THE ULTIMATE MEMORY JOGGER

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The Ultimate Memory Jogger

When people look at Network Marketing, one of their biggest questions is "Do I know anybody? They believe if they know a lot of people, they can have lots of success and if they don't have a chance. It sounds logical, but it's just not true.

In Network Marketing, there are three kinds of people. The Posers, the Amateurs and the Professionals.

When it comes to finding prospects, the posers make a mental list of three, four or five people that will probably join their business. Then their whole future is based upon the response of those few people.

If they're lucky enough to get one of them, then they can extend the life of their career for a short time. They might even make another mental list of three or four people. Hopefully they'll decide to stop being a poser and upgrade to the amateur ranks.

Would it surprise you to know that approximately 80% of all the people who join Network Marketing approach building as posers? It's true. 8 out of 10 people who become distributors in our profession first approach building with the poser mentality. They make a small mental list and see what happens. They never set out to develop the necessary skills.

Your job inside of your business is to drive that percentage from 80% to a much lower number. Educate people. Help them understand how powerful this opportunity can be if they treat it with respect.

If you wonder why people come and go in the Network Marketing Profession, this along with the lottery mentality is the reason. It isn't Network Marketing. It's the mindset of the people who join.

So those are the posers. Their only real chance is luck.

The second group are the amateurs. Instead of a small mental list, these people make a written list, which is a step in the right direction. Let's say they make a list of 100 prospects. They charge out there with excitement but not a lot of skill and begin prospect, and their list begins to diminish. As their list gets smaller and smaller, their anxiety grows higher and higher. Their biggest fear is running out of people to talk to. I know that was my biggest fear.

In my early 20's my list wasn't anything to brag about. I tried to use my parent's contacts at the beginning. And it didn't take long for me to run out. Soon everyone in my world knew what I was doing and had either said yes or no. It was scary. I felt like if I didn't find some great people from my list and find them soon, I was going to fail in this business.

It never occurred to me that finding quality people to prospect was a skill. Up to this point in my new career I always viewed the list as the ticket to wealth. If you had a good list, you'd succeed and if you had a bad one, you'd either get lucky or you'd fail.

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But when I had the defining moment to become a professional, I began to study the people who had built large and successful organizations. And I found that the professionals approached finding people to talk to as one of their core skills. It was part of their JOB to find new people. They weren't interested in luck. They weren't worried about running out of people. They made sure that never happened.

The professionals started with a written list. But then they decided to never stop adding to the list. They created what they called "The Active Candidate List", and I'm going to show you how to do the same thing.

Harvey Mackay is the author of the huge bestselling book "How to swim with the sharks without being eaten alive", he's a good friend and he's also one of the best networkers in the world.

I interviewed Harvey and asked him how he built such a large and influential list of friends. He told me that at the age of 18, his father sat him down and said "Harvey, starting today and for the rest of your life, I want you to take every person you meet, get their contact information and find a creative way to stay in touch".

He's done that for over 60 years and today his list of friends is more than 12,000 people. And these aren't just social media friends. They're real friends and I consider myself fortunate to be one of them.

That's what Network Marketing Professionals do.

STEP ONE - Make a list and then make it as comprehensive as possible. Every person you can think of. EVERY person. It doesn't matter if you think they are a prospect or not. Your database is one of your most important assets. Everyone goes on the list.

If they are negative, put them on your list. If you hate them, put them on your list. If they are your best friend, put them on your list. If they've said "I'll never be involved in Network Marketing, put them on your list. If they're 98 years old, put them on your list. If they're 18 years old, put them on your list.

It's important to do this because, as you empty your mind out on paper, it will make more room for new contacts to come. When you write down your nephew, you begin to think about the circle around your nephew.

All of these connections will become apparent to you as you make your list more and more comprehensive. Think about everything. Every organization you've ever been involved in, every group you've ever been a part of, everything you've ever done.

If you do this right, it will end up being hundreds and hundreds and maybe even thousands of people.

STEP TWO - The second degree of separation.

So step two is looking at your list and thinking about the people they know. Chances are, you'll know most of them also.

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Think about members of your family. Who do they know? Add them to your list.

Think about your friends. Who do they know? Add them to your list.

Think about all the relationships in your life. Who do they know? Add them to your list.

Don't worry about what you're going to do with this list yet. We'll talk about that a bit later. Just keep building it.

STEP THREE - Constantly expand your list.

This is why the professionals call this an "Active Candidate List". It never stops growing. The Pros have a goal to add at least 2 people to their list every single day. They may not prospect them, but as Harvey Mackay's father said, they go on the list and you should find a creative way to stay in touch.

If you think about this as a core skill, you'll realize it isn't very hard. You come into contact with people every day. Just add them to your list. You meet people through online social media. Add them to your list. You do business with new people. Add them to your list.

You need to develop a higher level of awareness. You're going to have to pay attention to the world. You're going to be introduced to new people all the time, but posers and amateurs don't even notice. They just go through their day saying "What people? I don't see any people."

How hard would it be to raise your awareness and add two new people a day to your list? Think about it, if you did that six days a week, that is 624 new people a year. Do that for 5 years and that's 3,120 people. Can you see why Professionals don't worry about running out of people to talk to? Please understand, I'm NOT saying you should assault these people with your pitch the moment you are introduced. Some people in Network Marketing make that mistake and it's not good. Just add them to your list, make friends, develop a connection, and when the time is right you can help them understand what you have to offer.

STEP FOUR - Network on purpose

Professionals network on purpose. It's hard to meet new people if you're hiding from the world. Get out there. Have some fun. Join a new gym. Have fun with a new hobby. Volunteer for a cause that's important to you. Find places and organizations where you can meet new people. Not only will you enjoy yourself, but you'll also meet incredible new people.

Remember, you hold the keys to transform hundreds of lives.

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INSTRUCTIONS

The best way to use this workbook is to first create your master "Active Candidate List" by going through all the categories in the memory jogger and entering the names in the pages provided.

Once you do that (and it will be an ongoing process), we have provided pages for you to choose the best people in several categories and put them in a new list for immediate action. Those lists are:

1. Hot Candidate List - Close friends & family
2. Lead With Product Candidate List
3. Direct Approach Candidate List
4. Indirect Approach Candidate List
5. Super Indirect Approach Candidate List

In the back of this booklet you will find the 8-step invitation process and all the scripts from the Hottest Scripts In MLM booklet I've used for years. Let it guide you on not only approaching people professionally and in a way that keeps your relationships alive and flourishing for years to come.

One more note when you're creating this list. Do NOT prejudge people as you go. Just put their name down no matter what. The act of writing it will help to trigger more and more contacts.

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MEMORY JOGGER

This easy memory Jogger will help you create your initial list of key friends, business contacts and others to share your product or opportunity with, so you can kick-start your NM business.

The members of your own family:

- Father and Mother
- Father-In-Law/Mother-In-Law
- Grandparents
- Children
- Brothers & Sisters
- Aunts & Uncles
- Nieces & Nephews
- Cousins

List you already have:

- Current address book/online contact manager
- Email addresses list
- Cell phone contacts
- Holidays cards list
- Wedding invite list
- Child's birthday invitee list
- Business cards list
- Social media:
  - Facebook
  - LinkedIn
  - Plaxo
  - Twitter
  - Skype
  - Other

Your closest friends and those whom you associate regularly:

- Friends & Neighbors
- People you work with
- Church members
- Hobby buddies:
  - Camping friends
  - Dancing class associates
  - Drawing class
  - Fantasy Football league friends
  - Fishing buddies
  - Hunting friends
  - Karate class buddies
  - Singing class
  - Sculpting
  - Woodworking friends
  - Workout friends
- People with whom you play:
  - Bowling
  - Football
  - Golf
  - Racquetball
  - Tennis
  - Volleyball
  - Any other game

Those you do business with:

- Auto mechanic
- Accountant
- Banker
- Babysitter/Child care provider
- Car dealer
- Dentist (your kids too)
- Doctor (your kids too)
- Dry cleaner
- Grocer/Gas station attendant
- Hair stylist/barber
- Housekeeper
- Insurance agent
- Lawyer
- Merchants
- Pharmacist
- Real Estate Agent
- Travel Agent

Who are my ...?

- Architect
- Associations members
- Bus driver
- Butcher/Baker
- Computer Tech
- Children's friends parents
- Chiropractor
- Club members
- Delivery person
- FedEx/UPS Driver
- Fireman
- Florist
- Jeweler
- Leasing Agent
- Mailman
- Minister/Pastor & their wife
- Pet Groomer
- Photographer
- Police
- Property Manager
- Sports Team members (your kids too & their parents)
- Tailor
- Veterinarian
- Waitresses/Waiter (my favorite)
- Water Supplier

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Those you have been associated with in the past:

- Former Coach
- Former Co-workers
- Former Roommates
- Former Teacher
- People in your Home Town
- Previous Neighbors
- Military Cohorts
- Retired Co-workers
- Schoolmates
- Was Your Boss

Who Sold me my …

- Air conditioner
- Boat
- Business cards
- Camper
- Car/Truck
- Computer
- Cell phone
- Dishwasher/Laundry machine
- Equipment/Supplies
- Fishing license
- Furniture
- Glasses/Contacts
- House
- Hunting license
- Refrigerator
- Tires and Auto parts
- TV/Stereo
- Vacuum cleaner
- Wedding items

I know individuals who:

- Are Actively looking for part-time job
- Are Ambitious
- Are Enthusiastic
- Are Entrepreneurial
- Are Caring People
- Are Champions
- Are Fun & Friendly
- Are Fund -Raisers
- Are Goal Oriented
- Are Natural Leaders
- Are Organized
- Are Positive Thinking
- Are Self-Motivated
- Are Single Mom/Dad
- Are Team Players
- Are Your Children's Friends Parents
- May be interested in your product or service?
- Don't like their Job
- Has Been in Network Marketing
- Has Character & Integrity
- Has Children in College
- Has Computer & Internet skills
- Has Dangerous Job
- Has Desire & Drive
- Has a Great Smile
- Has to Pay down their Credit Card Debt
- Has Public Speaking skills
- Just Got Married
- Just Graduated
- Just Had a Baby
- Just Quit their Job or is Out of Work
- Love a Challenge
- Love to Learn New Things
- Want to Help their Spouse Retire Early
- Want to Make More Money
- Want More Time with their Families
- Want to Work for Themselves
- Who Attends Self–Improvement Seminars
- Who Bought New Home/Car
- Who Enjoys being around High Energy people
- Who Needs a New Car/Home
- Who Reads Self-Development Books/ Books on Success
- Who You Like the Most
- Who You've met while on Vacation

Who You've met on the Plane

Who Your Friends Know

Who Wants Freedom

Who Wants to Go on Vacation

Who Works Too Hard

Who Works at Night/Weekends

I know Someone Who Is …

- Accountant
- Actor
- Advertiser
- Architect
- Airline Attendant
- Alarm Systems Agent
- Army Officer
- Acupuncturist
- Baker
- Banking Professional
- Barber
- Baseball Player
- Basketball Player
- Beauty Salon worker
- Broker
- Builder
- Cable TV provider
- Camper
- Chiropractor

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- Consultant
- Computer Engineer
- Cook
- Dancer/Dance Teacher
- Dentist
- Dermatologist
- Designer
- Driver Bus/Cab/Truck
- DJ
- Doctor
- Dry Cleaner
- Education Professional
- Electrician
- Engineer
- Entertainer
- Environmental Scientist
- Farmer
- Film Industry Professional
- Fireman
- Fitness Instructor
- Florist
- Food Services associate
- Football Player
- Fundraiser
- Furniture Salesman
- Gardener
- Geologist
- Golfer
- Government worker
- Graphic Artist
- Gymnast
- Hairdresser
- Handyperson
- Health Practitioner
- Hiker
- Hospital staff
- Human Resources staff
- Insurance Agent
- Internet provider
- Interior Decorator
- Investor
- Jeweler
- Karate Master/Classmate
- Kickboxing Master/Classmate
- Kitchen Renovator
- Lawyer
- Leasing Manager
- Lab Technician
- Loan Officer
- Lifeguard
- Makeup Artist
- Manager
- Manicurist
- Massage Therapist
- Mechanic
- Medical Professional
- Midwife
- Minister
- Mortgage Broker
- Music Teacher
- Musician
- Navy Officer
- Nonprofit Organization Associate
- Nurse
- Nutritionist
- Office Manager
- Optometrist
- Orthodontist
- Painter
- Party Planner
- Pediatrician
- Personal Trainer
- Pet Care Professional/Veterinarian
- Pharmacist
- Photographer
- Physical Therapist
- Piano Teacher
- Publisher
- Police Officer
- Postal worker
- Promoter
- Property Manager
- Public Relations Professional
- Psychiatrist
- Psychologist
- Radio worker
- Recreation Therapist
- Railroad worker
- Realtor
- Rental Office agent
- Recruiter
- Rehabilitation Specialist
- Reporter
- Repairman
- Restaurant Owner/Manager
- Salesman
- Scientist
- Shoe repair people
- Satellite Provider
- Singer
- Skater
- Skier
- Skin Care Consultant
- Social worker
- Software Engineer
- SPA worker
- Swimmer
- Sport Team classmates
- Tailor
- Tanning Salon worker
- Teacher
- Telecommunications worker
- Tennis Instructor
- Therapist

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- Trade worker
- Trainer
- Travel Agent
- Tutor
- Valet Attendant
- Veteran
- Volunteer
- Waiter/Waitress
- Web Designer
- Writer
- Yoga Instructor/Classmates

Who lives in a Different City?

Who Do you Know from a different State?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

Who Do you Know from a different Country?

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia-Herzegovina
- Botswana
- Bouvet Island
- Brazil
- Brunei
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad
- Chile
- China
- Christmas Island
- Cocos (Keeling) Islands
- Colombia

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- Comoros
- Congo, Democratic Republic of the (Zaire)
- Congo, Republic of
- Cook Islands
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- Falkland Islands
- Faroe Islands
- Fiji
- Finland
- France
- French Guiana
- Gabon
- Gambia
- Georgia
- Germany
- Greece
- Greenland
- Grenada
- Guadeloupe (French)
- Guam (USA)
- Guatemala
- Guinea
- Guinea Bissau
- Guyana
- Haiti
- Holy See
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Ivory Coast (Cote D`Ivoire)
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique (French)
- Mauritania
- Mauritius
- Mayotte
- Mexico
- Micronesia
- Moldova
- Monaco
- Mongolia
- Montenegro
- Montserrat
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nauru
- Nepal
- Netherlands
- Netherlands Antilles
- New Caledonia (French)
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island
- North Korea
- Northern Mariana Islands
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea

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- Paraguay
- Peru
- Philippines
- Pitcairn Island
- Poland
- Polynesia (French)
- Portugal
- Puerto Rico
- Qatar
- Reunion
- Romania
- Russia
- Rwanda
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Pierre and Miquelon
- Saint Vincent and Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Georgia and South Sandwich Islands
- South Korea
- Spain
- Sri Lanka
- Sudan
- Suriname
- Svalbard and Jan Mayen Islands
- Swaziland
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Timor-Leste (East Timor)
- Togo
- Tokelau
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos Islands
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela
- Vietnam
- Virgin Islands
- Wallis and Futuna Islands
- Yemen
- Zambia
- Zimbabwe

Who Haven't you listed yet?

After you have made your list from all of the above, look at your list and think about who they would know

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MASTER CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"HOT" CANDIDATE LIST - CLOSE FRIENDS AND FAMILY

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"LEAD WITH PRODUCT" CANDIDATE LIST

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"BEST OPPORTUNITY" CANDIDATE LIST

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"DIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"INDIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"INDIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"INDIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"SUPER INDIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"SUPER INDIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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"SUPER INDIRECT APPROACH" CANDIDATE LIST

#	Name	How do I know this person: friend, phone, FB, etc.	Telephone/Email	Date of Contact	Comments about them, used tools, etc	Next Exposure	Next Exposure	Result

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Step 1

Be in a hurry

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

Here are some "In a hurry" script examples:

For warm market prospects:

- "I don't have a lot of time to talk, but it was really important I reach you"
- "I have a million things going on, but I'm glad I caught you"
- "I'm running out the door, but I needed to talk to you real quick"

For cold market prospects:

- "Now isn't the time to get into this and I have to go, but…"
- "I'm have to run, but…"

Get the message? Set the tone with some urgency.

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Step 2

Compliment the Prospect

This is critical. The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say.

Here are some sample compliment scripts:

For warm market prospects:

"You've been wildly successful and I've always respected the way you've done business."

"You've always been so supportive of me and I appreciate that so much."

"You're one of the most connected people I know and I've always admired that about you."

"You're the most (or one of the most) important person/people in my life and I really trust your instincts."

"You have an amazing mind for business and can see things other people don't see."

"I was thinking… who are the sharpest people I know? And I thought of you."

"You're one of the most positive and energetic people I've ever met."

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"Some people are very closed-minded which limits their opportunities, but I've always admired the fact that you're open to looking at new things."

"I need someone to find the holes in something I'm looking at and absolutely nothing gets past you."

"You're one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness-minded/financially intelligent/etc.) people I know and I've always respected that about you."

"You're one of the smartest people I know and I really trust your judgment. "

"For as long as I've know you I've thought you were the best at what you do."

For cold market prospects:

"You've give me/us some of the best service I've/we've ever received."

"You are super sharp. Can I ask what you do for a living?"

"You've made _____ a fantastic experience."

The key to the compliment is it must be sincere. Find something you can compliment your prospect on and do it.

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Step 3

Make the Invitation

In this situation one size does NOT fit all. I've provided a list of Direct Approaches which you will use when you're talking about an opportunity for THEM specifically, Indirect Approaches which you will use to ask for help or advice and Super Indirect Approaches which you will use to ask people if they know others who might be interested.

Most people use a Direct Approach for all of their prospects. Usually it goes something like this "I found a way to get rich and let me tell you all about it. Blah blah blah." I understand the passion, but really… who's going to get excited about that, unless they're getting the call from a millionaire?

As you become a Network Marketing Professional, you're going to find that you use the Indirect and Super Indirect approaches much more, but that doesn't mean Direct Approaches don't have an important place.

Direct Approach Scripts
(and remember, you've already done step 1 and step 2)

For warm market:

"When you told me _____, were you serious or were you just kidding around? (Wait for answer). Great! I think I've found a way for you to get it/solve the problem/ make that happen/etc." (This is for situations where you know an area of their dissatisfaction)

"I think I've found a way for us to really boost our cash flow"

"I found something you really need to see"

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"I'm launching a new business and I really want you to take a look at it"

"When I thought of the people who could make an absolute fortune with a business I've found, I thought of you"

"Are you still looking for a job (or a different job?). I've found a way for both of us to start a great business without all the risks."

"If I told you there was a way to increase your cash flow without jeopardizing what you're doing right now, would you be interested?"

"I've teamed up with a company that is opening/expanding in the _____ area"

"I've found something exciting and you're one of the very first people I've called"

"When I thought of quality people that I'd really enjoy working with I thought of you. Would you be open to hearing what I'm doing?"

"Let me ask you something… Would you be open to diversifying your income?"

"Let me ask you a question, off the record. If there were a business you could start working part-time from your home that could replace your full-time income, would that interest you?"

"As you know I've been a (insert occupation), but because of (negative factors) I've decided to diversify my income. After considering my options, I've identified the very best way to make it happen."

"I found an exciting business, and together, I think we could do something special. 1+1 might add up to 10."

Or you could try the shocking approach used with great effect with my good friend Randy Gage "With your skills, you could make $100,000 a month in a business I've just started". This works good when you are respected by the prospect.

I've used this one with great success "This is the call you've been waiting for your whole life".

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For cold market:

"Have you ever thought of diversifying your income?"

"Do you keep your career options open?" (An oldie but a goodie)

"Do you plan on doing what you're doing now for the rest of your career?"

You can follow any of these cold market scripts or any variation with the following: "I have something that might interest you. Now's not the time to get into it but…"

Indirect Scripts

The Indirect Approach is another powerful tool to helping people get past their initial resistance and understand your opportunity. This approach is best used when you're just getting started and it's simply asking people for help or guidance.

I used this approach extensively and with great success when I first started out. Because of my lack of credibility at age 22, I couldn't get much success with a Direct Approach so I learned to play myself down and play up to the prospect's ego. It worked incredibly well and I still use it from time to time today.

For warm market:

"I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?

"I'm thinking about getting started with a business I can run from my home. Would you help me check it out and see if it's for real?"

"I found a business I'm really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy and let me know if you think I'm making the right move?"

"A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?"

For negative and cynical people "I've started a business and really need someone to help me poke holes in it. Nothing gets past you. Would you be willing to examine it for me?"

For cold market:

I've found this approach doesn't work very well because it doesn't really make sense for you to show this much respect for someone you've just met. Direct and Super Indirect work best for cold market.

Super-Indirect Scripts

Super-Indirect Approaches are incredibly powerful and play on a number of psychological levels. This is a networking approach that asks the prospect if they know someone else that might benefit from your business. I use this approach all the time with great success.

For warm market:

"The business I'm in clearly isn't for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?"

"Who do you know that might be looking for a strong business they could run from their home?"

"Who do you know that has hit a wall with their business and might be looking for a way to diversity their income?"

"Do you know any sharp people who live in _____? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there."

"Do you know anyone involved in a serious job search?"

"I work with a company that's expanding in our area and I'm looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?"

In most cases, they're going to ask you for more information before they give you any names (behind that request with be curiosity and intrigue thinking this might be for them… but they're not going to admit that to you yet). When they ask you for more information first, just respond like this. "That makes sense. You'll want to know about it before you refer some of your contacts" Then just move to step 4

For cold market:

Cold market is exactly the same as warm market for Super Indirect. Just use the scripts above or any variation that's comfortable for you.

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Step 4

If I_____,would you_____?

You're not going to offer your 3rd party tool, unless they agree to do something in return. This has been my secret weapon for a very long time.

Let me offer you some examples:

> *"IF I gave you a DVD that laid out all the information in a very professional way, WOULD YOU watch it?"*
>
> *"IF I gave you a CD that described the business, WOULD YOU listen to it?"*
> *"IF I gave you a magazine (or some other prospecting printed piece), WOULD YOU read it?"*
>
> *"IF I gave you a link to an online presentation that explained everything, WOULD YOU click on it and watch it?"*

If you've done the first 3 steps properly, the answer will be yes.

If they ask for more information first, just respond with "I understand that you want more information, but all of what you're looking for is on the DVD, CD or in the Printed piece or Link. The fastest way for you to really understand what I'm talking about will be to review that material. So, if I gave it to you, would you review it?"

If they say no, they won't review it then thank them for their time and move on. Also, review steps 1-3 to see what you could have done better. Do NOT still give it to them.

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Step 5

Get a Time Commitment

"When do you think you could watch the DVD for sure?"

"When do you think you could listen to the CD for sure?"

"When do you think you could read the magazine for sure?"

"When do you think you could watch the link for sure?"

Don't suggest a time for them. Ask the question and have them give you the time. If it's not definitive "I'll try to do it sometime", then tell them. "I don't want to waste your time or mine. Why don't we just try to lock in a time you'll have seen it for sure?"

The key is to get them to say YES a second time.

Saying yes to step 4 is NOT a commitment.

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Step 6

Confirm

If they tell you they'll watch the DVD by Tuesday night your response should be:

"So, if I called you Wednesday morning, you'll have seen it for sure right?"

If they say they'll listen to the CD by Thursday morning your response should be:

"So, if I called you sometime on Thursday, you'll have listened to it for sure right?

If they say they'll watch the link by July 1st your response should be:

"So, if I called you on July 2nd, you'll have watched it for sure right?"

The key to step 6 is they've now said 3 times that they'll follow through and they've done it all by themselves. They've set a real appointment with you for the future.

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Step 7

Get a Time and Number

"What's the best number and time for me to call?"

Now they've said yes 4 times and the chances they'll follow through has been increased from less than 10% to over 80%.

Note: Please put this appointment in a place you won't forget.

Step 8

Get off the phone!

Remember, you're in a hurry right? The best thing is to say something like

"Great. We'll talk then. Gotta run!"

So those are the 8 steps with tons of the hottest scripts in MLM on what to say.
Now let's put it all together by showing you some examples.

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Example #1 – A person you know hates their job using Direct Approach

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)
Insert "In a hurry" script Hey, I don't have a lot of time to talk, but it was really important I reach you.

(step 2 - Page 5)
Insert compliment Listen, you're one of the most financially intelligent people I know and I've always respected that about you.

(step 3 - Page 7)
Insert invite based upon the approach you've chosen When you told me you really didn't like your job, were you serious or were you just kidding around? Great. I think I've found a way for you to create an exit strategy without jeopardizing your family.

(step 4 - Page 12) I have a CD that you have to listen to. It describes what I'm talking about better than I can.

"If I gave you this CD, would you listen to it?"

(step 5 - Page 13) _____

"When do you think you could listen to it for sure?"

(step 6 - Page 14)

Tuesday? So if I called you Wednesday morning, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Alright, I'll check back with you then. "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Great. We'll talk then. Gotta run and thanks!

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Example #2 – To a good friend with Indirect Approach

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)
Insert "In a hurry" script Hey, I'm running out the door, but I needed to talk to you real quick.

(step 2 - Page 5)
Insert compliment You've always been so supportive of me and I appreciate that so much.

(step 3 - Page 7)
Insert invite based upon the approach you've chosen I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?

(step 4 - Page 12) Great!

"If I gave you a DVD that laid out the information in a professional way

would you watch it ?"

(step 5 - Page 13) _____

"When do you think you could watch it for sure?"

(step 6 - Page 14)

Thursday? So if I called you Friday morning, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Fantastic "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Great. We'll talk then. Gotta run and thanks!

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Example #3 – To a highly successful person using an Indirect Approach

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)
Insert "In a hurry" script I know you're busy and I have a million things going on too, but I'm glad I caught you.

(step 2 - Page 5)
Insert compliment You've been wildly successful and I've always respected the way you've done business.

(step 3 - Page 7)
Insert invite based upon the approach you've chosen I've recently started a new business and I'm looking for some sharp people. It's clearly not for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?

(step 4 - Page 12) I understand that you'd want to know more before you recommend people. I have a DVD that explains exactly what I'm doing and the kind of people I'm looking for. It's brief.

"If I sent one to you, would you view it?"

(step 5 - Page 13) I know you're extremely busy and I'm so grateful for your help. Thanks for agreeing to look at it.

"When do you think you could view it for sure?"

(step 6 - Page 14)

So if I called you after that, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Alright, I'll check back with you then. "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Thanks again. I appreciate it so much. I'll talk to you then.

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Example #4 – To a cold market prospect who's done a fine job selling you some shoes

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)
Insert "In a hurry" script *Now isn't the time to get into this and I have to go but...*

(step 2 - Page 5)
Insert compliment *You are super sharp*

(step 3 - Page 7)
Insert invite based upon the approach you've chosen *and I happen to be looking for some sharp people. Do you plan on doing what you're doing now for the rest of your career? No? Good. I have something that might interest you.*

(step 4 - Page 12) *Now's not the time to get into it, but I have a DVD that explains it all in great detail.*

"If I *gave it to you*, would you *watch it*?"

(step 5 - Page 13) _____

"When do you think you could *watch it* for sure?"

(step 6 - Page 14)

So if I called you after that, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Alright, I'll check back with you then. "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) *Okay, here it is. Thanks again for the excellent service and I'll talk to you soon.*

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Network Marketing Pro Invitation Worksheet

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)
Insert "In a hurry" script _____

_____

_____

(step 2 - Page 5)
Insert compliment _____

_____

_____

(step 3 - Page 7)
Insert invite based upon the approach you've chosen _____

_____

_____

_____

(step 4 - Page 12) _____

_____

"If I _____, would you _____?"

(step 5 - Page 13) _____

_____

"When do you think you could _____ for sure?"

(step 6 - Page 14)

_____, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

_____ "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) _____

_____

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