

Finding Business Builders: Why We Miss Too Often

Monday, November 7, 2005 Call

Start of New Period...let's finish the year with a bang!

New Incentive?

Form your game plan, set your goals for Year End, and Choose It

Today's lesson from a great article by Steve Siebold "Why You Need to Seek Out the Top Five Percent"

1. Single biggest mistake networkers make is wasting time trying to convince "middle-class" prospects on the merits of network marketing.
 - a. "Middle-class" has NOTHING to do with socio-economic groups, but has everything to do with the way people think.

2. Five major levels of consciousness or how people think
 - a. First level: "Poverty Class" represents 5% of Americans
These people live in a world of fear and scarcity.
Many of them are convinced the world is out to get them.
Many suggest the "world owes them."
Their mantra: "Life sucks and then you die."
 - b. Second level: "Working Class" represents 10% of Americans
This group is full of fear, negativity, and cynicism.
These people are what I call "minimalists": committed to only doing as little as possible to get the job done.
Compliant versus committed.
Their mantra: "Work just hard enough to avoid getting fired."
 - c. Third level: "Middle Class" represents 70% of Americans
This group tends to be more neutral than negative: they avoid risk at all costs.
They believe in staying comfortable.
Their mantra: "Fly below the radar, keep your nose clean, and hopefully you'll live a comfortable life."
 - d. Fourth level: "Upper Class" represents 10% of Americans
This group is highly driven to succeed, and they usually do.
Some are even billionaires.
Their weakness: they are ruthless and self-centered.
They step on others as they excel to the top.
Typically they are unhappy because they remain very unfulfilled.

They think working harder will secure their fulfillment but it does not.
They are confused around their happiness.

Their mantra: "I am the best."

e. Fifth Level: "World Class" represents 5% of Americans

These people are both successful and fulfilled!

They are the most successful performers.

They see themselves as the problem, and also as the solution.

Their laser focus is on their own personal development.

They work harder on themselves than on their business.

Their mantra: "I am responsible."

3. STOP searching for **MEDIOCRITY**.

a. Sponsoring "Middle Class" thinkers as a complete energy drain.

Could they evolve to another level? Maybe, but you're going to spend an inordinate amount of time prodding, coaxing and motivating these people to action.

b. Choose different prospecting techniques for business builders.

-Posting signs at neighborhood corners saying "Unlimited Income, call me!"

-Talking to people at the post office, gas stations, grocery stores, etc.

c. Seven strategies to attract "World Class" thinkers (and great business prospects):

1) Visit Civic Clubs

Rotary, Kiwanis, etc....these groups typically are made up of activists trying to make the world a better place.

2) Visit Toastmasters Clubs

This is the largest public speaking organization in the world... all these people are interested in bettering themselves.

Can you think of other organizations where people participate in actions to better themselves?

3) Attend Charity Events and Fundraisers.

The more expensive, the better. These are attended by people who are in search of fulfillment by contribution.

They are filled with people who have endless contacts, incredible spheres of influence, and credibility to influence them.

4) Attend Personal Development Seminars and Workshops

People who invest money and time into their own development are great prospects.

5) Join Clubs.

Join the nicest country clubs, tennis clubs, yacht clubs, golf clubs, etc. that successful people inhabit in your hometown.

6) Move

Move into a nicer neighborhood. The neighborhood is more important than the house. Your environment will give you instant access to a large group of successful people.

7) Speak

Become an entertaining public speaker...develop a 20 minute speech you can deliver to civic clubs, chambers of commerce, women's clubs, etc. People who deliver speeches for free are viewed as leaders. Members of the audience will tend to approach the speakers.