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# NETWORK MARKETING COLD CALLING SECRETS

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(AND KEEP YOUR DIGNITY INTACT!)

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Building a successful networking marketing business requires building a team and strong teams are built one person at a time. Network marketers achieve leverage when team members add other team members, who add others until over time; you create a large, stable and growing team that has momentum. That's when you realize you've built a profitable, sustainable business.

It stands to reason then, that to build a team, you have to talk to people and you must learn to become a great talent scout. Not everyone will be right for your business, that's a given. They might not have the time. They might not find your product or service to be a fit with their interests. They might be afraid they lack ability and won't get the training they need to be successful. Others may not be entrepreneurial or self-disciplined. Whatever the reason – hear this: IT'S NOT ABOUT YOU! Truly, it's not personal. The sooner you realize that and accept it, the easier your job will be.

Sure, you will get better at what you do over time, providing you make a long-term commitment. As you become more successful and more capable, your job will get easier. However, you can start right where are and build your skills, while making money – one more thing that sets the MLM business model apart from most others - you can earn while you learn. Remember, you don't need to be perfect to become great. Practice is the name of the game.

## BE WILLING TO BE A BEGINNER

Many people who join network marketing businesses come from successful careers. You may have skill sets, experience and talents that are compatible network marketing – you're really competent in other (probably many!) areas of your life, yet you sit down to work in your business and you're stumped. What to do first, what to do next, how do you reach your goals? You start to wonder if this is really for you – whether you can be any good at it. You start playing mind games and doubting your decision. We get it. We've been there and we've coached thousands of people who've been there too.

We'll let you in on the secret: It doesn't really matter how you think or feel. Your emotions don't run your business, your intellect does. You don't even have to love it. You just have to see the value and be at it. Building a big paycheck is the result of building a big team, all of whom are using and marketing products and services. Sure, there are things you need to know about running a team – but those are skills you'll build down the road. First, you need to create your team – how to run a team, create team culture, get people started properly – all that will unfold, trust us on that.

Here's the rub. People are intimidated by recruiting. You think you're expected to be pushy. You're afraid you're going to have to say things that are difficult or out of character, maybe even out of integrity. You're worried about alienating people and worst of all – the one we all hate to admit we worry about: you're worried what they'll think of you – that you've gone off the deep end, lost your mind, lost your way, or worse. Stick with us and we'll turn you into a network marketing professional – proud of the industry and able to talk about it with anyone in a way that makes it compelling, intriguing and smart business.

In 2010, direct selling companies generated over \$125 billion in revenue in 150 countries through more than 75 million men and women who are changing lives serving others.

*Wall Street Journal 2012*

## KNOW THIS AND EXUDE CONFIDENCE

The network marketing business model flat-out makes sense. When you can clearly and succinctly explain to professionals and business people just how smart the model is, you will bring some great people to your team. I'm going to share some ideas from our CEO Mentality book, but first let me tell you a short story.

I owned an internet lead generating business from 2003-2012. I closed the business down because I found that the quality of leads we were able to generate deteriorated tremendously over the years and I wasn't willing to sell something I couldn't stand behind. But here's what I learned. When you run ads – online or in more traditional venues, newspapers for example, you get people who raise their hands and say 'yes, I want to make some money from home'. What you don't know is if they have any skill or talent or any money to invest to start a business.

On the other hand, if you have a method for talking to business people and professionals – you know they have the skills, talent and money to spend. What you don't know is if they have interest.

Therefore....

Qualifying for interest is WAY more productive than qualifying for talent and resources. See where I'm going here? If you have a method for contacting people who – if they see and get it can do something about it – you have a formula for success.

Ironically (or not, who knows?!) I created a method that addresses this issue way back when (the mid 90s) and it still works today. I taught it then and I teach it now. People still get results if they're willing to take the time to learn and practice the system and work the formula. I'm about to give you that formula and I hope you'll take it and use it and add great people to your team. I also hope you'll take the time to follow our practice instructions because the practice is the intersection where luck meets preparedness. Ever notice how some people seem lucky and everything goes their way? It does – because they've prepared themselves for it, just as I want you to prepare for your great fortune.

Now, before we get into technique, let me condition your mind for success (indulge me here a minute, I think you'll be glad you did) with an excerpt from our book CEO Mentality.

## THE INDUSTRY EVERYONE LOVES TO HATE

Network marketing, direct sales and MLM are hugely misunderstood. We challenge you to choose 5 or 10 people and ask them "What do you know about direct sales or multilevel marketing or network marketing?" Guaranteed you will hear 5 or 10 different answers and probably 80 or 90 percent of what you hear will be inaccurate. It's the industry everyone loves to hate because very few people really understand it. In all fairness, it's also because people get prospected by a lot of in-your-face business builders and they find that a turn-off, so they've shut down at the door without ever knowing what they're saying NO to. They think they're looking at some Mickey Mouse deal, they think it's hokey, unprofessional, a business for people who can't do anything else. We've heard it all, and we've thought it all – until we got it....

Direct selling offers people the skills and tools to create new income opportunities—to venture out on their own as entrepreneurs and grow in confidence versus being consumed by the fear associated with a shrinking job market. “Technology is available to everyone at home and is even better than what you can get in a large company.

In fact, neither of us thought highly of the industry years ago. We didn’t know one another yet, but neither of us was jumping up and down and excited to be part of the network marketing industry. However, we both saw and understood the financial potential and were willing to work through our uneasiness so we could take advantage of what the industry offered. And take advantage we did. We each went to the top of our comp plan – in fact, that’s where we met – on stage at our company convention.

What we needed when we first heard about the industry was the information we’re going to give you now. We needed to talk to prospects - strangers primarily - in a way that felt intelligent, that felt professional and in a way that we felt confident.

## EDUCATION RECRUITS – KNOWLEDGE EMPOWERS

We firmly believe that education recruits. When you demystify the industry, debunk the myths that are legion and tell people what this business is truly all about and why, people are often surprised, sometimes shocked. The information opens minds and people become genuinely interested in knowing more about how the business really works. We’ve seen it over and over and over again. The knowledge and understanding builds your confidence and your



own core beliefs about your business, so when you go out and talk to people, you’re standing a little taller. Your confidence ‘bleeds through’ everything you say. You’re the one who knows the ‘secret’, you’re on the inside. That’s very attractive to people.

No one likes being chased down. We're turned off when someone *needs* us to do something - desperation is not attractive. The people who are cool and aloof, not rude, but who have it all together and aren't at all needy, those are the people everyone is drawn to. They have us asking "What do they know that I don't know and how come they're so successful"? Become that person and you will draw more business to you. It's just how we're wired as human beings.

### IT'S ALL ABOUT YOU

When you talk to people about your business, before you talk about the business model, your company, the founders, your business, your opportunity or your products, what people are buying into is you. If they pick up something positive from you – confidence, excitement and enthusiasm – as long as it's genuine and not hype-y, they'll listen to you. You don't need to come on like gangbusters, what you're feeling – particularly confidence - will come in through in what you say and how you say it.

Some people will listen because they know you, no matter how you come across. They will, however, be more impressed by you (whether they know you or not) if you come across as somebody who's knowledgeable and confident. That's a no-brainer, right? Building your confidence has a direct correlation to your level of success. While it may seem a bit 'catch-22', your confidence will build over time and practicing what you learn will help build it. Nothing builds confidence like experience. And building a successful business is about being willing to gain the experience and knowledge, no matter the field or profession.

Most careers that offer this level of income require years of training, study and practice before you can reap the financial rewards. There's no reason to expect this business to be any different, so lighten up on yourself and be ready to be not so good at it on the way to becoming great at it.

### INVESTING IN YOURSELF AND YOUR BUSINESS –TAKE THE LEARNING CURVE

We want you to understand residual and leverage so completely that the concept and ideas will roll off your tongue. You'll find yourself using these ideas – they'll creep into your conversation and repertoire as you're talking to people, particularly potential business partners. It's going to make a world of difference to you and it's going to accelerate your income, guaranteed. It's fun too, because it turns the tables.

Here's a fact about our industry. You can make millions of dollars part-time. There is nothing else that we know of in business where you can start with so little money and virtually no experience and gain so much. This is a sweat equity business, where you are rewarded for the time and the effort put in rather than your upfront investment. You can turn your business into a veritable fortune for a very small financial investment and a lot of energy; spent in however much time you have available to you. Where else can you do that? Say you decide to start a business in the mall and you decide to open a franchise. We're talking tens, even hundreds of thousands and in some cases, millions of dollars. That's before you spend on property rental, overhead, insurance, inventory, the expense and headache of employees. We're talking about debt up to your eyeballs; probably years before you turn a profit.

## FOCUS ON LEVERAGE

We love the John Paul Getty story. He was the wealthiest man in his time and is famously quoted as saying "I would rather have one percent of the effort of 100 people" than a 100 percent of my own".

That's leverage. Right there, pure and simple. You have 100 people each putting in one percent effort and you're profiting 100 percent while only contributing one percent of the effort yourself. How smart is that? You can only work a certain number of hours but can you have an unlimited number of people working with you.

There's also great synergy that comes from working with other people. It's a brilliant way to work and do business. Let's look at how traditional business works.

## COMPARING BUSINESS MODELS

Our business model isn't so different from traditional business, except in a few key ways that benefit those who take the time to really understand it. The networking model is actually smarter and cleaner. You get leverage in traditional business by hiring employees – in networking you don't have that headache or responsibility. Each person does a small amount to contribute to the whole, benefitting themselves while they benefit others. 100% win-win.

In traditional business, you hire me to work for you and you pay me \$40,000 a year. If you are able to realize \$50,000 from my work then you're leveraged to the tune of \$10,000 for my efforts. Is that fair? Yes. It's fair. You've taken all the risk. You deserve that reward and we're making a fair exchange. I know what I'm giving you and you know what you're giving me. I'm giving you X number of hours per week and a level of expertise and skill and commitment. You are giving me \$40,000 a year. That's how it works in traditional business.

## NETWORK MARKETING, DIRECT SALES, MLM LEVERAGED BUSINESS MODEL

In the leveraged business model, unlike in traditional business, the people you are working with have a vested interest in your success. They're going to teach you their very best stuff – that means their techniques, their strategies, the things they've tried and tested that work. They will even tell you what they've tried that didn't work. There are no secrets. If I keep my best techniques back from you and you're on my team, I hurt us both.

If you work for me or if we work together and we're colleagues in the same job, I'm going to guard my secrets very closely because if you learn all my best stuff, you might get ahead of me and there may only be one job 'above us' to aspire to. You want it and so do I. Where's the motivation to help the other person? I'm not incentivized to teach you, to coach you and mentor you. In fact, I'm trained to do just the opposite. It can make for a really unpleasant work environment of competition and sometimes worse. In



networking, our work environment is actually fun and energizing, because it's very cooperative.

In networking, people have an investment, a vested interest in your success. The better you do, the better I do. It's simple. Of course I want you to do better and that's a dynamic working situation. And here's the deal. More than seventy thousand people everyday around the world get started in the network marketing industry. Whenever we hear that number, the only thing to think is, "How many do you want?" How many people are you willing to talk to in order to find the ones who are saying yes today? Because they're out there every single day.

"Mad Money" market guru Jim Cramer recently told his CNBC viewers: "Direct selling has never gotten its due from Wall Street. It's time we recognize that the direct sales model works, and it works well." There is little question why financial notables like Cramer, Warren Buffett, Ray Chambers and Suze Orman have touted businesses based on direct selling.  
*Economist Paul Zane Pilzer*

[From our program CEO Mentality – to read more about it, click here.](#)

## WANT NEW BUSINESS PARTNERS?

Tens of thousands of people get started in a networking business somewhere in the world EVERY day. The odds of you recruiting some of these people are pretty great IF you're out there 'exposing your business concept'. It stands to reason that you have to find some ways to be in touch with people pretty regularly.

If you want to build big and build long term, you will at some point run out of people you know personally. That's when you want to dive into the so-called 'cold market pool'. WARNING: The prevailing industry wisdom is 'start with your warm market', the people you know, and that's wise advice. Why? Because you have influence with them. You don't use that influence to get them to join you in your business (hint: that doesn't work), but you do use it to get them to look at your business and see what it's all about. To see if it's something they would be interested in. Cut your teeth in the warm market and the cold market will be a piece of cake. Well, it'll at least be way easier.

## NUTS AND BOLTS

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. I was embarrassed by the industry. I thought it made tremendous practical sense, but somehow I also thought it was Mickey Mouse and beneath me.

Some people warned me my decision to prospect in the cold market was a recipe for disaster. Actually, for me, it was a recipe for innovation. I can be very hard-headed sometimes. In retrospect, I would have 'cut my teeth' in the warm market. Hindsight is 20-20 after all....

I had some money to spend on marketing, but not an unlimited budget. I had marketing experience, so I decided to experiment with several methods and see which worked, shorten the learning curve and ramp up the methods that got results.

## THE LEAST EXPENSIVE, SIMPLEST METHOD

I'm going to share one method that will work for anybody who is willing to take the time to master it. It works for prospecting anybody at all, but I chose to prospect small business owners. This was my thinking: Most small business owners are pretty open-minded (at least about things business and entrepreneurial), 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. I believe 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 quaking in my boots. I was so flat-out nervous that I came up with a chicken method of contacting business owners. Later I got bolder and more direct. Chicken method? Leaving messages and letting them get back to me. Bolder method? 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 piece.) These days, people I'm teaching are mostly finding their lists/names online. Local business directories are still a good bet too. In our Power Prospectors Course, we teach a whole variety of methods to reach and talk to qualified prospects. You can [get on the waiting list](#) to be notified of the next course dates.

I chose some categories of people to call 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. He felt he was less effective at what he was good at – helping his clients - because he hated the bureaucracy. When I shared my network marketing business, his eyes lit up, he jumped in with both feet. 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 era (!) 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 and the company only had one video and the content wasn't great. Since that was an expensive proposition – buying videos for \$6-7 each and then mailing them, etc....I decided meeting with people was a more compelling and productive option. And – still to this high-tech day - meeting person to person can be a powerful prospecting method, although one you might not use quite as frequently as I 'had to'.

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. I'm sure you already have tools you use: webinars, online videos, DVDs, something that people can review quickly and easily.

The next group I targeted was insurance professionals. I reasoned 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 calling and working the numbers was the important 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. It worked so well, I continued it into the next year. At first the appointments were terrifying, I was intimidated and a bit uncertain, but I practiced, I knew what to say, my delivery was just a bit stiff and self-conscious. Over time and with practice the meetings became easier and relaxed and ultimately I recruited some great partners, made some lifelong friends and generated a LOT of revenue.

I employed some long-term follow up – another topic we cover in depth in our courses, but let me cover it here briefly. You may have heard the phrase ‘The Fortune is in the Follow Up.’ Couldn’t be truer. I’m fond of saying prospecting and recruiting is a process, not an event. Making contacts is only the beginning of the process, your commitment to follow up punctually and in a friendly, no-pressure way will get you more business than you can begin to 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. Maybe they’re in the middle of a work or family stress and their plate is full and their mind on overload. If you accept that and are gracious and understanding and ask if you can follow up down the road – say in 3 months, 6 months, even a year and you’re persistent, (and always gracious and understanding because you know it’s all about them, not you !!!) you’ll gain a lot of business over the long term.

## BREAKING IT DOWN

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 they likely have the funds to get started. 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 the first two handled makes business owners a good, solid bet.

Before I get to the script, the other method that works well for finding contacts is collecting business cards as you’re out and about, locally, or when you’re travelling. 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). These people make great prospects because they are actively marketing in small ways, doing exactly what makes them a great business partner if they are open to another income stream...

*And, now..... 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. Speak like you speak – it will come across relaxed and natural; the exact tone you are aiming to strike.

Make sure you sound like one person calling one person – it's not a pitch, it's a friendly and quick message. You don't want to sound like you're reading a script or like you're a 'dialing factory'. You must stay fresh, on point and have it sound like it's the **ONLY** call you're making (at that moment it is!) and not one of dozens or hundreds.

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 it going on' – whatever 'it' is – happiness, confidence, a sense of humor.....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 then before you know it, it ain't fake!

### **ACTUAL SCRIPT:**

Hi (first name), this is (full name). I'm a local business owner here in town. This is a bit of an out-of-the-box (*or a bit of a different*) call. I've got a sideline 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 significant secondary income stream. I don't know if you keep your business options open, but if you do, I'd love to get a short video 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. Remember you'll 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. 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 sharp 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 significant 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 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 my video 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".

Name, it takes X minutes to review the information (*be specific here – 13 minutes, 26 minutes – odd numbers stand out in marketing*). When do you think you'll have X minutes to take a look so I can follow up with you and get your feedback? Is that something you can do today or tomorrow?

When they say when (*general – today, tomorrow, on the weekend*), you look at your calendar, find the very next appointment you have open and then give them TWO choices. Name, would tomorrow morning at 10am work, or would 4 in the afternoon be better? Let them choose. Then say: Great. I'm putting that in my calendar; will you put it in yours? Thanks. I'll call you at this number then on Thursday the 12<sup>th</sup> at 10am?

Thanks so much for your time, I appreciate it and I'll be interested to hear your feedback. Have a great day (*or however you want to sign off*).

**WHAT IS IT?**

This is the question that truly 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 online service, it's a cool concept, we're doing something no one else has thought of, I'll think you'll be intrigued – most people are. The video only takes 7

minutes to watch and it's just enough to know whether this is something you want to know more about. 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. We appeal to a huge market and it's an opportunity to be in front of a trend. You know, you don't have to invent the trend to profit from it. The video only takes 7 minutes to watch and it's just enough to know whether this is something you want to know more about. 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.

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?

As soon as you get buy-in (agreement to watch), set the follow up time. This is critical to your success. It's businesslike, it's professional, it gets results!

As soon as you're off the phone: 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 (again, that's an old marketing tip, odd numbers are intriguing, so people actually hear them and act on them!).

Avoid signature files with lots of links and quotes. The idea here is to get them to one place, watching one thing. Period. End of story. KEEP IT SIMPLE!

If you practice 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. If you spend 60-90 minutes doing this every day you work (and hey if you only spent 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. This can be life changing. And it will build your bottom line – read: your bank account.

## PRACTICE NOTES

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

- Practice your 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)
- Have your dialing partner respond in several different ways so you get to practice your responses
- Set aside time to do this. Practice making 12-15 calls with a your dialing partner
- Next, record yourself. Listen to how you sound. Do you sound confident and assured? Do you sound like you're asking a question when you're not (upward inflection at the end of a sentence?) Do you say 'uh' or 'um' a lot? Awareness is curative. Observe, try again, clean it up so it feels tight and you feel like you own it.
- 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. Remember, one call at a time. You can have this perfected inside a week or two.
- Relax, it will get easier and you have nothing to lose and so very much to gain

Have fun doing this – try and keep it light. Sure, it's new, it's a little intimidating, but you'll be amazed at how quickly you'll build your chops. And, give yourself a good pat on the back for getting out of your comfort zone, trying something new and improving your life!

I know, it takes guts, but what do you have to lose? You will 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. Go get 'em.

**Bonus:** Want to hear me reading the script so you know how the intonation should sound? [Click here.](#)

Got questions? Email us: [Coach@SavvySponsoring.com](mailto:Coach@SavvySponsoring.com)

Want to learn how to become bulletproof and on purpose in your prospecting? Want to learn other techniques to have a tool belt full of prospecting techniques you can use in any situation and feel perfectly comfortable and keep your dignity and reputation intact? [Join the waiting list for our next round of our Power Prospecting Course.](#)



I have made more calls since taking the Power Prospecting Course than I have in my entire network marketing career. When I signed up, I was very nervous, I actually had an anxiety attack, not knowing if I could do it. I'm at a level now that I knew I needed to be – but never quite got there. I'd recommend it to anyone who is willing to be coachable. I think you will be completely successful with anything Jillian and Amy put out. The CEO marketing approach is brilliant, puts you completely at ease with what you're doing. I'm in love with the program, you guys are fabulous.

Melissa McAnelly  
Houston, TX

A final word: I recruited 127 people using this method – it works.

To Your Success,

Jillian Middleton



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PS: Get news you can use in your inbox every Saturday – [click here to receive our newsletter.](#)

