

NETWORK MARKETING MADE EASY

The 5 Easy Steps to Earn Money
Like a Network Marketing Pro



MIKE HEALY

Network Marketing Made Easy

**The 5 Easy Steps to Earn Money Like a Network Marketing
Pro**

By Mike Healy

ZAMIS Publishing

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INTRODUCTION

To begin, I would like to say thank you for picking up a copy of my book.

I hope you're prepared for straight talk because that's just my style. I don't like to sugar coat anything. I have always been a believer in telling people what they need to hear not what they want to hear. In the end that is how real change takes place, wouldn't you agree?

What I'm about to share with you in this book is EXACTLY what I've done to recruit over 1,100 PERSONAL reps, build downlines in the tens of thousands, and make a ton of money doing it. More importantly, I've taught these steps to thousands of people worldwide and had the pleasure of seeing many lives changed. I truly appreciate the sincere thanks I have received from my team and many others outside of my organization.

The great news is that ANYONE can achieve amazing results in their Network Marketing business if you follow the steps I'm about to lay out for you.

This book isn't about convincing you of anything. If you have seen or known someone personally that has had a significant lifestyle change as a result of working hard in Network Marketing, you're probably already convinced. What my goal is then, is to help you have real results. To show you how to get the "circles on the white board" to actually develop like they said they would at the opportunity meeting.

In fact, let me first explain how I developed this system and why I realized I COULD succeed in this profession.

For the first 5 years of my Network Marketing career, I made some money but mostly due to the fact that I was just so excited. People wanted to see what I was so excited about. I had contagious enthusiasm. The opportunity I was pitching was good enough to warrant a good look. Eventually, mostly just because I didn't quit, I recruited a decent amount of people and built a small team.

In the year 2000, I met with a friend of mine. Our conversation had a lasting impression on me that changed the way I thought about building a network marketing business forever. (Well, maybe not at the time but I later realized it.) This guy was making huge money and had built a team of over 20,000+ reps in only a short period of time. I personally thought I had as much talent as he did and the guy was even a few years younger than me. After talking for a while I finally asked, "How and the heck did you build a team this big, this fast while I seem to go to every meeting and training and still can't get my business rolling?"

The simplicity of the answer was amazing..."I recruit lots of people". TAH DAH!

I laughingly said, "That doesn't help much".

To better prove his point, he asked me to grab a box containing his downline report. It was about the size of a large city phone book. He showed me the first page of the report listed all the names of people he had personally enrolled. Beside each of those names was the number of people they had personally enrolled. He then asked me to just read out loud the name of each person and how many reps they had each enrolled.

So I began, " Joe 2. Terry 0. Tom 0. Ray 6. Lou 0. Lisa 0. Mike 0. Jonathan 0. Ed 42. Mimi 0. Al 0. Bill 2. Todd 0. Jerry 25....On and on It went through all 86 people he had personally enrolled.

Then he asked me if anything stood out. I said that I noticed only a handful of people actually sponsored some people and a few of them sponsored a lot. He then had me look up those people who had sponsored more than the rest.

Guess what? Just like his personal report stated, so did theirs. Many personally sponsored with only a handful of workers. What was he trying to show me? I saw it. I knew I needed to learn how to not just be a good recruiter but great recruiter. What he said next to me is what forced me to get good at this one skill that is absolutely critical to succeed.

He said to me, "Focus on what you CAN control, not what you CAN'T control".

It seemed at this moment that the skies parted and a light was shining down on me.

Realizing that if I got good at the skill of personally recruiting, then everything else would fall into place. This truly was one of the greatest moments in my business career.

I've heard hundreds of stories from people in this industry. It ALWAYS comes down to this one amazing revelation....If you want a bigger check get more reps. WOW! How brilliant. (Try and stop laughing) But it's true. How we get lots of reps is really very simple.

That is why I wrote this book.

I've learned a tremendous amount over the years as to what to do right and what to do wrong. I've taken those experiences and continued to hone my skills in the areas that produce checks. Too many people continue to "stay in the business" and never even get a check let alone any they could be proud of.

This short book is going to encourage you that you can succeed. You can win and you can create a better lifestyle in this amazing industry.

HOW THE 5 STEPS WORK

INTRO TO FIVE STEPS

There are a few things I want to share with you about this business. By understanding a few basic skills and by following a system, the sky is the limit for how much money you can make.

What I have created and used for many years now is my own recruiting system. I am excited to share this very simple process that I call it “The Five Steps to Recruiting”. Here they are

1. Prospect
2. Contact
3. Present
4. Follow up
5. Repeat

These are the five steps that I have used for many, many years. Once I learned to use this system it has worked like clock work.

In a few companies, I recruited 50 personals in my business in less than 50-60 days. In just one company I put over 280 people in a two

year period. I promise you that after learning these steps, you will see that it is possible to:

- * have an unlimited amounts of leads
- * have an unlimited amount of people to talk to
- * have an unlimited number of people who want to listen
- * be an expert in the recruiting process

In the next few chapters we're going to break down the five steps. Trust me, if I can do it, anyone can do it.

STEP 1- PROSPECT

All right, now let's go through Step #1 of the 5 step prospecting system, because this is where the rubber meets the road; this is what you've got to do, and I'm going to give you action steps along the way. Here we go. We're going to talk about the very first one. That is prospecting.

All prospecting means is who are you going to talk to. If you've ever been in network marketing or MLM, whatever you want to call it, you've always been told talk to friends and family. Here's my belief on that: **I say yes.** Now, here's the thing. This is real important that you get this; otherwise you're not going to do this. Hear me out. *If*

your friend knew about something that was so amazing that you were going to be able to quit your job, live the life of your dreams, wouldn't you want to at least hear about it? Probably. Whether you decide to do that or not is completely up to you.

Here's what I want to tell you. It's something that's real important, and I learned this and it saved me tons of grief, is what I want to express. And that is I've learned to always **be the messenger and never the message**. I'm always the messenger, not the message. I'm not going to go into that; I'm going to go into that in a couple other steps here. But it's real important.

Now with prospecting, this could be friends and family that you talk to that you know, this could be leads that you've purchased, this could be newspapers ... this could be somebody you ran into in the elevator. It does not matter. What matters is that you have a prospect list.

What I use and have printed out is a 100-name memory jogger. (If you need one just go to Google.com and type in memory jogger)

Why I would say use a memory jogger is I've used a memory jogger for many years, because you just sometimes can't remember all of the people that you've talked to or you want to talk to that you haven't thought of in a long, long time.

Here's what you have to understand as being the messenger and not the message: always let people decide if it's for them or not.

Don't take this thing personal. I'll show you how simple this is as I go through this.

The only thing I want you to focus on right now, is not about what you're going to say, how you're going to do it; that's the next couple steps. But the #1 priority we have right now – please follow me with this, please – is to make a list of a minimum of 100 names.

Another thing I want to point out, do not pre-judge. This is important that you do not do that. You cannot tell the studs from the duds, the zeros from the heroes. It is impossible to dictate that, so don't you take it upon yourself to think if you believe that somebody should be successful or not. All I want you to do at this point right now is print off the memory jogger sheet and take a couple minutes to do it. It shouldn't take you that long.

Here's what I will tell you. I'll make you a challenge: what if I told you every single name that you put on that piece of paper, whether they joined you or not, would be worth \$1,000 a month to you? Did you hear what I said? How many names would you have if I told you that every single name that you had down here – heck, what if it was just \$100 a month whether they joined or not?

I'll explain that down the road, but that's how important it is to create a list. It's just names; friends, family, associates, anybody. Use the memory jogger on there, and I'll see you in the next chapter and I'll tell you what to do with those names next.

STEP 2- CONTACT

Alright, now we're on the step called "Contact".

We just covered "Prospect", now we're going into "Contact", step number two.

Now, this is where a lot of people get hung up, because they get all excited, they've got some prospects, they got a list of names, now what?

They freeze.

This is a simple system. This is so easy, and if you follow me on this, I'm going to make your life so easy on this, so listen up. This is all I've done, and once I figured this little trick out, man, it has saved me gobs and gobs of heartache and tons of time. I can hit the business and start getting paid quickly.

Now, with contacting, a lot of people are intimidated with contacting because they don't know what to say or how to say it, and that is fine. That is normal; that is natural. Most people don't like to call people that they haven't talked to in a long time, but here's what I'm going to tell you. I'll give you this little trick. Learn to, again, **be the messenger**, not the message, and never take this personal, and also remember that you can't control everything, so only focus on the things you can control. The things you can control are people you talk to, and how many names you write down on a list. Other than

that, you have no control if they join or not. So don't worry about it, let it go.

So let me share with you here what I do.

What I do is this – *I make very quick, twenty-second introduction phone calls.*

Here's what I would say...

(I've got my list here, I've written down my prospects, I've got my 100 names, and I'm just going to start at the top of the list. Again, I'm not pre-judging any because here's what I'm going to tell you – we have systems in place that are going to help you get these people interested. Very simple.)

Here's what I would do, let's say I've got Joe, the first person on my list. I'm going to get my phone out, I'm going to dial Joe's number. Joe answers, and here's what the conversation is going to sound like.

*“Joe! Mike Healy, how're you doing? (Listen for a short answer) Good, good, good. Hey, listen, I know you're busy. I don't want to take up a lot of your time, and what I want to do here is this.... do you mind if I send you an email? I came across something and I was thinking of you. **(IMPORTANT: people could care less as to what you are doing and why you are doing it. So this part MUST be about THEM not you. You should know this person in some capacity and remember an issue that they have going on in life***

that more income would solve. IE; putting kids through college, buy new car, house, going on vacation, hate their job, kid on the way etc. Whatever you remember that they said, this is your chance to tap into **THEIR WANT** and use **THAT** to pique their interest)

Remember how you mentioned to me about _____, well I think I may have found a possible solution for you. Do you mind if I send you an email? Okay, cool. Really? No, I appreciate that, man. Hey, I really appreciate you letting me send this to you. I know you're busy. Listen, you'll be looking for it, it will come directly from me. Just click on there. It's got a link to a short video on there I want you to watch, and I think you're going to really enjoy it. Alright, man. I've got your email address, so let me make sure this is it. Okay, good. Great, okay. Thanks, man, I appreciate it. Tell the wife and kids I said 'hi', and have a good one. Thanks, buddy. See ya!"

That's it!

Now, what I did there is this, and this is very important. I am not trying to close anybody on my initial phone call. I'm not even trying to tell anybody what the heck I'm into. ***I'm just trying to get my foot in the door.***

A lot of times, people I've seen in the network marketing profession, they get all excited about an opportunity. They start sending out emails to their list. If you send me an email that I didn't ask for, I'm going to smack you. That's my opinion. I just hate when people do that. This one simple trick of just calling people quickly – do you

see how fast I got off that phone call? I kid you not, I am on and off the phone that fast. If someone says, “what’s it about”, here’s my answer. This is a true story; this is exactly what I say. “*I would love to tell you, but it’d be like giving you a haircut over the phone. I’m going to just let the video do the talking. Cool?*” and they laugh about what I just said, and off we go.

Now, here’s the thing. How fast did I make that phone call? What did it take me, maybe twenty-five seconds? I was on and off the phone, but I did what I wanted to do, which was *get my foot in the door and get the ball rolling*. First off, I just asked them permission to send them an email.

How important is that?

Extremely important because now, they’re going to be looking for it, and they’re actually going to look in most cases, I’ve postured myself more as a professional by asking permission to do that in the first place. Secondly, I made them aware that my email is coming out of a hundred emails they might possibly be getting today.

That’s all I do. No kidding.

Typically, when I first started – I’ll give you an example of what I did in one company to create a million-dollar income. I only took, really, about five to six months to create that income, believe it or not, but by just doing short, small things.

While I was working a job as a personal trainer at the time, I would sit on a stationary bike in front of the phone, in-between clients,

make quick phone calls just like that, just a little piece of paper that had names and phone numbers on it. I was asking people permission.

Think about this, with this simple process, you can contact many people very quickly and let the law of large numbers work for you.

Remember what we talked about in the last chapter about building a list? Knowing that this technique is so simple it should empower you to make an even bigger list.

Who's on your favorites list on Facebook, Twitter or your phone? That should be on your contact list, and I would make a quick phone call. "*Hey, Joe, do you care if I send you an email?*" "*Hey, Lisa, do you care if I send you an email?*" Not one person ever said no, I couldn't send them an email. How hard is that?

I can't control whether they open it or not, but I'll show you that in the next step, so it's really important that you just take the time to set a goal.

All you're doing is learning to be the messenger, not the message, asking permission to make contact, because that's what we're talking about here. You're just making contact.

In the next chapter, I'll show you what we are going to send them in the email that will again take you out of the picture and make the business easy.

STEP 3 – HOW TO PRESENT

We're at step 3, which is to present. Don't get intimidated because I'm not asking *you* to present. This is real, real important that you understand that. Let the systems do the work for you. Here's where I'm going to get a little more technical on you but I think you will understand that systems are what are going to create massive duplication as opposed to people. People aren't duplicatable but systems and tools are.

And you can make just about anyone great at anything if you have a good system. That is the leverage.

"Ordinary people can create extraordinary results with proper systems."

This is real important that you understand that.

So far, I've just shown you how you're doing a little bit of the work. You've made your list of whom you're going to prospect, we've made some quick contacts to ask some people for permission to send them an email.

What email are we going to send them?

Here's the example email I would send to someone...

Joe,

Thanks again for letting me send you this. Really appreciate your time.

*Click on this link to watch a very short video-
www.YourOpportunity.com .*

There are tons of people joining our company and supplementing their incomes significantly with very little time involved.

Call me or I'll follow up with you in a day or two.

Thanks again!

Mike Healy

That's it!

Pretty simple, huh?

Now here's the important part and NEVER forget this...

PEOPLE ARE ONLY GOING TO JOIN YOU IF THEY BELIEVE THEY CAN DO WHAT YOU JUST DID TO GET THEM IN THE BUSINESS.

Why I use this formula is that as I'm recruiting, they are actually experiencing exactly what the process is and being trained without even realizing it.

You see, if the opportunity that I'm presenting makes sense and they realize that all I did was just ask permission to send them an email, they are thinking that they could easily do the same thing.

I let the tools do the work and that takes the pressure of of me and of the prospect. I'm never getting rejected if they say no, the opportunity is. So it's easier to continue the recruiting process since I'm not getting my feelings hurt or taking it personal.

Most people fail because of this one single factor. They don't use the tools and they pridefully try and explain everything themselves so that when they do get a no, it is obviously a personal rejection.

My simple system saves you from that.

Think about that, rejection free recruiting!

In the next chapter we are going to bring it all together in what could be the most critically important step and that is the follow up.

STEP 4- FOLLOW UP

All right, you're doing really, really well. I appreciate you following along on here because I think after you see how simple the system is, it's really not rocket science, its just repetitive action.

This step is called "Follow Up" and I think this may be the most important step we have here. The good news is, as we talked about in the previous chapters, and about how you were presenting, it was the system doing the work for you, sending out those emails.

It's been said for years and years "The fortune is in the follow up".

This is so, so true. What I mean by this is sometimes people need a little nudge to get over the hump or encouragement, or maybe you don't have the necessary credibility of being this big, successful multi-millionaire in networking and why are you going to be their financial deliverer.

I'm going to help you out with this one.

The follow up is very simply asking somebody some simple questions and having a conversation.

It's not hard and it's not intimidating. If you learn that, you're going to have a great time doing this business. This business is

fun. I love talking to people, I have a blast talking to people. If you don't like talking to people, this is not the business for you.

Now it's time to follow up with Joe. And again, I am always aware that I have no idea if Joe's going to get in or not. I don't even care if Joe's going to get in or not, believe it or not. All I want to do is have a conversation with Joe to see what his interest level is. That's it.

I'm still always going to be friends with Joe even if he doesn't get into business with me. I've got my phone and I'm going to make the phone call to Joe and I'm going to talk to Joe. I'm going to show you how to make the follow up with Joe. Are you ready?

I dial into Joe and its ringing... *"Joe? Hey! Mike Healy. How are you doing? Is this a good time?"* (Here's a tip for you, I always ask this. Is this a good time? If he's in the middle of putting the kids to bed, it's not a good time.

If he's just getting ready to go out and cut the lawn and running out the door, it's not a good time.)

So let's say Joe is going to tell me yes.

"Hey Joe, did you get my email? Great! Did you get to watch the video? Oh, you did? Awesome! What did you like best about what you looked at?"

Tip for you, I'm asking Joe simple questions. **What did Joe like? What does Joe want to talk about?** The real important thing that I asked him is what did he like best. What was his interest? We do not want to be talking about what Mike wants to talk about. People like to talk about themselves. Here's how I close almost every single person I talk to by using this simple system, is I'm having a friendly conversation. I'm joking around and I'm not taking life so serious that if Joe doesn't join I'm going to jump off a bridge. I'm making conversation with him. When I'm talking to Joe, he is telling me he was very interested in the technology and the other products that might be coming out. Guess what I'm going to talk about? *"Joe, I'm telling you that these guys really have it together. I really think that what they're doing has never been done in the industry and it's real powerful stuff"*. Whatever Joe's talking about, that's what I'm going to talk about with Joe. That's real important.

All following up is, is just finding out where they're at. (Remember what you asked them when you asked permission to send the email)

I don't have any magic closes but I'll give you some tips on how to get people over the hump.

Follow up is not rocket science but it is so crucial it isn't even funny. The fortune is in the follow up because if you don't follow up with people, they're going to end up under somebody else because a lot of times people want to see if you're serious about this

thing. Why would I get in with you if you are not taking this thing seriously? If you're treating this think like a hobby, how many people make money off of their hobby? They usually lose money. You want to treat this like a business where you're banking money and are profitable.

I took a little more time on this chapter but it's very important that you understand the simplicity of follow up and how to do it properly. See you in the next chapter and we'll finish out and rock this thing.

STEP 5 – REPEAT

Welcome to step 5, which is called “Repeat”. This might just be the most important step of the five steps because this business is all about being consistent. You have to understand that it is a numbers game and as you saw from the first four steps, it’s really not all that hard. It’s all about learning simple skills, how to contact somebody, how to present and how to get your story in front of them and being the messenger, not the message.

If you don’t mind I’m going to give you a real quick story so this will really stick in your head as to why this actually works.

I was actually invited to a top money earners dinner and flown into a different place in the country with some of the best networkers in the world. We sat down and had dinner together. During the final day we were there, we had a big party. Instead of me walking around and looking all cool, I thought that these were some of the greatest networkers and I’m going to find out what makes them tick. I would walk up to each one of these top money earners and ask them one question. *“What is the number one thing you would attribute to your success”?* As soon as they told me their answer, I wrote it down. The amazing thing was, without question, the number one answer wasn’t what web site they used, wasn’t exactly how they said something, wasn’t what CD they used, what home meeting they did, or what auto-responders they had. It had nothing to do with any of that. The one collective answer they all had in common was that they were consistent. In fact the number one guy

that I talked to at the company, I asked him “What was the number one thing that he attributed to his success?” He said, “*That’s easy. I swing the bat as many times as I have to and occasionally I get a hit. Every once in a while I will hit one out of the park*”. I felt that was a million dollar phrase and I wrote that down and never forgot it.

Another big training I heard by a guy named Jim Rohn, an icon in the industry, talks about the law of averages. The batting average is a great analogy in this business. You can dictate your success by the law of large numbers. Anytime you go through large numbers, a ratio will appear. It’s just like a batting average. If you talk to 10 people, you might get 2 or 3 to get in. Believe it or not, you can be an unbelievable loser in this industry and make an absolute fortune and that was when I was like “*I’m in. This is for me*”. I might send 10 emails to people and 7 of them are not interested but 3 of them join, that’s a 30% batting average. In baseball you can make millions and millions of dollars by being an overwhelming loser if you think about it. This isn’t about getting everybody. You don’t even have to sign a lot of top one percenters to make a fortune in this industry, you just have to be consistent and you have to teach consistency. That’s why I’m putting this book out for you so that you can see the simplicity to it.

Probably the biggest thing is step 5. You literally can dictate your success if you repeat those simple actions over a period of time. Let me give you another example....

If you only talk to 2 people a day and ask them if they are interested, you sent them an email and you took less than a minute out of your day to make two phone calls and get those people's permission to send them an email, believe it or not over a one year period talking to 2 people a day real quick, a minute at a time, this would give you a little over 700 people that you talked to and sent emails to. If you only had a 1 out of 10 success rate, a 10% success rate, you would have personally enrolled over 70 people. Most people in networking, a lot of the 6 figure money earners or the 7 figure money earners, really only sponsor maybe 25-50 people over a couple of years period of time so that's what is so exciting about this.

I'm telling you that if you implement the five steps I showed you, you will see very, very good success in it. One of the final things I want to leave you with on the repeat process is what happens when you do the same thing over and over and over again? You get better at it, right? That's exactly what's going to happen here. You call people, you act like yourself, you have a fun time, you do it with fun and you don't take it personal, you can't control who gets in as I said before and you will have success.

Hopefully these five steps helped you.

Final thoughts: Do whatever it takes! Time is short. Life goes by fast. Make a committed decision to win. Remember that there's a SIGNIFICANT difference between making a living and having a life!

I appreciate you picking up the book.

See Ya at the TOP!

Mike Healy

p.s. I wish you the absolute best in everything you do and I hope this book gives you the skills and tools you need to succeed in the company you are presently building.

That said, everyone needs to learn the advanced skills needed to take you to the very top.

If you need advanced training beyond this book, simply [click here](#) and you can get ALL my trainings at a reduced price.