

## TEAMBUILDING

### .. PROSPECTING FOR GOLD

Your upline told you that you would be making money in a short time, and you are. They also told you that to reach the higher levels of income you would need to build a team to duplicate your efforts, and that you would need to show others how to do the same.

You need to get in front of people to show them how you make money. We can 'prospect' for people in any number of ways, the most commonly used are listed below. Start with number 1 and when you're using this method move on until you're using them all regularly.

However, it really is up to you .. have a look at the list below. Discuss them with your upline and choose 3 or 4 methods you feel comfortable with. The secret is that whatever you do, do it regularly and keep at it .. you will see results.

#### 1 ... The Warm List

Also known as the 'Prospect List'. We'll help you use this method to find people to work with in your business. It's a bit like looking for gold nuggets. For that reason the industry has borrowed the term 'Prospecting' from the miners of old. Miners who sit waiting for someone to tell them where the gold is don't find it. They have to go out there and look.

First we must dig for the names of prospects. Then we approach them for an appointment, and then we present to them. Not everyone will want what we have to offer, but they will be able to refer us to someone who will. Every approach or presentation should either result in someone joining you in your business or be a source of new names.

Prospecting is a never-ending process, unlike the miner who can exhaust his supply. Every year the population changes and moves on, and situations change for everybody. Someone who may not be interested now, may be in 6 months or a year's time.

Your upline will help get started with your list and when you really get into the swing of things you'll find that names come to you all the time. As you begin to write your list, remember the following point .....

Write down the names of everyone you know, (they'll be warm to you). Not the names of people you think will be interested. You have no way of knowing whether they will be interested in what you have to offer.

Prospecting is a process. Each time you approach a name on your list, write down a new one. When you learn to do this every day you will have learnt the secret of success in Network Marketing. Now turn to your list, which should always be with you, and drain your brain onto paper. When you've thought of everyone you know, and you can't think of another soul, try expanding the list by asking yourself the question, who do they know?

Your prospect list is the most important part of your business. Spend time on it, keep extending it. There is an unlimited pool of people who want what you have to offer. Put their names on your list and talk to your upline because now you have to qualify them. Quite simply this means asking yourself questions about each of the names on your list as follows.

- **Credibility** ... would you be willing to listen to something they had to offer.
- **Open minded / Positive** ... or are they the sort who puts down anything new, even before they've had time to think about it.
- **Successful / Dissatisfied** ... are they successful in their current job or business but still seem dissatisfied and want more from life.
- **Tried & Failed** ... have they ever tried to do anything in their lives that involved the possibility of failure. Did they rise to the challenge?
- **Too busy** ... do they always seem to be busy. People like this always find time to do something that interests them.
- **Desire to be successful** ... are they the type who wants to be successful but aren't yet.
- **Like people** ... people who like people will do well in the business.
- **Own business** ... those who are running or have run their own business will have some of the qualities needed to run a successful Network.
- **Experience of networking** ... seems a bit obvious but these are great prospects.
- **Teachable** ... a 'know it all' will never do well in this business.

Each time you answer 'yes' put a little tick next to their name. If you're not sure, then don't tick. When you've finished this exercise you'll see the names that stand out with the most 'ticks'.

Approach these people first. You'll need most help with these and you don't really want to rush out and approach them incorrectly. Your sponsor will take you through each of the approaches and approach some with you.

One last point. Experience shows that those who take time to write a prospect list, always do well in Network Marketing. They may not approach someone the first chance they get, but they will add the name to the list. They'll find out about their prospect, ready for the approach.

## 2 ... Advertising

Once you've been through the process of writing your list and your team is beginning to grow, it's time to use another method. Advertising will get you in front of more people and initially your upline will help you talk to people who reply. The subject is massive and is covered in more detail in a separate note. For now let's look at...

- **The Advert.** What sort of people are you after. Retailer, Teambuilders. More likely those who will do both, (most do)! Whatever advert you use you must follow the Company's Advertising Code.
- **The Media.** Local Daily, Local Weekly, National Daily or Weekly. Business Opportunity Magazines etc. Whichever you choose you must consider the cost vs. the return. Your upline can help you here.
- **The Follow-Up.** How and where you answer the calls and how and where you meet your prospects.
- **The Results.** Advertising can be expensive.

You need to know that the results are worth the effort and the cost. Analyse the cost versus the return. Talk to your upline about this.

The best way to get involved in advertising is to join a syndicate advertising pool. This will be run by your Gold Distributor. They'll take you through everything you need to know.

### Extra Cash For Xmas

Earn £50-£500 a week. Full or Part-Time Flexi Hours. Training Given  
Call 01234.567890

## 3 ... Leaflets & Cards

Again all the points made under comments on advertising count here. Here are a few more points to note:

- Your upline will show you which flyers work well. Anything that suggests an extra income will work.
- You can post leaflets around neighbourhoods, a great way of making sure people in your target area see the message.
- Handing them out in town centres, at boot sales, etc. will bring in replies from a wider area.
- Again analyse the time and effort vs return.



## 4 ... Cards in Shop Windows

- This can be a very cost effective way of targeting a specific area. The cost can vary from 20p to 50p per week for each card.
- Shop-Ads work 'slowly', and you will need numbers of them out to get a volume of calls.
- Your upline will show you what works best. Use simple 'Ads' printed on fluorescent card.
- Don't go out of your way to put out Shop Ads. The best way is to have some with you at all times and when you pass a shop displaying them, put one in.



## 5 ... Catalogue Inserts

Putting a leaflet into catalogues and expecting results doesn't work that well but

- A way to reach customers is to ask them directly if they 'know anyone who wants to earn an extra income'. In this way you're not asking them if they want or need money, but they may well answer ... Yes Me! This is known as the third party approach.

## 6 ... Mailshots

- You can send a standard letter with the Opportunity Brochure and Company DVD to people you know, (or send them to [www.info-for-you.co.uk](http://www.info-for-you.co.uk)).

- You can buy mailing lists from specialist companies. Price will depend on quality of names and age of lists.
- Results are variable and can be costly. We advise against this until you have a lot more experience.

### 7 ... Miscellaneous

Anything you do that puts the name of the company in-front of someone who asks you what it is, must be worth using.

Try the following....

- Wear an MLM badge. When people ask say that it means 'Make Lots of Money'.
- Put up stands at Trade Shows, Boot Sales, shopping malls, etc.
- Advertise on your own car. 'Make money now! Ask me how!' and don't forget to make sure your telephone number is big enough to be visible.
- Cards in Job Centres ... Make sure you follow the job centre format.
- Press Coverage ... Let them know when you have qualified for Foreign Conferences, or get your money making story in the Local Weekly.
- Cross Pitch other MLM Advertisers, but be careful. If they're advertising, they're working their business. They may try to recruit you, you may end up diluting your effort in more than one Network ..... (This never works)..

Anything works if you try it often enough. However, nothing works better, or costs less than the next Rod.



### 8 ... 3 Foot Rule

Talk to anyone and everyone who comes within 3 feet of you. Ask them questions about themselves and show genuine interest when you listen to their answers.

You meet new people every day. Try asking them about their F.O.R.M. Sooner or later the conversation will get around to money and you have your chance to approach them with your opportunity.

- **F ... Family.** Ask them about their husband, their wife, their children, their pets, etc. They'll tell you how things are and everything you need to know.
- **O ... Occupation.** What do they do for a living? Where do they work? Is their job going well? You'll find out if they like their job or they're looking for a change etc.
- **R ... Recreation.** Ask them what they do in their spare time, to keep fit, etc. Pull up a chair and try to get a word in while they talk enthusiastically about what they do.
- **M ... Money.** That hobby sounds expensive. I bet you get paid well working for that company. You must be well off living there. (Note ... never, never, say, 'You look like you could use some extra cash)!)

Use the third party approach at every opportunity and always, always, always ask for referrals!!!! If you use some or all of these rods on a daily basis you are going to have a very large organisation and as we've already said, a very, very large cheque.

Now get together with your sponsor and you can talk about how to approach each of your prospects. Do a few each day, let the numbers work for you and pretty soon you'll see your team start to grow.

Remember, when you've been in the business a little while, you'll have names and numbers coming out of the woodwork ... which is good. What is not good is having these names and numbers written on scraps of paper where they can easily be lost, mixed up. Etc

Use a good record system to keep on top of names numbers, conversations etc. The best we've come across uses postcards or 8"x5" cards and a card file box.



# MEMORY JOGGER

## WHO ARE MY

Relatives  
Friends\*  
Neighbours\*  
Co-workers\*  
Business Contacts\*  
Friends of the above  
(\* Past and present)

## WHO IS OUR

Insurance Agent  
Milkman  
Postman  
Gardener  
Doctor  
Plumber  
Mechanic  
Vicar  
Mini Cab Firm  
Accountant  
Lawyer  
Window Cleaner  
Catalogue Agent  
Decorator

MP  
Vet  
Opticians  
Chemists  
Builder  
Odd Job Man  
TV Repair Man

## WHO DO I KNOW WHO IS A

Nurse  
Cook  
Midwife  
Auditor  
Plumber  
Student  
Model  
Baker  
Butcher  
Jeweller  
Miner  
Manager  
Vet  
Tailor  
Fireman  
Welder  
Editor  
Printer  
Surgeon  
Typist  
Waitress  
Farmer  
Musician  
Nanny  
Roofer  
Cleaner  
Plasterer  
Carpenter  
Conductor  
Osteopath  
Engineer  
Surveyor  
Solicitor  
Secretary  
Gardener  
Labourer  
Architect

Tobacconist  
Psychologist  
Seamstress  
Bank Manager  
Shop Fitter  
Wine Maker  
Car Tuner  
Town Planner  
Physicist  
Messenger  
Hairdresser  
Magistrate  
Shop Repairer  
Contractor  
Plant Foreman  
Brick Layer  
Civil Servant  
Publican  
Fisherman  
Car Hirer  
Financier  
Dietician  
Librarian  
Electrician  
Ironmonger  
Pharmacist  
Policeman  
Bus Driver  
Lorry Driver  
Chauffeur  
Dress maker  
Estate Agent  
Groundsman  
Hi-Fi Dealer  
Stockbroker  
Travel Agent  
Dog Breeder

Laboratory Technician  
Social Worker  
Office Manager  
Removal Firm  
Dance Instructor  
Actor / Actress  
Antique Dealer  
Physiotherapist  
Coach Driver  
Upholsterer  
Coal Merchant  
Dry Cleaner  
Off Licence  
Restaurateur  
Tyre Stockist  
Welfare Officer  
Scout Leader  
Nursery Nurse  
Music Teacher  
Garage Mechanic  
Draughtsman  
Machine Operator  
Mobile Mechanic  
Hotel Manager  
Boiler Engineer  
Carpet Layer  
Clock Repairer  
Wine Merchant  
School Teacher  
College Lecturer  
Window Cleaner  
VAT Inspector  
Security Guard  
Delivery Agent  
Photographer  
Hospital Worker  
School Outfitter

Gas Engineer  
Furniture Dealer  
Youth Club Leader  
Interior Decorator  
Grocery Store Owner  
Central Heating Engineer  
Electrical Engineer  
Washing Machine Engineer  
Car Body Repairer  
Carpet Salesman  
Clothes Salesman  
Driving Instructor  
Funeral Director  
Landscape Gardener  
Garage Employee  
Kitchen Fitter  
Mortgage Broker  
Timber Merchant  
Pilot  
Stewardess  
Bank Cashier  
Newspaper Seller  
Motor Car Dealer  
Swimming Instructor  
Telephone Engineer  
Hire Shop Worker  
Guest House Owner  
Investment Advisor  
Public Relations Officer  
Scrap Metal Dealer  
Computer Dealer  
Computer Programmer  
Restaurant Owner  
Computer Programmer  
Personnel Consultant  
Switchboard Operator  
Charity Worker

## WHO DO I KNOW WHO IS A

Footballer  
Swimmer  
Darts Player  
Chess Player  
Biker  
CB Enthusiast  
Squash Player  
Dancer  
Sailor  
Tennis Player  
DIY Enthusiast  
Golfer  
Bowler  
Angler

Cyclist  
Badminton Player  
Stamp Collector

## WHO DO I KNOW WHO WORKS IN A

Bakers  
Restaurant  
Bank  
Nursing Home  
Sports Centre  
Florist  
Pub

Chemists  
Café  
Builders Merchants  
Employment Agency  
Garage  
Garden Centre  
Publishers  
Rental Shop  
Supermarket  
Toy Shop  
Building Society  
Estate Agency  
Car Accessory Shop  
Clothes Shop

## WHO WORKS FOR THE

Council  
Gas Board  
Coal Board  
British Telecom  
Water Board  
Army  
Navy /Airforce  
Government  
Electricity Board  
Dentist  
Doctor  
Police  
School  
Fire Service

## WHO SOLD US OUR

House  
Car  
Wedding Ring  
Bicycle  
Avon Products  
Furniture  
Carpet  
Wedding Photos

CD's  
TV/Stereo  
Business Cards  
Boat  
Glasses  
Lawn Mower  
Insurance  
Kitchen

## WHO

Was my best man  
Takes their children to school  
Are my baby sitter's parents  
Was in the Army with me  
Is in the parents association  
Are people from my old jobs  
Does my wife / husband know  
Teaches our children

Belongs to my Union  
Baby-sits for my sister  
Drinks down the pub  
Cleans my windows  
Plays cricket  
Works part-time  
Needs an extra income  
Hates their job

# How To Keep Extending Your Prospect List

1. Use all the company's tools. EVERY ONE OF THEM WILL PRODUCE RESULTS USED CORRECTLY.	15. Newspaper journalists - approach them to cover your success story. They might not print it, but they might join you!
2. Remember the 3 foot rule - anyone that comes within arm's reach, simply say, " <b>Do you know anyone who could do with a second income?</b> " (NEVER ask if THEY are interested - the answer will always be no!)	16. Approach local business people from the "Thompson Directory" or "Yellow Pages".
3. Use a different service point each day, e.g. petrol station, newsagent. (See above)	17. Approach seasonal business people, e.g. coal, ice-cream sellers etc.
4. Name - Occupation - Area, association game. WHO DO YOU KNOW?	18. Regularly pay your cheques into a different branch of the same bank.
5. Collect business cards - e.g. From hotel lobbies, petrol stations and everyone you meet.	19. Check all your household insurance policies, personal policies and investments - invite sales people for advice.
6. Approach people on your Christmas card lists, birthday card lists and wedding invitation lists.	20. Do office, factory canteen, nursing home demonstrations etc.
7. Approach people who are selling their homes because they can't meet the mortgage payments.	21. Arrange talks at local job clubs or career seminars.
8. Approach local estate agents, they may be in need because of the fluctuations in their market.	22. Approach door to door sales people next time they knock.
9. Circular and junk mail that you may receive - call them.	23. Approach local sixth form colleges to do a business study on Kleeneze.
10. Speak to business people that display cards in windows.	24. Approach local women's groups, schools, charities to talk about the Company and how our business works. Lists can be obtained from local libraries.
11. Set your goals, i.e. new car, washing machine, house, etc.. Go to suppliers for quotations or invite the sales people around. Tell them why you are planning to buy their product and would they know anyone who may be interested . . . See No. 2!	25. Join social or leisure clubs, or even sponsor them.
12. Approach people who distribute charity envelopes.	26. Talk to people at car boot sales.
13. Approach any local roundsmen.	27. Ask your retail customers who they know who may be interested in an extra income.
14. Approach local small businesses - a lot of them are struggling and would welcome a new opportunity.	28. Arrange coffee mornings and fund raising events.

**NOTE:** Work on three separate categories at any one time aiming to produce 3 - 5 new prospects to contact each day. If you do eventually get to the end of the suggested source of prospects, just start again at the beginning. You will have a whole load of new people by then! And don't forget to carry the Opportunity DVD and information with you at all times. You can also send prospects to [www.your-free-info.co.uk](http://www.your-free-info.co.uk) but get their telephone number first.