someone to become a distributor.

Sponsoring: recruiting and training of a new distributor.

Duplication: the process of replicating business-building within your downline organization.

Our focus in this book is on recruiting. Sponsorship follows automatically, and if you share the book with your downline, duplication is simple!

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PREFACE

IT WENT SOMETHING LIKE THIS...

It's a misty November evening in 1997 at 7:45 p.m. EST, and I'm in my warm little office in Europe dialing through a list of leads I printed out yesterday. This was my second month of working with pre-qualified leads in the United States and Canada, and I was getting used to it—in fact, I was starting to enjoy it.

The first week had been terrible. I had difficulties understanding many prospects, as English is not my mother language, but it's funny how quickly you learn it. I tried to stick as closely to my scripts as possible and not give them too much space so they won't find out about the language problem. (Later on, I discovered that staying close to the script always works best, no matter what the quality of my English might be.) I had thought I spoke it quite well when I was on my trips in the UK and US, but on the phone with all those different regional accents I really had difficulties. I found ways to cope. If I didn't understand their replies, I just said "okay" and moved on to the next question. Most of the people I talked with had no clue that I didn't know what they were saying...

"All right, there you go, number 81," I thought. "Let's see who you are..." The phone connects... Prrrr, prrrr, prrrr, prrrrr... ..two more prrrr's to go and I'll hang up. I have to reach the 100 mark today, and it's past 1:45 a.m. here in my time zone!

The phone is picked up at the other side of line by a lucky prospect, and I hear a man's voice say,
"Hello?"

Now it's my turn...

"Is this Gary?"

I hear the voice reply, "Yes."

"Well, hi, Gary, This is Fred Stege calling you long distance from the Netherlands, in Europe. Gary, you were referred to me as a person who was at one time interested in making money from home. Now, Gary, is that still true?"

I now hear his voice stumbling, *"Uh, yes, I was. What's this all about?"*

"Did you say you were interested, Gary, or are you STILL interested?"

Gary replies, *"Uh, yeah, but what is this all about?"*

A little voice in my head says, *"Oh boy, you asked for it!"*

"Gary, before I tell you all about it, I want to hear from you whether you are still interested in the first place, 'cause if you're not there's no point in my wasting my time nor your time. Don't you agree with me on that?"

I love this part, and the poor guy probably heard the "smile" in my voice. I know exactly what he will say...

Gary replies, *"Yeah... yeah, I do."*

I was right...

"Okay, Gary, I take that as a yes. Before I get into the details, I wanna ask you a few questions to see if there's a match for both of us. Gary, do you have a minute right now?"

Gary replies, *"Uh, yeah, a minute. I'm kinda busy right now."*

I get the feeling I'm wasting my time here. Should I hang up on him, or...

"Well, Gary, that's all I need to know. By the way, what city do you live in?"

Gary replies, *"St. Louis."*

GOTCHA! Now this is getting better...

"St. Louis? Ahh, that's where they have the ARCH, right?"

Gary replies, *"Yeah, it's still there!"*

"Great to hear! I was in your city two years ago, and I stayed in

the Adams Inn with a nice view of that thing... boy, it's huge!"
(Traveling can be helpful!)

Gary replies, "Wow, and you're from Europe, you say?"

Keep things short, now, Fred, don't spill the beans...

"Yeah, yeah, Gary. Let me ask you, what kind of work are you into right now?"

Gary replies, "I'm a manager for Hertz rentals."

"Okay, and do you like that job, Gary?"

Gary replies, "Yeah, it's fine, it makes a living."

"So, are you looking for something to replace what you are doing, or just something to supplement your current income?"

Gary replies, "Well, I don't know, but something on the side could be nice, but can you tell me more?"

...GOTCHA 2!...

"Well, Gary, here's what I would like you to do, since you're so eager to find out more. I'm going to give you a phone number with a brief overview of the business. After listening to it, if you like what you hear, then give me a call or mail back, and we'll take you to the next step in the process. Do you have a pen handy?"

Gary replies, "Uh, hold on... I have one now."

"Okay, write down this number: 0-800-234-567-8910. You will hear a brief three-minute overview of the business. So if you can set aside 3 minutes and if you like what you hear and you want to take this to the next step, call me back. All the ways to contact me are on that call. We are looking for a few people in your area, and maybe you will be one of them. It depends mainly on your ambition. I have many people earning full-time incomes from this business, and many of them still work it part-time. Gary, do you have Internet access?"

Gary replies, "Yes, I do."

"That's even better. Now, I can't promise you anything yet, I don't know if you are qualified, but dial the number and get back to me as soon as possible. I will answer any questions you might have. Gary, could you repeat the number I just gave you?"

Gary replies, "Uh, yeah. It's 0-800-234-567-8910?"

"That's correct. You have a nice day, Gary. It was good talking to you, and maybe we'll be in touch later. I have to go now, as I'm in

a hurry myself as well. ”

Gary replies, *“Okay, then, I’ll call the number. ”*

“Well, good for you. Bye. ”

Gary replies, *“Bye. ”*

I check the clock. It’s 7:48 p.m. Hmmmm, I’m getting better and better at this...

FAST-FORWARD... IT’S ALMOST 2003, AND MY TECHNIQUES HAVE IMPROVED, AS YOU WILL DISCOVER IN THE CHAPTERS THAT FOLLOW.

Gary did get back to me with questions a day later. He enrolled, and he’s still in my organization today earning a couple of hundred dollars per month from our program. He’s doing fine with it, as that’s exactly what he was looking for. I did okay myself as well, as his club has yielded me approximately \$50 per month for almost 4? years now, which means that a single, three-minute phone call has already delivered more than \$2500.

Back in 1997, Gary and I had no idea that one day thousands of people would read our prospecting call! By the way, the story is true... only the name has been changed.

He was my second enrollee from that list, and those scores have gotten better over the years as lead generation improved and I improved!

I didn’t stop prospecting after that call. In fact, I got a little better at it every day, and some of the leads I called are doing very well in the industry at the moment... I can call from three offices on two continents now... It’s amazing how persistence and just five years can make a difference! I’ve dialed my fingers blue and spoken to thousands of people, but the rewards were awesome and I still do it today as it’s so duplicatable.

That’s what dialing for dollars is all about. It’s like learning

how to drive a car in the beginning, and later on it becomes second nature. You can do it, too. Some self-proclaimed gurus warn beginners to avoid “referral calls” because they always lead to rejection and abuse. I’m here to tell you that this is far from the truth *if* you have the right script and formula, the right mindset, and the right attitude. After reading this book, you will discover that “lukewarm” calling of pre-qualified leads is easy! And easy, my friend, is something you can do!

I’m not here to cause you trouble. I’m here to provide proven solutions. I’m a street-smart networker with a duplicatable solution package. I tell you right here that all the lessons you will learn in these pages are easy and duplicatable. I could never have built a massive business without duplicatability. If you apply the right formula you simply can’t go wrong. The problem with most self-proclaimed MLM “professors” is that they teach theory, and they refuse to practice solutions, as the last time they recruited anyone was during the 1980s! (Fred tells it like it is.) Bad habits are easy to learn and hard to get rid of! But you know what? Good habits are just as easy to learn and hard to get rid of!

You will discover and master not only this kind of recruiting, but you’ll learn a lot of other ways within the next chapters as well. I will share with you how to build a business that grows like wildfire with or without involving your friends, co-workers, or family members! Everything I share with you throughout this book actually works! I wouldn’t dare to waste your valuable time with stuff that hasn’t been absolutely proven.

All of my techniques are duplicatable. This is essential! Maybe you won’t understand that right now, but I’m sure later on you’ll agree. One pillar of true MLM leadership is to only teach and DO what others can do, as people will do what you do and not what you tell them to do... Even your prospecting should be duplicatable. Even when your prospects are not

enrolled yet, they will take your information and the way you give it to them and remember it at a subconscious level! So if you recruit with a sophisticated, non-duplicatable pitch, you will get more no's from them, as their subconscious mind tells them, "I could never do this. This is out of my league." That's why I keep these calls shorter than three minutes... That's why I didn't get into the nitty gritty of the business. I have a system, a formula for virtually everything, because a system can work for others as well.

MLM is all about saying less to more people and keeping it simple. MLM recruiting is working a system, a proven formula, and sticking with it! It's about doing the "dumb," mundane things over and over again. That three-minute conversation with Gary was worth every second, don't you think? What if you had those conversations every day? What about having all kinds of proven prospecting methods working 24/7 for you, throughout the year?

MLM is all about saying less to more people and keeping it simple. MLM recruiting is working a system, a proven formula, and sticking with it! It's about doing the "dumb," mundane things over and over again.

I've kept all the techniques short and simple to follow. It will take you a month, maybe two, to master them, and then they will become so easy it's almost boring... so boring, in fact, that many of you will be tempted to change and adjust them (big mistake!) or look for the easy way out, and you'll get off track. After getting back to the original formulas, they will become second nature, a habit, and if you stick to the system you have a huge opportunity to become very wealthy!

Read on, my friend, as I'm about to unfold the road map that will show you how to get to your destination...

CHAPTER 1

YOUR ROAD MAP TO MLM SUCCESS

1

YOUR ROAD MAP TO MLM SUCCESS

Have you ever wondered why some people make a fortune in MLM (multilevel marketing), while others get discouraged and give up? The top achievers have something in common: they have found a road map for success and shared the route with others. They've discovered what you will learn by reading this book: if you know how to get where you want to go, and if you've figured out how to bring others with you, nothing can hold you back from achieving the freedom and independence you desire!

By opening this book, you have taken the first step on a journey that will forever alter your sponsoring results. When you learn and apply the strategies revealed in these pages, recruiting will become easy, fun, and enjoyable. You will never again have to beg anyone to take a look at your MLM opportunity—instead, they will move heaven and earth to meet with you.

WHY I WROTE THIS BOOK, AND WHAT'S IN IT FOR YOU.

Before we get to the specifics, I thought it might be a good idea to give you some background. You may be wondering how and why this book came into existence. Being recognized as one of the top 1% money earners and master trainer, I have built an extraordinarily vital, growing organization.

Many people in my organization and outside it have experienced success in varying degrees, while others have had trouble getting the results they desire.

After putting in untold hours of one-on-one counseling with frustrated individuals, I developed a series of “hands-on” training workshops for MLM success. These workshops produced immediate and dramatic results. People who had never received their first check suddenly found themselves making money! Others who had already built sizeable networks developed into true leaders and were amazed to receive their biggest checks ever. This training system is the road map you will find in this book.

Before publishing this book, I thought long and hard about whether to release this information outside my network. Here’s why I ultimately decided to do it: I wanted to supply a missing piece of the MLM puzzle. I truly believe MLM is the greatest industry in the world, but a crucial piece has been missing until now. It has been almost impossible for people to find down-to-earth, “hands-on” training that will help them to achieve success. This book is designed to fill that gap.

WHY DOESN’T *EVERYONE* APPRECIATE THE BENEFITS OF MLM?

After many years in this industry, I’m sold on MLM. I am convinced that it is the purest form of team-building you will find anywhere, and the only realistic shot that most of us will ever have at achieving our fullest potential. The potential for achievement in this field is virtually unlimited, and most people have no trouble seeing the possibilities. Every day, vast numbers of people become excited by the potential of MLM and join the network marketing industry with high hopes. Unfortunately, far too many of these same people quickly discover that they have no idea how to achieve true success in MLM. To make matters even worse, they can’t turn to their

sponsors for help because their sponsors also are struggling. It's a recipe for disaster: thousands of people join this industry every week and almost as many leave it just as quickly—disappointed, upset, and angry. Some become cynical. They release their frustrations by bad-mouthing MLM, and the whole industry suffers from bad press. What MLM desperately needs is some practical, workable, effective guidance that will help the average person earn an above-average income. That's exactly what this book provides.

In my opinion, there is already far too much hype and fluff in this industry. You won't find more of it in these pages. What you will get is a carefully laid out road map to help you reach your ultimate destination in MLM, no matter who you are or where you're coming from. What's more, you're going to find that you enjoy the journey!

SUCCESS HAS A PRICE—ARE YOU WILLING TO PAY IT?

Am I making money by providing you with this information? Absolutely! I respect your intelligence too much to pretend that there's no financial incentive for me to publish this book. Consider this, though: the only reason I can make money with this book is the fact that it contains valuable information. Conservatively, the value of your investment in this book is worth at least a thousand times its purchase price. Why should you mind if I make money, as long as you can make even *more* money by putting the information to use?

This brings us to the next part of the equation—an aspect over which *you have total control*. There's no such thing as getting something for nothing. Everything of value comes at a price. You have to actually do something with this information: apply it. It has worked for everyone I've ever taught it to who dared to use it, and it will work for you, too—if *you use it*. You cannot passively read this book like a novel and expect

to get something out of it. You wouldn't pick up a road atlas and just browse through the maps with no intention of ever going anywhere, would you? A map is worthless unless you actually use it to reach a destination.

The real price you must pay to receive the full value of this book is to commit yourself to learn, apply, and master the information contained here. True mastery cannot take place solely in the intellect; it must be actually experienced. But here's the good news: if you're motivated to put this information to use, you can learn it by heart and own this knowledge within a couple of months. At that point, you can expect your network marketing organization to explode beyond your wildest dreams.

Here's even more good news: You only have to master these principles once. Once you've learned and applied the contents of this book, the knowledge will be yours forever. When you have this knowledge imbedded in your brain and heart, no one will be able to stop you. You will own it on a gut level, and by sharing it with others you will be able to improve the lives of more people than you ever thought possible.

ALL LEADERS HAVE A SECRET TRAIT IN COMMON—SOME WITHOUT EVEN KNOWING IT!

The secret of sponsoring more people than you can count is simple: it all comes down to how you present yourself and your opportunity to others—your *position of strength*. Another word to describe it is *confidence*:

- confidence in yourself;
- confidence in the opportunity that you are offering to others;
- confidence in the MLM industry and the principles of network marketing;
- confidence that what you've got is much, much better than

what your prospect currently has.

When you internalize this attitude of strength and confidence—when you establish and maintain your position of strength—you will be in the driver’s seat. You’ll find that sponsoring will become an exciting game in which *you* control the outcome.

DANGLE THE CARROT IN FRONT OF THEM, BUT DON’T MAKE IT TOO EASY TO GET!

Now I’ll let you in on a key aspect of human nature that will help you understand what I’m talking about: *People always want what they can’t have, and if you make it readily accessible they don’t want it.*

There are two parts of sponsoring from a position of strength. The first part is developing the right mindset—becoming the person you need to be. The second part is learning how to properly communicate your new mindset to your prospects—discovering what you will need to do. Although I will spend a lot of time spelling out the exact techniques and giving you the precise words to use, I want to clue you in to a little-known fact: the first part—who you are—is even more important than what you do.

You can have all the techniques down cold... you can memorize all the right words and be able to parrot them back flawlessly... but you still won’t achieve the success you desire until you internalize a position of strength that affects all your interactions with others. That’s why this book begins by outlining four mental “position points” that will create the confidence you must radiate when dealing with prospects. After reading Chapter 2, you will fully understand exactly why prospects need and want the benefits that MLM can provide. In Chapter 3, I will show you how to be the kind of person who wins others’ trust. You’ll learn how to connect more

effectively with the people you encounter by tailoring your approach to fit different personality types.

In the second half of the book, we'll get into the specifics of what to do when you are approaching prospects. Chapter 4 describes how to find prospects and motivate them to meet with you and learn about your business opportunity. Chapter 5 shows you how to work with pre-qualified MLM leads. In Chapter 6, I'll wrap things up by giving you ideas on how to coach yourself and stay motivated over the long term.

Ready to get started? Good! It's time to roll up our sleeves and begin!

You only have to master these principles once. Once you've learned and applied the contents of this book, the knowledge will be yours forever. When you have this knowledge imbedded in your brain and heart, no one will be able to stop you.

CHAPTER 2

HOW TO PUT YOURSELF IN THE DRIVER'S SEAT

2

HOW TO PUT YOURSELF IN THE DRIVER'S SEAT

What do you tell yourself when you think about introducing people to your business opportunity? If you're new to MLM, your self-talk may sound like this: "Oh, man, if I could just sponsor Jim, I'd have it made. How can I persuade him to listen to me?"

Uh, oh! Watch out! When you have this mindset, you are *not* in a position of strength. You're acting as if your success depends entirely on Jim, and you are setting yourself up for failure. If Jim is like most people, he will sense your desperation and be turned off by it. He'll run as fast as he can in the other direction.

Why do we beg people to let us present our opportunity to them, and then feel grateful if they say, "Yeah, sure, I'll try to stop by"? Do we get so focused on *what's in it for us* that we forget *what's in it for them*? We start to feel guilty, as if we were thinking about doing something underhanded to someone we like. We get the idea that we have to coerce them into doing something that won't be good for them.

People pick up on these negative feelings. No wonder they resist us... cross the street when they see us coming... "forget" to return our calls. Put yourself in your prospect's shoes and think about how *you* would react if someone approached you

with this attitude. Would you feel eager to be a part of their team, or would you try to avoid them at all costs?

MOVING FROM DESPERATION TO SELF-ASSURANCE.

Now let's turn the tables. Instead of begging others to join your network, what if you had a different attitude? Picture yourself as a banker. Think about this question: What product does a bank sell? How do they stay in business?

Banks sell money! They make money by renting out money, don't they? Yet how do we feel when we get approved for a loan? Excited, happy, grateful? Isn't this a little bit crazy? Think about it—we're excited because a bank has agreed to let us pay interest to them. We know that we are going to pay back *all* the money we borrowed, plus hundreds (or thousands!) of dollars in interest over the term of the loan. The bank is doing business with us because they have something to gain from the transaction. Why do we get so excited about being approved for a loan? Would you go into a service station and kiss the manager's feet because he allowed you to gas up your car?

Funny, isn't it? Yet we do this all the time. We pray that we will get into the college of our choice, get excited when we are approved for membership in an exclusive club, and feel relieved when our application for a car loan is approved. How do we feel when we land the job we applied for? (Keep in mind that the company is only hiring you because you have some valuable skill that will help them get what they want.)

What do all of these situations have in common? In each one, there's a chance that we *won't* get what we want so badly, which makes us want it all the more. The other person is in a position of strength—they have the power to give us what we want, or to keep us from getting it.

GET OUT OF THE BACK SEAT, AND PUT YOURSELF BEHIND THE WHEEL.

Let's apply this concept to MLM. What if you created an atmosphere that would make people want what you had? What if people felt lucky if you decided to show them your MLM concept? If they went out and celebrated because you agreed to approve them for team membership? What if they had the same attitude as someone who had just been approved for a loan? Would sponsoring people become fun, exciting, and easy? Do you think people would line up and beg you to let them join your team?

You bet they would! When you understand this principle and internalize it, you will be in a position of strength.

What if you went into a Starbucks coffee shop on a busy Monday morning and made the following announcement over the sound system?

"I'm the head of a multi-million-dollar, global business enterprise, and I'm interested in finding the right person to hire and train as my successor. The person who meets my list of qualifications will inherit my business empire when I retire five years from now. The potential income for this position is unlimited. To cover the first year's salary, I'm holding a blank check, and it is signed. It's quite possible that someone in this room might qualify for the position. If you meet the criteria on my list, I will give you this blank check and let you fill in whatever amount you think you deserve. If you think you might qualify for the position, please stop by my table near the window. Be prepared to explain to me exactly why I should hire you for the position and present you with this check."

What do you think would happen next? People would be knocking over their coffee cups as they hurried over to be first in line! Each person would try to convince you to choose them. They'd show you the utmost respect, and they would do just about anything to convince you that they are the right person for the position.

Here's something to think about: this is *exactly* what you're offering someone when you give them the opportunity to take a look at your network marketing business.

When you're in a position of strength, you are fully aware that you are doing people a favor by considering them for membership on your team. Your attitude is confident and self-assured, because you *know* the value of what you have to offer. Your attitude says, "Hey, I don't need everyone, nor do I want everyone. I have something of value that you want, but I haven't decided yet if I'm willing to reveal it to you."

Let's return to our Starbucks scenario for a moment. If you were going to give a blank check to someone, would you make certain that they deserved it and that they would use it productively? Or would you just hand over the check to the first person who asked for it, without trying to find out anything about them beforehand? You would be very selective, wouldn't you?

Is there a law that says you must show your MLM business to everyone? Does your company insist that you offer it to every person you encounter? Of course not. It's your prerogative to share your opportunity with whomever you choose. You hold the keys to an exclusive club, and you have the power to admit the best-qualified people to membership.

Ultimately, it all comes down to this question: Do you really know (in your heart and your gut) exactly what it is that you're offering someone when you introduce them to your MLM business?

THESE FOUR POSITION POINTS WILL PUT YOU IN CHARGE.

To move from a position of weakness to a position of strength, here are four position points that you need to master:

- The struggles your prospect faces every day, and his options (or lack thereof) for improving his situation.
- The challenges posed by a changing economy and diminishing job market.
- The unparalleled benefits of multilevel marketing.
- Your capacity to improve people's lives by mentoring them.

Let's explore each point in depth to give you a clear and complete picture of exactly what you can offer people by introducing them to your MLM business. When you internalize these points, you will be firmly established in a position of strength.

POINT #1: THE STRUGGLES YOUR PROSPECT FACES EVERY DAY, AND HIS OPTIONS (OR LACK THEREOF) FOR IMPROVING HIS SITUATION.

What pain do your prospects live with on a daily basis? Are they living from paycheck to paycheck, unable to set any money aside for the future? Five years from now, will their lives be better, the same, or worse? Will they have more time to spend with their families or never see them? Are they hurting inside because their toddlers are more attached to their daycare provider than to Mommy and Daddy? Are job-related stresses taking their toll on family life, so that they snap at their spouse and children whenever they do have a chance to spend time together? Are they likely to wind up in divorce court with children they never get to see? Are their teenagers failing in school and experimenting with drugs, gangs, and sex because they get no emotional security from family life?

Does all of this sound like an exaggeration? Sadly, it's not. If you doubt what I say, just talk to people, read the papers, and watch the news. This type of pain is all too real for many of the people you encounter each day.

WHERE'S THE JOY IN LIFE?

How many people wake up excited and eager to discover what the day holds in store for them? Do you know anyone who rushes off to work every day because they can't wait to get started? It seems like most people wake up dreading the day ahead. Their only choices seem to be, "Should I get up now or hit the snooze button again? Or just forget the whole thing and call in sick?"

They drag themselves out of bed and force themselves to go to the office, where loyalty is a one-way street. Imagine the insecurity of living every day knowing that the company to which you've dedicated years of your life can (and will) discard you whenever they feel like it. While the company goes around trumpeting the value of "loyalty" and "dedication" and being a "team player," your prospects know the truth... they are expendable!

JOB SECURITY? WHAT'S *THAT*?

Your prospects are living in fear, wondering when their company will be bought out. Will they find themselves out on the street next month looking for a new job? Forced out with some lame excuse, knowing full well that they were fired because six months from now they'd have been vested for life in the pension plan? There are so many talented people in the job market today that companies know they can easily hire someone else to do the same job for less money.

Or worse yet, your prospect may fear actually surviving the cutbacks and being expected to handle (with no increase in pay or benefits) the extra workload of the people in his department who were just let go. There's something about being the last rat left aboard a sinking ship that really demoralizes and demotivates a person. Job security is a joke! There's

no such thing. Corporations buy people at wholesale and sell them at retail for as long as it is profitable or until they discover a cheaper way.

IT'S A RAT RACE, AND THE RATS ARE WINNING!

People put up with this abuse because they believe have no choice. They keep showing up for work because they're up to their eyeballs in debt (no wonder bankruptcies are at an all-time high these days). They let their bosses control their lives and decide how much money they are worth. Their time is not their own: if they show up late they're in trouble, but if they work after six p.m. or on weekends, or bring work home with them every night, it's taken for granted. They hate Sundays because they know Monday is just around the corner. Living for Friday, they hang on through the week just so they can get to the weekend and have their life back for a few hours. After the weekend is over, they start the same vicious cycle all over again. They're spending all their time and energy trying to survive the rat race, only to discover they've been living like rats!

Jim Rohn, America's foremost business philosopher, states that more than 80 percent of Americans are working in jobs they don't like or actually hate. Deep inside, they are unfulfilled, dying to feel important. They long to feel special, proud and respected. But to make it in the corporate world they have to give up their identity and sacrifice themselves totally to the company. Their company calls the shots. How hard will they have to work to get that leather chair or the corner office?

People are dying inside, knowing they are trapped with no way out. Most salaries in America have been frozen or even cut back. Today's corporate mentality is "Feel lucky you even have a job." People are fed up with the dangling carrot. When will it pay off? The company promises promotions and pay

raises “when the economy gets better” or tells them to be patient. Not to mention that they’re sick of working in an environment where playing politics is valued more than a person’s ability to get the job done.

So your prospects fight their way up the corporate ladder and struggle to stay there. So much energy is wasted on back-biting and playing politics that they have nothing left to give the job. Before they even get to do the work they were hired for, they’re exhausted and stressed out. Is it any wonder that the greatest percentage of all heart attacks in America happen on Monday mornings at 9 a.m.? For many people, only one day in the week is worth looking forward to: “Thank God it’s Friday!”

Many of your prospects are members of the “working poor,” working at low-paying jobs and living from paycheck to paycheck. They have absolutely no financial security and are only two or three paychecks away from being homeless. Will they have enough money to retire in thirty or forty years? Not likely.

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THEY WANT TO MAKE A CHANGE, BUT THE QUESTION IS, “*How?*”

How can your prospects step off the treadmill and start living life on their own terms? Most of the people you meet would love to ditch their current J.O.B. (Just Over Broke) situation and earn more money, but what other options are available? They could get a second or even a third job, and their spouses could get a second or third job. But if they worked more hours, when would they spend time with their families? They could try to get a better job, but what are their chances of finding something better in the current job market?

If you regularly read the business section of your local newspaper, you know that companies continue to lay off workers every day, and some positions disappear altogether. As jobs vanish, more people compete for the ones that remain. When there's a surplus of anything, what happens to its price? It goes down. That's why the buying power of the average salary in the United States has been steadily declining over the past few years. People settle for decreasing or stagnant pay because they know that if they threaten to leave their jobs, the company will find someone else to take their place.

So what's the answer? Thousands of people from all walks of life dream of being self-employed, but there are many risks involved. Did you know that more than 95 percent of all new businesses fail within the first 3 to 5 years? You could spend thousands of dollars and countless hours starting a business, only to watch it go under. It's hard to pave your own way, and the odds are definitely stacked against you. That's why franchising is so successful. But the average franchise costs more than \$95,000, which puts it beyond the reach of the average person.

What about those lucky few who are making good money or who have a successful business? More than likely, they don't have enough free time to fully enjoy the fruits of their labors. When they are finally able to take a short vacation, they have

trouble relaxing because they're worried about what might happen while they're away from the office. Instead of having their own business, what they really have is a business that owns them!

When you begin to see the real picture of what's going on in the lives of your prospects, can you understand the incredible value you can bring to people's lives? You have what they need and want: an opportunity to achieve a more satisfying lifestyle, devote more time to their families, and establish their future financial security... which brings us to the next position point:

POINT #2: THE CHALLENGES POSED BY A CHANGING ECONOMY AND DIMINISHING JOB MARKET.

What is the current state of the American economy, and what does the future hold?

When you were five or six years old, did you ever try to run up a "down" escalator? If you did, you learned that you had to run fast and expend a lot of energy just to stay in the same spot. If you stopped moving, the down escalator would take you down with it. Right now, trying to break even or get ahead in today's economy is like trying to run up a down escalator. You have to work hard just to stay in one place.

With more jobs permanently eliminated every day, the American dream is fast becoming a nightmare! We work hard and contribute to the success of our companies, but suddenly the rules of the game have changed. Every day we hear about corporate mergers... acquisitions... downsizing... plant closings.

You can call it whatever you want, but the net result is that millions of jobs have been permanently eliminated in the past

ten years. At one time the formula for success was to go to school (or get some sort of formal training), find an entry-level job in a good company, work hard for 40 years, and retire with a nice pension. That formula no longer works in today's fast-changing economy.

Companies are here today and gone tomorrow, and so are entire industries. Consider the vinyl record industry. In 1985, it was thriving, but just five years later the same industry (after surviving two world wars) was dead! How many of the 100,000 people employed in this industry in 1985 foresaw digital CDs dominating the music business in such a short time? Perhaps a few people were prepared for the demise of their industry, but the majority found themselves out in the cold with obsolete skills.

Other industries are suffering because of the Internet. How many travel agencies in your city have closed their doors in the past couple of years because so many travelers are making their own reservations online?

The breakneck speed of today's technology is responsible for most of the changes in our economy. When the next great innovation comes along, the technology it replaces is rendered obsolete.

With every new innovation, jobs are lost. New technology makes some skills obsolete, and each innovation seems to require fewer people to produce the same or even greater output. It has been estimated that more than half a million jobs are being permanently eliminated each year because of technological changes.

Most of us would like to retire someday and take it easy, but this will be impossible for many people. Company pension plans are becoming irrelevant because the average American changes jobs every 3.7 years and the compensation is too

small to even think about. According to *Forbes* magazine, IRAs may soon become obsolete also.

But we can rely on Social Security to keep us afloat financially, right? Wrong! When the Social Security system was established, it was set up so that for every one person collecting, ten people were in the workforce paying into the system. But if current trends continue, there will soon be 10 people collecting for every one person contributing to Social Security. By the year 2023, Social Security will virtually cease to exist. How old will you be in 2023?

Okay, I've had enough of the bad news—how about you? Let's shine a beacon of hope through this fog of doom and gloom!

POINT #3: THE UNPARALLELED BENEFITS OF MULTILEVEL MARKETING.

Now that we've thought about what life is really like for your prospects, let's turn to the benefits that network marketing can provide. Just what does MLM offer? If someone woke you out of a sound sleep at 4 a.m. and asked you to tell them the benefits of the network marketing industry, could you answer without hesitation? If not, it's time for you to be re-sponsored! If you're already charged up about what MLM offers to the suffering masses, let's reinforce your position of strength.

Network marketing is a powerful 75-billion-dollar-a-year industry, practiced in all states and well over 75 foreign countries. Did you know that according to recently published data, of all the millionaires created in the last 10 years, approximately 10 percent of them made their money in network marketing? Did you know that during the mid-1990s, in the greatest "Bull Market" in history of Wall Street, the 13 publicity traded network marketing companies outperformed the Dow Jones Industrial Average by an additional 79 percent?

According to *USA Today*, almost 96 percent of Americans between the ages of 25 and 44 dream of having their own business. The problem is that the average person doesn't have enough money to buy a franchise or to launch and run a company. Not to mention that even if they had the money, most lack the experience to make their business successful. MLM levels the playing field by offering every person (regardless of age, sex, race, or experience) an equal opportunity to start a potentially multi-million-dollar distribution network without the risks of conventional businesses, for less than a thousand dollars in startup expenses (sometimes much less).

MLM appeals to everyone: doctors, lawyers, accountants, homemakers, corporate executives, pilots, teachers, and assembly line workers.

Almost every Fortune 500 company in existence has become involved in some way with the MLM revolution. Many have already opened (or are preparing to open) networking divisions, while other companies manufacture goods for these young growth businesses. Companies such as MCI, IBM, Toyota, Citicorp, Xerox, Texas Instruments, GM, Chrysler, Ford, Gillette, Whirlpool, Hotpoint, Colgate, and Coca-Cola have distributed some of their product lines and services through network marketing. Many of the newer economic entities, including Dell, Netscape, Amazon, and Oracle, are rapidly moving toward this channel of distribution.

As an illustration of this movement toward MLM, let's take a look at Citicorp. The world's second largest bank, Citicorp, has joined forces with the insurance giant Travelers Group to create a new entity called Citigroup which is currently the largest financial enterprise in the world. One of Travelers Group's most valued assets is a fast-growing MLM subsidiary called Primerica, and every broker on Wall Street is aware of this fact! Now that I've mentioned the stock market, there are

dozens of MLM companies listed on the NYSE at the moment. There is no longer any reason to be skeptical of MLM! In the twenty-first century, MLM will totally reshape American business. As we saw with the franchise revolution, those of us who get in early on the network marketing trend will be among the wealthiest and most powerful people in the world. Do you realize that we will see MLM, during our lifetime, become one of the most respected business methods in the world? Moreover, the Internet is increasing the geographical range of network marketing, making it possible for you to form a network that spans the globe.

A VOTE OF APPROVAL FOR MULTILEVEL MARKETING.

“You strengthen our country and our economy,” said the President of the United States, “not just by striving for your own success, but by offering the opportunity to others.” The president was speaking in a videotaped statement prepared for sales representatives of companies in the Direct Selling Association. “I’ve followed your industry’s growth for years now,” he continued. “Your industry gives people a chance, after all, to make the most of their own lives and, to me, that’s the heart of the American Dream.”

In his speech, the president specifically referred to “offering the opportunity to others”—a clear reference to MLM recruitment and sponsorship. Who was this president? Was it Ronald Reagan, waxing eloquent on the glories of free enterprise? Was it George Bush speaking at an Amway convention? Guess again! It was William Jefferson Clinton.

Many well-known and highly respected people, including the acclaimed Stephen Covey, author of *The Seven Habits of Highly Effective People*, are now endorsing our industry as a way of life. “It has become a way to entrepreneurship and independence for millions of people.”—Stephen Covey.

WHAT, EXACTLY, IS MULTILEVEL MARKETING?

It's a non-traditional \$80-billion business structure... one of the most important business revolutions of the past century. As a form of direct marketing, MLM companies cut out all the costs associated with the middlemen in the distribution process (the shippers, wholesalers, jobbers, and retailers). MLM also eliminates the need to spend billions of dollars on advertising. Did you know that the waste in the distribution process, combined with advertising expenses, generally accounts for 65 percent of the retail price of a typical product? A network marketing business is a real business... without the overhead and encumbrances of conventional business.

Here's how Richard Poe describes it in his book *Wave 4*: "It's a strategy for selling products whereby independent salesmen are permitted to recruit other salesmen and to draw commissions from the sales of their recruits."

If so much money is saved in MLM, where does it go? Two places. First, it goes into product research and development. Some of the most exciting, innovative, state-of-the-art products and services are introduced through network marketing. Second, it goes to the independent distributor force made up of people like us who are conversationally marketing the products. It's a new concept in distribution and an amazing opportunity for anyone who wants to escape the rat race.

Because of its newness and the astonishing list of benefits MLM offers, some people are scared by it. They think anything this good must be illegal, immoral, or just plain impossible. So let's take a look at what network marketing offers. The first benefit it offers is *freedom!*

WHAT DOES THE WORD *FREEDOM* MEAN TO YOU?

Freedom to live life on your own terms. Freedom from a linear income (where you exchange time for money). While

most people are too busy earning a living to enjoy the fruits of their labors, successful multilevel marketers gradually work less and less while getting paid more and more. In this business, you can even make money while you're asleep!

How would your prospects feel about never again having to tell their families, "We can't afford it"? What could be more freeing than having money for life... doing the work one time but being paid forever?

MLM is so strong and solid it attracts high-profile professionals, yet it is simple enough that a 21-year-old kid with no business background can build a six-figure monthly income. Best of all, network marketing offers the freedom to spend quality time with the ones you love. Multilevel marketers get to choose whom they will work with. They get to the top by empowering people to grow and succeed, not by tearing them down.

Complete financial independence, with money for life, can be achieved in less than five years of investing only 10 to 20 hours a week, working from home or anywhere else, with little or no overhead. There are no huge capital investments or continuous large "out-of-pocket" expenses. MLM is an automatic profit-generating system.

And we're talking about unlimited earning potential. What does "unlimited" mean? It means that *you* decide how much money you're worth. It's like having Bill Gates give you a signed blank check! Now, that's unlimited income!

What about the tax advantages? Did you know that the tax savings in this business can be huge? Let's say your annual taxable salary from your regular job is \$50,000. With the tax savings your MLM business offers, you will probably wind up with several thousand dollars extra in your pocket each year from your regular job that you would have paid in taxes if you

didn't have your MLM business. You'll want to find a qualified accountant to help you work out the details.

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Do you enjoy traveling? Imagine being able to vacation one week out of every month for the rest of your life. Or after you've established your network, how about packing up your family for a month of "hammock-swinging" in the tropics sipping piña coladas and enjoying life? When you return home from your vacation, you'll find a bonus check waiting for you that's even bigger than last month's. That's the lifestyle of network marketing... *if* you are prepared to build up your network over the next three to ten years.

There's one more significant advantage to MLM that outweighs everything else:

POINT #4: YOUR CAPACITY TO IMPROVE PEOPLE'S LIVES BY MENTORING THEM.

Stay with me for a moment while I sketch out a scenario for you to imagine. Picture yourself as a highly paid consultant with a stellar reputation and a track record of success.

Everything you touch turns to gold. You have a waiting list filled with clients begging you for help. Your reputation means the world to you. Everything you do, or fail to do, could build up or tear down your reputation.

When you put yourself in this scenario, how would you choose your clients? Would you agree to work for any client who asks you, or would you be more selective? Would you carefully choose clients who had a high potential for success, or would you risk your reputation and track record on some doomed business? I'm guessing that you would make the clients on your waiting list jump through hoops to prove themselves to you before agreeing to take them on.

Wouldn't you love to be in that position? Guess what: you are already in that situation with your MLM business. Let me explain.

When you invite someone to join your network, you are allowing them to become part of a winning team with a proven system for success. (With this book, you can ensure that everyone in *your* network has the tools to make people beg to join their network—which, of course, is also your network.) Believe it or not, you actually have more at stake in the recruitment process than your new enrollee does. You're taking the responsibility to develop their business and work alongside them until they can do it on their own.

But you're doing more than just teaching them what to do; you're guaranteeing their success by doing everything for them until they're ready to take over and do it themselves. You are the mentor for each of your prospects. You are the one who provides on-the-job training so they can earn and learn at the same time. You will share with them a systematic way of producing consistent results time and time again. You will help them attract the best people to their team, keep those people on their team, and empower their team to ever-greater accomplishments. Their success is your success.

When you sponsor someone, you become their personal success coach. You are offering them the opportunity to take charge of their future... to develop self-confidence... to become really free for the first time in their lives. Don't ever lose sight of what you are offering people.

YOU CAN OFFER PEOPLE A BRIGHTER FUTURE.

You are the expert with an easy-to-follow road map to success. You're the one with an amazing system to build a multi-million-dollar marketing business for each of your prospects. With this system, you're the one who's going to help them create a "turn-key" operation. Your guidance and dedication, together with the road map described in this book, will help each of your prospects to create their own money-making machine.

Would you offer a gift like this to anyone at all, without knowing anything about that person? I don't know about you, but I'm not willing to build a multilevel marketing money machine for just anyone! With all the hard work, time and effort I am going to put into each new enrollee, you'd better believe I will end every presentation with this question: "Tell me, why should I work with you?"

Remember that you're offering your prospects something better than what they have right now. In addition, you're giving them the benefit of your time and experience (which potentially is worth thousands of dollars per hour—a whole lot more than their current hourly income). So you should be asking yourself: Is this person qualified to work with me? Am I willing to invest my time, my experience, and my skill to help this person succeed? Are they "teachable"—will they learn new skills and then take this knowledge and put it to use?

Instead of thinking, "Who can I convince to sign up under me?" change it to "Who is qualified to become part of my

team?” Realize that unless you take a stand for the people you care about, they will be cheated out of achieving a better life than they could ever have imagined. When you bring someone into your organization, you are opening a whole new world of possibilities for them. What could be more satisfying and meaningful than improving people's lives? I can't think of a better legacy to leave behind.

When these four position points are part of your outlook on life, you will be firmly established in a position of strength when you talk with each prospective team member. Instead of begging people to become part of your network, you'll approach them with self-assurance and strength. Never forget that your MLM opportunity can provide people with exactly what they are hoping to find: freedom, independence, prosperity, and financial security. You hold the keys to a better future... for yourself, and for everyone you care about.

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CHAPTER 3

“BEING” IS MORE IMPORTANT THAN “DOING”

3

“BEING” IS MORE IMPORTANT THAN “DOING”

If you're like most of the people I've coached for MLM success, at this point you can hardly wait to get down to business. I can hear you saying, “Cut to the chase, Fred! Teach me exactly what words I need to say to have people fighting to join my MLM team.” If this sounds like you, slow down and pay attention! The information in this chapter will make the difference between your success and failure in network marketing. I guarantee that if you don't take the time to read this chapter and absorb the information now, you will come back to it later because you will not achieve the results you want.

To show you how to create networking success, I want you to think about the people who are at the top of the pay plan in your company. Each of these people has acquired a set of skills that anyone can learn. If you want to achieve the same results that these people have achieved, you need to follow their example. You have to *be* the way they are being... and if *your* “being” matches *their* “being,” you will automatically, almost effortlessly, do the same things they do, and you'll have no choice but to experience the same results (MLM prosperity) that they have achieved! When you follow the same road map, you'll end up at the same destination.

To show you how to get where you want to go, in this chapter we'll look at certain personal qualities or “ways of being” that will help you achieve success in MLM. You probably already possess some of these characteristics, while others may require practice and repetition until they become an automatic part of who you are. Usually this learning process takes about two months.

To get a handle on your assets and liabilities, ask yourself the following questions:

- Would I be an ideal partner for a successful network marketer?
- What would make someone want to recruit me, and what make them think twice?
- If I met someone who had all the same qualities that I possess (good and bad), would I try to recruit that person?
- If not, what would make me change my mind about recruiting that person?

Becoming a successful network marketer simply requires learning and practicing new skills until they become second nature to you... an integral part of who you are.

YOUR BEHAVIOR IS MUCH MORE IMPORTANT THAN THE WORDS YOU CHOOSE.

To put it differently, it's not the words you are saying but *who you are being* when you say them that will help you achieve the results you want. Be who you need to be, and you will automatically do what you need to do in order to get where you want to go.

This point is so important that it bears repeating: who you are when you say or do something is *much* more important than exactly what you say or do. You can learn and apply all the verbal techniques I will share in the next chapter, but they still won't work for you if you don't believe in yourself.

If you don't feel excited, enthusiastic, and confident about your business opportunity, how can you expect your prospect to feel that way? If you are in a position of strength and sincerely believe that you are doing people a favor by recruiting them, your sense of assurance will build their confidence in you and encourage them to sit up and take notice when you talk to them.

Now it's time for me to ask you a crucial question.

ARE YOU *TOTALLY* COMMITTED TO ACHIEVING MLM SUCCESS?

Are you determined to do everything in your power to make your business succeed, no holds barred—to put all your energy toward getting to your destination? Are you driven by a sense of *total* commitment?

To give you a better understanding of what I mean by *total commitment*, imagine that you have just been diagnosed with a rare and life-threatening medical condition. There's only one medical facility in the country that can treat your condition, but it's halfway across the country. If you can get there within 24 hours, you will be cured. If not, you will die within the next week. You have no medical insurance, no money, no credit cards, no job, and no car. What would you be willing to do, where would you be willing to go, who would you be willing to become, and what would you be willing to give up in order to get to that clinic on time to save your own life?

That same sense of total commitment—willingness to do whatever it takes to get where you're going—will virtually guarantee your success in MLM! But here's the problem (if you can call it that!): you *don't* have a life-threatening disease. Your "disadvantage" is the fact that you're healthy! Even though your situation is not life-threatening, however, you need to find the same sense of urgency I have just described. It will propel you forward and keep you going.

Do you realize that with the right intent you could go out today—right now—and personally sponsor a dozen people into your business opportunity in just a couple of hours? Have you ever heard about the irresistible force meeting the immovable object? You can be that irresistible force. What’s more, people are *not* immovable objects! Remember what I said in Chapter 2? Your prospects are unconsciously yearning for someone like you to come along and give them a sense of hope for the future. If you have a sense of total commitment—if you know exactly where you’re going, and you’re excited about it—people will want to go with you.

After developing a winning mindset, you need to focus on putting your whole self into your business. Since this is a business where you are a walking advertisement for your company, who you are being is what will make or break you.

WHAT CAN YOU DO TO IMPROVE YOUR WAY OF BEING?

Right now, I’d like you to take a few seconds and write down at least five qualities that an ideal business partner would possess. What characteristics would make this person your hottest prospect?

Does your list include attributes like these: responsible, dependable, motivated, upbeat, trustworthy, sincere, direct, empowering, smart, caring, hard-working, confident, and enthusiastic? I would be surprised if you had written words like boring, weak, unmotivated, passionless, lackluster, wishy-washy, undependable, self-centered, negative, or quitter.

Are you the kind of person you’d like to recruit? How do you present yourself? When you run into someone you haven’t seen in a while and they ask you how you’re doing, do you automatically reply, “Oh, hangin’ in there” or “Surviving”?

Does your voice sound bored and listless, or excited and enthusiastic? You're not going to recruit anyone if you use a half-hearted, monotone voice to say, "Things are really going great." When you talk to someone, does the music fit the words?

Should you pretend that you're excited even if you're not? Absolutely not. There's a big difference between *acting* a certain way and *being* that way.

When we *act* rather than *be*, people can see right through the facade. They can tell that we are being phony and just talking the talk, but not walking the walk. When you are being a certain way, people can look at you and get the message you are sending. Have you ever been around someone who was filled with excitement? Their enthusiasm is contagious—if you spend time with them you can't help but feel excited, too. That's the difference between acting and being.

Now I am going to describe several ways to "be" that are vital to building relationships. In case you haven't realized it yet, you are in the relationship business. You need to know how to build strong relationships and how to teach others to do the same thing.

1. BE TRUSTWORTHY AND SINCERE.

Earning people's trust is fundamental to all relationships. Being trustworthy is especially important in an industry that has historically been associated with scams, schemes, rip-offs, over-inflated income projections, and exaggerated product claims. To earn people's trust, you must say what you mean and mean what you say, and you must keep your promises. When you make a promise to someone, go out of your way to keep it, even if it's as small as "I'll call you later." If for some reason you don't call, be sure to apologize and acknowledge

that you didn't keep your word. Don't just give an excuse to get yourself off the hook. Following through on your promises tells people that when you say something, you mean it... you can be trusted. You can't imagine the profound results you will get from keeping your promises. Think about how many times in our society we throw statements around with no intention of following through with them. The best way to build trust with someone is to be accountable for everything you promise, no matter how small or insignificant it may seem.

Another important way to earn people's trust is to be sincere. Say what you mean, and mean what you say. Don't destroy your credibility by using hype and exaggeration.

If you find yourself tempted to tell people an exaggerated truth or give them the answer you think they would like to hear, stop! Instead, share what's true and real for you. Notice the reactions you get. For example, let's say someone asks you a question about some aspect of your company that is not one of its strong points. Many people would be tempted to avoid the issue or fabricate a more positive response. When they do this, people stop believing what they say. In order for you to earn someone's trust, you've got to be willing to tell the whole truth—the good, the bad, and the ugly. After all, you heard about these same issues, and you must have seen a positive side or you wouldn't have signed up. Instead of sugar coating the truth, be honest.

To make it easier to share your true thoughts, feelings, and experiences with others, begin keeping a journal. Write down a daily or weekly record of things that have happened to you, lessons you've learned, mistakes you've made, and actions you've taken that took you outside your comfort zone. Your journal will serve as a powerful tool to help you review and reinforce the lessons you've learned and pass them on to your team.

Sharing your real, genuine feelings is a great way to build and strengthen your relationships with people. Authentic, heartfelt enthusiasm comes from focusing on what is true for you. For example, if you are excited about taking control of your own future and empowering other people to reach for their dreams, you can focus on sharing that emotion with others. When you are truly enthusiastic and you are communicating this feeling effectively, your message becomes so powerful that it cannot be ignored or denied.

The genuineness of your message is more important than the words that you use. Have you ever been around someone who was speaking a language that you didn't understand? Could you pick up on their feelings through their tone of voice, even though you didn't understand their words?

Please note that I am not talking about doing one specific thing, but about a way of being. If you are being honest and authentic with people, then you will automatically tell the truth, share your true feelings, look the other person in the eye, speak clearly and comfortably, and keep your promises.

Did you know that you can choose to be authentically enthusiastic? You are the only one who controls what you believe and how you feel. If you want to check your belief level at any given time, just look at your prospect. That person will mirror your own attitudes. If your prospect is receptive, it's because you're being open and honest... if they are hesitant, it's because you're holding something back... if they're excited, it's because you're enthusiastic... if they're confused, it's because you haven't sorted things out in your own mind before talking with them.

If you don't like the feedback you're getting from your prospect, it's time to do some work on your own attitudes. When you are making an appointment over the telephone using a script, you need to be comfortable with the words you are using. Practice by talking to your own reflection in the

mirror. If you stumble over some of the words or you don't sound like "you," adjust your script until it matches your usual way of talking.

When you practice your script, pay attention to more than the words you are speaking. Watch yourself in the mirror. What does your body language tell your prospect? Are you saying the right words while your body is sending an entirely different message? Do you look tense and closed-up, or open and relaxed? You'll want to be easygoing and spontaneous with people during sponsoring conversations, and you can't do this if you're reading from a script or wondering what to say next. You must practice until it comes naturally to you.

Practice sharing your real feelings with people. Tell them about a time when you were afraid of something but you did it anyway, or talk about some of the mistakes you have made along the way. Begin to notice how often you edit what you say so it meets with the approval of those around you... or so it makes you look good... or so you can be right. How often do you edit yourself? How often do you begin to say what you really feel inside and then stop yourself and say something else instead?

2. BE SELF-ASSURED AND DIRECT.

If you are confident and at ease, you will get right to the point, without beating around the bush. Can you imagine a person who makes \$40,000 a month skirting around the issue when setting an appointment with someone? Maybe you're thinking, "If I was earning that kind of money, I wouldn't beat around the bush either." Think about this—a successful person is direct and confident *first*, before they reached that level of income. There's no way they'd be making that kind of money unless they were able to be direct and confident with others. The sequence is "Be," "Do," and "Have," in that order.

First, be genuine, direct, and confident with others. Then you will automatically do and say the right things, and you will have the level of success you desire.

To build a habit of being direct and confident with others, try approaching a prospect in this way: look the person in the eye, speak clearly, and expect them to be interested in what you are saying, *“You are extremely sharp. I’m a recruiter for a company that would like to greatly reward you for your talents.”*

3. BE A MENTOR.

True leadership means creating leaders, not followers. Empowering other people is the essence of network marketing. Enrollment is about empowering people to take charge of their future. As their mentor, you can give them a glimpse of new possibilities they might not have imagined. You can encourage them to believe in their own capacity to go for whatever they want and not stop until they get it.

A mentor pulls people up, sees their potential, and helps them appreciate their own capabilities. As a mentor, you succeed by giving power to others—not giving away your own power, but building theirs up. An empowering person often gives off such an exuberant, passionate, enthusiastic presence that anyone who enters their space feels bigger than they did before.

When you have this kind of enthusiasm, you can find a positive side to any situation. You can see opportunities when doors are slammed shut. An enthusiastic, empowering individual lights up a room, attracts others, and provides inspiration. This is the type of sponsor people love to team up with. They help others to recapture an awareness of life’s possibilities.

You can practice being empowering by recognizing and acknowledging people’s strong points. This will allow you to

connect on a deeper level with people and wake them up to the true potential they possess, even when they doubt their ability. When you empower people, you'll notice a new sparkle in their eyes, a sping in their step after you've talked with them.

True leadership means creating leaders, not followers.

Empowering other people is the essence of network marketing. Enrollment is about empowering people to take charge of their future. As their mentor, you can give them a glimpse of new possibilities they might not have imagined.

4. BE GENEROUS.

All truly successful network marketers are generous with others. They freely offer inspiration, empowerment, enthusiasm, support, friendship, information, honesty, coaching, and whatever else a person may need at a particular moment.

If a person has a network of 1500 people, they have chosen to give a certain amount of themselves to others. If a person has an organization of 15,000 people, then that person has truly learned to focus on what's best for other people. Whether they are walking into a meeting room, conducting a conference call, or talking with someone while waiting in line at the

airport, generous people ask themselves, “What can I contribute here?” People who give freely to others do not question what they have to offer, nor do they do things based only on “What’s in it for me?”

How can you get into the habit of being generous? The next time you walk into a place, ask yourself, “What can I contribute here?” Instead of assessing what others are doing or not doing, seek to give of yourself. The opportunity will present itself. If you are open to it, you will know exactly what to do or say at the right moment. Trust yourself, and listen to your heart.

5. BE A SELF-STARTER.

To be successful in network marketing, you must be able to get yourself going and keep yourself moving toward your goals. Instead of waiting for someone else to do things for you, you must be proactive, taking it upon yourself to accomplish the next step, to learn, to grow, to empower, to be passionate, and to lead. A self-starter does not hold back, wait and see, or blame others, but takes responsibility for his or her own life. A self-starter is propelled from within.

Being a self-starter means taking charge of creating your own future. When you give someone else the responsibility for your life, you have given them control and placed any future results in their hands. Being a self-starter does not mean, however, that it’s up to you to make all the contacts for your people, or do all the presentations and trainings for them throughout their entire MLM career! Instead, it means empowering others to take charge of their own lives, just as you are taking charge of yours.

To become more of a self-starter, take out your journal and write at the top of a page, “If it is to be, it is up to me.” Then make a list of everything for which you will take responsibili-

ty when you sponsor people into your network. How will you assist and encourage them? What part of their presentations are you willing to do, until they are ready to do it on their own? What are you willing to help them with? How much time will you set aside to be available to them? On the next page of your journal, make a list of what you expect from your prospects, and make sure that you communicate this clearly to them.

6. BE A GOOD LISTENER.

To be able to connect with people on a meaningful level, you need to listen carefully and try to understand their situation. Focus on what they are saying, instead of thinking about what you're going to say next. To succeed in a relationship business like multilevel marketing, you must be able to connect with others quickly. If you understand the four basic personality types and learn how to recognize and communicate with each type, you can build a rapport with people very quickly. These four personality types are described below.

The dominant controllers: Self-assurance comes naturally to these individuals, and they will not hesitate to tell you what they think. They focus on getting results and rarely doubt their ability to accomplish something. Dominant controllers prefer to take charge, and they are born leaders who know how to delegate. They like to do things their way. Give them lots of choices and acknowledge their abilities, and you will win their trust. Most independent business leaders belong to this category. They are respected even though their demeanor may seem abrupt at times.

The cautious analyzers: This personality type is task-oriented but has a quieter and more low-key style than the dominant controller. They dislike change, and they rely on logic rather than feelings. You must be well organized to connect and work with these individuals. If you are disorganized, they will

not take you seriously. To build trust with them, pay close attention to details and do not exaggerate.

The supportive relaters: These individuals focus on building and maintaining relationships with others. Warmth and caring are their hallmarks. Excellent listeners, the supportive relaters need to know that they are cared for and that their feelings matter. Build relationships and connect with them on a personal level, and they will follow you anywhere. Avoid using an aggressive communication style with these individuals, for they are often soft-spoken and tend to be easily intimidated. They want to feel connected to you, so you'll need to assure them that you'll be there with them every step of the way. If you provide support and encouragement, they will perform well.

The fun-loving promoters: Outgoing extroverts with a great sense of humor, these people love to socialize. They tend to have difficulty with structure but love to be expressive and have fun. Give them room to be creative and spontaneous and they will flourish. Communicate with enthusiasm and avoid burdening them with details. They will be attracted to the social side of networking, for they love interacting with others.

The more familiar you become with other people's personality styles, the better you will become at speaking their language. For example, a dominant controller will expect you to get right to the point, while a supportive relater will want to take time to get acquainted before learning about the details of your business opportunity.

WHAT CATEGORY DOES YOUR PROSPECT FIT INTO?

There are clues that can help you recognize each of the four styles. The simplest way to start sorting people into different categories is to pay attention to how much someone talks.

Controllers and promoters generally are fast-paced extroverts. Although they're outgoing in different ways—one is a commanding presence, while the other is more of a spontaneous entertainer—both are emphatic, energetic talkers. If you meet someone who comes on strong and does a lot of talking, they are likely a controller or a promoter.

On the other hand, a quiet and soft-spoken person is probably a supporter or an analyzer. These two types are slower to reveal what's really going on with them. So if you can peg someone as very assertive and talkative or low-key and reserved, you're halfway there.

The second major clue is what people say and how they say it. You can expect controllers to speak quickly, sometimes loudly, to be very self-assured, and to listen less and talk more. Usually they make strong statements rather than asking questions. You can expect controllers to look at their watches a lot, checking the time and making statements like, “Okay, let's get this settled right now,” or “What's the bottom line?” or “What are the options”?

The social promoters, on the other hand, are outgoing and verbal, but their conversations will have more of a social quality. Rather than being authoritative, the promoter will tend to be vague about results, saying things like, “Hey, here's an idea, what do you think of it?” or “Spare me the details, just give me the drift.” Their approach is more informal than that of the dominant controller.

The supportive relaters and analyzers often ask questions rather than make statements that reveal their own thoughts or feelings. Frequently, supportive relaters come across as indecisive and unsure. You might hear them say, “I'd like to go slow with this; would that be okay?” or “Can we do this together until I get a feel for it?” Generally they will not be quick to jump in and tell you exactly what they think.

A cautious analyzer is likely to say, “Let’s look at this logically,” or “What’s the first step to take here?” They ask a lot of questions and appear deep in thought when they’re listening to you. Typically they touch their face or rest their chin on their hands as if they are lost in thought.

To work best with each personality style, you need to customize your approach. Before you can do this, you need to figure out what category you fit into. Are you a dominating controller, a cautious analyzer, a supportive relater, or a fun-loving promoter? You’ll probably find it easiest to work with people who belong to the same category as you, and you’ll need to put more thought and effort into working with people whose style is very different from yours. Without giving up your own identity, strive to interact with people in a way that puts them at ease.

To get some practice with identifying the various personality styles, make a list of your current distributors and write down the category that each person fits into. Based on the information in this chapter, tailor your coaching to fit the person who is sitting across from you. Do the same thing with each new prospect you encounter.

When you’re presenting your business opportunity to a cautious analyzer, be sure to prepare thoroughly, have all your facts in order, and present the information in a logical way. You’ll want to build rapport with the supportive relaters, “cut to the chase” with the dominant controllers, and express the fun and excitement of MLM to the promoters.

WHERE WILL YOU GO FROM HERE?

Now it’s time for you to put all of this information to use. How will you fine-tune your “way of being” to work more

effectively with prospects and distributors? As I have emphasized throughout this chapter, who you are *being* when you are with people is much more important than what you are *doing*.

If you focus on expanding your comfort zone by taking the actions suggested here, you will experience a vast improvement in your network marketing business as well as in your personal relationships.

In everything you do, remember to focus on *who you are being*. Reinforce your strengths, work on your weak points, and you'll be amazed and delighted by the changes in every aspect of your life.

CHAPTER 4

SECRETS FOR FINDING AND MOTIVATING PROSPECTS

4

SECRETS FOR FINDING AND MOTIVATING PROSPECTS

In this chapter, you'll learn some high-octane "scripts" to use when talking with prospects. Before we get started, though, I need to remind you of something I've said before:

"BEING" COMES FIRST, AND "DOING" COMES SECOND.

If you've just finished reading Chapter 3, you will instantly know what I'm talking about. If you don't "get it," go back and read Chapter 3 *now*. Take it from me—investing the time and effort now will pay off later. MLM success requires more than just saying the right words. Who you are is more important than what you do.

Back in Chapter 2, I gave you some advice about how to put yourself in a position of strength when you go out and talk to prospects. When you're in a position of strength, you are not desperately looking for people to recruit. Instead, you are presenting people with an opportunity to change their lives. Here's something to keep in mind: your confidence will be much higher if you have plenty of people with whom to share your business opportunity. Do you have a contact list of potential team members? Everyone knows how to put together a personal contact list, but how many people actual-

ly follow through and do it? I have seen far too many MLM “newbies” skip this step and then wonder why it’s so hard for them to get anywhere.

Your personal contact list is an essential ingredient for success in your networking efforts. If you don’t know how to create one, your sponsor will show you how to do it. I’m not going to repeat the information here because it’s so easy to find elsewhere.

In addition to your personal contact list, you can also take out classified ads or buy information from lead brokers. A “lead” (rhymes with “need”) is someone who has responded to advertisements about working from home or starting a business. When you buy a list of leads from a lead broker, you are getting “pre-qualified” prospects—people who have already indicated that they would like to learn about home-based business opportunities.

To communicate from a position of strength, you’ll need a list of at least a hundred people to contact, including both personal contacts and pre-qualified leads. A list of 200 people is even better. Your list will keep growing as you meet new people along the way.

A GOOD-SIZED CONTACT LIST WILL HELP YOU IN THREE WAYS:

First, you will be more likely to sponsor someone who will be highly successful. Out of every random list of 100 people, there are usually a couple of potential standouts just waiting for you to discover and develop them, as well as several more who will do the business on a smaller scale.

Second, when you have plenty of people to contact, you’ll be in a stronger position when talking with them. Knowing that your success doesn’t rest with any one person (except your-

self) will build your confidence. When you have an infinite abundance of people to share your business with, you'll know that they need you more than you need them. You'll actually look forward to the occasional encounter with a negative jerk, because it will give you a chance to say that you're very sorry, but they simply don't qualify to work with you.

True heavy hitters are masters in the "sifting and sorting" process—they have become experts at winnowing the good prospects from the bad and wasting as little time as possible with the latter.

And nowadays with the quality of leads (pre qualified prospect lists) everybody has access to an infinite abundance of people to share business with!

A "lead" (rhymes with "need") is someone who has responded to advertisements about working from home or starting a business. When you buy a list of leads from a lead broker, you are getting "pre-qualified" prospects—people who have already indicated that they would like to learn about home-based business opportunities.

A third advantage of a substantial contact list involves duplication. The people you sponsor will do exactly what you do, not what you tell them to do. Despite what some people might tell you, it's not difficult to get your people to duplicate you. Duplication will happen, no matter what you do. The real ques-

tion is, “What kind of example are you setting?” If your people see you using your own contact list, they will do the same thing.

If you have not yet prepared a contact list of at least 100 people, get going and do it now!

DON'T JUST TALK... LISTEN!

Effective communication goes two ways. You need to choose the right words, and you need to listen to what the other person is saying. Being a good listener is more difficult (and more rare) than being a good speaker. When you ask questions and really listen to other people's answers, you will stand out from the crowd. Most people just scratch the surface instead of listening deeply.

Listening carefully to what people say will make them feel important, and they will pay more attention to what you are saying. People will be more receptive to your message if they know you genuinely care about them.

When you ask the right questions and really listen to what the other person is saying, you can find out how to target your message to pique their interest in your MLM opportunity. Most people pursue MLM for one or more of the following benefits:

- freedom;
- time;
- money;
- lifestyle;
- security;
- challenge.

Take a few minutes to go over your personal contact list and think about the people on it. For the people you already know, think about what's been going on in their lives recent-

ly. Has their company been laying people off? Are they struggling to make ends meet? Are they making good money but have no time to enjoy it? Do they wish they could spend more time with their kids? (If you have bought pre-qualified MLM leads, you won't have any of this information at first, but near the end of this chapter I'll explain how to find out their triggers when you talk with them on the phone.)

Spend a few minutes thinking about the “hot button” for each of the people on your list, and write it next to their name. When you know what a person's primary motivation will be, you're more than halfway there. The goal is to speak to your prospect in a way that makes them want more. Here's food for thought: do you know anyone who would *not* want the benefits of network marketing? I didn't think so! If these motivators are so powerful, though, why doesn't everyone sign up immediately?

Most of your prospects are not yet involved in MLM yet because no one has communicated the potential benefits to them clearly and effectively. If they've heard of MLM at a superficial level, often they have made a snap judgment based on what they currently believe is possible. The problem is that they have no idea what can be achieved with the leverage of network marketing. To succeed in MLM, you must be able to communicate the true value of this industry in a way that will help your prospect envision all the possibilities for them and their families.

As soon as your prospects know what is missing from their lives and understand that there is a way to get what they need, they'll want it immediately! They are looking for someone who can show them how to get more out of life, and that person is you. When your prospects have reached this point, they will be totally receptive to your message.

Why do so many prospective MLM recruits never reach this point? Usually it's because the person who is trying to sponsor them does not fully grasp the vision of network market-

ing. If you don't view MLM as a legitimate business, then neither will your prospect. Don't expect your prospect to have a belief level that's any higher than your own. They will only get as excited as you get. They will automatically be enrolled exactly where you are, if only on a subconscious level.

YOUR JOB IS TO LEAD, COUNSEL, AND EXPLAIN... NEVER TO DEFEND!

Never allow yourself to be put in the position of defending network marketing. Nothing will kill a potential sponsoring conversation quicker than when you start to feel like you have to defend what you are doing or justify it to your prospect. Before you get on the phone or sit down with a prospect, get yourself in the right frame of mind by repeating the following declaration aloud ten times with excitement and passion: *"I am a visionary leader, and my purpose is to lead, counsel and explain—not to defend!"* Does this suggestion seem "hokey" to you? Try it anyway. I'm assuming you want to get better results from your MLM efforts or you wouldn't be reading this book. If this is the case, give this suggestion a try instead of dismissing it as "one of those positive thinking things." This technique will work if you surrender to it. Try it every day for a couple of weeks (not just once or twice), until it becomes part of your routine. You'll be amazed at the results.

Now that we've done the "prep" work, it's time to discuss some techniques and tactics that will make prospects beg you to let them join your network.

KNOW YOUR PURPOSE BEFORE YOU PICK UP THE PHONE.

When you're getting ready to call someone to introduce your MLM opportunity, it is absolutely essential to know exactly why you are calling them. What do you want to accomplish? Before you pick up the phone and dial the number, ask your-

self, “What is my purpose in calling?”

What is your goal in talking with this person? To explain the benefits of network marketing? To brag about the products or services your company provides? To describe your company’s compensation plan? To convince them to sign up?

The answer to all of these questions should be a resounding “No!”

Your *only* purpose in calling your prospect is to set up an appointment to see if this is something they’d like to explore further. The purpose of your phone call is *not* to explain every detail or convince them why this thing is so great and why they need to sign up and join you immediately.

WHO’S BEHIND THE STEERING WHEEL—YOU OR YOUR PROSPECT?

When you call a prospect, you should be the one who controls the direction of the conversation. This power belongs to you unless you give it away. You are the one who made the phone call, and you should be the one who directs the conversation. It’s your game, and if they want to play it they will have to play by your rules.

Many—if not most—of the people who are new to MLM do not fully realize the extent of their power when they call people. They let the prospect control the conversation, because deep inside, they are not really sure if this “networking thing” is going to work. Their belief level is not high, and the uncertainty in their voices makes them come across as weak or phony.

Do you want to succeed in network marketing? If so, you need to establish your position as a leader from the very first contact with your prospect. Most people want leaders who are strong and confident. They are looking for someone who

can give them direction and show them how to solve their problems. They won't follow someone who is indecisive or unsure. I'm not suggesting that you should be pushy, domineering, or rude, just that you need to control the direction of the conversation. If your prospect asks questions, for example, you can steer the conversation by responding in this way:

“From all the questions you’ve asked, it’s clear that you’re interested in this. I want to get them all answered for you. Now, I can’t promise you anything, but let’s get together so we can explore the possibilities, if any, that exist for you.”

During your first phone call with the prospect, you must guide the conversation so that it leads to your intended goal: to get the appointment. Don't allow the prospect to steer you in a different direction.

To control the conversation, you must be in a position of strength, which means that you are fully aware of what you have, and you are selective about whom you'll share it with. Remember that you're calling your prospects to offer them an incredible gift: a way to improve their lives.

***Many—if not most—of the people who are new to MLM
do not fully realize the extent of their power when they
call people.***

GET YOUR FOOT OFF THE ACCELERATOR AND LEARN TO USE THE BRAKE PEDAL!

If you're excited about network marketing (and I hope you are!), you may need to take a deep breath and consciously slow down your approach instead of going too fast and overwhelming your prospect. What do I mean by going too fast? Here's an example. Let's say you're standing in line at the supermarket checkout counter, and the person behind you is the man or woman of your dreams. Instead of making small talk and asking you out so the two of you can get acquainted, however, the person blurts out, "I love you! Will you marry me?"

What would you do? I doubt you would eagerly reply, "Yes, of course I will!" No matter how attractive the other person might be, you'd be completely turned off and want to get away as quickly as possible. This person of your dreams has now become someone you wouldn't touch with a 10-foot pole. (Sound like any MLM junkies you know?)

The timing of when you pop the question is more important than whether you ask it at all. The marriage proposal scenario may seem ridiculous, yet almost all brand-new network marketers make the mistake of asking their prospect to marry them (become part of their downline) before the first date (the opportunity presentation). They forget that the prospect doesn't yet have the same vision of their business opportunity. Because they lose sight of their true purpose in calling (to set the appointment), they destroy their chances of sponsoring that prospect. Here's the real tragedy: just as in the supermarket example, they've turned off someone who was ready and waiting to fall in love with network marketing.

You need to give your prospect the information with which to make an informed business decision, but you must deliver that information in the proper order. The biggest reason a

prospect will tell you “No” and try to avoid you is that your timing was off.

GET THEM OUT OF AUTOMATIC PILOT.

Here’s another example to illustrate this point. Have you ever walked into a department store and had a salesperson rush up to you and ask, “Can I help you?” What’s your immediate response? “No thanks, just looking.” In reality, you came into the store with a specific purpose in mind. But because the salesperson caused you to respond on automatic pilot, he or she will never have the opportunity to serve you. If the salesperson’s approach had been different, you probably would have given a different response, which may or may not have ended up with them making the sale.

Your MLM business works in exactly the same way. If you say certain things to your prospects, your words will trigger pre-programmed negative responses. Before you or your prospects even know it, they automatically pull away and become inaccessible. These trigger phrases will immediately turn off your prospect and cause them to say the equivalent of “No thanks, just looking” to you. Their words might sound more like this: “I can’t believe you’d get involved with one of those pyramid things! I’d never let myself get sucked into that.”

If you push your prospect, he or she will naturally push back by becoming resistant. But if you make it their idea, they’ll move heaven and earth to get it. Don’t ever forget that people always want what they can’t have. If you make it too easy to get, they won’t want it!

If you were the CEO of a multi-million-dollar company and you were looking for a new vice-president, would you grab someone off the street and immediately hire that person? Of course not! When you’re calling prospects, think of yourself as an executive recruiter for a high-level position. Whenever you talk with prospects on the phone, you’re evaluating them.

They have to qualify to be in business with you. Ask yourself, “Do I want to be in business with this person?” Not everyone is qualified to work with you, and that’s fine. You’re looking for the ones who can take the ball and run with it.

The secret of success in network marketing is approaching people in a way that makes them want to know more. The techniques introduced in this chapter will help you open people up to what you have to offer. Because of the extreme importance of this subject, it’s vital that you master everything that follows. It will take dedication and time, and it will involve stepping out of your comfort zone—daring to feel awkward at first, but staying with it until it becomes second nature to you. Ultimately, you need to reach the point where you don’t need to think about it, you just do it.

When someone turns you down or responds in a negative way, never take it as a personal rejection. Taking it personally makes as much sense as it would if the counter person at McDonald’s asked if you wanted fries with your Big Mac and then burst into tears because you said, “No thanks.” Don’t get upset when a prospect says, “No thanks.” It’s their loss, not yours. Go to the next person on your list, and keep calling until you find someone who is more receptive to what you have to offer.

Or, change techniques!

THE “30-SECOND ELEVATOR PITCH”

Before I go any further into making appointments, I want to show you how to master a skill that you may not have learned before. People inside my organization know and use this technique almost all the time while pre-qualifying prospects. We want to waste as little time as possible with prospects who do not show a sincere interest, and this tech-

nique will instantly reveal whether your prospect is sincerely interested in MLM.

If you have been in MLM for a while, this technique may seem like “forbidden fruit” to you because it contradicts the approach of “old school” trainers who teach network marketers not to talk about the business while making appointments. My view is different—I want to close 90 percent of all the people with whom I get an appointment, and if people are not interested I don’t want to waste my time nor their time. When I inform my prospects straight out what they can expect, I have found that this direct approach leads to a staggering 90-percent show up ratio and a 90-percent closing ratio!

More and more heavy hitters are using this simple-to-learn technique, as times are changing. People are busy, and they want information up front before they will commit themselves to an appointment. Please note that an “appointment” involves a visit to your web site, followed by a conference call, three-way call, or face to face meeting.

In my own case, I rarely leave my home any more for prospecting. Most of the time I set appointments with prospects to visit my web site and to take part in a conference call and/or to have them call or e-mail me back with their questions. The routine in your company may be a bit different, but the technique I’m about to share will work in all scenarios.

Here’s what we call the “elevator pitch”:

Imagine yourself entering your office building and stepping into the elevator. The sharp executive-type guy from the 12th floor steps in after you, and you say hello to him. He returns the greeting and asks, “*By the way, where do you work? What are you involved with?*” Are you going to invite him to attend a meeting? No way. You want to know if this guy is qualified to hear your presentation, right? So you say,

“Well, I could give you an entire overview of what I’m involved with, but it would take 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

There is a good chance that he will say, *“Well, I’m heading for the 12th floor, so how about right now?”* The same technique works over the phone—actually, it works in 90 percent of all circumstances! About 90 percent of the people you talk with will say, *“Go ahead right now.”*

Most people have 30 seconds to spare, so that’s one down, one to go! Now imagine being on the phone with a prospect who keeps asking when you will talk about the actual business. How often do you get these “Cut the crap, get to the point” questions?

Well, why not give them what they want? First, however, you need to make them jump through a hoop so you can remain in control of the conversation. So you pre-qualify them by setting the appointment first. If people want to know about the business up front, and you decide to give them what they’re asking for (and you’re in control of how often that happens), you always shoot back first with a counter question to set the appointment.

You should always say:

“Well, I could give you an entire overview of what I’m involved with, but it would take 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

You will experience the power of this technique the first time you use it. It is simple to do, and it is effective because many prospects *do* want that appointment right away! It puts you in the driver seat again, and you’ll have their full ATTENTION! In marketing we always use the AIDA rule, which means: Attention – Interest – Desire – Action.

Remember to apply the AIDA rule with everything you do

in recruiting. Now that you have their Attention, the next step is to arouse their Interest. We use a 30- to 50-second overview presentation not only to spark prospects' interest but to appeal to their Desire as well. Desire creates miracles. If you sift and sort people on their desire level, you will have an easy life in MLM. By saying that, I mean that if you qualify people solely on their desire to change their lives for the better, your closing ratio will skyrocket! Network marketing becomes fun! You're not in the convincing game any longer. Most people are taught that networking involves convincing people, and most people give up on networking within 90 days.

Now I'm going to share with you how to package your pitch as an easy-to-understand, fun game. I want you to clear your head of any preconceived notions before you get into the heart of the matter. Do not prejudge, even though you may be tempted to do this if you have been in MLM for any length of time. I'm about to share with you an unconventional pitching technique that is universally applicable and extremely effective *if you duplicate it the right way*. After you have learned this recruiting skill, you need to stick to the basics instead of trying to modify it. Many people in MLM have lost their perspective because they are so deeply immersed in their own company circumstances and brainwashed by their company and its products. They are so enthusiastic about the corporate office, the latest scientific report on their ABC enzymes, and their new CFO who was bought from Chase & Co. that they think they have to share it all with their new prospects and that it will impress them so much that they will probably fall on their knees and beg to enroll. This could not be further from the truth. In fact, let me share the brutal reality with you: They don't care at all!

All a prospect wants to hear is a simple explanation that cuts the crap and gets right to the point. Yes, I'm being blunt, and I do not apologize for it! It's what recruiting is all about.

Working with prospects can be tough, but 99 percent of the time it's because of the way we approach them! A prospect's behavior is mostly a mirror of our own behavior. It's what we say and how we say it that makes all the difference.

Most prospects want to know four things:

1. *Is this something I can see myself doing?*
2. *How much can I make?*
3. *How fast will the money come in?*
4. *Can I do it, and is it legitimate? (What will others think...)*

Why not tell it like it is, in an easy-to-understand manner, so your prospects are able to make an intelligent decision about whether they like it or not? That's what they want, and more importantly, that's what we want! We are only responsible for giving them our information as clearly as possible. The rest is up to them. We want a YES or a NO from them as soon as possible, because we don't want to waste our time nor their time. This is a professional approach to prospecting, and today's techniques demand this kind of attitude. With the abundance of high-quality lead suppliers around today, we can have as many prospects as we want, so there's no time to waste!

Some will, some won't... So what? Who's next?

Prospecting has become a numbers game, and the rule we apply is called S.I.N.A.L.O.A. which stands for Safety In Numbers And The Law Of Averages. It means that if we talk to enough people, a certain percentage will join. Say that out of every ten people you talk to, two of them will join. Now, armed with that knowledge, let's say your goal is to enroll a dozen people this month. The Law Of Averages says that you will need to talk with 60 people in order to enroll 12. Is it that simple? Absolutely! You need to understand that MLM is doing the dumb, mundane things over and over again... there's no shortcut. That's why there are former construction workers who now own a mansion in Beverly Hills!

So invite people to listen to your elevator pitch by saying:

“Well, I could give you an entire overview of what I’m involved with, but it would take 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

Later in this book I will share many other scripts, but their basic purpose is always to lead a prospect to answer this simple question. All you want is a *“Right now!”* from your prospect on this question. And you know what? In most cases, this is exactly what they will say!

Prospecting has become a numbers game, and the rule we apply is called S.I.N.A.L.O.A. which stands for Safety In Numbers And The Law Of Averages. It means that if we talk to enough people, a certain percentage will join.

Now that they’ve agreed to listen to your “elevator pitch,” what will you say? What can you say in the next 30 seconds that will make them want to learn more?

What happens if your presentation takes a little longer than 30 seconds? Well, I’m not going to use a stopwatch (although the idea is tempting!), but let’s agree that you have to keep it within 59 seconds. I can do it, my downline can do it, and therefore you can do it. We’ve kept it EASY, and EASY is something you can do.

The purpose of the elevator pitch is to explain our industry, our opportunity, and our product in a nutshell. It contains all

the elements a prospects needs to know to come up with an intelligent decision about whether this opportunity might be right for them. We've taken out all the fluff and hype. We've taken our all the product and compensation plan features, as they are only confusing at this stage. And finally we keep network marketing simple, the way it is meant to be, so there's no industry history, no legal issues or detailed explanation of the various types of companies.

I'll give you my own elevator pitch, and then I will break it down and discuss the elements with you.

Here it is:

"We're in the referral marketing industry. We work with a company that actually supports and rewards us hugely for referring people to their products or services. We don't ask people to change their habits; all we say is keep on referring like you always do but instead of referring that movie or favorite restaurant for nothing, why not get paid for it?"

"In our case, we're in the _____ industry, and we have (product and benefits).

"Now let's give you an example of how that works. If you refer 10 people to our product and if out of those people two people start doing the sam, you would earn \$250 per month because the company rewards you for referring people to the product AND for referring people to the business on which you will earn lifetime royalties. We have people earning an extra \$250 per month, and we have people earning over \$2500 per month; it just depends on how many people get referred to the product or to the business. That's entirely up to you.

"That's it, _____, what do you think?"

Now let's break this presentation down and see what it contains. First, it offers a simple explanation of what network marketing is all about. Instead of going into technical details,

this explanation keeps it as natural as possible. Later on, prospects can get all details they can possibly think of, but we don't want to confuse them with too much information at this stage and so we provide an easy-to-understand explanation. But I can assure you that this explanation has all the basic ingredients for them to arrive at an intelligent decision about whether network marketing may be right for them.

The decision is entirely up to your prospect. After all, we only talk to adults who can think for themselves, right? "Stop convincing, but keep on sorting" is our motto.

"We're in the referral marketing industry." This tells the prospect that network marketing is different from traditional sales.

"We work with a company that actually supports and rewards us hugely for referring people to their product or service." This explains the opportunity and reinforces the prospect's awareness that we're in a different type of marketing.

"We don't ask people to change their habits; all we say is keep on referring like you always do but instead of referring that movie or favorite restaurant for nothing, why not get paid for it?" This sentence puts people at ease and keeps them in their comfort zone, making them more likely to accept what you are saying. It also gets to the core of network marketing and helps people to realize that they are already referring people to products and services: *"Hey, that's true, I actually promote and make money for somebody else."*

"In our case, we're in the _____ industry, and we have (product and benefits)." This part explains your business and introduces them to your opportunity. Keep your explanation as clear and simple as possible. Don't mention features and facts about the products or the company. Remember that people do not care about features! They want to hear about benefits.

Explain a few benefits from your products. If you are marketing a nutritional supplement, for example, do *not* talk about enzymes or phytochemicals! They do *not* understand, and they do *not* care. It's *not* what a prospect wants to hear! Instead, you might say, "We have a vitamin mix that actually gets you out of bed earlier and fitter within a week," or "We have a shake drink that will let you lose at least two pounds a week without changing your eating pattern." These kinds of benefits attract people's interest.

You can find benefits for all types of products and services. If you are in the telecommunications industry, for example, you might say, "We reduce your phone bill by 40 percent, and you don't have to change anything. The only thing that changes is that if your current bill is about \$200 per month, you will save \$80 every month from now on!" Saving money makes sense to people.

You have already told them about referring, and at this stage many of your prospects are already thinking of people who might want to lose weight or reduce their phone bill. This type of pitch gets people interested in your business right away!

Keep your message as simple as possible. The simpler it is, the more enrollees you'll get.

"Now let's give you an example of how that works. If you refer 10 people to our product and if out of those people two people start doing the same, you would earn \$250 per month because the company rewards you for referring people to the product AND for referring people to the business on which you will earn lifetime royalties." This part shows the business and paints the picture. It appeals to their "extra income trigger." You just had their mind on referring, and now you are reminding them that they will get paid for it, which reinforces their motivation. Again, keep it as simple as possible: \$250 is

an amount of money many people can wrap their minds around. For many people, an extra \$250 will bridge the gap between one paycheck and the next! That creates instant appeal! The idea of lifetime royalties is even more exciting, especially to money-minded people. This topic is designed to create positive feedback and questions. It gets your prospect into the mindset of making money.

“We have people earning an extra \$250 per month, and we have people earning over \$2500 per month; it just depends on how many people get referred to the product or to the business. That’s entirely up to you.” This part shows that MLM is not an experiment—it actually works! It’s the testimonial. It’s also a third-party testimonial, so even if you have only been in MLM for an hour, you have a testimonial to share! The part about earning more than \$2500 shows the unlimited income potential of the business. This, again, appeals most of the time to the money-minded person. It makes them think about financial freedom and getting out of the rat race, even firing the boss! It will get in their subconscious mind if they are even a little open-minded.

“That’s it, _____, what do you think?” This is the close. It puts them at ease because you are not telling them what to do; instead, you’re leaving the choice up to them. Saying “What do you think?” is a very strong close, because it’s a question! When you close this way, there is a 99 percent chance they will tell you what they think and you will get a couple of questions. Ninety percent of all prospects will tell you immediately what they think about this. Almost 100 percent will treat you with respect, because you have not tried to push them into something. You weren’t the slick salesman. But above all, this approach is something they haven’t experienced before. Many will get it down in their subconscious mind as *“I can do this!”*

It’s fun *and* it’s duplicatable!

Now re-read this presentation as often as you need to do in order to really have a handle on it. This is a *skill* that you need to *learn*. If there is one thing in the book you have to get down by heart, it is this technique. You should be able to do it in your sleep. Master this skill and you'll have a lot of fun—I promise you that! GUARANTEED!

“We’re in the referral marketing industry. We work with a company that actually supports and rewards us hugely for referring people to their products or services. We don’t ask people to change their habits; all we say is keep on referring like you always do but instead of referring that movie or favorite restaurant for nothing, why not get paid for it?”

“In our case, we’re in the _____ industry, and we have _____. (Describe one or two products and benefits. Keep it as short and powerful as possible!)”

“Now let’s give you an example of how that works. If you refer 10 people to our product and if out of those people two people start doing the same, you would earn \$250 per month because the company rewards you for referring people to the product AND for referring people to the business on which you will earn lifetime royalties. We have people earning an extra \$250 per month, and we have people earning over \$2500 per month; it just depends on how many people get referred to the product or to the business. That’s entirely up to you.”

“That’s it, _____, what do you think?”

Adjust this presentation only with regard to products and enrollments. If they will need to sponsor three people and make five sales, tell them that. Keep it down to the bare essentials. Do not talk about percentages, and do not mention downlines, infinity bonuses or the company’s track record or Dunn & Bradstreet rating. They do NOT care! (Just wanted to get the point across!)

Keep it as simple as you can, and don't let your presentation go any longer than 59 seconds! Why? Because I want you to be done *WITHIN* a minute. The best presentations are done within 30 seconds. That's why we call it the "30-Second Elevator Pitch."

Practice your pitch, and time yourself with a stopwatch. If your presentation is longer than 59 seconds, take out some of the product information. Just mention one or two product benefits.

The "30-Second Elevator Pitch" can be used outside the elevator as well! (But you've probably figured that out already!) In fact, it's used most often outside one. It can be done while standing in line, sitting in a bar, talking on the phone, sending e-mail—you name it. It's the perfect "disqualifier," because it will sift and sort through people the fastest way possible and it will save you lots of time in the follow-up. You will find that people who are approached with this presentation and who show interest:

- Will be easier on you!
- Will visit your web site.
- Will return your calls.
- Will show up at meeting.
- Will dial into conference calls.
- Will enroll faster.
- Will duplicate your business faster.

You'll get seven instant benefits from one "30-Second Elevator Pitch"! Master this presentation and you will possess an amazing skill that will become your MLM Recruiting Machine, **GUARANTEED!**

FIND AND USE THE TECHNIQUES THAT WORK BEST FOR YOU.

I'm going to describe several other techniques for setting up appointments. You don't have to use all of them. Instead, select

the ones that best suit your personality. Try different techniques to see which ones fit. There is no perfect technique that will work for everyone, in every possible situation.

I will outline a specific pattern to follow when you call someone up to set the appointment. Everything I'll discuss throughout the rest of this chapter will help you adapt this pattern to fit our own personality.

The following four-step process is highly effective in setting appointments: First, ask your prospect a qualifying question. Second, if the response is positive, build up a third person as an "expert" (choose a superstar in your sponsorship line). Third, schedule the appointment. Fourth, reconfirm it from a position of strength.

STEP 1: ASK A QUALIFYING QUESTION.

Your first step is to qualify your prospects by asking a question to find out if they might be willing to explore the possibility of working with you. If you remind your prospects that they have a problem, they will automatically want to hear about a solution. Therefore, your qualifying question should remind people of a problem that can be solved with the help of network marketing.

Here's a list of proven qualifying questions:

"Do you ever look at ways to make extra money?"

"Have you ever thought about developing a second income or diversifying your current income?"

"Are you in the market for more money, more time, or both?"

"Have you ever thought about starting your own home-based business?"

“Do you want to be in control of your own life?”

“Do you like your job?”

“Are you making what you’re really worth?”

“You consider yourself open-minded, don’t you?”

“Will you be able to retire before you die?”

STEP 2: BUILD UP A THIRD PARTY AS AN “EXPERT.”

After you receive a positive response to your qualifying question, it’s time to move to the second step in the process: building up your sponsor or some other superstar in your upline. Building up a third party will help you establish instant credibility with your prospects.

By building someone up, I mean talking about that person in a way that will impress your prospect. In other words, your purpose is to make this MLM superstar seem bigger than life. Keep in mind that the only knowledge your prospect will have of this person (assuming they don’t already know the person you are building up) is what you tell them.

In your prospect’s eyes, this person becomes the ultimate expert—the one who has all the answers. Your prospect may be skeptical of what you are saying because of your pre-existing relationship with them, but they will listen to the expert. If you master this step, getting the appointment will be much easier. If you build up the “expert” properly, your prospect will show up just to see this person you talked so much about. Your prospect will feel honored to meet this superstar.

Here’s an example of how to build up a third person as an expert:

“Well, Joe, I can’t remember if I mentioned this to you before, but recently I got hooked up with some high-powered business people who own a multi-million-dollar marketing business that’s really expanding here in _____. Joe, I can’t tell you how lucky I feel to be working with these people. Tom, one of my new partners, asked me if I could think of one or two sharp people who might be interested in making some really good money. You’re one of the first people who came to mind. Now, I can’t promise you anything, but Tom told me he could sit down next week and show two of my key contacts some of the profit potential in this thing. It’s mind-boggling! Joe, I’m just calling to find out if you want to be one of the two people we meet with next week.”

At this point, Joe will probably ask, “Well, what’s it all about?”

Now it’s time to lead up to your “30-second pitch.”

“Well, Joe, I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

Joe will probably say, “Right now,” and you can give him your presentation.

See what I’m talking about? You can take the above script and adapt it to fit your own personality (or use it word-for-word if that makes you feel more comfortable).

STEP 3: SCHEDULE THE APPOINTMENT.

The next step is simple: all you have to do is set up the appointment. Don’t drop the ball at this stage—maintain control of the conversation. Here’s an example of what to say in order to get the appointment:

“Would a day or an evening appointment work better for you?”

(Prospect chooses daytime or evening. You suggest a possible time, and prospect agrees.)

“OK, great. I’m looking forward to seeing you next Thursday at 7:30 p.m.”

If your prospect gives you the run-around at this stage instead of agreeing to meet with you at a specific time, don’t be afraid to say that you’re not sure if they’ll even qualify for this business venture. Never let your prospect tell you (even indirectly) that their time is more important than your time or that of your superstar expert.

STEP 4: RE-CONFIRM THE APPOINTMENT.

The purpose of the final step is to make sure your prospect will show up for the appointment. This is the time to put some subtle pressure on your prospect without making him or her feel cornered. If you do it properly, your prospect will feel grateful to you. The best way to illustrate this technique is to provide a couple of examples:

“Now, Joe, you’ve always been a person who keeps your word, so if you say you’ll be there I know I can count on you. But Joe, will you do me a favor? Tom’s schedule is very tight, and I feel lucky that he was able to fit us in as early as next week. So if something comes up and you can’t make it, I need you to let me know at least 24 hours before our appointment so I can put someone else in your spot. Do I have your word on that?”

“Look, Deb, my schedule is really packed to the limit right now! In fact, I’m getting ready to walk out the door for an appointment in a few minutes. I can’t promise you anything at this stage. This may be for you, or it may not be for you. I really don’t know. You may not even qualify for it. Like I said, Deb, we’re just looking for a couple of key people in the area who are serious about increasing their

incomes. But, because you've told me you're serious, I can guarantee that you will get excited about what I'm gonna share with you. It's the best thing I've ever seen in my life! Deb, I just need to know a couple of things. My business partner said he could come over to my house this week on Tuesday and Thursday night from 8 to 9. He told me I could only invite a couple of key people I respect the most. Deb, I thought of you right away. What I need to know is which night would be better for you and Mike—Tuesday or Thursday? The reason Mike will need to come is that there is a lot of permanent, willable income that he will need to hear about. It's willable to your kids. But I need a firm commitment from you so I can be sure you'll be there. If you can't come, it's all right because I already have someone else I can call and invite in your place, but I wanted to give you first shot at it. Which night would work better for you? Now, it's down on your calendar, right?"

The whole process is simple, isn't it? These four steps work. If you take them, make them your own, and set aside just one hour every Sunday evening (which has been proven to be one of the best times to reach people at home) to call people on your contact list, your time will be booked solid before you know it!

TRY THESE APPROACHES TO SET UP AN APPOINTMENT.

Here are a few more approaches that work extremely well.

THE "SCHEDULE FIRST" APPROACH:

"What's your schedule look like on Monday at 6:30 p.m.? Do you have any plans? No? Great, you've got some now!"

Naturally, the prospect will ask what this is all about. Set them up for your "30-second pitch."

"Well, I could give you an entire overview of what I'm involved with, but it would take 30 seconds of your time. So, when could you set aside 30 seconds of your time?"

THE “SHOT IN THE DARK” APPROACH:

You can use this approach when you’ve met the prospect somewhere and haven’t had time to build a relationship. You have their business card, but you don’t know much about them.

“John, this is _____, I don’t know if you remember me, but I met you at _____”

(reply)

“I just wanted to give you a quick shot in the dark.”

(reply)

“Well, I’m getting ready to expand my business right now, and I’m looking for someone who might want to make some good money with it. I just thought I’d give you a call because you seemed ambitious, like you might be looking.”

His reply probably would be: “What’s it about?”

Set an immediate appointment:

“Well, I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

THE “OPEN-MINDED” APPROACH:

“Hey, you consider yourself open-minded, don’t you?”

(reply)

“I’ve got a solid, aggressive business venture, and I’d like to sit down and run it by you.”

His reply probably would be: “What’s it about?”

Set an immediate appointment:

“Well, I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

THE 3-WAY CALL APPROACH.

This technique is ideal for those who are new to network marketing and don’t yet have the skill or confidence to approach a prospect directly. The “newbie” calls the prospect and says,

“Mark, I’m looking at some really hot things in marketing right now, and there’s a good chance I’m going to be able to do some things with this guy (gal) from _____. (Build him/her up as an expert.) This guy is making a lot of money with his marketing business. He’s going to be doing some work with me, and told me he’s looking for one, maybe two, other people, so I told him about you. Now, he could give you an entire overview of what we’re involved with but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

That’s all the new rep needs to say. The new rep gives the prospect’s name and number to the “expert,” who calls the prospect and says,

“Hello, Mark. This is _____. Jim tells me you and I are supposed to get together.”

Prospect: *“Well, yes, we are. I’ve been expecting your call.”*

The next step is to give the prospect the “30-second pitch” and book the appointment. This approach has two advantages: first of all, it works incredibly well. Second, it gets the brand-new rep to pick up the phone and get some practice in calling prospects. After using the team approach a few times, the newbie will develop enough confidence to schedule appointments independently.

What happens if the prospect barrages a new rep with questions like, “Can’t you tell me anything about it?” The newbie can reply, “Yeah, it’s really great and you’ll make a lot of money at it.” If this doesn’t work, the new rep can say something like this: *“Mark, I really can’t explain anything to you about it. I don’t understand it all that well myself. But _____ (the name of the expert who will be calling) will be able to explain it, because he(she) is a specialist in this area.”*

Or you teach and train your newbie the “30-second pitch.” (I would do that, as it’s not too hard.)

The better the newbie does at building up the expert, the better this approach works. Here are some additional things a new rep can say to build up the expert:

“You’d better listen to what this guy has got to say.”

“This guy makes a lot of money, and I feel fortunate to be able to work with him. He told me he’s looking for maybe a couple of other people to work with, and I mentioned your name right away. He told me he might give you a call, and I encouraged him to call you. He’s very busy, but I think he might be getting ready to call you, and so I just wanted to let you know he might be calling.”

The team approach will work every time *if* the prospect is looking for extra income or a change of lifestyle (or both). If your prospect is not looking for something better than what they have now, no technique will work. You could be the best talker in the world, and you still would not get the appointment. When you understand this simple fact, you’ll fully grasp the importance of preparing and expanding your contact list. If you keep calling people, sooner or later you will reach someone who is ripe for what MLM has to offer.

It all comes down to whether or not your prospect is looking for a change. It’s a matter of timing—what’s going on in their

life at the moment you call. You could offer them the greatest opportunity in the world, but they might not be prepared to take advantage of it right now. Six months from now, however, things could change. This is something that's beyond our control.

It all comes down to whether or not your prospect is looking for a change. It's a matter of timing—what's going on in their life at the moment you call.

THE “BUSINESS IS BOOMING” APPROACH:

This technique is based on the premise that you have a highly lucrative international marketing business, or you are associated with someone who has this type of business.

Here are four key points to get across to your prospect:

This is a large marketing business that's growing really fast.

It just so happens that we're expanding into your area.

We are in the process of talking to a couple of key people. (This flatters the prospect by letting them know that you are being selective.)

You really impress me as someone who's ambitious and ready to move up.

Now I've laid out some specific techniques for you to use, but we're not done yet. First, I will show you how to make an asset out of something you might view as a liability—your lack of time. Next, I'll describe how to handle questions and objections you may encounter.

USE YOUR BUSY SCHEDULE TO STRENGTHEN YOUR POSITION.

You're extremely busy, and you have only a limited amount of time to work your networking business. Don't be afraid to put prospects off for a week or two if they are giving you a hard time about getting together. Putting them off will put you in a better position with your prospects, because it tells them that you're not desperate. You don't need them; they need you. Keep a two-week calendar, and let your prospects know your time is limited because your business is doing so well. Give your prospect two days to choose from this week, and if he tells you that neither time will work, you can say,

"Fine, Matt, then I'll call you next Sunday."

Strike one for Matt.

Call Matt next Sunday. If he gives you the same run-around this time, it's strike two for him. Tell him,

"Matt, I'm gonna be out of town (or tied up) for the next couple of weeks. So I'll give you a call in about three weeks and see if we can't set something up at that time. Sorry we couldn't work something out."

If Matt's attitude wasn't quite right after strike two but you told him you'd call in three weeks (let's say that during those three weeks you went out and sponsored a couple of people), call him back when you said you would. Say something like this:

"Matt, I really hate to tell you this, but remember when I told you I was looking for a couple of key people to work with? Well, I found some really good people since the last time I talked to you. So what I'm gonna have to do is put you on the back burner for about three months. I know I promised you I'd call back in three weeks, so I'm calling you now just to follow up. I wanted to let you know that I can't really set anything up with you at the moment, but I'll tell you

what, three months from now I'll give you a call again. Sorry it didn't work out at this time; just be patient with me."

Take it from me: it feels *great* to be able to tell hard-nosed prospects they missed out for the time being. It also makes them respect you and take you more seriously. If Matt is genuinely interested when you call him three months from now (and don't call him any sooner than that! Make it a *minimum* of three months!), he will pay more attention this time because he respects you more than he did before. He may be so interested that he'll call you first, but don't jeopardize your credibility by going back on your word. Remind him that you're tied up working with those key people until the end of that three-month period. If you call him three months from now and he's still not ready to meet with you, he was never really interested in the first place.

To repeat a point that I made earlier, never allow your prospects to think that their time is more important than your time! Don't go out of your way to accommodate their schedules; instead, offer them a couple of possible times and let them choose one or the other. This is what I'm talking about:

"Matt, what nights are good for you? I've got two nights open this week, Tuesday and Thursday. The rest of the nights are out; I'm booked solid."

Matt: *"Well, Thursday would work for me."*

"Well, let me see, what time, Matt?"

Prospect: *"Well, what would work for you?"*

"Well, if I could get you at 7 p.m., I could pull it off, Matt."

If Matt says Thursday at 7 p.m. will work for him, then book the appointment. If not, say something like this:

"Oh, that's right...Michael booked me for that time anyway. I com-

pletely forgot. Tell you what, Matt, I'll just give you a call next Sunday, because next week is looking a little better for me."

WHAT IF YOUR PROSPECT ASKS LOTS OF QUESTIONS?

Questions are a sign that your prospect is interested in learning more about your business opportunity. The first thing you should do when you get a question or objection is to make sure you understand it by repeating it back to them. This lets your prospect know you are listening closely to what they say, and it allows you to make sure you understand their concerns. Most importantly, it gives you time to think about the best way to respond.

One of the best ways to handle objections is to use the "FEEL.... FELT.... FOUND" formula. When you're trying to point something out to a prospect, do it in a way that keeps them from becoming defensive or feeling attacked. One of the best ways to get a point across gently is to use your own experience as an example. Here's FEEL.... FELT.... FOUND in action:

"You know, Sandi, I felt exactly the same way when Fred, the guy who introduced this to me, called me the first time. I told him (repeat back to them their objection in your own words), and you know what he said to me? He said, 'You know, what I've found out is that an intelligent person who is seriously looking for ways to increase their income will sit down and take a look at an idea before voicing an opinion or making a decision; wouldn't you agree with that?' Now when I thought about what he said for a second, it kind of made sense, don't you think so? I've found that if someone is really interested in making money, they will sit down and take a look at something before they make a decision or form an opinion. You'd agree with that, wouldn't you?"

By using yourself as an example, you can get your message across in a non-threatening way. Your prospect will not feel attacked, but they will get your point. When you use yourself as an example, it puts your prospect at ease.

WHAT IF SOMEONE ASKS, “WHAT DO YOU DO FOR A LIVING?”

When you meet someone new and they ask you what you do for a living, you can use any of the following responses:

“I work in marketing.”

“I run my own marketing business.”

“I have a multi-million-dollar marketing business.”

“I work with some people who own a multi-million-dollar marketing business.”

Or set an immediate appointment:

“Well, I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

Pick one of these statements, and practice saying it until you feel comfortable with it. A simple statement like “I run my own marketing business” will work miracles for you. Here’s how I use it to create excitement and curiosity. When I get into a conversation with someone, I always begin by asking questions about them: “What do you do for a living?” “How long have you done that?” “How did you get involved in that field?” “Do you like it?”

Asking questions is a great way to break the ice. People love to talk about themselves, and they will be thrilled to realize that you are really interested in what they’re saying. When they’ve finished talking about themselves, they will always say something like this: “Well, now that you know all about me, tell me, what do you do?”

This is the magic opening you’ve been waiting for! Here’s your chance to say, “I own my own marketing business and it’s really been going great. I’m so excited about the direction it’s taking!”

Next, I want you to do something that goes against everything you will want to do at the time: change the subject! This tactic is guaranteed to drive your prospect crazy with curiosity.

They will want to know more because you are so enthusiastic and confident and almost secretive, as though you're not really sure if they deserve to be let into your inner circle. (I've found that Americans, in particular, hate to have anything withheld from them.) If you're talking with someone face-to-face and they seem very interested in hearing more about what you do for a living, get their phone number and tell them you have to run because you have an appointment in a few minutes, but you'll call them later that evening to finish the conversation. When you call them, you can start with a little relationship-building talk and then say something like this:

“Hey, Joe, I’m really pressed for time right now. In fact, I’m getting ready to walk out the door. But before I leave, I wanted to give you a call like I promised this afternoon, because you seemed so interested in hearing about my line of work. Within the last few months, I started my own marketing company. I’ve been able to hook up with some very successful business people from _____ (your city). Right now, we’re expanding our business in this area. We’re looking for a few key people in your area who are business-minded, long-term thinkers... people who are serious about increasing their income dramatically over the next two to five years. Joe, I have a question for you. Are you the type of person who looks into different ways of increasing your income or leveraging your time?”

Prospect: *“Well, yeah, it depends on what it is.”*

Set an immediate appointment:

“Well, Joe I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

“SECRET WEAPON” PHRASES TO MEMORIZE AND USE *word for word*.

Throughout this book, I’ve suggested that you adapt these scripts and make them your own. Now I’m going to do something a little different. I’m going to share some “secret weapon” key phrases that I recommend you memorize word for word. These are some of the most effective statements you can possibly make to put yourself in a position of strength. They can be used to answer questions or to build up your image in the course of everyday conversation. You can use them to stay in control of the conversation, increase curiosity, and make your prospect beg you to show them what you have. These phrases are not designed to be used in any particular order.

You’ll find that if you memorize these statements verbatim, they will automatically come out of your mouth at the precise moment you need them. I guarantee that you will be amazed by the results.

“Well, I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

(This is the best way to get to the point immediately *if* are prepared to give the “30-second pitch” yourself or have someone ready to three-way in.)

“I work in marketing,” or “I have my own marketing business,” or “I’m working with some very high-powered business people who own a large-scale marketing business.”

(These statements let your prospect know that you’re involved in a real, legitimate business.)

“I can’t do business over the phone,” or “As a rule, I never do business over the phone.”

(This reminds the prospect that this is a real business that

requires face-to-face contact. It also puts you in control of the conversation and makes them curious. Typical offline approach in circumstances where a sponsor is needed.)

“Our business is really growing fast right now. We’re expanding into this area, and we’re looking for a few sharp people who want to make some real money on the side to help in this expansion.”

(This lets the prospect know how successful your business is, and it makes them want to know more. It doesn’t sound like “one of those pyramid things” that people often confuse MLM with.)

“You can’t spend any money or sign anything.”

(This takes the pressure off your prospect and puts their mind at ease so they’ll be open to listening to you instead of feeling defensive.)

“I need to get a pad of paper and a pen and sit down with you to show you some of the profit potential.”

(This lets the prospect know it’s visual and as such, it can’t be done over the phone. You are also building curiosity and excitement with the words “profit potential.”)

“An intelligent person gets all the information before making a final decision.”

(This discreetly reminds your prospect not to be closed-minded.)

“You’d agree with that, wouldn’t you?”

(This question gets the prospect’s head nodding in agreement with whatever you said immediately before it. The final agreement—to meet with you—arises naturally as a sum total of all the minor agreements you get along the way.)

“I can’t promise you anything.”

(This lets the prospect know that you’re not sure if you want to work with them or if they qualify to join you.)

“I wouldn’t expect you to be interested at this point... after all, you don’t know enough about it yet to make a sound business decision. As a matter of fact, I don’t even know if you qualify to be a part of this yet. The only way we can know for sure is to get together for half an hour to see if it would be right for both of us. But if you don’t want to, it’s fine with me. I have several other people I’m considering working with, and I probably can’t even fit you in for about two weeks.”

(In response to “I’m not interested,” this jolts the prospect out of auto-pilot by first agreeing with them.)

“Not interested in what?”

(This gets the prospect talking and flushes out the real objection.)

If they ask, “Does it involve selling?” you can say, “Why? Do you like sales?”

(If they say yes, your response should be, “Great, then you’re gonna love this.” When they ask what it is, set an immediate appointment to qualify (or disqualify) them as quickly as possible: *“I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”*)

“I don’t know if you’ll be interested in this or even if you’ll be right for it... but since you appear serious I’ll try to punch out some time to sit down with you so you can judge for yourself.”

(This lets the prospect know your time is equally important, if not more important, than his or hers.)

“You’ll either love it or hate it; either way that’s OK with me. But if you love it, it will change your life forever!”

(Gives it to the prospect straight and shows them that you’re so confident in what you have to offer that it doesn’t matter whether or not they want to do it... if they don’t, it will be their loss, not yours.)

“If you’re really serious, I’ll try to find some time in my schedule to sit down with you and show you some of the profit potential in this business.”

(Makes prospect justify interest and place value on your offer to share an opportunity with them.)

“We do the marketing for goods and services directly from the manufacturer to the end users. Is that something you could do?”

(In response to the question: “Is it one of those pyramid schemes?”)

“Tell me, why should I work with you?” or “Why would you make a good addition to the team?”

(Makes the prospect try to sell you on the reasons why you should work with them. Gets them involved in trying to persuade you.)

“You mean you couldn’t find an hour to sit down and look at something that could make you an extra \$10,000 to \$50,000 over the next 12 months, with very little time required from you?”

(In response to prospect’s objection that they don’t have time to talk with you.)

“You know, I used to think I didn’t have the time either. And then I realized that’s why I desperately needed this business right now: so I’d never have to worry about time again. How would you like to make money while you’re asleep?”

(Feel, felt, found answer to prospect saying, “I don’t have time.”)

“When I hear someone say ‘I’ll try’ or ‘I’ll think about it,’ it’s been my experience that they are not going to make it. Now, I know you’re a person of your word, so can I count on you, for sure, to be there? If not, let me know right now so I can invite the next person on my list.”

(Self-explanatory)

“I don’t know how much money I’ve made in my first month with this business, because I haven’t finished collecting it yet. You see, I get paid a royalty income. I’m still collecting on my efforts from my first month!”

(Allows you stay in control of the conversation even if you don’t have an impressive “first 30 days” story. The reason this book is recommended to brand-new distributors before they start contacting people is obvious! A strong first check is an enormous boost in recruiting people.)

“We aren’t looking for investors; we’re fully capitalized.”

(This puts your prospect at ease by telling them that you’re not out to get their money.)

Here’s an essential point, and I cannot emphasize it strongly enough: as soon as you respond to an objection, *ask them a question!* The person asking the questions (not the person who talks the most or the loudest) has control over the conversation. By following up with a question after you’ve answered their objection, you regain control of the conversation.

The person asking the questions

(not the person who talks the most or the loudest)

has control over the conversation.

HERE'S HOW TO HANDLE TOUGH PROSPECTS WITH PREVIOUS NEGATIVE MLM RESULTS.

Prospect: *"I had a bad experience with _____ (name of MLM company)."*

"That's the mistake you made—you probably were in the wrong team. If you'd been involved with the right company, that wouldn't have happened."

OR

"I had a couple of those myself before I was educated about the industry. My experience and results with this company have been completely different."

PROSPECT: *"I suppose you're going to tell me why this one is different and why you should sponsor me, right?"*

"I'm not gonna tell you anything. You already seem to be an expert on everything the way it is. You know, in fact, the way you're acting right now I wouldn't want to work with you. You'd have to tell me you're interested."

Prospect: *"Well, what if I might be interested?"*

"Well, I'm busy for the next couple of weeks."

Stay in the driver's seat, and remember that your time is more valuable than theirs. People want what they don't have, so never make it too easy for them to get it.

FINISH TALKING, AND THEN *get off the phone.*

After you and the prospect have decided on a time to get together, you need to do two things: lock in the appointment

and get off the phone. Don't let the conversation drag on too long, because silence will give the prospect a chance to fire more questions at you and gain control. Immediately after handling their objections, take charge and direct the appointment to fit into your calendar. Assume they're dying to sit down with you. Never say "Great, you're gonna love this, are you sure you want to get together?" He who hesitates is lost!

Since you won't be working your business 24 hours a day, you can say something like this: "I'm really busy for the next couple of weeks—what's your schedule look like?" Don't be too accessible. Tell them you're going to be busy for the next couple of weeks, but if they are really interested (make them convince you), then you could set aside a half-hour to sit down and talk about your business.

HOW TO PERSUADE PEOPLE TO BRING THEIR SPOUSE TO THE APPOINTMENT:

Nothing will kill your prospect's enthusiasm quicker than trying to explain "this marketing thing" to a skeptical wife, husband, or partner. It's your job to share your MLM opportunity with your prospect's spouse or significant other—the prospect isn't qualified to do it. Here are some things you can say when your prospect asks why they need to bring their spouse with them:

"We're gonna be discussing some serious money here. If we end up working together, there's the potential for a lot of willable income, and I'm sure you'll want to discuss it with your spouse."

OR

"Rick, you won't be able to explain it to her. You're not going to understand a lot of what I show you. I'm just going to give you a quick rundown the first time, and I'd like Jill there so you can see it

together. I'll bring my wife along. She helps me a lot with this business."

OR

"Jenny, I want your husband there because if you and I ultimately end up working together, I'll be investing a lot of time and a lot of money in training you. Before I make that investment in you, I want to be sure that your husband is in alignment and won't be working against us."

Throughout this chapter, we've explored how to find prospects and motivate them to meet with you. In the next chapter, I'll show you how to work with a special kind of MLM prospect: the pre-qualified lead.



CHAPTER 5

HOW TO WORK WITH PRE-QUALIFIED LEADS

5

HOW TO WORK WITH PRE-QUALIFIED LEADS

Near the beginning of Chapter 4, I mentioned the option of buying pre-qualified leads from a lead broker. A “pre-qualified lead” consists of contact information (name, phone number, and e-mail address) for someone who has shown an interest in home-based business opportunities.

Before you purchase pre-qualified leads, find out how the leads were generated. Did each person actually request information about business opportunities? If they did not request this specific information, you’re no better off than you would be if you were making “cold calls” to everyone in your local phone directory.

HOW DOES THE LEAD-GENERATING PROCESS WORK?

Today, most pre-qualified leads are gathered over the Internet through the following two-step process:

Step 1: The prospect responds to a business opportunity advertisement on a web site. Here is an example:

“Tired of get-rich-quick schemes? Generate income with a home-based business you can be

proud of. Real opportunity. Real products. Full training and support. 5-20 hrs/wk. Minimal investment of a few hundred dollars required. A consultant will contact you.”

When they click on the ad, prospects are invited to fill out an online form to request more information. The form asks for the prospect’s name, telephone number, and e-mail address.

Step 2: After submitting the form, the prospect immediately receives a thank-you e-mail notifying them that they will be contacted by telephone within 24 to 48 hours.

At this point, the lead is forwarded to you via e-mail. As you can imagine, pre-qualified leads generated by Internet advertising have an extremely short “shelf-life.” These people are expecting you to contact them within the specified time period. Do not delay! As soon as you receive the list with your prospect’s phone number, you need to pick up the phone and call your prospects **immediately**. Why is a quick response so important? The quicker you call the prospect, the more likely they are to respond positively to your phone call. If you delay, they are likely to lose interest or forget that they filled out the form in the first place.

I have seen far too many people fail at this point by trying to follow up on their leads solely via e-mail. To greatly improve your chances of enrolling prospects, you need to connect with them on as many sensory levels as possible. Up to this point, your prospects have used only two of their senses: sight and touch. They have read the teaser ad (sight) and clicked on the link (touch). Now it is time to bring in their sense of hearing by giving them the sound of your voice. (You may be wondering how someone could involve the senses of taste and smell in the sales process. Keep reading and you will find out!)

HEAD OFF OBJECTIONS BY ASKING THREE QUESTIONS.

You can eliminate nearly all of your prospect's potential objections by asking three simple questions within the first five minutes after they answer the phone. Use these questions to gain your prospect's trust and establish rapport. Keep in mind that people prefer to work with friends, not strangers. The process is outlined below.

Step 1: GATHER INFORMATION ABOUT YOUR PROSPECT'S NEEDS.

You can open the conversation in this way:

"Hello, Mr. (Ms.) _____. This is (your name) with (your company). How are you today? (Wait for prospect's response.) Great! I'm calling you because you were referred to me as a person who at one time requested more information about making money from home. You filled out a form on the Web at (state the time that is stamped on the lead if you have it available)."

"I'd like to ask you a few questions, if I may. By the way, what part of the country do you live in?" (Make a friendly remark about the area where they live).

Now it's time to ask three pertinent questions that will eliminate 90 percent of the objections that would otherwise come up later on. The purpose of these questions is to get your prospect to say, "I'm sick of my current situation, and I want more out of life than what I've been getting."

They won't necessarily use exactly those words, but you want to hear your prospect telling you that they are sick of their J.O.B. (Just Over Broke), and they are looking for something that is going to give them more financial freedom and satisfaction in life.

QUESTION 1: “WHAT KIND OF WORK ARE YOU IN?”

In addition to their occupation, find out if they're working full-time or part-time and if they like what they're doing.

QUESTION 2: “ARE YOU LOOKING FOR SOMETHING TO REPLACE WHAT YOU ARE CURRENTLY DOING, OR JUST SOMETHING TO SUPPLEMENT YOUR CURRENT INCOME?”

Your prospect might say, “Well, I don't know yet. I haven't even heard what it is that you are doing!” Your response could be, “Well, don't get me wrong. I'm not asking for a commitment. If you feel there is a good fit between our business and you, would you want to use it to replace what you're doing now, full-time, or would you just want to do it part-time to give you a little more money than you're making right now?”

QUESTION 3: “LET ME ASK YOU SOMETHING, MR. _____. CAN YOU SEE YOURSELF, FIVE YEARS FROM NOW, DOING THE SAME THING YOU'RE DOING RIGHT NOW?”

This question is designed to get your prospect to tell you that they are tired of their current financial situation and want more out of life. It is *absolutely essential* that you get your prospect to tell you this *before* you go on to the next step. If they answer the question in this way, you've already eliminated most of the potential objections they would have given if you had not shown an interest in their needs.

After learning about your prospect's needs, the next step is to find out if they are really serious about changing their financial circumstances.

The purpose of these questions is to get your prospect to say,

“I’m sick of my current situation, and I want more

out of life than what I’ve been getting.”

Step 2: QUALIFY YOUR PROSPECT.

Don't be afraid to let your prospects know that you are qualifying them. Let them know that you are taking them through a series of steps to see if they meet your standards.

I always tell prospects that I am part of the fastest-growing group in our company, because we have the TURN-KEY systems and tools that make people successful in the business. Another reason we are doing so well is that we are very selective about who joins our group, and we ensure that everyone who joins is absolutely serious about changing their financial condition and willing to do whatever it takes to make it happen.

With that said, simply tell your prospect that you're going to give them a little bit of information about the business. Then grab their attention with our powerful “30-second pitch” First set the immediate appointment:

“Well, I could give you an entire overview of what I’m involved with, but it would take about 30 seconds of your time. So, when could you set aside 30 seconds of your time?”

Nine out of 10 will ask for your presentation, and you can give them your 30-second pitch.

“We’re in the referral marketing industry. We work with a company that actually supports and rewards us hugely for referring people to their products or services. We don’t ask people to change their habits; all we say is keep on referring like you always do but instead of referring that movie or favorite restaurant for nothing, why not get paid for it?”

“In our case, we’re in the _____ industry, and we have (product and benefits).”

“Now let’s give you an example of how that works. If you refer 10 people to our product and if out of those people two people start doing the same, you would earn \$250 per month because the company rewards you for referring people to the product AND for referring people to the business on which you will earn lifetime royalties. We have people earning an extra \$250 per month, and we have people earning over \$2500 per month; it just depends on how many people get referred to the product or to the business. That’s entirely up to you.”

“That’s it, _____, what do you think?” or “Does this sound like something you’d like to find out more about?”

The above information may not fit your company exactly, but you get the general idea. Basically you are rephrasing what the teaser ad has already told them, but this time, your prospect is hearing it from someone whose enthusiastic tone of voice conveys the fact that this is a rare opportunity that deserves his utmost attention.

STEER THE CALL IN THE RIGHT DIRECTION.

If your prospect indicates that he would like more information, respond in this way:

“Here’s what I would like you to do (assert control of the conversation): I’m going to give you a phone number with a brief overview of the business. After listening to it, if you like what you hear, I want you to give me a call back and we’ll take you to the next step in the process. Do you have a pen and a piece of paper handy?”

At this point, give them the phone number of the recorded message you want them to hear. This is the three-minute “sizzle” message that whets your prospect’s appetite for the “steak” that is to come (your business opportunity). Or directly e-mail the info. Don’t forget to mention in your e-mail to them that you’ve spoken to them on the phone!

What you say next is *extremely important*. You want your prospect to make a commitment that they are going to make that call, so you say, “Can you make that call *now?*”

You are asking this question to see how motivated your prospect is. Remember that you are qualifying them at this point. You are asking your prospect to make a commitment to you—the first of many along the way.

If prospects tell you that they can’t call right now, ask them to tell you *when* they are going to make that call. Tell them that you are only looking for a few good people, and you expect to find them in the next 24 to 48 hours. Let them know you don’t want just anyone on your team, and you will take them through a series of steps in order to determine whether or not there is a match for both of you. Any good prospect will respect you for being selective.

Step 3: TAKE YOUR PROSPECT TO THE NEXT LEVEL.

When your prospect calls you back after getting a whiff of the tantalizing aroma of the “steak,” you still have to make it sizzle

until you know they are ready for it. This is the time to take it away just a little bit. Remember that people always want what they don't have. If it's just slightly out of reach, that steak becomes even more desirable.

Your prospect will want more information. Respond to their questions in this way:

“Listen, Mr. (Ms.) _____, instead of answering your questions myself, I'd like to set up a three-way conference call with one of the leaders in the company who has made a lot of money in the business. He will be able to more accurately answer your questions, and we'll want to ask you some questions as well. Which time would work better for you: 7:30 or 8:30 p.m. Eastern Time?”

Whatever you do, *don't* ask the prospect, “Would you like to get on a conference call and hear more about it?” Stay in the driver's seat and let your prospect know that you are taking them through a process to determine whether or not there is a match between you, them, and the company.

Any good prospect will respect you for being selective.

AFTER SETTING AN APPOINTMENT FOR THE CONFERENCE CALL, RE-CONFIRM THE PROSPECT'S COMMITMENT:

“Mr. (Ms.) _____, if something comes up and you won't be able to take the call, I want you to let me know as soon as you find out. It's rather difficult to schedule

any appointments with (name of the person you are going to three-way with). In the meantime, take a look at the (company) website at www.companyname.com. You'll probably find that a lot of your questions are answered there, and you'll have more questions you can ask when I call you."

Make the conference call at the appointed time. If the third-party expert has given a compelling presentation of the opportunity and sufficiently answered your prospect's questions, now is the time to start closing the sale.

IS YOUR PROSPECT READY TO SIGN ON THE DOTTED LINE?

I have found that the best way to begin closing the prospect at this point is to ask a question to which the answer is usually going to be "Yes!" For example, I might say something like this:

"So, Mr. (Ms.) _____, what do you think about everything you've seen so far? Is this something you think you could get excited about?"

After the prospect answers "Yes," I offer a choice that assumes the person is going to sign up:

"Great! Which way would you like to get started? Do you want to sign up online, or should we just call into the company so you can get your ID number right away?"

Or I might ask,

"How would you like to pay for your distributorship? By check or credit card?"

Whatever choice you offer, timing is critical. As soon as your

prospect begins to give you buying signals, begin closing immediately. Don't hesitate!

USE THE RIGHT WORDS TO GET THE ENROLLMENT!

To pour on the spices while the steak is sizzling, you should keep asking questions: leading questions, open-ended questions, and questions that make the prospect begin to think like a distributor. Speak as if it has already happened, and it will be so!

How does this work? Here's an example. Let's say your prospect asks you, "How does a distributor become a Platinum?"

If you weren't thinking about it, you might respond like this: "Here is how a distributor becomes a Platinum: they do this, and they do that, and ..."

Do you think your prospect is getting any help seeing himself as a Platinum Executive by hearing you talking about some stranger called "they"?

Instead of speaking in the third person, put your prospect into the picture:

"Well, Jim, you become a Platinum by..."
See what I mean?

If you put the word "you" into every part of your presentation and speak as though the prospect is already a distributor, nine times out of ten that person *will become a distributor* (provided, of course, that you have adequately presented all of the benefits of becoming one).

Realize that you are not actually *selling* anything. Instead, you are sharing information that will help your prospects arrive at

the logical conclusion that they belong in the picture you have been painting of a successful distributor with your company.

Put your prospect into the picture by asking questions like, “What attracts you most toward this kind of business?” or “So, how do you see yourself in this business?” or “Can you think of four people who would make strong Executives on your front line?” Put your prospect at center stage.

Questions like these are called “trial closes.” With each question, you are getting closer to the point when your prospect will ask you, “So, what do we do next?” or “Where do we go from here?” In case you haven’t realized it yet, this means your prospect is ready to fill out the paperwork!

This may seem obvious to you, but it’s surprising how many people fail to recognize buying signals and end up asking the prospect, in a surprised tone of voice, “So you want to sign up?” Of course your prospect wants to sign up!

Speak as if it has already happened, and it will be so!

READ BETWEEN THE LINES AND ANSWER THE PROSPECT’S *real* QUESTION.

Before your prospect gives you the ultimate buying signal, there will always be several other more subtle buying signals in the form of questions like, “What kind of lead-generating systems do you have?”

Your prospect is really asking, “Will you help me find prospects when I come on board?” If you are able to read between the lines, you will answer the question by putting the prospect into the picture: “We have several co-op ad campaigns you can participate in that are exclusive to our group. You will always have leads to work with as a part of our team.”

When you’re talking with your prospects as if they are already distributors, you’ll often find that they will begin doing the same thing. They’ll start asking questions like, “So how often do we get paid?” or “Would I be working the local market or internationally?” You have the green light now—move forward!

If you take each of your pre-qualified leads through the process described in this chapter, you will find your downline expanding rapidly. Before you know it, *you* will be the successful expert in those three-way calls.

CHAPTER 6

HOW TO START YOUR ENGINE, TUNE IT UP, AND KEEP IT GOING

6

HOW TO START YOUR ENGINE, TUNE IT UP, AND KEEP IT GOING

In the first chapter, I promised to give you a road map for MLM success. We've covered a lot of ground since that chapter. Now you know how to put yourself in the driver's seat, how to think and act like a successful network marketer, how to find prospects, and what to say when you talk to people on the phone.

There's still one more point we need to cover: how to stay motivated over the long haul. Despite some of the hype you've heard elsewhere, MLM success doesn't happen overnight. You have to keep working at it on a daily basis for at least two to five years—making new contacts, calling people on the phone, “drawing circles” (presenting the business opportunity), and empowering your downline to succeed. In addition to coaching the people you sponsor, you will need to keep coaching yourself so you can stay motivated and to do what needs to be done.

I've found that the best way to be my own coach is to stay objective about my own performance. I give myself a weekly tune-up by asking these three questions:

1. What's working?

2. What's missing?
3. What's next?

WHAT'S WORKING?

Start on a positive note by recognizing what you're doing right. Always take a moment to acknowledge everything all the positive things you are *being and doing*. People often think of evaluating their results solely in terms of confronting their weaknesses. Typically, this approach leads to one or both of the following results: (1) They avoid checking in altogether and keep going even when they are totally off track; or (2) They go into self-judgment mode when their results are a little off and beat up on themselves unmercifully.

You can avoid both of these outcomes by practicing self-acknowledgment on a daily basis. If you're stepping outside your comfort zone, getting in front of people, and keeping your word, make sure you acknowledge yourself for doing these things.

WHAT'S MISSING?

After recognizing what you're doing right, it's time to identify areas where there is room for improvement. Avoid self-condemnation ("I totally stink at making appointments") or pessimism ("Nobody wants to be in network marketing"). The first remark makes no attempt to identify what's actually missing, and the second one puts all the responsibility on external forces over which you have no control.

To identify what's missing, you will need to be objective and honest with yourself. Look at your performance without condemning yourself, and explore reasons why you might be falling short of your objectives.

For example, if you did five presentations this week and every person turned you down, chances are there's not enough posture and confidence in your presentation or you're not building a strong enough foundation of trust and rapport to pick up on what's important to people.

As another example, let's say you had no presentations and you made only three attempts to set appointments and got answering machines each time. You may need to brush up on your belief system or dig a little deeper to remind yourself of the reason you got into network marketing. What do you want to achieve?

WHAT'S NEXT?

Think of your results (positive and negative) as a gauge of your efforts, not as a definition of your own worth or a self-fulfilling prophecy. Take an objective look at your results, acknowledge what's working, and take responsibility for filling in the gaps.

Next, identify what you need to do next. Be specific in stating exactly what you plan to do. Write down a specific action (or set of actions), an intended result, and a definite date by which you will have the task accomplished. Remember that part of being successful is keeping your word—so be sure to keep your promises, including the ones you make to yourself!

You may need to brush up on your belief system or dig a little deeper to remind yourself of the reason you got into network marketing. What do you want to achieve?

KNOW YOURSELF!

To be your own best coach, you need to understand, on the deepest possible level, what motivated you to get into network marketing. What are your personal hot buttons? Financial security, independence, a better lifestyle, more control over how you spend your time?

People want different things from network marketing. Some would like to earn an extra \$2500 a month. Others want to build a home-based business part-time to eventually replace their full-time income and give them more time to spend with their families. Still others want to create a six-figure income quickly. Whatever you want from this business, it can deliver... *if* your desires match your level of commitment and you have a workable plan to follow.

Give some thought to these questions: What do you really want out of life? How much time are you willing to commit to this business in order to get the results you desire? How many hours per week will you work at it, and for how many years?

In my own case, the desire to succeed is what kept me going through difficult times. I started in MLM at the age of 21 with absolutely no “credibility,” and I failed at it for nearly eight years. Going from nobody in my downline to a hundred took me more than five years. Then I lost everything again... but today I’m able to earn way over a \$400,000 per year. My main motivation was a burning desire to change my life for the better. Someone once told me, “For things to get better, you have to get better.” They were absolutely right.

MANAGE YOURSELF, AND MANAGE YOUR TIME.

Now that you’ve decided what you want to accomplish and how much time you are willing to commit to this business, how are you going to use your time? If you’ve decided to

devote 15 hours a week over the next two years to build your network, don't waste one minute of it—use that time wisely! Once that time is gone, you can never get it back.

The way to make money in MLM is to share your business opportunity with others and teach them to do the same. Therefore, your income is a direct result of the number of people you expose to your opportunity. If you don't get out and approach people, you won't make any money. It's that simple. So your first goal should be to find a couple of key people and empower them to succeed. Teach them to do the same, and you're on your way.

IT'S ALL IN THE NUMBERS. REMEMBER S.I.N.A.L.O.A. (SAFETY IN NUMBERS AND THE LAW OF AVERAGES!)

Keep an eye on your numbers. How many calls are you making, and how many presentations are you doing each week? By looking at the key numbers in your business today, I can determine, almost exactly, what your next bonus check will be and what your income will look like over the long term. The numbers in key areas will tell me if you're on target to reach your goals.

Today, there are virtually no limits to where you can go with this business. The world is your territory!

Your numbers provide a good indication of where the breakdowns are in the system. For example, if your contact list isn't

big enough, you won't have enough people to get in touch with. In Chapter 5, I described how to work with pre-qualified leads. When you expand your reach in this way, you are not limited geographically. You can enroll people nationwide or even globally with the help of the Internet. Today, there are virtually no limits to where you can go with this business. The world is your territory!

FOLLOW THESE “RULES OF THE ROAD” TO REACH YOUR DESTINATION:

- Plan your entire week in advance, scheduling the number of hours you have committed for network building.
- Use the “building up” technique to gain instant credibility with your prospects and empower your team.
- Focus on what your prospect wants, not what you want. Always ask yourself, “What can I contribute here?”
- Look for opportunities to build new relationships. Add five people per week to your personal contact list, or make sure you have a reliable source of pre-qualified MLM leads.
- Present your business opportunity at least five times per week, whether you do it on the phone or face-to-face.
- Shrug off any negative comments you encounter from the “dream stealers.” Do they earn a five-figure monthly income? Have more than a million dollars in the bank? There are many people in MLM at that level of success. Don't waste your time listening to people who say it can't be done.
- Learn as much as you can about your company and its products, network marketing, and prospecting techniques.

- Review Chapters 2 and 3 of this book on a monthly basis to keep yourself on the right track.
- Role-play with others in your sponsorship line to master the communication techniques described in Chapters 4 and 5.
- Duplicate your efforts! Get everyone in your downline to buy their own copy so they can review it regularly.

TO THINK AND NOT TO ACT IS AS WELL AS NOT HAVING THOUGHT AT ALL.

First of all, let me congratulate you on finishing this book. Having said that, let me encourage you to read it all over again as soon as possible. Repetition is the mother of all skills, and that certainly applies to this business! In the meantime I urge you to apply your skills and put this information to use immediately! Make mistakes—make as many as you can—but learn from them. There's only one crucial mistake you can make, and that's not putting what you've learned into practice! Let me repeat that once again. *There's only one crucial mistake you can make, and that's not putting what you've learned into practice!* Got it, my friend?

I urge you to apply your skills and put this information to use immediately! Make mistakes—make as many as you can—but learn from them. There's only one crucial mistake you can make, and that's not putting what you've learned into practice!

An old English saying warns that “To think and not to act is as well as not having thought at all.” I couldn’t have said it better myself! Don’t become an MLM professor—become a student and a well-practiced teacher at the same time. Only teach what you apply in practice. Remember that people do what you do, and not what you tell them to do. Sponsor with integrity. You have to speak with a voice of authority, not only to prospects but to your distributors in your organization as well. The ones who build their success story themselves are the ones that duplicate the most.

Go out and apply what you have just learned. It’s not that hard. As I stated earlier, I haven’t taught you anything you can’t do. I’ve only taught you duplicatable formulas. It is working for me and thousands of others right now, and it will work for you!

You’ve bought this book to improve your recruiting skills, and I’m glad you did, but please do yourself a favor by putting it in practice. Don’t be afraid of mistakes, we all make them, but act on the knowledge you’ve just mastered.

Remember that for things to change, you have to change, and for things to get better, you have to become better. That’s why I want you to act on this training. Put it in practice, and get a little bit better every day. It’s just like working out at the gym. In the beginning it’s even a bit painful to lift the weights, and the results don’t show immediately, but as time passes the muscles gain strength. It’s like planting a seed. You have to water it a little day in and day out, and in the beginning it seems that nothing will happen, but don’t quit there! Keep on watering, and after a while you will see the plant start to push up out of the soil.

All it takes is a little discipline, effort, and attitude. Act now! Start calling prospects immediately. Call ten a day or a hundred—whatever matches your ambition—but don’t put it off

any longer. If you want to master the skills faster, call a hundred, and I promise you will get results.

Life is too short not to go for what you want! Go out and do it, and get a little better every day, and I'll guarantee you all the rewards you can think of. Start building your story in this exciting industry. Master the skills, and you will never, ever have to worry again. They can take everything away from you, but they can't take away your skills. They are your most important asset in this industry.

Start working on them NOW!

Don't forget to smell the roses along the way.

See you at the top.

God bless.

Fred P. Stege

Are you waiting for something to turn up?

How about starting with your sleeves!