



Network Marketing Cold Calling Secrets –

Learn What I Did To Recruit 127 People!

Scripts Included...

Building a networking business revolves around getting a team started, moving that team forward and adding to it as you go – both for yourself (what we call frontline) and to assist your team (downline). You'll hear people refer to the fact that our business is a numbers game. What that means is since building your team is a result of exposing people to your business concept (sharing info by any number of means: internet, video, in person, webinar) until you find some who see it, get it and get started. The more 'exposures' you make, the more numbers you're working.

Truth is, more than 70,000 people get started in a networking business somewhere in the world EVERY day. So the odds of your coming across some of them if you're out there 'exposing your business concept' is pretty great. So, it stands to reason that you have to find some ways to be in touch with people pretty regularly.

And, it's also true for most of us, that at some point we run out of people we know personally and so need to move into the realm of marketing (identifying methods for and reaching out to people with the intent of having them look at your business proposition).

I have a confession: when I first got started in network marketing back in the mid-1990s I was absolutely determined to make it to the top. I had also decided I was NOT going to talk to anyone I knew personally. Some people might think that was a recipe for disaster. Actually, for me, it was a recipe for innovation.

I had some money to spend on marketing, but not an unlimited budget. I did have marketing experience and so I proceeded to experiment. The method I eventually came up with worked great for me, and the good news is the only cost was my learning curve and my willingness to work!

I'm going to share that down to the details and give you a couple of twists so you can choose what might work best for you.

This method will work for prospecting anybody, but I chose to prospect business owners, and here's why: Most small business owners are pretty open-minded, they know how to make decisions, and they usually have the money (but not always the time) to get something started if it's a fit for them. To me, the small business owner is the perfect profile for networking. There are lots of other great profiles too, but business owners are easy to find!

When I first started, I wasn't super confident, in fact I was flat-out nervous, so I came up with a chicken method of contacting business owners and later I got bolder and more direct. The chicken method was leaving messages and letting them get back to me, the bolder method was calling and talking to them directly. My main source of leads was the yellow pages. You'll find my scripts at the end of this report if you want to try this out for yourself.

I chose some categories and had various reasons for choosing each one. For example, I had a friend who was a psychiatrist and he told me many times how tired he was of being a bureaucrat – so much of his work was becoming paperwork. Tracking insurance, knowing who he could and couldn't see and how much the payments would be/should be, waiting to get paid – it was taking up 20-30% of his productive work time and making him less effective at what he was good at because he hated this part of it. I reasoned that if he felt like that, so would others in his profession.

Based on that information, I started calling psychologists and other mental health professionals and asking if they were open to looking at a secondary income source that had nothing to do with their current profession, but that could be interesting, lucrative and pretty enjoyable too. I got a very positive response. My goal was to sit down with them. It was a different time and there wasn't any quick way to get info to people. The best we had to work with was a video in the old VCR format. There was only one and the content wasn't very good.

Today sitting down with each person wouldn't be necessary (although it can still be productive) because there are great ways to get people information, and I'm sure if you're reading this you already have something you use: webinar, online video, DVD, something that people can review quickly and easily.

The next group I targeted was insurance professionals. I figured they understood residuals and might be open to adding another source to their portfolio. Bingo. I recruited some great builders from that hunch.

Some days I'd just open the phone book and browse around to see what struck me – landscapers or house painters in the Boston winter – seemed like a good bet. Or, I'd think 'acupuncturists might be interesting people, maybe I'll call some of them'. Usually I was more methodical, but I found the calling was the thing, so whatever got me to pick up the phone was OK with me - and getting myself doing it always brought results.

I set the goal of 25 calls per day, 5 days per week and once I saw it got me my desired end results: appointments which consistently resulted in new business partners – I committed to those numbers for a year. If I missed a day, I made it up a different day – but I stuck to it and it paid off. At first the appointments were scary – but they got easier, and I got more relaxed, and I made friends and got a lot of business and generated a LOT of revenue. The key was in the follow up and in the attitude.

Follow up is another topic and you can find a solid piece on that most important topic on my blog, but let me cover it here briefly. You may have heard the phrase 'The Fortune is in the Follow Up.' And it's true. Making contacts is only the beginning of the process, your commitment to following up punctually and in a friendly, no-pressure way will get you more business than you can even imagine, and sometimes the follow up process happens over the course of months, in some cases even longer. Especially with a method like I'm proposing here – because it's all about timing.

Your concept may capture someone's imagination (for example) but they're swamped with projects or seasonal business and really couldn't devote time right now. But, if you're persistent, but not invasive and do it correctly (for details read: MLM Fortune is in the Follow Up at amyposner.com), you'll gain a lot of business over the long term.

Here's my formula – if you contact business people (and remember, you're a small business owner too, so you're one of them...), you know they have the ability to make a decision, and likely have the funds, what you don't know (and so are qualifying for) is interest in your concept. Those are always the three pieces of the equation, so having those two in this group makes it a good, solid bet.

Before I get to the script, the other method that works well for finding contacts is to collect business cards locally – you can find them everywhere – on bulletin boards, on the counters at other businesses, in coffee shops, even small local advertising publications are a good source (not for business cards but for names!). The reason: these are people who are actively marketing in small ways, doing exactly what makes them a great business partner if they are open to another income stream...

Here are the two scripts:

VOICE MAIL DROP:

First, the important points that wrap around using this script. Voice matters. If you stand up, you sound more confident and energetic. Avoid a question intonation (voice rising at the end of a sentence that isn't a question, but making it sound like a question – we women are particularly prone to this). Speak slowly and sound friendly, get a little 'chuckle' into your voice somewhere – not often, but once or twice – it shows confidence and an upbeat attitude.

Use speaking language – we talk differently than we write, talking is less formal. Say goodbye the way that you do – I often sign off: "bye now" or "take care", so use what it is you say because it makes you sound authentic and real. This works if it sounds like one person calling one person – it's not a pitch, it's a friendly and quick message. And, before people will even think about looking at your proposition, they have to buy into you, or something about you. We all want to be around people who've 'got the stuff', so be one of those people and you'll get much further. And, this is ONE time I actually believe in 'fake it until you make it', because acting confident makes you more confident and it's actually not fake!

ACTUAL SCRIPT:

Hi (first name), this is (full name). I'm a local business owner here in town, have you got a quick moment? This is a bit of an out-of-the-box (or a bit of a different) call. I've got a side-line business that's really cutting edge, doesn't take away from what you're doing now, it's fun, it's lucrative (or you can be more specific – for example, when calling a psychologist, I would say: doesn't interfere with your practice – the more it relates to them, the more real it is), isn't hugely time consuming, and can provide a nice secondary income stream. I don't know if you keep your business options open, but if you do, I'd love to get some brief info to you. If this peaks your interest, drop me a voice mail at: (number) or shoot me an email at: (GET AN EASY EMAIL AT GMAIL OR SOMEWHERE, AND READ IT LETTER BY LETTER!) and I'll get something right to you. I promise no hype or pressure, thanks for your time and bye for now.

The live call takes a bit more finesse, and is a little more intimidating at first, but again, you're only taking 30 seconds of someone's time and you never know when you'll strike gold. If you get rejected (the biggest barrier to this method for most), it's a momentary event and I would always remember that I'd probably never see or talk to that person again and so what? In the big scheme of things, it's just not that big a deal. You might have to convince yourself of that for a while, but it gets easier and your inevitable successes will make it worth it.

LIVE CALL:

Same rules as above apply. Always remember that you want to sound confident and never feel like you're imposing on someone. If they answer their phone, they're prepared to take a call, and you're going to take 30 seconds, it's not a big imposition and you might just be making the call that will change their lives for the better. Importantly, remember you NEVER present information in the call, but you don't want to be evasive either. It's a fine balance and it goes like this:

Hi, is this (full name)? Hey (first name), my name is (full name) and I'm a business owner here in town (or name nearby town or city or wherever you're calling from). Have you got a quick minute? Unless they flat-out say no – (in which case say: OK, I'll give you a buzz back later on), proceed by saying: This is a bit of an unusual call – I have no idea if you keep your business options open, I've got a side business, I'm looking for another business person to work with – this is lucrative and fun, and while it's not in (fill in their profession) the skill set translates well and this can be a great secondary income source – would you be open to (be specific here based on what you want them to do. If you've got some info that can give them an idea what it's about in 10 minutes or less that you can send by email, that's the ideal thing – just a teaser, because you can usually get some quick action that way) reviewing a 9 minute online video to see if this is something that grabs you?

Three possible answers:

- NO
- YES (could sound like sure, or OK, I might be open...or some variation like that)
- WHAT IS IT?

If they say NO, you say, well thanks so much for taking a moment, I really appreciate it. Take care, or bye now, or whatever sign off you use and hang up, dial the next person.

If YES: Great. What's the best email address to send something over to? Get it, write it down, repeat it to them. Tell them it'll come from: (your address) and I'll put "info I promised in the subject line". Would it be OK with you if I give you a call back in a day or two to see if it grabbed you? Great. Thanks so much for your time, I appreciate it – have a great day (or however you want to sign off).

WHAT IS IT? This is where it requires finesse – you want to give just enough info to keep them curious, but not enough so they think they can make a decision from a 30 second overview. Depending on your company, you have to come up with a quick sentence. Here are some examples. Say you represent a technology company – you might say something like: we offer a cutting edge internet service, it's a cool concept, we're doing something non one else has though of – yet, I've got a quick online video you can watch and you'll know in 5 minutes if the concept appeals to you. And listen, no pressure, if you like what you see, we'll talk further, if not I'll appreciate you having spent the few minutes to see if it grabs you.

If you represent a health product, you might say: this is a totally cutting edge company in the wellness field we're doing something very different from anyone else. I've got a quick online video you can watch and you'll know in 5 minutes if the concept appeals to you.

It's good to use phrases like 'if you're open' because everyone likes to think they're open, so that's like a compliment. Or you can use a phrase I've used often: hey, it's pretty cool (or interesting) stuff – worst case you'll learn something new and interesting, best case it might be a great fit for you. Can I send over a short video? Great – what's the best address?

In any case, whenever you get a yes – tell them you'll follow up in the next couple of days to get their feedback.

Then, send an email, keep it short and sweet, thank them for their time and send what you promised: something relatively short for them to review. If you are sending them to a website that has a lot of choices, make sure you send the link to the page you want them to go to (a very simple way to do this is to cut and paste the link from that page into your email). Or be very specific, go here, watch this, it only takes _____ minutes. If you can, please send them something short and to the point so they'll actually look at it. That's why you want to tell them, hey it'll only take 9 minutes (that's an old marketing tip, odd numbers are intriguing, so people actually hear them and act on them!).

If you do this consistently, even for 30 days, you will get new business. It seems scary, and it may be one of those things that you spend more time thinking about than it actually takes to do it. I find if you spend an hour or an hour and a half doing this every day (and hey if you could only spend 20-30 minutes on a lunch hour, but you did it consistently for 30 days, you'd get results!) you will feel so great having accomplished your goal that it will improve everything you do and will build your bottom line – read: your bank account.

If you choose to use this method, here's what you need to do:

- Practice the script in the mirror and preferably on the phone with someone who can give you some constructive feedback (even if it's a spouse, do it on the phone, it'll get you comfortable)
- Set aside time to do this, at least a few days in a row to 'cut your teeth'
- Don't judge how this is working for you until you've made 100 calls. By that time you'll have gotten good at it, and will have gotten results. I know it may sound like a lot, but as that famous shoe manufacturer says.....JUST DO IT!
- Try and relax, you have nothing to lose and everything to gain

Have fun with it, and be proud of yourself for being willing to get out of your comfort zone to improve your life!

I know, it takes guts, but what do you have to lose? You may be pleasantly surprised – most people are really pretty gracious and friendly. And you know, when they're not – do like I do and think how miserable it must be to be so grumpy, feel sorry for them and laugh it off, be glad you'd never treat anyone like that! If you go at it with confidence and knowing that every NO brings you that much closer to a YES, and you make a game of it, you'll get results, you'll have something to teach others that works and you'll experience a huge sense of accomplishment and satisfaction!