

“Empire Building” Chapter 3

Become a Builder

Monday, June 8, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is June 9 with Presidential Kevin Robbins
- GREAT THANKS to all of you who Made It Happen last week! We are DONE!! Judy Allen Support Fund is complete...don't stop praying.
- Check out Events.mannatech.com for the SEO tour and Super Regionals coming to a town near you
- Tonight started the new Hear from the Doctor with Dr. Steve Nugent at www.mannatechlive.com

Brian Carruthers, "Empire Building" Chapter 3

1. Income Producing Activities
 - a. Time Management: schedule yours, spend time with the eagles not the turkeys
Encourage the turkeys by building the 3 Point Plan.
 - b. 90% of networkers *think* they are working their business but they are not spending time on Income Producing Activities.
 - c. Mannatracker will help you recognize INCOME PRODUCING ACTIVITIES
2. Recruiting: a numbers game
 - a. It is about numbers...how many are you connecting with per day? new ones, follow ups, closing possibilities, reconnects from the past?
"You can never say the wrong thing to the right person, nor the right thing to the wrong person." Brian feels we need to do our best on educating those who perhaps have some wrong perceptions...his own story.
Follow the system: tools and events, edify, share materials and then introduce to third party (Chapter 2 of his book)
 - b. Whether they appear to be a dud, it is who they know that really matters.
Network through people...to all those they know. "Duds will lead you to studs."
 - c. Sorting versus convincing: amateurs convince, professionals sort "Why beg someone to change his or her life with your amazing life-changing opportunity?"
Just say next!
Convincers keep talking to the same 5-6 people and never get beyond.
 - d. Become an expert on Feel Felt Found...study it, read on it, breath it.
3. Contact and Invite
 - a. Three types of prospects: red, green and blue
Red: people you look up to
Green: your peers
Blue: people who look up to you
BLUES are easiest to recruit: use direct approach since they respect you
"John you know that I am all about business and being financially FREE. I don't waste time on business ventures that don't make me money. I have come across

a home run, and I want to let you in on it. Be at my house on Thurs...for Private Business Reception at 7 p.m so I can fill you in and get you in the game."

GREENS:

Same socioeconomics, tend to be most skeptical with being lead by us. So, you need to relate to them and connect your *why* with their *why*.

"Sandy you now for a while I have been stressed about not making enough money and sinking into deeper debt? I have been getting some advice from some of the most financially savvy business people and I know to come up with a plan to dig out and get into a better financial place. Do you feel where I am coming from and can you relate? Well a very successful associate shared a business idea with me that looks like the way to change my situation. And because I thought you might be feeling the same as me, I wanted to let you in on this as well. Come with me to a reception he is having this Thursday at 7 p.m. and check into this with me. It may be an answer to prayer for both of us."

REDS are more successful. Don't excite them with making money, but rather stroke their ego and ask for help.

"Mr Smith you know I have been keenly aware of your amazing success in business. I have admired your many accomplishments, and I often wish that I had a mentor to help me learn to be half as successful as you. I am really trying to find the right opportunity to create my path so I can be a great example and provider for my family. I ran across a business that looks to me like a huge opportunity. Since you know so much more about how to evaluate a business than I do, I wonder if you would invest an hour of your time to come with me to check it out (or spend five minutes of your time to watch a short video) and give me your opinion. If you think it is a smart move or not a good idea, I trust that you would tell me straight. Would you do me this favor?"

With Reds, listen to their opinions and see if they might have interest in either joining you or becoming just a consumer. Don't ever let them discourage you.

b. In recruiting ALWAYS slow down and build rapport before jumping into your business opportunity.

"What do you do right now for a living?.... What do you like best about it?.... What do you like the least?"

Press on the nerve of things they don't like, and emphasize the things they like in telling your opportunity...showing it is a perfect fit (without saying that).

c. Flip your approach to an Invitation philosophy

d. FORM: build relationship first...as Bob Burg says, "People will do business with those they know, like and trust."





Ask then LISTEN!!

4. 4 Personality Quadrants that will serve you to learn them

a. Recruiting and team building is always about drawing people to you and creating bonds.

b. His picture:

c. Meet the person in their quadrant.

 SHARKS	WHALES 	<i>SHARKS</i> — motivated by <i>money</i>
DOLPHINS 	URCHINS 	<i>WHALES</i> — focused on <i>helping others</i>
		<i>DOLPHINS</i> — Social, like to <i>have fun</i>
		<i>URCHINS</i> — detail, <i>fact oriented</i>

5. Recruit Up/Posture/30 Second Elevator

a. Most people don't recruit up...they see someone down and out and think "they really need this." If on a scale of 1-10, you recruit a 5 then they go out and recruit a 5 (that is really a 2.5)...it is a dilution of the quality of your organization. Why do we do this? Because we tend to go after people we have influence over (RED, GREEN, BLUE). Recruit people who you think have the leadership to attract hundreds or thousands of people. "Don't fear talking with them, fear that you won't..."

b. Posture is everything. You must have confidence, and confidence comes from believing in your company, products, industry. *"Be real, be pleasant but don't be a pushover, especially in recruiting. People only want to follow someone who knows where they are going and has big vision/big goals."*

All of us get in a rut...call the most successful person upline and they will help you get back on track. Never allow bad attitude to carry over to next day.

c. Facts tell stories sell. People will forget facts, but remember stories! Always be tuned in to your prospect...what story would cause them to join.

A great 30 day story is unbelievably powerful as you can use it the rest of your career.

"When I got started actually building this business, in a 30 day time period, part-time, I made an extra \$800. I can show you how."

30 day elevator speech he has used a lot: *"By the way, since you are so nice...I actually work with the best paying company in America. We're a marketing/promotions company, and we market one of the most needed services/products in the country. Many people work with us on the side part-time, and we set them up to make significant extra cash flow...part-time. Do you know someone with a great personality like yours who could use more income on the side?"*

6. Promoting Events

a. Become the master promoter...not the master presenter, trainer, etc. Promote events, calls, business receptions, trainings, etc. every opportunity.

b. Go Pro: Promoting events is one of the top skills to develop. How good are you?

7. "G-A-P" Recruiting

a. GAP stands for Grab A Pen.

Call your contact..."I understand that you are looking for information about working from home and building a business part-time so that maybe someday soon you can just work for yourself and have more income and time freedom.

"Now, I can't explain the business myself over the phone right now as I am in a hurry, but Jeff, can you grab a pen? Great, write down this number: When you call you will be able to listen to a brief but powerful 12-minute recorded message about the business. It will cover everything. Once you do so, then we can talk."

What time can you call the number? (Great then I will call you 15 minutes later.)"

b. GAPPING takes 2-3 minutes. You can do 10-20 a day part-time. If you feel you have a strong prospect on the line, don't GAP just tie into the SIZZLE call as a three way, set your timer and after 12 minutes, get back on and say "*Jeff, I hope you heard that okay. What did you like best about what you heard?*" Then get him on a 3 way call with upline to close.

After you have invited everyone you know to your PBR (Private Business Reception) and PCC (Private Conference Call) to launch your business, all of the rest of your warm market list should be called using this approach. This approach also works online by sending them to a website presentation.

8. Warm Market Cold Market

a. Warm: who you know. If you don't share with them and confidently, you don't believe. What if already burned through them? Get over it. Eat humble pie, come to them just with products to start.

Work your warm market first...don't find excuses to avoid it. Find maybe 7 out of 100, and then turn their warm markets into yours. If you truly become a great networker, you can build to infinity just through warm markets.

Even if people quit, use their warm lists.

b. Cold market comes next...(after running through his warm list a half dozen times). The 3 foot rule. At least two exposures per day.

He also bought leads...100 per month of people looking for a home based business. So, **never ran out of leads**. Never leave Phase 1. Phase 2 is management and once you go there, so does everyone in your downline.

"You are one recruit away from a financial explosion in your business."

Each recruit has a list of 100. So say three out of those commit, then you have 300 more leads. 3 out of each of those, now you have 900 more leads.

9. Recruit Your Weaknesses

a. If money is your weakness, recruit money. If you don't have much money, recruit people who do. Tell them you have all the time in the world to build it.

b. If time is your weakness, recruit time. If don't have a lot of time, then recruit people with lots of time, so they can really work the business.

If someone says "I'm just not interested," say "*I'm sure glad you said that. This business is perfectly designed for uninterested people. You see even if you have no interest in doing the business, you would agree that you know a few people who are not as financially well off as you and would be very interested in this incredible business. So, you simply introduce me to them, and I will get them started in the business and train them. Meanwhile, the company will keep sending you override checks to your home while you are sitting at home being uninterested. Sound good?*"

10. Get into the "No Fear" Zone: So what is there to fear in network marketing?

a. Fear of rejection:

This is a game of numbers. No's will always come. How many want the security (which doesn't exist but they think it does) in the JOB world? They will never see it or choose not to. The key to marketing is your ability to go from no to no without losing your enthusiasm.

b. Fear of looking foolish:

Just remember you know 100% more facts about your opportunity as does your prospect. Share with confidence, and use third party tools.

You'll likely hear pyramid 100 times over the years. "It's okay, don't let their business ignorance affect your mood."

c. Fear of Success:

Are you afraid of what your friends and relatives might say when you become financially free? Right now you are socioeconomically the same. Misery loves company?

Read Marianne Williamson *A Return to Love*

11. Social Media

- a. You can use this effectively or misuse it and ruin your momentum. So, your web presence must be thought out and designed with intention and purpose.
- b. Our profiles are like billboards to attract people.
- c. Social media is for connection more than advertising.
- d. Post things on Facebook that represent you and your interests, and frame them in a way that captures the hearts and minds of your viewers. It is ALL ABOUT creating curiosity and conversation.
- e. Post congratulations to people achieving new levels
- f. If trolling, don't sell. Connect with people on joint interests and move on from there. Build relationships.
- g. DO NOT get yourself sucked into your phone or your computer screen and think that you are building an empire. It will NEVER replace conversations in person or by phone.