

Secret #13,14 of Master Prospectors:
Master Prospectors Know How to
Hit Their Targets, Know What and How to Ask
Monday conf call 07/14/08

Patent Suit Results

NSF Certification

Corporate Layoff...what it means

The book: “17 Secrets of Master Prospectors” John Kalench

Secret #13: Master Prospectors Know How to Hit Their Targets

1. Network Marketers are paid to advertise
 - A. What is advertising? At its very best it is saying the right thing to the right people. So, it can take many forms.
 - B. Goal: Is to get the most out of all of the TIME and money you spend (note emphasis on TIME; we tend to focus on money)

2. Expensive Advertising
 - A. This is a specialty game...big town newspapers, radio, television; you need to be a specialist to do it.
 - B. Most new associates experiment with this...very costly and they have neither the expertise nor the money. Thus, it does not work and then they say “the opportunity does not work.”
 - C. First Rule: do not compete directly with advertisers that are bigger than you unless you can afford it.
Most ads at that level are about dominance and consistency...meaning larger than life and repetitive (people have to see them a lot before they move into action).

3. Ads Targeted to People you Know
 - A. This is where you have an advantage over the big guys.
Use flyers, post cards, newsletters, 3 step mailings, and the like
 - B. What you say is what is ultimately important...so spend a lot of your efforts in the exact language; then small dollars on the execution to find out what works and what does not.
 - C. Examples of simple ads that have been successful:
on a Button: “Lose weight now! Ask me how!”
Flyer: “At last a product that erases laugh lines with a price that makes you smile.”

4. Advertise where others are not.

A. Think of where you have seen ads by other MLM's and go elsewhere.

B. Idea:

Small circulation newspapers
place ads in the personals WHY" ?

They are read 5 times as much as the rest of the paper

Examples:

"Lost Your Phone Number!

Would the family that wanted a good second income opportunity please call Merri-jo (972) 660-9006"

"Who's Merri-jo?

She's an expert at finding easy and fun ways to make a second income for people. Call her today at 972-660-9006"

5. Use your Ad to Sort.

A. Like the ones above, no questions you are getting people interested in a business opportunity.

B. Target to specific people: school teachers, home schoolers, etc. Be specific on what kind of people you want in your business

C. Key: Be Different

6. Trade Shows

A. Target the same way as you target with your ads: stay away from the big guys. Play the grass roots game here too...do local health and lifestyle shows, fitness expos, and local business opportunities conferences or job fairs.

B. Be very specific in your approach.

Use a sign, free product, handouts on how to find out more.

There are entire books written on how to do trade shows.

C. See example of a survey form attached; you should consider using one at these fairs.

Master Prospectors are into targeting their advertising and hitting their target. Why? Because the "Bulls Eye" my friend is the name of the game!

Action Plan:

1. Ask Yourself: What kind of advertising campaign would I like to create

in the next 90 days to promote my business and regain all the GPV I have lost in the past year? Set your goal first then your plan!

2. Who is the target market? Describe those you are pursuing.
3. Where would you like to advertise?
4. How would you like to advertise?
5. How much money are you willing to spend?

Secret #14: Master Prospectors Know What and How to Ask for Referrals

1. Master Network Marketers build their business through referrals
 - A. What is the normal conversation that takes place?
 - B. Why does the person never call, or give you leads?
 - C. Goal: Is to ask from people you know in such a way that you consistently get lots of names of others who are very likely to be interested in your products or business. (note the three most important elements to this goal)

2. Why is building your business from referrals so much fun?
 - A. Cold calling versus referral...the referral is much more likely to open up to you and your approach if someone they know told you to call.
 - B. If you are committed to contacting 15 new people per week, less energy is required if you have leads versus cold calling...you already have names so you do not go into “confusion on how to get started”; it is easier to step into it.
 - C. Less effort is required once contact is made if you have some indirect connection between you and the referral; takes more time to reach a level of rapport if no commonality.

3. Why don't we get referrals more often? How many of you never do?
 - A. Many possible reasons: we get caught up in the excitement of the close and forget to ask for referrals; we are resistant to asking for help; if we turn the tables we realize that if we were asked we would feel uncomfortable giving out the names of our friends
 - B. Three main reasons for the discomfort factor:
 - 1) The person may not be comfortable with your product or service.
 - a. You can address this by careful planning on who you ask for referrals.
 - b. Rule #1: only ask people from whom you have

“earned the right” to ask.

If you barely know someone, you need to spend more time building rapport to relieve your insecurity.

Two categories of people from whom you automatically have a right to ask for referrals:

(1) Your family and friends because they want to see you successful.

(2) Your customers who are doing great on the products (caveat: make sure they are doing well not just your interpretation).

c. Rule #2: Educate your referral sources about your business.

Share with people about networking...why it is a modern, viable professional method of distribution; keep the communication concise, calm and committed.

2) Second reason for discomfort: people do not want you to tell others they are endorsing or recommending the product.

a. Stems from their desire to protect their reputation

b. To resolve this, you need to have a script to tell your referral source the exact language you will use when you call the referral; focus on giving sharing possible solutions not selling.

3) Third reason: “don’t bother my friends”

a. The referral source is afraid you will annoy his friends.

b. To avoid this best is to get the referral source so excited about the products that they genuinely want you to call.

4. Your Ideal Referral Profile

A. To maximize results in the business you should have a profile of your ideal prospect. It will help immensely in your referral source to think about the right kind of people to give to you.

Attached is a sample of such a profile

Ideal Referral Profile

1. Health conscious and exercises frequently
2. Has mentioned lack of energy
3. Is on the go a lot

4. In the age of 30-55
5. Buys supplements or is otherwise into health
6. Interested in better ways of taking care of themselves

ACTION STEPS:

1. List those best for referral sources (with whom you have a right to ask).
2. Make appointments to meet with these people outlining your agenda.
3. Briefly educate your referral source with the business and the products so they are truly sold.
4. Tell the referral source exactly how you are going to approach the referral.
5. Go through your Ideal Referral Profile to find best candidates.
6. If they have few names, help them be making a contact list (look at Christmas card list, use contact list form).
7. Follow up with referral source after success to report on success and get more referrals.

See also the training I did on “The Referral of a Lifetime” by Timothy Templeton Nov. 11, 07 Mannatrain.net under trainings