

# **"26 Instant Marketing Ideas to Build Your Network Marketing Business"**

## **Part 1**

**Monday Call, October 20, 2014**

- Mannatech Now – Tuesday Oct 28th 7:30 Pm CT at Mannatech Corp Offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- New Business Event Flyer in Mannatech Resource Library.. Check it out!
- 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](http://www.events.mannatech.com)

Book by Tom "Big Al" Schreiter

Great ideas I am covering only 12 and will finish the balance next week

#1 Idea: Politicians Use it, Newscasters Use it ...Shouldn't You?

- a. Talking about SOUND BITES...little bite of information that stand out in the prospect's mind.
- b. Examples: Read my lips...no new taxes. Winston tastes good like a cigarette should. You deserve a break today.
- c. For nutrition products:
  - "you will be the only person ***awake and happy at 9:00 on Monday mornings***"
  - "This product makes you feel like you are ***16 years old all over again - but with better judgment.***"
  - "You will be the only person at work who doesn't have to ***take a nap at 3:00 in the afternoon.***"
  - "***Instant energy in a capsule***"
  - "When you come home from work you won't feel like hitting the couch. ***You'll feel like dancing.***"
- d. For skin care
  - "Your skin will look so smooth, ***everyone will want to touch it.***"
- e. For Business opportunity
  - "It's like getting an extra check in your mailbox every week."
  - "We call this the boss silencer."
  - "If you were your own boss, how much vacation would you take?"
  - "Who makes more money the employee or the boss?"
  - "It's just like being a rock star. You write a hit song and collect royalties for life."

#2 Idea: Want leads of prospects who are presently suffering in the rat race?

- a. Many restaurants have a fish bowl in the front for people to drop in business cards for a Free \_\_\_\_\_. What do they do with the cards after the drawing? You can get these for free or offer to pay for the free meal if the restaurant just

gives you the cards.

b. Who are these people? They work 9-5, have some disposable income since they eat out, have regular jobs, etc.

c. Draft a short sales letter to these prospects., Why write? Sifting process...you will only hear from those interested.

### #3 Idea: Gift Certificates

a. If you sell skin care, who are your best users? Women. So at special dates (Valentine's Day, Christmas, anniversaries, birthdays, etc.) tell the men in your sphere of influence that you can solve their gift giving problems. The man just gives you the money and you do all the shopping and packaging every date.

First gift: basket with skin care and additional gift certificates redeemable for additional products. You get to know them and call on them...great for new possible business builders.

### #4 How to get through to tough prospects

a. When on an incentive program (like Punta Cana), buy some postcards and send them to tough prospects...explaining further how awesome this opportunity is.

"I'm in Punta Cana learning new ideas on how to make my business even more profitable. Just learned some quick start tips that will help you get bonus checks even faster. I'll share those ideas when I get back home. I know you will enjoy them."

b. Leverage this concept: get all the tough prospects of all members of your downline and send each of them a postcard. Just change the last 2 sentences: "I will share these ideas with XXXXX when I get back home. I know you'll enjoy hearing about these money-making ideas from XXXXX when he calls you."

### #5 Want to guarantee a sales presentation with the toughest prospects?

a. Make a list of the ten top prospects you have not been able to meet.

b. Company in story sent a Coleman cooler to each one with a note: "I'll bring soft drinks for you and your staff to enjoy during our presentation meeting."

Watch how many now book appts.

c. Don't want to invest in Coleman coolers? Send a mock front page of news with your prospect in the headlines; Send a plaque saying "To the world's best listener"; send a travel video and card saying "I'd like to show you how you can take a vacation like this, four times a year." Use your imagination.

### #6 I want to join your MLM program. Here are my hot buttons. Could you set aside a little time to sign me up?

a. How does this happen? Through an easy to use brochure/survey form that allows your prospects to check off their items of interest. You simply insert your best features and benefits into your brochure and then let the prospects choose their hot buttons.

b. These are now "pre-sold" prospects when they send/return the survey back. Headline: "The one business you can start part-time without jeopardizing your present job." "the insider's secret to having your own business."

"The three best ways to get rich in the next 10 years."

"Where to find another \$2,500 tax deduction every year."

Our business opportunity has many unique and interesting features. We'd be glad to give you additional information on any of these areas. Please check the appropriate boxes to receive more information.

|  | No<br>information<br>please. | I would<br>like to know<br>more about<br>this feature. |
|--|------------------------------|--|
| How to drive a new bonus car with no monthly payments.                           | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| Where to save \$44 a month on your cleaning budget.                              | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| How to add an additional \$400 a month part-time income.                         | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| How to double your monthly retirement income.                                    | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| The three warning signs that your family is in serious financial jeopardy.       | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| How to get paid for recommending things you like.                                | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| How to lose 11 pounds per month without dieting.                                 | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| Where to find an extra \$2,500 tax deduction every year.                         | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| The three best ways to get rich in the 90s.                                      | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| How to make your business give you more free time with your family.              | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| The two best ways to have a luxury vacation four times a year.                   | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| Why a highly-desired repeat product can be your key to financial security.       | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| The one business you can start part-time, without jeopardizing your present job. | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| How to have a career that's fun -- where you'll never have to go to work.        | <input type="checkbox"/>     | <input type="checkbox"/>                               |
| The insider's secret to having your own business.                                | <input type="checkbox"/>     | <input type="checkbox"/>                               |

- c. Where to utilize it?
- 1) End of Opportunity meeting
  - 2) Add to prospecting material
  - 3) Stand alone mailer
  - 4) When people ask you what you do for a living...better than business card

#7 Word pictures are powerful communication tools

- a. Create a picture without telling someone what to do, allowing the picture to tell the story.
- b. Ideas:  
How miserable and trapped your prospect will be in his job 10 years from now  
How wonderful, thin and energetic your prospect will be with his grandchildren 5 years from now.  
How much fun it will be to go to Punta Cana, or Hawaii every January leaving the children with grandma or grandpa  
How wonderful, thin, and energetic your prospect will be with their grandchildren five years from now.
- c. It is not what you say that matters...it is what the prospect remembers.

#8 More "sound bites" and short presentations

- a. Add to all presentations...times have changed. We live in the internet, FB, Twitter, era...prospects are not very patient. People spend a few seconds evaluating things today. No more 1-2 hour presentations. And load them with sound bites.
- b. Meet at Starbucks for 15 minutes, or at their convenience.  
Napkin presentations are in again.
- c. If in Nutrition: what might you say that would help your prospect understand that everyone would be a prospect?  
"Some people have more money than health...and they are more than willing to spend a little bit of their money to reclaim their health. Everyone wants to live longer, healthier lives.  
Other people have more health than money. They are willing to trade a little bit of their health to earn more money. They work overtime and seek part-time jobs, and even start part-time nutritional businesses to earn more money."
- d. If business approach: if use a 2 color postcard to do your business, only good until a 3 color postcard comes to your prospect. Don't want them to think your business is competing with postcards. It is the relationship that makes the difference. Our business is about building relationships. Want to get the attention of your prospects who are money and freedom motivated?  
What if a prospect says give me a one minute presentation so I can quickly make a decision...what do you say? Be Prepared.

#9 You don't have to say much to get your point across

- a. "There are two types of people in the world. Those who get a word of mouth advertising bonus check in their mailbox once a month...and those who don't. Which group do you want to be in?"
- b. "Don't you think there is something wrong with having to work 50 weeks out of the year for someone else...and only getting two weeks for yourself? And most times we can't even pick when we get our two measly weeks."
- c. "Our city water is recycled five times after your neighbor flushes the toilet."  
Crate your own mini-presentations for your products and opportunity.

#10 If prospects are motivated by strange reasons, shouldn't we change our presentations

- a. Why do prospects join our business?  
So they can buy a big car to impress their pompous neighbor  
To get skin care at wholesale prices so they'll look younger at family reunions  
To get more fishing and golfing time

To have extra money to buy lottery tickets.  
To socialize with positive people at trainings and conventions  
To be able to impress their friends and say that they have an international business  
So they will never have to sit next to that obnoxious co-worker again  
To be able to take vacation when their child is participating in a state tournament  
To avoid groveling and begging whenever time freedom is desired  
b. Concentrate on these motivations versus financial freedom and time freedom  
(which are our norm)

#11 Seven Magic words that will build your business

a. What if you just changed your outlook? What if you decided to have a bit of empathy and consideration for your prospect? Help your prospect in any area of his life.

"Can you help this prospect even if he didn't join your MLM opportunity?"

- 1) Recommend a good accountant to help with taxes
- 2) Show them how starting a home-based business can really help on tax advantages
- 3) Refinance his mortgage at a lower rate to save \$2-300 a month.
- 4) Advice on great vacations
- 5) Recommend a great lawn care company
- 6) Tell him where the best place is to buy a car
- 7) Introduce to a wholesale buying club in town

All you have to do is care.

Who else benefits? All those recipients of a new client...so they too are new prospects who like you. They can reciprocate by recommending people who could use a great part-time business.

b. Seven words: *"What else can I do for you?"*

#12 How to make your prospect eager, excited and almost begging to hear your presentation

a. A lot of prospects feel "what am I doing at this meeting" or "I am just here because I like Sara" or "I hope they don't ask me for money."

How to change to "I'm looking for an opportunity", "I really need something for my retirement." "I want a lot more from life."

b. Get your prospect to contemplate and internalize these two huge benefits...time and money freedom...and what that would mean to them. So when he attends, he is thinking "I can retire at 60 instead of 85" Or "I can't wait to see how I can spend more time with my grandchildren."

c. How? Give your prospect a special questionnaire or form to fill out before the opportunity meeting starts.

Name: \_\_\_\_\_

1. When would you like to retire?

- In one year
- In two years
- In five years
- In ten years

*Great! What's your plan to achieve this goal?*

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2. How much money do you need monthly to retire comfortably?

- \$1,000
- \$2,000
- \$3,000
- \$5,000 or more

*Great! What's your plan to receive this monthly income?*

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3. How much money do you need to invest at a 6% return to receive your desired monthly income? (Take your answer from question #2 and multiply by 200.)

\$ \_\_\_\_\_

*Great! What's your plan to accumulate this money?*

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