

"26 Instant Marketing Ideas" Part 2

Monday Call, October 27, 2014

- Mannatech Now – Tuesday Oct 28th 7:30 Pm CT at Mannatech Corp Offices or www.mannatechlive.com
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- New Special with GlycoBoom and MannaTea and M5M Mug
- Mannatech Leadership Event – November 7-10 - Frisco, TX... You need to be there. Registration is open... don't wait to register. www.events.mannatech.com

Book by Tom "Big Al" Schreiter

Part 2: #14-#26

#14 Why your prospect winces in pain, starts to sweat, and looks for the escape route from your business presentation

a. Are you taking it for granted that any normal human being would understand and appreciate your product/opportunity?

Reality: our prospects are not at our level of awareness when talking home based business, financial freedom, all the attributes of network marketing.

b. Slow down. Ask more about them. Maybe just focus on 2-3 aspects that are meaningful to them.

c. Why are you doing this? Give them a "word picture."
Pre-educate your prospect before your presentation.

#15 I got conned by a 14 year old girl and loved every minute of it

a. Write a letter to every friend and relative announcing you are going into a new business. Instead of asking to join, ask them to just buy one product to help with starting inventory.

b. An associate can ask uplines, downlines and anyone else to share in an advertising campaign. Buy just one classified ad in your 250-newspaper campaign.

c. You want to make a new Director level, so ask each distributor to just sponsor one person in next nine days and you'll qualify.

#16 How to use postcards to build your network marketing business

a. Cheapest mailing form you can use...and smallest.

b. Headlines and first sentences are critical...depend on your target.

To experienced networkers: "Top opportunity for experienced networkers"

"Free Report! 13 reasons to use our system to build a full-time network marketing career in just 90 days."

"If you tried network marketing and didn't earn the money you expected, maybe

you would like to know the secret."

To new residents in you community:

"Start a part-time business that will pay off your new home mtge."

"Trade two hours of TV time to learn how your neighbors are collecting an extra check every month."

Retailing (getting consumers): depends on your product...what if you got 100 new customers? Wow!

Makes up a list of 100 possible distributors.

c. Turn your postcard into a coupon or free gift certificate.

\$10 gift certificate to every old customer and/or product party attendee.

d. Make your postcard a dinner invitation.

Combine the dinner with a business presentation.

e. Tell your prospects and customers about the new stuff posted on your website.

f. Find the secret hot buttons and desires of your prospects

Send two different cards out to 10 different people each:

"Special sale: \$10 off super skin cream for only...."

"Buy Super Skin Cream for only.....and get a free dinner at Mario's Italian Restaurant FREE."

The responses will tell you whether they rather get a free dinner than a discount.

Then do a marketing program with the one getting most responses.

g. Create goodwill and referrals as a thank-you note.

Thank customers and prospects as well for looking at the info you sent, trying the samples, answering your ad, etc.

h. Announcements: Special guest speakers, once a year diet plan, free business start up kit for first 15 callers, brand new product introduction ("Glycoboomb")

#17 The sponsoring riddle...solved!

a. Which technique is so powerful, your prospects forget about everything (products, money, services, etc.)? Baby beanies for McDonald's! The premium became more important than the product. Most important thing: prospect must want your premium.

b. Premiums are like dessert! Instructional video? Market review? Prospects want information that enhances their lives. Report ideas?

c. Premium should encourage your prospects to become lifetime customers or distributors.

d. Cross marketing with local health club?

#18 Be careful about the premiums you offer

a. Again, make sure it works. So, maybe a brochure of the new Mercedes Benz.

#19 Forget logic and needs. Market to basic human desires

a. To instantly motivate and inspire prospects...top networkers do this. How?

Understand the REAL REASON why people buy or join your opportunity.

Common desires: companionship and love, money, desire to accomplish or to be famous, sex, respect and admiration of others.

b. Make it easy for the prospects to understand how the product or opportunity

will fulfill their basic human needs, desires and goals.

#20 Her violin playing was horrible

a. Underutilized assets is the moral of the story. Think about it in your business, those businesses around you.

- 1) Restaurants who have slow periods might actually pay money for advertising to bring people through their doors.
 - 2) Which businesses could include your offers or inserts in their mailings?
 - 3) Many businesses pay rentals on a hotel meeting room for entire day but only use for a few hours.
 - 4) Night school at local university offers classes near to you in salesmanship and entrepreneurship 2 nights a week.
 - 5) Local printer uses press only 3 days per week...how can you use this?
 - 6) Trading leads with others...in your like industry.
- Just brainstorm.

#21 Boy! Do we think small

- a. Our prospects make their decisions based upon our offers...so don't fail to explain all the benefits.
- b. Explain how your offer will change their life.

#22 How to capture mall shoppers for your business

a. Joint venture between you and a small merchant in a shopping mall.

"Would you like to have more prospects come into your store, stay for 20 minutes or longer, and capture their goodwill forever?"

"How much will this cost me?"

"Nothing. I'll take care of the expenses. All you have to do is to give the satisfied prospect/customer one of my brochures and audios when they leave, okay?"

Ask for about 10 sq feet in the retail shop; your total investment is

1 vibrating recliner chair (\$300)

1 coffee maker (\$20)

1 hot tea maker (\$20)

A window sign "Feet Hurt? Tired?"

Come in put up your feet and relax.

FREE 20 minute break on our vibrating lounge chair.

Complimentary tea or coffee!

Once some come, the word will spread like wild fire.

Small merchant will get tons of leads. What do you get? Tons of prospects as well. As they relax, why not a promo video, educational or instructional video.

If not you, why not a new distributor?

Put Ad: "Your FREE massage and drink is donated by...."

#23 How to increase sales and defer your sales promotion costs

- a. How much does a new distributor put in your pocket? \$20? Well, run a sponsoring promotion: everyone who sponsors a new distributor can come to

your sponsoring banquet. Go to a local restaurant and get their worst night...negotiate a discount for food (say \$7.95 per) and you have just WON! You make \$20 per and costs only \$7.95. (2 new distributors and bring a date/spouse)

#24 My products are the best, but my prospects complain that they are too expensive. No one wants to buy my products.

- a. The problem is that the prospects don't feel a need or desire to purchase your product/buy into your opportunity.
Something has to happen to cause people to want to do business with you. When someone **feels** strongly about doing business with you...price doesn't matter.
Example: find business that you can cross market with: other health care providers (chiro, homeopaths, etc.). They promote your products and allow you to work with patients and you promote their services.
- b. Promote yourself for a FREE nutritional consult.
- c. What other buy-in values can you market...free products, discounts, etc.

#25 Neat ideas you can use now

- a. Hire a limousine service to pick up your prospects for a meeting. (pick your opp meeting to correspond with slow times for limousine so you can negotiate a great discount.)
- b. Create a walking billboard with your ad.
- c. Find someone locally who specializes in mailing lists and get one just with entrepreneurs (versus trying to convince those with jobs that they are wrong)
Go after older lists because new entrepreneurs are still very tied to first business.

#26 Short bite-sized ideas for your business

- a. Weekend daytime opp meetings...more attractive for senior citizens.
- b. Test market your pitches before wasting time using them.
- c. Have downline earn raffle tickets...for all sorts of activities building their downline. Win a cruise? Or whatever. Can use this over 6 months so for many different promos. No addtl cost since already have the prize.
- d. Customer service and customer care sells.
Provide babysitting services during opp meeting; do opp meeting by webinar, combine opp meeting with dinner, etc.