

FREE Coaching Online

Build a bigger network – better and faster

Study Guide: Week Five

How to find people

Lead generation is the single biggest challenge for every business, not just network marketing. So it's perfectly natural and reasonable to be concerned about where and how you'll find people to approach, whether for your products or for your opportunity.

Who are we looking for?

- Prospects for our products.
- Prospects for our income opportunity.
- People with a **need**? (*Give them a job – reciprocal income – immediate, predictable.*)
- People with a **dream**? (*Give them an opportunity – residual income – delayed gratification, but unlimited.*)
- People with **time**. (*10 hours a week or more.*)
- People who understand **commitment**. (*Determination, dedication, discipline – all three circles!*)
- People who are **teachable** and **willing to learn**.
- People for whom this is the **right thing**, for the **right reasons**, right now.

What are THEY looking for?

- They want more disposable income.
- They want more free time.
- They want more financial security.
- They want better health.
- They want more energy.
- They want to stay young.
- They want better relationships.
- They want to be happier.
- They want an Internet business.

Where are they?

- They're online:
 - Browsing and searching for help.
 - Chatting.
 - Sending and receiving email.
 - Subscribing to mailing lists and reading them.
- They're offline:
 - In your neighbourhood, town, suburb or city.
 - At your place of work.
 - At organisations to which you belong.
 - Dropping kids off to school.
 - Playing sport or watching it.
 - In bars, restaurants, clubs and other hangouts.
 - Serving you in stores, offices, warehouses, at your home or work, on the phone or in person.

- Reading newspapers and magazines.
- Watching TV or listening to radio.
- Driving in their cars or parking them.
- Walking, shopping, being entertained, reading at the library, collecting mail, paying bills.
- At home with their families or by themselves.

How can we reach them?

- Mass media (press, radio, TV, outdoor, Internet).
- Targeted media (direct mail, telemarketing, email).
- Postcards, door-hangers (bulk mail, direct mail, by hand).
- Going out and mixing.
- Shopping, doing business, working, walking, eating out, hanging out.
- Being where they are!

How can we get them to come to us?

- Get their **attention**.
- Get their **interest**.
- Neutralise their fears.
 - Ask *questions*.
 - Allow them to *answer*.
 - Identify their *needs and desires* (wants).
- Engage them — **bond with them emotionally**.
- Build the **relationship**.
- Be interested in them. (*Genuinely interested!*)
- Be a **solution to their problem**.
 - use *empathy* to create *hope*.
 - use *promises of fulfilment* to create a *vision for them*.
- Help them **prepare to take the leap of faith!**
 - Spell out all the *conditions* to be met.
 - Show them *how* to meet those conditions.
 - Help them to *meet* those conditions.
- Persuade them to **take the leap of faith!**

What worthwhile resources are available?

- Contact exchange pages (*aka "lead capture pages"*)
- Mailing lists – *if they're reliable!*
- Advertising – *if it's done properly!*
- Personal contact.
- Reliable online resources.
- Innovative ways to get their attention.

Next week: How to approach them

www.profitclinic.com/MLM/fs-warmcold.html

That's it for this week. See you at the next session!

John Counsel