

**“26 Instant Marketing
Ideas To Build Your
Network Marketing Business”**
(Powerful Marketing Tips & Campaigns
To Build Your Business F-A-S-T!)

by
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You have nothing to lose, and only more leaders to gain.

A handwritten signature in black ink that reads "Tom". The signature is written in a cursive, slightly slanted style.

Tom 'Big Al' Schreiter

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Foreword

Many people can't attend my "live" Power Marketing & Promotions Workshops, but they want to learn how to supercharge their network marketing business.

I've taken some of the best Power Marketing Techniques from my monthly *Fortune Now Newsletters* and put them into this book. You'll get a whole new way of looking at your network marketing business.

Now you can learn some of the advanced marketing techniques I've used to easily fly ahead of the competition.

Get ready for a new experience.

-Tom "Big Al" Schreiter

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**Politicians use it.
Newscasters use it.
Advertisers use it. Shouldn't you?**

What am I talking about? I'm talking about "sound bites."

What are sound bites? They are just little bits of the conversation that stand out in the prospects' minds – and these bits of information are the only things prospects remember.

Here is an example of a sound bite.

When George W. Bush senior was running for president a few years ago, he made a long campaign speech to a group. One of the things he said was:

"Read my lips. No new taxes!"

This small part of the speech was reported in the news for several days. Everyone knew the phrase,

"Read my lips. No new taxes!"

Can you remember anything else from that long speech? No. All you can remember was the sound bite,

"Read my lips. No new taxes!"

Commercial advertisers know the power of sound bites. They work hard on catchy phrases, repeat them often, and then hope that sound bite will stick in your mind. Some examples?

“Winston tastes good like a cigarette should.”

“Things go better with Coke.”

“Burger King: Home of the Whopper.”

“You deserve a break today.”

What is interesting about the above examples is that all of them were created **over 20 years ago!** We still remember them.

Sound bites are a great way to communicate. Prospects will choose to remember only bits of our presentation. Make it easy for your prospects. Give them catchy, easy-to-remember sound bites that create a desire to purchase your products or to join your opportunity.

Let’s get started with some real life examples of sound bites that I enjoy. It’s easier to get the feel for sound bites by experiencing them.

Weight Loss Tablets.

1. Use these tablets to **lose weight while you sit.** Enjoy watching your favorite television program while excess pounds are just melting away.
2. These herbal fat burner tablets will **burn away excess pounds – even while you’re eating!**
3. If you want to lose those extra pounds, don’t spend your day suffering and being hungry.

Instead, use Product X. It's like having **willpower in a tablet.**

4. Why not lose weight while you sleep? Enjoy a good night's sleep while **your body dreams away those excess pounds.**
5. Try our **calorie-killer weight loss tablets** now.

Chocolate Breakfast Drink

1. Instead of cooking and cleaning breakfast dishes, why not have a delicious breakfast shake? It only takes 20 seconds to mix and you'll only **have one dirty glass and one dirty spoon!**
2. How about breakfast for **only 80 cents?** And you'll be **getting thin on chocolate!**
3. **Instant breakfast that's faster than a microwave.**

Long Distance Telephone Service.

1. **Make money every time you make a long distance call.**
2. **Make money every time your neighbor picks up the telephone.**
3. **Earn money while you sleep** when other people are talking on their telephones.

Nutritional Product.

1. You will be the only person awake and happy at 9:00 a.m. on Monday mornings.
2. This product will make you feel like you are 16 years old all over again – but with better judgment!
3. You will be the only person at work who doesn't have to take a nap at 3:00 p.m. in the afternoon.
4. When you come home from work, you won't feel like watching television. You'll feel like dancing!
5. We call this the "nap buster."
6. Instant energy in a capsule.
7. Attitude in a bottle.

Water Filters.

1. All water is recycled. This unit just takes out other people's contributions.
2. Chlorine is great for bleaching clothes, but not for our stomachs.
3. Great tasting water for just three cents a gallon!
4. Now you can taste clean, clear water. You won't have to worry about those little unidentified objects floating around in your glass.

Fiber Product.

1. This is perfect for **pizza lovers who hate eating rabbit food** to get their daily fiber.
2. **Results you can experience in just 24 hours.**
3. For hemorrhoid sufferers. **You'll never have to say "Ouch" again.**
4. The perfect diet supplement. Just **take it 15 minutes before you eat and stop worrying about weight problems.**

Skin Care.

1. Makes your skin look so good, **you'll never have to wear makeup again.**
2. **Will make your skin look like it is 16-years-old all over again, but without the acne.**
3. **Your skin will look so smooth, everyone will want to touch it.**

Are you getting the feeling of how sound bites can work for your business?

All of the above examples were for products. It's easy to come up with three or four great sound bites for every one of your products or services, right? Simply pass on these sound bites to your distributors and watch your retail sales increase.

But what about opportunity sound bites? Wouldn't it be great to have plenty of opportunity sound bites for prospecting and presentations?

Let's try a few.

1. It's like getting an extra paycheck in your mailbox once a week.
2. It's like having a paycheck from a part-time job, but you don't have to go to work.
3. We call this the "boss silencer."
4. This plan is called "winning the lottery."
5. You won't have to plead and beg for a day off from the "almighty boss." Now you can take off any day you choose.
6. You work 50 weeks a year for the company – and you get only two weeks a year for yourself. Does that seem fair?
7. How much time do you get to spend with your spouse and children after work?
8. You got married to have a family. Wouldn't it be nice to get more time to visit them?
9. Now you can get a \$300 raise and you don't even have to ask your boss.
10. Does your boss laugh every time you ask for a raise?
11. Can you talk to your boss tomorrow and get a \$300 raise?
12. Can you imagine having no bills to pay and still having money in your checking account?
13. Here is your chance to send your mother-in-law a postcard from Bali.

14. If you were your own boss, how much vacation time would you choose to take?
15. Who makes more money, the employee or the boss?
16. Who has more fun, the employee or the boss?
17. Every day while you sit in commuter traffic, I bet you say to yourself, "Wow! This is fun!"
18. Our parents told us what to do. Our teachers told us what to do. Now our bosses are telling us what to do. When is it our turn to choose what we want to do?
19. It's just like being a rock star. You write a hit song and collect royalties for life. Now you can sponsor some people and collect bonuses for life.
20. There are two groups of people in the world: those who get a word-of-mouth advertising bonus check in their mailbox once a month – and those who don't. Which group would you like to be in?

Now it's your turn. Why not come up with some great sound bites for your next presentation or meeting?

Your downline is waiting for your tested, winning sound bites.

Want leads of prospects who are presently suffering in the rat race?

Many restaurants have a glass fish bowl by the cash register where business people drop their business card. The lure is that the businessperson might win a free lunch or dinner at the restaurant in a weekly drawing.

What do the restaurants do with the business cards after the drawing? **They throw them out!**

You can get these business cards free, or at least for the minimal cost of purchasing the free meal that is given away. Now, what would you do with these business cards?

You'd recognize these cards as potential prospects for your opportunity.

What do you know about these prospects?

1. They currently suffer through a 9-5 job, commute long hours, and they definitely know the disadvantages and lack of freedom a job offers.
2. These prospects have some disposable income because they purchase their lunch instead of

bringing their lunch in a paper bag. This available income could be re-directed to building their part-time networking business. For instance, if they buy 20 lunches a month, that is at least \$150 extra income they could invest in their business.

3. These prospects spend their lunch hours complaining to co-workers about their jobs.
4. These prospects have regular jobs that pay their bills. They can afford to patiently build their network marketing business.

Why not type up a short sales or prospecting letter to these prospects? They have the motivation and the disposable income to qualify as future leaders in your organization.

Why write to them instead of making a telephone call? Because if you write to them, you'll only hear back from the interested, positive, motivated prospects who want to do something. You won't have to listen to the excuses and whining from the non-qualified prospects.

Gift certificates.

Need more people to talk to? Ran completely out of prospects?

Why not try gift certificates to give you the chance to visit with more prospects?

How does this work?

Imagine that you sold skin care products. Who are your best users?

Women.

You could reach these products users and talk to them about your opportunity by using gift certificates. Here's how it works.

Go to any office that employs men, preferably married men or men with girlfriends. Since men are typically terrible shoppers, they dread Valentine's Day, Christmas, birthdays, anniversaries, etc. When these special days approach, here is how they normally handle their gift shopping.

The day before that special day, they go to a local department store approximately five minutes before closing. Once inside, they stand in one spot and slowly scan the counters – and then despair. They don't have a clue. Usually they'll grab something that is within convenient reach,

purchase it, and then spend the next few hours agonizing over how they will get it gift-wrapped.

Gift shopping is one of the biggest problems in men's lives.

And you can solve it.

Tell the men in the office that you can solve their gift giving problems. They'll gleefully throw money in your direction to relieve themselves of this uncomfortable burden in their lives.

Each man will give you the six or seven dates that he'll need a gift each year. You'll tell him that you'll do the shopping, the gift-wrapping, and even pick up an appropriate card – and deliver everything to him the day before the special date.

Since in this example you are selling skin care, you'll nicely package a variety of your products into a gift basket – and include a gift certificate and catalog so that the woman can pick out additional products that she wants.

When the woman receives her gift basket, she begins using your skin care products. After a few weeks, she calls you to redeem her gift certificate and order some additional products from the catalog.

Now think of the quality of this prospect.

First, she is a satisfied product user with experience using your products.

Second, she is ordering more products.

Third, you'll be having a friendly visit with her when delivering her products.

Sounds like a perfect setting to present your business opportunity. Your prospect will be open-minded and will listen to your business opportunity. The rest is up to her.

If your prospect is hesitant because she feels that she wouldn't have enough prospects, simply share your little marketing secret and let her know that men will gladly pay premium prices to solve their shopping dilemmas.

How to get through to tough prospects.

Here is an easy method to make yourself stand out from the crowd.

Imagine you qualified for the company leadership trip and it's held in some exotic location such as Hong Kong. Sure you'll have a great time shopping and sightseeing, but this trip offers you an excellent opportunity to get your tough prospects' attention.

While you are in Hong Kong, buy a few picture postcards. Sit down and write your tough prospects' addresses on the postcards and handwrite the following message:

"I'm in Hong Kong learning new ideas on how to make our business even more profitable. Just learned some quick start tips that will help you get bonus checks even faster.

"I'll share these ideas with you when I get back home. I know you'll enjoy them."

When you return from your trip, almost every tough prospect will remember the postcard and you'll have an easier time getting an appointment for a presentation.

But why stop there?

Want to leverage this technique?

Why not ask your downline to make a list of all of their best prospects? Then you can mail to their prospects to make it easier for them to get an appointment. All you have to do is make a little modification of your postcard message to say:

“I’m in Hong Kong learning new ideas on how to make our business even more profitable. Just learned some quick start tips that will help you get bonus checks even faster.

“I’ll share these ideas with < fill in your distributor’s name here> when I get back home. I know you’ll enjoy hearing about these money-making ideas from < fill in your distributor’s name here> when he calls you.”

Great idea, eh? But what if you don’t win an overseas trip from your company?

Then why not go on our annual MLM generic training cruise to the Caribbean? You can send postcards from the exotic islands of the Caribbean and still get the same results.

Use your imagination. You can use this technique whenever you travel. It’s a great way to get that tough appointment.

Oh yeah, one other thing. Send a few postcards to those prospects who didn’t join your business. No, it won’t make them join, but it will make you feel a whole lot better.

Want to guarantee a sales presentation with the toughest prospects?

Here is what one marketing company did. To increase sales, the sales manager made the following offer to the salespeople:

“I’m going to get you a sales presentation appointment with your **ten** hardest prospects. Write down the names of the ten best prospects who you haven’t been able to get an appointment with.”

The sales manager knew that each salesperson’s ten best prospects could massively increase the company’s sales . . . if only they would see the sales presentation.

What about you? What would it mean to your business if you had a chance to sit down with your ten dream prospects? Who would they be?

How much money would you earn if you were to sponsor just a few of them? In other words, how much faster would your business grow if these premier prospects met with you and listened to your presentation?

Are you excited yet? Let’s go on with the story.

Once the list was completed, the sales manager for the marketing company sent a Coleman cooler tied in large green bows to each prospect. Inside the Coleman cooler was a note:

“I’ll bring some soft drinks for you and your staff to enjoy during our presentation meeting.”

Was it easy for the salespeople to get appointments?

Yes!

In fact, many of the prospects **CALLED** the salespeople asking for the appointment. Now that’s a switch.

The primary purpose of this promotion was to get the salesperson inside the door. However, besides gaining a sales presentation, the salespeople also found two added benefits:

1. The prospect was nicer and more receptive during the presentation, and
2. Goodwill was produced that carried over to future presentations.

The bottom line for this promotion was that 50 new sales appointments were set and 15 new accounts were established.

Now, calculate what a similar promotion could do for your business.

Would your business explode if 50 of your group’s premier prospects were to see your business presentation? I think so.

Well, how do you plan to get those presentations? Maybe you don’t want to invest in Coleman coolers, but to be innovative you could:

- /// Send a mock front page of a newspaper with your prospect in the headlines.

- /// Send a plaque that says: “To the world’s best listener.”
- /// Send a travel video and a note that says: “I’d like to show you how you can take a vacation like this, **four times** a year!”

Use your imagination, and remember the economics. Sometimes it pays to invest in presentations to good prospects.

“I want to join your MLM program. Here are my hot buttons. Could you set aside a little time to sign me up?”

Imagine that a fully qualified MLM prospect comes up to you and says:

“Hi! I want to join your MLM program. Here are my hot buttons. Could you set aside a little time to sign me up in your program?”

Wow! Wouldn't that be great? No convincing. No high pressure. No defending your industry or product. Just an easy-to-sponsor prospect coming to you -- **presold**.

Well, it doesn't happen quite that easy, but almost! How? Through an easy-to-use brochure/survey form that allows your prospects to check off their items of interest. You simply insert your best features and benefits into your brochure . . . and then let the prospects choose their hot buttons.

When you use this technique, a prospect will check off his areas of interest and say to you:

“Tell me more about your business opportunity.
I'm especially interested in how your bonus car

program works. And, I'd really like to know more about your famous Wonder Product."

Wow! Here's a prospect who is coming to you pre-sold. And, the prospect is telling you that his hot buttons are the car program and the famous Wonder Product. He is saying, "Tell me a little more about these wonderful benefits and you'll sell me in a minute!"

Well, as far-fetched as this scenario sounds, it's not that hard to arrange. Yes, you can attract pre-sold prospects and they'll even tell you what you have to say to sell them. And you can have a steady stream of these prospects coming to you, if you know how.

Here's the easy-to-follow technique:

1. Write down all the great features and benefits about your program. Then, put these features and benefits into a headline. For instance, if you were a distributor for the Wonderful MLM Company, you'd write the following:

- /// How to drive a new bonus car with no monthly payments.
- /// Where to save \$44 a month on your cleaning budget.
- /// How to add an additional \$400 a month part-time income.
- /// How to double your monthly retirement income.
- /// The three warning signs that your family is in serious financial jeopardy.
- /// How to get paid for recommending things you like.
- /// How to lose 11 pounds per month without dieting.
- /// Where to find an extra \$2,500 tax deduction every year.
- /// The three best ways to get rich in the 90s.

- // How to make your business give you the free time to be with your family.
- // The two best ways to have a luxury vacation four times a year.
- // Why a highly-desired repeat product can be your key to financial security.
- // The one business you can start part-time, without jeopardizing your present job.
- // How to have a career that's fun -- where you'll never have to go to work.
- // The insider's secret to having your own business.

Do you have enough headlines yet? If not, add a few more. Now that you've written down these hot points, our next job is to find out which of these features and benefits will get your prospect excited.

How will we find out? You guessed it! We'll ask.

We'll ask which feature or benefit excites your prospect, but we'll ask in a very inoffensive, non-threatening way. We'll put these headlines in a brochure and ask the prospects to check off which feature and benefit they would like to have more information on.

So, somewhere in your brochure, you'll have a section that will look something like this:

Our business opportunity has many unique and interesting features. We'd be glad to give you additional information on any of these areas. Please check the appropriate boxes to receive more information.

	No information please.	I would like to know more about this feature.
How to drive a new bonus car with no monthly payments.	<input type="checkbox"/>	<input type="checkbox"/>
Where to save \$44 a month on your cleaning budget.	<input type="checkbox"/>	<input type="checkbox"/>
How to add an additional \$400 a month part-time income.	<input type="checkbox"/>	<input type="checkbox"/>
How to double your monthly retirement income.	<input type="checkbox"/>	<input type="checkbox"/>
The three warning signs that your family is in serious financial jeopardy.	<input type="checkbox"/>	<input type="checkbox"/>
How to get paid for recommending things you like.	<input type="checkbox"/>	<input type="checkbox"/>
How to lose 11 pounds per month without dieting.	<input type="checkbox"/>	<input type="checkbox"/>
Where to find an extra \$2,500 tax deduction every year.	<input type="checkbox"/>	<input type="checkbox"/>
The three best ways to get rich in the 90s.	<input type="checkbox"/>	<input type="checkbox"/>
How to make your business give you more free time with your family.	<input type="checkbox"/>	<input type="checkbox"/>
The two best ways to have a luxury vacation four times a year.	<input type="checkbox"/>	<input type="checkbox"/>
Why a highly-desired repeat product can be your key to financial security.	<input type="checkbox"/>	<input type="checkbox"/>

- | | | |
|--|--------------------------|--------------------------|
| The one business you can start part-time, without jeopardizing your present job. | <input type="checkbox"/> | <input type="checkbox"/> |
| How to have a career that's fun -- where you'll never have to go to work. | <input type="checkbox"/> | <input type="checkbox"/> |
| The insider's secret to having your own business. | <input type="checkbox"/> | <input type="checkbox"/> |

Now, after your prospects check off their areas of interest, it gets simpler. First, you know your prospects are interested or they would never have taken the time to fill out the questionnaire. Second, you know exactly what your prospects want to know. You'll zero in on their hot buttons and desires.

Your brochure is easy enough to put together, but where should you utilize it? Here are some ideas:

1. Give this to prospects at the end of an opportunity meeting **if** they feel they need to "think it over." By filling out the brochure, you'll know exactly what they have to "think over" and be able to answer their questions right there on the spot.
2. Put the brochure in your prospecting package to accompany your audio prospecting tape. If the prospect doesn't want to join immediately, the answers on the brochure can guide you to the best approach to help the prospect make a decision.
3. Depending on the other selling elements of your brochure, the brochure could be used as a stand-alone mailer for prospecting.
4. When people ask you what you do for a living, your brochure can be a take-home explanation piece which is also a selling

piece. The brochure would be much more effective than a simple business card with a catchy saying.

I'm sure you can add many other uses for this custom brochure. Remember, this is an inoffensive, passive, non-threatening prospecting and qualifying method that even the shyest distributor can use to build a successful MLM business.

Word pictures are powerful communication tools.

I think most *Fortune Now* subscribers have my 12-cassette tape album, “Big Al’s Sponsoring Secrets.” On tape #2 of this album, I explain how to create powerful word pictures that prospects can’t forget.

Unfortunately, most of us will forget the power of word pictures unless we consciously make an effort to include word pictures in our every conversation.

Art Jonak notified me of the following example of a powerful word picture. He saw this word picture in *ESPN Magazine* where Tom Jackson interviewed the legendary football coach, Bill Parcells. Tom writes:

Players, friends -- Bill treats them all the same. He has a unique ability to get **inside your head** and make you better. We were talking on the phone one morning and Bill -- who knew I smoked -- raised the subject.

“Tom, are you still smoking?” he asked.

“Yeah, but not much,” I answered.

“That’s good,” he said. “What are you, 43? I had my [bypass] surgery at 50, so you have about

seven good years left. Since you're not smoking much, your surgery probably won't be as severe."

"Yeah," I said. "I guess."

"When you do have that surgery," he continued, "be sure to let me know what hospital you're in. I'll want to send you flowers or reading material. And if I could clue you in on something else: As they wheel you into surgery, you'll look up and see those ceiling lights. Now most people think that's the last thing they're ever gonna see, and I want you to know that it won't be. Now, your daughter. She's a baby right now, isn't she?"

"She's two," I said.

"Well, that means she'll be 8 or 9 when she visits you in the hospital and sees you with those tubes. That's good. All because you're not smoking that much."

At this point, I had to beg him to stop. He never once said, "Stop smoking." He just focused on what I was doing to myself. It's amazing the effect he can have on you. I haven't quit yet, but I've cut back. A lot.

Well, what do you think of that word picture? Powerful, isn't it.

And you can do the same type of word pictures for your business. You could create a picture of:

- /// How miserable and trapped your prospect will be in his job ten years from now.
- /// How wonderful, thin and energetic your prospect will be with their grandchildren five years from now.

- /// How much fun it will be to drive slowly through the neighborhood with the new bonus car and watch those stuck-up neighbors wonder how you could afford the car.
- /// How much fun it will be to take a wonderful Caribbean cruise vacation and to leave the children with grandma and grandpa.

Get the picture?

It's not what you say, it's what your prospect **remembers** that counts.

More “sound bites” and short presentations.

Earlier we talked about sound bites. After learning the power of sound bites, most distributors comment:

“Wow! This is a great way to get my point across and help my prospect see my point of view.”

“I like the way sound bites get right to the heart of the prospect.”

“What a great way to make a presentation come alive!”

“I watched my prospect’s eyes light up when I used a sound bite. I’m going to use them every chance I get.”

Why “sound bites” and short presentations are so effective.

Times change. It is important to remember that people live in the Internet era. Our prospects are **not** very patient. When they surf the Internet, they spend only a few seconds scanning a page and then quickly move on to another page. There is so much overload of information today; prospects cannot afford to spend more than a few seconds evaluating anything new.

For example, if our prospects watch MTV, most videos show only a few seconds of a scene and then quickly move on to yet another scene.

You'll have to look very hard to find a prospect today who will sit through a one-hour or two-hour opportunity presentation. We cannot bombard our prospects with a bunch of facts. They quickly become bored and anxious waiting for you to get to the point.

But don't believe me, try this test yourself.

Call up a few prospects and ask them if they would like to sit through a one-hour or two-hour presentation of your opportunity. Listen to their answers. I am sure you'll get the same results that I did. Your prospects will say:

"I don't have time. I am not interested. I need to pick up the kids from school. I already know about that. My dog just ran away and I have to go find him."

How can we fix this problem?

By using short presentations, stories, sound bites, and making sure that every minute of our presentation is interesting and focused to our prospects' interests.

Let me give you some examples of making short, effective presentations for your prospects.

Imagine that you represented a nutritional company and you are not sure if your prospect is interested in nutrition. So what can you say that would help your prospect understand that everyone could be a prospect for your opportunity?

You could say:

“Some people have more money than health. They are more than willing to spend a little bit of their money to reclaim their health. Everyone wants to live longer, healthier lives.

“Other people have more health than money. They are willing to trade a little bit of their health to earn more money. They work overtime, seek out part-time jobs, and even start part-time nutritional businesses to earn more money.”

In less than one minute you showed your prospect that everyone can be a prospect for your product or opportunity.

Want another example?

Your prospect is **skeptical** about nutrition. He doesn't believe that nutrition will make a difference in how he feels – so why invest the money in some supplements?

Why not use a short story or example to prove to your prospect that he already believes in nutrition? You could have a short conversation that goes something like this:

You: Does the food that we eat really determine how we feel? If you eat a bunch of doughnuts for breakfast, how do you feel a few hours later?

Prospect: I would feel hungry.

You: If you eat a giant steak for lunch, how would you feel one or two hours later?

Prospect: I would feel sleepy and sluggish.

You: If you eat Chinese food for lunch, how would you feel one hour later?

Prospect: I would feel hungry. I would feel like eating a real meal.

You: If you ate a very spicy Indian meal for dinner, how would you feel one or two hours later while you're lying in bed?

Prospect: I would feel uncomfortable. I wouldn't be able to sleep. Maybe I would need an antacid or something to calm my stomach.

You: If you drank six bottles of beer, how would you feel one or two hours later?

Prospect: I would feel drunk, or at least really, really sleepy. Yes, those beers would definitely affect how I would feel.

You: If you ate ten large jalapeno peppers that were very spicy, how would you feel one or two hours later?

Prospect: I would definitely have a burning sensation in my stomach. Not only that, I am sure those jalapeno peppers would affect how I felt the next day too. You are right. I never thought of it this way before. What I eat definitely affects how I feel.

See the difference? You are now **communicating** with your prospect. You are focusing specific examples that your prospect can relate to and the presentation becomes interesting for him.

Want another example?

Imagine you are visiting with one of your distributors. Your distributor says:

“If I could only come up with a really killer postcard, I know that I could recruit a lot of people.”

Since you do **not** want your distributor to be wasting his time designing postcards, what are you going to say to help him **see your point of view?**

Try this:

Let's say that you design a really great postcard. You send it to a prospect who thinks, “Hey, this looks great! I think I will join this program because this is a great looking postcard.”

However, the next day your brand new distributor gets another postcard in the mail. This is a **two-color** postcard with enhanced graphics. Your new distributors think, “Ooooh. This postcard looks awesome. It must be a better opportunity.”

And so your new distributor goes off and joins another network marketing program. Why? Because he makes the decision to join a network marketing program **based upon the quality of the postcard.**

In fact, this person will join yet another network marketing opportunity if he receives a three-color postcard the following day in the mail. And how long will he be with that program?

Until he receives a new four-color postcard in the mail!

This little story illustrates to your new distributor that you cannot build a network marketing business based upon having a killer postcard.

You build a solid network marketing business by **building relationships**. If you have a solid relationship with your distributor, your new distributor will not be swayed by every new postcard and opportunity that comes his way.

To **prove** your point, you could tell your new distributor the following story.

“Imagine that your mother is a distributor in your downline. You have a good relationship with your mother, right? Well, one day she receives a postcard in the mail. It is a killer postcard that promotes another network marketing opportunity. It has four-colors. It has superior graphics.

“And, guess what? Your mother **throws that postcard away**. She has no interest because she does not have a relationship with the person who sent the postcard.

“If you want to build a solid downline, it is not the original postcard that matters. It is the relationship that makes the difference.”

Want to get the attention of prospects who are money and freedom motivated?

Your sound bites and stories don't have to be very long. Sometimes you'll only need a sentence or two to communicate your entire point. Try this short two-sentence addition to your presentation:

At 8 a.m. in the morning you'll find Toyotas, Fords, and Hondas on the freeway going to work.

At 11 a.m. in the morning you see Mercedes, Lexus, BMWs, and Cadillacs going to golf courses or shopping malls.

Now it is your turn.

Why not develop some quick stories, examples and sound bits for your program?

And why should you do this?

Because your prospects **demand** it!

They want quick, efficient presentations. They don't want to wait or review long presentation books. They want the whole story now . . . and in just a few minutes.

Want to have a little fun?

Here is what I do to put a little humor in my day.

I ask distributors the following question:

“If your prospect asks you to give him a presentation, but wants the whole story in just **one minute** . . . what are you going to say?”

You ought to see the shocking look on the distributors' faces. It's amusing, it's funny, and it is also a little bit sad.

Why?

Because they suddenly realize what happens in **real life**. They instantly remember all those prospects who asked them for a quick overview because they didn't want to go to a presentation.

The distributors know that most of their prospects want a quick, one-minute presentation so that they can quickly make up their minds. Prospects don't want to waste 30 minutes or an hour listening to a long, boring presentation and then find out that the opportunity is not for them.

So, the next time we meet . . . be prepared! I'll probably ask you for your one-minute presentation.

And if you're wondering if you really should invest the time to develop a one-minute presentation, let me share my experience.

I can now talk to almost any prospect. I say:

**“I can give you the complete presentation
in less than a minute.”**

This takes the pressure off the prospect. He knows that if he isn't interested, he has only wasted 60 seconds of his time. **It's easier for him to listen to the presentation than come up with objections why he can't.**

I also use the one-minute presentation to end my in-home presentations and opportunity meetings. This recaps the total presentation and leaves a lasting impression in the prospects' minds.

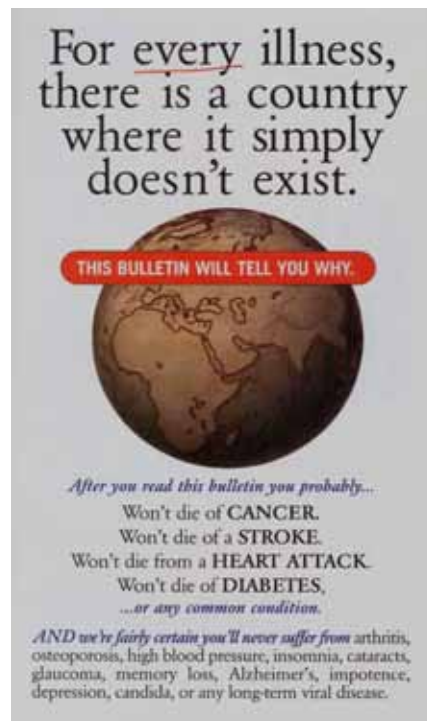
After hearing the one-minute presentation finish, many prospects (and even some distributors) say:

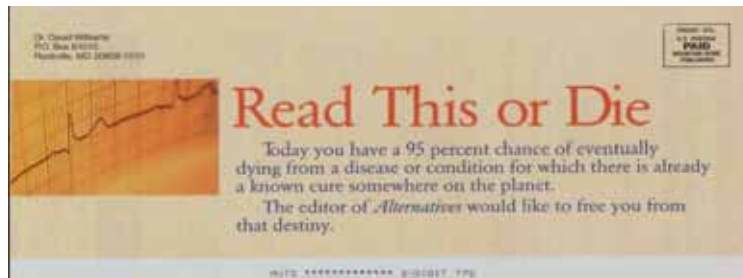
“I got it!”

That's what I want to hear. When prospects “get it,” we've done our job.

You don't have to say much
to get your point across
to prospects.

Here is the front and back of a recent mailer to my home.





Pretty powerful selling copy, isn't it? Short, to the point, and effective.

If you want to be equally effective, create short, powerful mini-presentations. For example:

1. There are two types of people in the world. Those who get a word-of-mouth advertising bonus check in their mailbox once a month . . . and those who don't. Which group would you like to be in?
2. Don't you think there is something wrong with having to work 50 weeks out of the year for someone else . . . and only getting two weeks for yourself? And most times we can't even pick when we get our two measly weeks.
3. Our city water is recycled five times after your neighbor flushes the toilet.
4. Switch to our long distance service. Your telephone will work exactly the same. The only difference is that your bill will be smaller.

Now it's your turn. Try creating several mini-presentations for your products and opportunity.

If prospects are motivated by strange reasons, shouldn't we change our presentations?

I'm watching a politically incorrect television show one evening. It's funny, but a bit sexist. Please note that I am watching the show strictly for research purposes – not for entertainment value.

Two men are trying to get a better understanding of women. In order to get insights, they interview women in the mall. They ask the women they meet the following question:

“If there were an operation that would make you smarter, but would also make your butt bigger, would you have the operation?”

Every woman interviewed said she would decline the operation.

I thought this was strange. Seemed to me that everyone would want to be smarter, right? So I went out and did my own interview.

Same results.

I even asked my daughter. She said,

“No! I wouldn’t have the operation. Would you?”

I thought and thought and thought. Guess my mind was frozen in time. My daughter broke the silence by saying:

“The reason they didn’t ask this question of men is because men don’t have a long enough attention span to hear the entire question.”

Ouch.

Anyway, back to the question. Wouldn’t you think that most people want to be smarter? Doesn’t it make sense to have the operation? As leaders, wouldn’t we have that operation?

And the answer is:

“No.”

But hey, don’t take my word for it. Prove it to yourself. Go out and do your own survey! Ask the same question:

“If there were an operation that would make you smarter, but would also make your butt bigger, would you have the operation?”

See what people’s reaction is in real life. Experience their reaction.

Hey, men can be shallow.

My daughter thought that the previous politically incorrect question was unfair because it targeted women.

Of course all the women who were interviewed said that they would decline the operation. The purpose of this exercise was to show how prospects make non-logical and very strange decisions.

Well, my daughter changed the question and asked men the following:

“If there were an operation that would make you smarter, but you would never be able to use the television remote control again, would you have the operation?”

Every man interviewed said he would decline the operation.

The point of this exercise is this:

People make weird decisions based on illogical, emotional criteria.

Few prospects join our business in order to create that extra residual income for retirement. That's way too logical and has little emotional or motivational appeal.

So why do prospects join our business?

- /// So they can earn a big car to impress their pompous neighbor.
- /// To get skin care at wholesale prices so they'll look ten years younger at their family reunion.
- /// To get more golfing and fishing time.
- /// So they can tell their in-laws "I told you so!"
- /// To have extra money to buy more lottery tickets.
- /// So they will have more money to purchase designer clothes to impress the opposite sex.
- /// To socialize with positive people at trainings and conventions.
- /// To be able to impress their friends and say that they have an international business.
- /// So that they will never have to sit next to that obnoxious co-worker who doesn't take a bath.

- /// To have the freedom to take vacation time when the children participate in the state tournament.
- /// To avoid groveling and begging whenever time freedom is desired.

Concentrate on these motivations and your presentations will get easier – much easier. Sure, financial freedom and time freedom sound good when these words roll off our tongue, but it is the real emotions inside of prospects that get them to act.

Remember this.

There are always two reasons for doing things.

1. The reason that sounds good.
2. The **real** reason.

Seven magic words that will build your business

Your prospects have their own lives, their own dreams, and their own goals. Network marketing can help them achieve many of these dreams and goals -- but not all of them.

This is where the seven magic words can build a solid relationship and make you more money than you thought possible.

Before I explain the seven magic words, let's look at your last person-to-person business opportunity presentation.

Remember it?

Consider this. Instead of just thinking about what you wanted (your prospect to sign that distributor application), what would happen if you changed your whole outlook?

What if you decided to have a bit of consideration and empathy for your prospect? What if you wanted to find opportunities that would really **help** your prospect -- in all areas of the prospect's life?

Just help the prospect?

Let's say that your new prospect didn't immediately enroll in your program. Instead, he used the famous phrase,

“I’ve got to think it over. I have to discuss this with my lawyer and my dog. I don’t have any extra cash.”

Can you **help** this prospect, **even if he didn’t join** your MLM opportunity?

Of course, you can. Here’s how.

First, you recommend a good accountant to do his taxes. Maybe the accountant will save your prospect an additional \$1,500 in income taxes by restructuring his IRA and savings, turning credit card and automobile loan interest into tax deductible second mortgage interest, and just do a better job on his personal income tax return. And, the accountant you recommend charges no more than your prospect’s present tax preparer.

Now your prospect has an extra \$1,500 a year (\$125 extra a month) in his budget. Even if your prospect turns down your opportunity, you still have **helped** your prospect change his life. Just think of all the extra movie videos he can rent every Friday night.

Second, you show your prospect how starting his own part-time business can mean many extra tax advantages for him and his family. Previously non-deductible travel and training expenses now become deductible. With a little planning, your prospect can save another \$1,500 a year by starting his own home-based business. Even if he doesn’t join your program, any home-based business will give him some tax advantages.

Third, your prospect can save \$220 a month on his home mortgage payments by refinancing his mortgage at a lower rate. You recommend a mortgage broker who can put all the refinancing charges into the new loan, so there is no out-of-pocket expense to your prospect.

Wow! Now your prospect is saving \$220 a month on his mortgage payment, \$125 a month on his personal taxes, and also has the opportunity of saving an additional \$125 a month on his taxes if he starts his own home-based business. That's a total potential additional cash flow of **\$470 a month!**

Now that will buy a lot of products. Or, if your prospect prefers, now he can order pizza and beer with his armload of movie videos every Friday night.

But you don't stop there.

Fourth, you tell your prospect of a terrific vacation value for his family (like the annual MLM cruise every November). Your prospect says:

“Thanks. That's a great deal. A luxury cruise for the price of staying in a good hotel. My family will love it.”

Fifth, you recommend a good lawn care and landscaping entrepreneur that will save your prospect \$20 a month.

Sixth, you tell your prospect where the best place is to purchase a new car at wholesale and exactly who to contact.

Seventh, you tell your prospect about a baby-sitting co-op. Now your prospect can simply exchange baby-sitting time instead of paying cash.

Eighth, you introduce your prospect to the new wholesale buying club in town. The \$75 membership will be saved many times over because of the lower prices.

Etc., etc., etc.

I'm sure you get the picture. After all, you are one of the many brilliant *Fortune Now* subscribers, aren't you?

Time to check inside your prospect's head.

Now, how is your new prospect going to feel about you and your opportunity after you've given 10 or 12 hot ideas and tips that will dramatically change his life?

I'd say, "Pretty good."

Your prospect will know that you have **his best interests** at heart instead of you just looking for a quick commission. So when your prospect talks over your business proposition with his lawyer and dog, the conversation will go something like this:

Lawyer: "Hey, this person you've been talking to is pretty smart. Looks like you now have over \$500 extra spending money each month. Did I mention that my monthly retainer fee is going up a \$150 a month? I think you ought to start that part-time business thing. Looks like you could earn a lot of money. And did I mention about my Executive Retainer Contract for people who make more money?"

Dog: "Now we can afford better dog biscuits. I want the chewy kind. When you go on that cruise, enroll me in the Beverly Hills Doggie Resort. They have a great brochure."

See the difference?

Your prospect (and his advisory team) want to be involved with you and your opportunity.

All you have to do is care. Just give a little of yourself to help somebody.

"But what if this person uses all of these great ideas and doesn't join?"

Well, there is no harm with helping someone out and not getting paid. I think we should help people out whether there is something in it for us or not.

It's just the right thing to do.

Now, back to those **seven magic words** that will change your MLM career. All you have to do is memorize this seven-word sentence and you're on your way to stardom!

Here it is. Just learn to say this at the end of your presentation:

“What else can I do for you?”

That's it! Let your prospect tell you his problems, his challenges, his unattained dreams. Then do your best to help him.

You'll sign up more distributors, better distributors, distributors who really want to join your team, and best of all, distributors who won't quit.

And that's only the beginning. It gets better.

Whenever you help your prospect, you're also helping someone else.

Who else benefits?

Let's look at the tax accountant. You just did the advertising and promotion to acquire a new, life-long customer for the tax accountant. A \$250 tax return fee multiplied by 30 years equals \$7,500 more in revenues for the tax accountant.

Is he happy? Yes!

But the new prospect won't keep his good tax fortune a secret. He'll probably tell at least five of his friends. That's

another \$37,500 in revenues for the tax accountant. Now he's getting really happy.

And these five friends aren't mute either. They'll tell a few of their friends what a good job the tax accountant did on their tax return . . . well, you get the idea.

In return for your advertising and promotional help, what will your recommended tax accountant do for you?

Well, you won't take any money because you're a person of high ethics and principles. You wouldn't think of asking anything in return for just being a nice person.

Why not tell the tax accountant to simply reciprocate?

Whenever the tax accountant sees a client that could use a good part-time business, guess who gets recommended?

And don't forget the

- /// Mortgage broker
- /// Travel agent
- /// Landscaper
- /// Car dealer
- /// Babysitting co-op
- /// Wholesale buying club

All of these happy recipients of new business can also reciprocate with you.

Sounds too easy?

It is. Anyone can do it . . . if you care.

Sponsoring new prospects is easy once they realize that you want to help them succeed.

How to make your prospect eager, excited, and almost begging to hear your presentation.

Did you ever bring a guest to an opportunity meeting?

While waiting for the opportunity meeting to start, what goes through your guest's mind? Negative thoughts? Thoughts of resistance and fear?

Would you like to give your prospect an open mind, a great attitude, and an eager desire to join your business . . . **before** your opportunity meeting even starts?

Here is a technique that uses a simple form. This form will literally change your prospect's attitude from resistance to **eager anticipation** for your opportunity presentation. Let's begin.

What really happens when you bring a guest.

It's the Tuesday night opportunity meeting. You and your guest arrive at the meeting 15 minutes early, sit down, and wait for the meeting to begin. What goes through the typical prospect's mind?

The prospect is thinking:

- /// Why am I here?
- /// They're going to try to sell me something.
- /// Better put up my defenses.
- /// It could be a pyramid operation.
- /// Why did I get tricked into coming here?
- /// How do I get out of here alive?
- /// What kind of excuses can I give to say "No" because I know they're going to ask me for money?

All these negative thoughts are running through your prospect's mind. Now, is this the type of attitude you want your prospect to have when the meeting opens and the first speaker begins his presentation?

Of course not. You want your new prospect to be thinking:

"I'm looking for an opportunity. Maybe a full-time career change or at least a part-time income. I really need something for my retirement. I need to get ahead in life and my job just gets me by. I need more. In fact, maybe there is a way I can quit my job. I want a lot more from life, but I don't have a plan to get there. How can I solve my money problems and get what I really want in life? I sure hope this meeting has a solution to my problem of time and money freedom."

That's the attitude you want your prospect to have when the opportunity meeting begins. Now, how do you **change** your prospect's attitude?

All you need is a **simple form**.

However, before we go to the form, let's look at another problem that doesn't help our prospect. The problem?

We take our benefits for granted.

We have so many good benefits that we don't talk about each benefit **long enough** for the prospect to really internalize and appreciate the benefit.

For example, we talk about **time freedom** -- how the prospect won't have to go to work anymore and have more time with his family.

Or we may talk about **money freedom** -- where the prospect has enough money to pay the bills and still has money left over to take holidays, some vacations, and to do whatever he wants.

However, during an opportunity meeting, the speaker mentions these two very, very important benefits in one sentence very quickly. He might say:

“Good evening, ladies and gentlemen. Thanks for coming. Tonight we're talking about time and money freedom. Let me tell you a little bit about the Acme Corporation. The Acme Corporation was started in 1972 by Mr. Acme himself, etc, etc, etc.”

Because the speaker mentions these benefits so fast, these benefits don't affect our prospect. Our prospect never had the time to **contemplate** and **internalize** what these benefits (time and money freedom) can mean to him.

What if we could get our prospect to contemplate and internalize these two benefits, time and money freedom, **before** the opportunity meeting begins? What if our prospect took ten minutes before the meeting to realize that he wants time and money freedom, **but can't get time and money freedom on his own?**

Wow!

Now when the opportunity meeting starts, our prospect is thinking:

“Gosh, I really want to quit my job. I want to retire and spend more time with my family and hobbies. However, there is no way I can retire with my present job. I’ll have to work until I’m 85 years old! I sure hope this opportunity meeting tonight will have a plan or idea on how I can achieve time and money freedom!”

Now, with this kind of attitude, our prospect has an open mind and is **looking forward** to tonight’s opportunity meeting. Our prospect is looking for a solution to his time and money freedom problem.

And, we have the solution.

How can we get our prospect to think like this?

By giving our prospect a special questionnaire or form to fill out before the opportunity meeting starts.

Here is a sample of what your form could look like.

Name: _____

1. When would you like to retire?

- In one year In two years
 In five years In ten years

Great! What's your plan to achieve this goal?

2. How much money do you need monthly to retire comfortably?

- \$1,000 \$2,000
 \$3,000 \$5,000 or more

Great! What's your plan to receive this monthly income?

3. How much money do you need to invest at a 6% return to receive your desired monthly income? (Take your answer from question #2 and multiply by 200.)

Great! What's your plan to accumulate this money?

Since we have arrived 15 minutes early for the opportunity meeting, as soon as we sit down with our prospect, we can pull out a copy of this form and say:

“This form is for your own personal use. Nobody else will see it. This will give you some ideas of what to look forward to in our opportunity meeting this evening.”

Your prospect starts to fill out the form and thinks, “Hmmm, fill in my name. That’s easy enough.”

And then the fun begins.

Your prospect reads question #1: “When would you like to retire?”

His answer?

“Oh, I’d like to retire in about five years.”

Then the anvil drops when he reads: “Great! What’s your plan to achieve this goal?”

Now your prospect is stunned. He must **contemplate** and **internalize** this question and construct a workable plan. Your prospects thinks:

“Hmmm, I guess I could start saving for my retirement now, but I am already payments behind on my car, and my VISA is over the limit. I can’t live on what I earn now, so I certainly couldn’t take a cut in pay if I retire.

“And if I did retire, who would pay me anyway? I’m too young for social security payments, and that doesn’t amount to much anyway. I’d have to

have a lot of money in the bank to be able to retire.

“Maybe I could get a part-time job as a paperboy. No, that won’t work. Those jobs are already taken. I don’t know what to do. There’s no way I can retire in five years. In fact, I’ll probably have to work until I’m 90 years old!

“I don’t have a plan to retire. I don’t even have a hope of retiring ever!”

So now your prospect realizes that even though he wishes he could retire, he can’t. Now the impact of time and money freedom is internalized. Your prospect really understands that unless he comes up with a plan, he’s doomed to working forever.

Your prospect doesn’t have a workable plan. He doesn’t even have an unworkable plan!

At least question #2 is a bit easier.

Next your prospect reads: “How much money do you need monthly to retire comfortably?”

Let’s say that your prospect thinks:

“Okay. This is easy. I can retire on only \$2,000 a month. I’ll live in a little log cabin by the lake and spend my retirement fishing. I can eat the fish, chop wood for heat, and I can get by okay if I just have \$2,000 a month.”

And then your prospect reads: “Great! What’s your plan to receive this monthly income?”

This is a killer question because your prospect has **no plan**. He thinks:

“Now how can I get \$2,000 every month? If I quit my job, my pension and social security benefits won’t come close to what I need. The paperboy union has all the paper delivery routes locked up. I’m not a rock star, so I can’t expect any royalties from a hit album.

“Maybe I can talk my boss into paying me a salary and I just never show up to work. No, that won’t work. The company is downsizing and I’d be the first casualty.

“I don’t have any stocks and bonds, so I won’t receive monthly dividends. Hey wait! This is terrible! Just how do people retire anyway? How do people get money in their mailbox every month if they don’t have a regular job? How can anybody retire?”

Your prospect is getting desperate. His lack of a workable plan to retire is now very, very apparent.

And finally, question #3.

Your prospect reads: “How much money do you need to invest at a 6% return to receive your desired monthly income? (Take your answer from question #2 and multiply by 200.)”

This is what I call the “Rule of 200.” It’s an easy way for people to realize the large amounts of cash they will need to retire comfortably.

In your prospect’s case he thinks:

“Okay, if I want to retire on \$2,000 a month, then I simply multiply \$2,000 times 200 and the answer is . . . \$400,000!!! Yikes! That’s a lot of money!”

In total shock, your prospect reads the last sentence: “Great! What’s your plan to accumulate this money?” Now your prospect begins to feel totally discouraged. He thinks:

“\$400,000 is a lot of money. Let’s see now, I have \$1,000 in savings right now. At six percent interest, that’s about \$60 in interest a year. Divide that by 12 months and I would receive about \$5 a month in interest income. That leaves me about \$1,995 short of what I need.

“But wait. I’m behind on my car payments and over the limit on my VISA card, so I’ll have to use that money this month for the bills. Yikes! Now I don’t have anything.

“Maybe I can get adopted by rich, sickly parents? No, not much chance of that happening.

“I tried winning the lottery. Sounded like a good plan but all I did was lose money.

“I don’t have a plan. I don’t have any hope of retiring in five years. I sure wish I had a plan. **I sure hope that the opportunity meeting this evening gives me an idea of a plan that might possibly solve my problems.**”

Now your prospect is sitting on the edge of his seat with the proper attitude. He is thinking: “Let me look for reasons why tonight’s opportunity will work instead of looking for reasons why tonight’s opportunity won’t work.”

The difference is amazing.

When the meeting starts your prospect is not fighting or resisting your opportunity. Instead, your prospect is looking for **reasons to agree** with your opportunity. Open-minded prospects make recruiting enjoyable. The secret to changing your prospects' attitude is easy. Just use a simple form.

But what if I don't use opportunity meetings?

You can use this form anywhere. Use your imagination. Here are a few ideas:

- /// At a trade show, pass out these forms with your telephone number and a brochure.
- /// For advertising responses, mail a copy of this form with your follow-up package.
- /// Use this form at in-home meetings and during one-on-one presentations.
- /// Put this form on your Internet site.
- /// Pass out this form at your company's Christmas party. That should get the conversation going.
- /// Use this form as part of your distributor training sessions. This will give them a reason to stay in your business.

With a little imagination or editing, you can use this form technique to solve many of your sponsoring challenges.

One final word of caution.

This form won't work for every prospect. For instance, if your prospect is 18 years old he might want to retire in 47 years! This would certainly dilute this form's effectiveness.

So have some fun. Make your own form and watch your business grow.

How to get your prospects to stay after the opportunity meeting.

You've seen it all before. The meeting ends and all the prospects run to the door like rats escaping imminent death (or escaping from high-pressure sponsors).

It's hard to sign up a prospect while he is running for his automobile. Do you say this?

“Press hard. This is a three-part form.”

Sounds silly as you're running.

How would you like to keep your prospects around for at least 10 or 15 minutes to visit about your opportunity? It's easy.

A couple of years ago I attended an opportunity meeting in China. Couldn't understand a word they were saying. And the compensation plan explanation on the white board? Well, I didn't have a clue.

However, I did learn something of value. Every guest registered at the front door and their registration coupon was put into a large box.

At the beginning of the opportunity meeting, the speaker announced that there would be a free drawing at the conclusion of the meeting. This kept the guests from leaving early because they thought they might win one of the three large, brightly wrapped gift boxes in the front of the room. The boxes had massive, bright-colored ribbons and bows and looked quite valuable.

At the end of the opportunity meeting, the speaker announced that everyone should stay because the big drawing would occur in just 10 minutes. This would give everyone a chance to use the bathroom or get a drink first.

Of course the drawing happened on what I call “MLM time.” The drawing occurred about 15 minutes after the meeting. However, every distributor had a chance to visit with their prospects and everyone was happy.

The only thing missing? I would have had at least one present with one of those springy snakes that jump out and surprise the audience. I like a little excitement in every meeting.

“Why your prospect winces in pain, starts to sweat, and looks for the escape route from your business presentation.”

So there I was, enjoying a nice holiday in Brazil. It was going to be a great couple of weeks of relaxation with my wife, Susan.

And then disaster happened.

My wife suggested that I hire Joyce as a personal trainer during our holiday.

Joyce was an attractive woman with a great smile. But beauty is only skin deep. Underneath that smiling exterior was a sadistic exercise cultist who was motivated by the ultimate challenge, getting me into shape.

Since Joyce had only three weeks to do the impossible, she had to start fast. And she did.

She began at her level of fitness, not mine. Four hours later I'm taking pain pills and wondering why I'm paying someone \$160 an hour to make my life miserable. After the pain pills wore off, I came to my senses. I fired Joyce and bought some ice cream with the savings.

So what really went wrong?

Joyce took her level of fitness for granted. She assumed that any normal human being would understand and appreciate a high level of fitness. Sure.

But I'm like most couch potatoes. I can't appreciate her point of view – **yet**. I would have to work up to and gradually understand certain physical fitness standards to really appreciate her point of view. I can't start where she is.

Does this sound familiar?

How many times do prospects “fire” us after listening to our opening presentation? A lot.

Here is why.

The prospects aren't at our level of awareness when talking about part-time businesses, financial freedom, time freedom, PV, BV, Star Trek Commander achievement bonus and all the other neat things about network marketing that we take for granted.

Think about it. When we tell our prospects about time freedom, all they can think about is getting a raise from their job or working overtime to pay the VISA bill. Time freedom? That's not even imaginable.

When we talk about financial freedom, our prospects briefly think about millionaires with stocks and bonds and massive bank accounts. That's not them. They could never do that. And so they simply blank out that part of our presentation.

And it gets worse. We assume that our prospect understands the difference between upline and downline, wholesale and distributor net, levels and generations, and all of a sudden . . .

Our prospect is taking pain pills for the headache we're giving him.

And then he **fires** us.

If our prospects aren't ready for us, what can we do?

Slow down. Try to start at their level of understanding. Ask a few more questions about where they are in their lives. For instance, if paying this month's car payment is dominating their thoughts, I'd ease up on the explanation of the ½ of 1% diamond bonus in year three.

Also, I'd avoid talking and teaching all 15 Principles of successful network marketing. Maybe I'd just focus on one or two principles. Overwhelming people is a good way to get fired.

Oh yeah, and definitely slow down on the big picture. You know, the discussion about personal responsibility, belief systems, conscious and unconscious decisions determining results, that kind of stuff. Save these for training sessions.

How about a success strategy?

Try educating your prospect a little **before** you give your presentation. This could be done immediately before the presentation, but is most effective when done a few days before the presentation.

This will give your prospect some time to digest the new information, observe proof of the new information in his life, and enough time to build a desire to look for solutions to the new information you gave him.

One easy way to do this is with a **word picture**. If you're not familiar with word pictures, refer to tape #2 in my *Sponsoring Secrets* album. I think this technique is priceless. An abbreviated

example of using a time-delay word picture would be this. Simply tell the prospect the following:

“You know, sometimes we’re so busy doing something, we forget to ask why we’re doing it. For example, last year I got up to go to work. When I pulled out the key to start my car, I asked myself:

“Do I really want to be leaving for work at 7:00 a.m. in the morning? Do I really want to be spending all this time away from my family? And is this 1979 Pinto the car of my dreams?

“Well, every morning when I pulled out the key to start my car, I always asked those three questions. Finally, I decided to do something about it.

“How about you? What do you think about every morning when you reach into your pocket and pull out the key to start your car?”

Even if your prospect doesn’t say a word, what will he think about tomorrow morning when he pulls out his key to start his car? You guessed it. Those same three questions.

This time-delay effect will work over and over again every morning until your prospect **sees what you see**. Now you’re **not** jumping ahead too fast when you give your presentation. Your prospect is ready. And, you won’t get fired.

What’s another way to pre-educate your prospect before your presentation?

You could loan your prospect the book, *How To Get Rich Without Winning The Lottery*. In just 30 minutes your prospect will be taken from:

“I could never be rich” thinking to

“Oh yeah! I really can be rich by following a few basic principles. Tell me more!”

Or, maybe you have a special audio tape or booklet about your product, your opportunity, or just life in general that you can start using now to pre-educate your prospects.

There are plenty of tools you can use. You simply have to pick one and go to work.

Prospecting and recruiting presentations don't have to be painful for you or the prospect. If you can pace yourself to the same speed as the prospect, if you can present information at the same rate as the prospect is willing to receive, then you'll have plenty of new, smiling faces in your group.

I got conned by a 14-year-old girl, and loved every minute.

Here's the story.

About four years ago I received a letter from a girl named Marcia (not her real name, but I'm still embarrassed how well she outmarketed me). Marcia said she just finished high school early, and was getting ready to start school at her community college. She excelled academically, but was a bit worried about her maturity and taking the big step towards college.

So far, fair enough. I didn't know Marcia. She lived 1,800 miles from Houston, and I certainly didn't know how she got my name. I kept reading her nice handwritten letter.

She explained how she planned to finance her college education. She didn't need much money. She only planned to take six hours in the coming semester, and tuition was quite cheap. She was too young to work, so this is what she suggested.

“The tuition is only \$12 for each college credit at our community college. I was hoping I could get six different people to underwrite a single college credit for me.”

I wrote her a check for \$12 and dropped it in the mail. Okay, I'm a soft touch, but at least she was doing something instead of waiting for a government handout. She was sincere.

Now, this got me to thinking:

“Isn’t this a great way to finance a college education? Couldn’t you get your relatives, friends, business associates, church members, local business leaders and others to each underwrite just a single college credit? Wow! You could underwrite almost anything with this method of multiple financing.”

About two months later I get another letter from Marcia. Enclosed was a photocopy of her grades for the first quarter. She was taking physical education and a literature class. She didn’t ask for money. She just wanted to thank me for the \$12 and to give me an update on her school progress. Good salesperson, don’t you think? Anyway, I was primed for a repeat sale.

I received a copy of her end-of-the-semester grades. Good grades. I felt good about helping her. Her letter told me what courses she planned to take the next semester, as she was feeling confident she could do more.

I sent another \$12.

Two months later, I got a progress report of her grades and a short personal letter of her life at school. At the end of the semester, I again received a thank-you letter and a copy of her grades.

Marcia takes summer school. I send money. And the story goes on.

Now, it’s four years later. Every semester I’ve sent between \$12 and \$50 to help Marcia with tuition and books. Why? Because I feel good about helping a student get ahead.

Have I ever met Marcia? No. Have I ever talked to her? No. I just liked her innovative marketing.

And now, for the update . . .

This is Marcia's fifth year at college. She's continuing on with her education. This time I receive a picture of her receiving her diploma. Lovely smile. It's nice to know that there is a real person behind all those handwritten letters.

With her picture I receive . . . a full page *Marcia Newsletter!* I won't reproduce it here, but let me quote the first paragraph:

From the desk of Marcia Simpson Sunday, October 1, 1995

This is to be my very first *Marcia Update Newsletter*, or whatever you want to call it. It didn't take too long to realize that writing each individual person on my ever-growing list was going to be impossible if I wanted more frequent contact than just an annual Christmas card!

The next paragraph and the rest of the newsletter talked about her roommate, the weather, the homework, the boys, etc. And, I noticed her signature was even photocopied on her newsletter.

Talk about marketing to the masses! Marcia could teach us all a thing or two. (And yes, I sent another check. I now consider it tuition for my marketing classes.) I don't think Marcia should bother herself with any marketing classes.

How can we use Marcia's financing technique in multilevel marketing? Let's take a look.

1. A new distributor can write a letter to every friend and relative announcing that he (or she) is going into business for himself. Instead of asking them to join, he can ask each friend and relative to purchase just one product to help his starting inventory.

2. A distributor can ask uplines, downlines, and anyone else to help share in an advertising campaign. Instead of asking for a co-op share payment, break it down to easy-to-picture pieces. Say you'd like each of them to buy just one classified ad in your 250 newspaper campaign.
3. You want to make the Star Trek Commander level in your marketing plan. Ask each distributor to just sponsor one person in the next nine days and you'll qualify.

The possibilities are huge. Many other people use this marketing technique, why can't we?

For example, many churches have building funds. They estimate the cost of the church and how many bricks it will take to build the church. By dividing the total cost by the number of bricks, they arrive at a "cost-per-brick" figure.

Let's say the church construction cost was \$300,000 and the exterior needed 30,000 bricks. Each brick would have a value of \$10. The marketing of the building fund would be that everyone should buy a brick for \$10. Get your friends to each buy a brick. Get the local businesses to buy a brick. And soon, the church would be fully funded, brick by brick.

* My experience with Marcia occurred about seven years ago. Just two months ago she got married. And guess who was solicited for a wedding gift? Me. And the gift was promptly mailed. I still haven't met Marcia, but I hope she doesn't have too many children. I won't be able to afford their birthday gifts.

How to use postcards to build your network marketing business.

#1. Prospecting.

The postcard is the **cheapest** mailing forum you can use, but it's also the **smallest**. You'll be limiting yourself to a great headline and a bit of text.

So, what's your headline?

Over the past few years, I've spent a lot of time on headlines and first sentence technology with *Fortune Now* readers. You should have a library of great headlines by now. All you have to do is choose the type of headline for your recruiting campaign.

For instance, if you're sending post cards to experienced network marketers from a mailing list, your headline will be completely different than a headline used to attract new residents in your community. Don't assume one headline works for everyone. Look at the difference below.

Some headlines used when mailing to experienced networkers:

- /// If you tried network marketing and didn't earn the money you expected, maybe you would like to know the secret.
- /// Hot co-op opportunity for experienced networkers only.

- /// I've sponsored one person a month for the last 10 months. Each person has achieved manager status in less than 15 days. Do you want to be next?
- /// Free Report! 13 reasons to use our system to build a full-time network marketing career in just 90 days.

**Some headlines used when mailing
to new residents of your community.**

- /// Meet positive new friends while networking with fellow part-time business entrepreneurs.
- /// Start a part-time business that will pay off your new home mortgage.
- /// Trade two hours of television time to learn how your neighbors are collecting an extra check every month.
- /// Free book to new residents (*How To Get Rich Without Winning The Lottery.*)

See the difference? Pick your headlines to **attract** a certain prospect. Not everyone is the same.

Some time ago, I received an e-mail from a lady who had the following great sign-off phrase. It said:

“If we are what we eat . . . I'm either Fast, Cheap or Easy!!”

I always thought that this would be a great headline for a postcard promoting healthy food supplements. I haven't tested it yet, but it always brings a smile to my face when I think about it.

#2. Retailing.

One networker sold water filters. He offered a free water filter for a month to allow new residents a chance to try his product. The postcard received a 4% response. That means four

people responded out of 100 postcards mailed. So, what was his cost?

Well, 100 postcards printed, postage, and rental of a new resident mailing list cost about \$36. That means each response cost the networker \$9.

Out of the four responses, only three people would allow the counter top water filter to be installed in their home. (The other response would feel that it was sales trickery, changed his mind, or some other objection.)

Here is the bottom line.

The networker spent \$36 and a little effort to get three people to try his water filter. For every three prospects who tried the water filter for 30 days, at least one would buy a water filter. The retail profit from each water filter sold was \$50, plus the networker earned additional money in bonuses from the compensation plan.

Okay. So this isn't big money, is it? We've spent \$36 and a lot of effort to earn \$50. We only have \$14 net profit after the 100 postcards campaign.

But aren't we missing something here?

Imagine that you used this strategy to eventually sell 100 customers. What kind of distributor prospect list would these 100 customers make?

Wow! You'd have 100 customers who tried your product, liked your product, ordered your product at full retail and believed in the value of your product.

How hard would it be to convince them to take the next step and become a distributor? Not too hard. This is one great **qualified** list of prospects.

#3. Turn your postcards into a coupon or free gift certificate.

One networker mailed a \$10 gift certificate (postcard) to every old customer and product party attendee. She was flooded with phone calls asking for the current product catalog.

This was an excellent promotion to **reactivate** old customers and prospects, and the cost is minimal. Sure, you have to give away \$10 in product value, but most customers redeeming the certificate will order more than enough product to make this a profitable promotion.

And even if the promotion showed no profit, wouldn't this be a great way to get in front of more prospects? Again, we are building a better relationship through frequent contacts, and that means more distributors.

#4. Make your postcard a dinner invitation.

Why rent an expensive hotel meeting room when you can take your prospects to dinner? Here is what I mean.

Let's say that you can rent a local hotel meeting room for \$100. You normally average about 10 guests at the meeting, so you're really spending about \$10 per prospect to have that meeting room.

For that same \$10, you could **buy dinner** for your prospect and meet at a local restaurant. (Assuming you don't live in New York City or San Francisco . . . but then again, those meeting rooms would be more expensive too!)

What's more friendly?

An opportunity meeting at a generic hotel, or a personal business dinner with future business associates?

Your prospect will feel more at ease at a dinner presentation, plus it's easier to get prospects to attend when the food is free.

**#5. Tell your prospects and customers
about the new stuff posted on your web site.**

Yes, a lowly postcard is a great way to push targeted prospects to your web site where you can educate and sell them on your opportunity and prospects.

Use your imagination to motivate your prospects with your postcard. Maybe you can announce a contest, free drawing, free gift for visiting or to . . .

**Tell distant, cold prospects that you've just posted
your secret family photo including
Spot, your wonder dog.**

If one of your cold prospects visits your site, he'll now see that you are a real person, not just some salesman hiding behind a post office box. Seeing your family picture will help a cold prospect warm up and open up to your business opportunity.

**Postcard idea #6:
Find the secret hot buttons and
desires of your prospects.**

Remember the September 18, 1995 issue of *Fortune Now*? If you don't, here is a quick overview. I talked about using a survey to find out which headline or first sentence was the most popular with your prospects. I explained how to put together a six-option survey that created new prospects and at the same time showed you exactly which headline or first sentence would get the best response.

Well, you can do the same market testing with postcards. Here is how.

Imagine that you're pondering:

"I wonder what would excite my customers more. Would a price discount be best? Or, should I offer a free premium or gift when they purchase my product at regular price?"

You don't know. You can only guess. And guessing is what makes gamblers poor and finances large hotels and casinos in Las Vegas, Nevada.

So you decide not to gamble. Instead, you cheat. You find out the correct answer from surveying your prospects. How? By using a postcard.

You design a postcard offer to 100 prospects that says:

Special sale! \$10 off!
Super Skin Cream for only \$29.95 \$19.95!

You get five responses to your postcard.

You also made up a postcard offer to 100 prospects that said:

Buy Super Skin Cream for only \$29.95 and get a free dinner at Mario's Italian Restaurant FREE!

You get 19 responses to this postcard.

Well, you don't have to be a rocket scientist to see that your customers would rather get a free dinner than a discount. No more guessing. You know the answer. No risk on your part. You know exactly how to go forward with your marketing campaign.

Do you have to test product offers only?
What about different benefits to join your program?

Sure. It's easy.

Just put together two different postcards to see which benefits would really turn on your prospects. Remember, guessing is for broke gamblers. You don't want to guess, you want to **know**. You don't want to initiate an expensive marketing campaign, and you don't want to invest months of your time pushing a benefit that doesn't interest your prospects.

So we'll test.

Postcard #1 will say:

**“How to get a new car every two years –
and never make a single car payment again.”**

Postcard #2 will say:

**“How to earn \$531 extra every week –
without leaving your home.”**

Send out the postcards and watch which postcard draws the most interest. Now you know which benefit will pull the best.

If you have more than two benefits in your program (and I hope you do), then test each benefit until you find the one or two benefits that consistently give you massive returns on your promotional dollar.

Finally, the good thing about this “real life” testing is that you'll get lots of prospects **while** you're testing.

Postcard idea #7:

Create goodwill and referrals as a thank-you note.

How many purchases did you make last year? And how many thank-you notes did you receive? Probably only two or three.

It's rare to show appreciation today. However, people crave appreciation and recognition. You can give your prospects this

appreciation and recognition inexpensively with a simple postcard thank-you note that acknowledges their contribution to your success.

Customers and prospects will love you for this simple act of courtesy.

Customers **and prospects?**

Yes, prospects too! You can thank prospects for:

- /// Reviewing your video information pack.
- /// Coming to last night's opportunity meeting.
- /// Trying the samples you sent them.
- /// Answering your ad.
- /// Having the courtesy to tell you that your opportunity wasn't for them.

You get the idea. There are lots of reasons why you should thank your prospects. So, don't limit your thank-yous to just customers. Include your prospects. The goodwill you build can help get you qualified referrals, and your prospects and customers will always feel favorable to you when the time is right for them to buy or join your program.

**Postcard idea #8:
Announcements.**

This one is easy. If you've kept the addresses of your prospects, you can continuously remind them of important events with inexpensive postcards. What kind of announcements can you send? How about:

- /// Special guest speaker, John Doe, shares his secrets for becoming rich on Saturday from 7 – 9 p.m.
- /// Once-a-year diet program sale starts on December 31st.
- /// Free business start-up kit to the first 15 callers.

- // Brand new product introduction.
- // All the free food you can eat at Wednesday night's business briefing.

**Postcard idea #9:
Use common sense.**

Caution! Make sure you use common sense when applying any of these ideas. Here is an example of not using common sense when mailing to customers.

There is a story about an upscale jewelry store in New York City that wanted to build customer loyalty and appreciation. Here is what they did.

The jewelry store sent a nice note to the homes of their customers, thanking them for their last purchase. Unfortunately, many of the wives read the thank-you note and asked their husbands, "Where is my necklace?"

Apparently, the last jewelry purchase by their husbands was not for their wives.

There you have it.

Simply use inexpensive postcards to supplement your business-building activities. It's a great way to always have prospects.

The sponsoring riddle . . . solved!

Which technique is so powerful that your prospects:

- /// Forget about your products
- /// Forget about your services
- /// Forget about your compensation plan
- /// And even forget about your opportunity

-- yet your prospects still **desperately** want to join?

Now I know you've been waiting breathlessly for the solution to this riddle, so let's get right to it.

Observe the obvious -- and collect the money.

Once upon a time, McDonald's wanted to get more customers into its restaurants. I wonder if they had a high level meeting that went something like this:

Big Boss: Maybe we can advertise that our burgers are 100% beef. We haven't done that for awhile.

Vice-President: Or maybe we can tell our customers that our French fries ranked first in a double-blind study of inebriated softball players.

Clueless Lawyer: We can advertise that our coffee isn't as hot as it used to be.

Graphics Manager: How about a new commercial with our new corporate flip chart and mission statement?

Accountant: Could we mail out coupons that offer a 2.3 cents per burger discount?

Marketing Manager: Let's create a new corporate song that sticks in people's minds. (Remember last issue?)

Production Manager: Let's talk about the quality of our freshly baked sesame seed buns.

Advertising Manager: Hah! We'll criticize the competition. Then all the customers will come to us.

And so the meeting goes. On and on the executives discuss how to get more customers to come through the front doors of the McDonald's restaurants.

Finally, a secretary comes into the board meeting room to deliver a telephone message. She listens to this executive drivel and watches the managers pass around pie charts and memos.

Disgusted with this corporate waste of time she yells:

“If you want giant lines of people waiting to get into your McDonald's restaurants, just give away some Beanie Babies with a purchase of a Happy Meal! Now, go back to your offices and get to work!”

Well, the result of the Beanie Baby campaign is history. People love Beanie Babies. They can't get enough of these "collectible" stuffed animals.

McDonald's gave away millions of Beanie Babies. People who would never set foot inside of a McDonald's patiently waited in line to buy some Happy Meals to get their free Beanie Babies. Some people bought 10, 20 or more Happy Meals just to collect the Beanie Babies.

It was wild! Long lines! Massive sales!

Hmmm. I wonder if that secretary was promoted to Director of Marketing and Sales?

**And what did these customers do
with all of their Happy Meals?**

A few were eaten for lunch.

Many were stored in the refrigerator for a couple of days and then thrown out.

Some were given to hunger charities.

**And many were simply thrown in the trash
because all these people really cared about
was a chance to buy more Beanie Babies!**

Whoa! Hold on here.

Many of these customers got so excited about the free premium give-away (the Beanie Babies), that they totally forgot about the main product -- food!

These brand new customers formed long lines because they were excited about the premium.

They didn't even think, or even care about the main product.

Let's go on.

A multi-billion dollar observation.

How many of us get excited about buying soap? Not many of us (my apologies to MLM companies selling soap, so please don't write).

Well, many, many years ago, the Wrigley Soap Company offered as a premium, two free packs of chewing gum with their soap.

The premium was **more popular** than the soap that they were selling. They were so successful selling soap that way, they thought:

“Hey, why fight it? Why not collect?”

You and I know Wrigley's today as a billion dollar chewing gum company, **not** as a billion-dollar soap company.

Again, the premium became more important than the product.

Wow! I want that video!

Most traditional magazines have a hard time selling subscriptions. They use direct mail, subscription agencies, and telemarketers to coerce prospects into subscribing.

This is all hard work. And, it's expensive too.

But *Sports Illustrated Magazine* has found a unique way to get tens of thousands of prospects to eagerly call them and say:

“I want to subscribe -- NOW!”

How do they do it?

They offered a premium.

Not just any premium though. This premium is targeted to the average male reader of their magazine.

You see, other magazines use premiums to motivate prospects to subscribe to their magazines too. Unfortunately, they usually pick boring premiums.

For instance, *Time Magazine* once gave away a cheap plastic telephone. (Yawn.) Some magazines give away ballpoint pens, personalized scratch pads, etc. While all of these premiums may somehow be related to the main product, they just don't inspire passion in the prospect.

Passion?

Yes, passion. Which brings me back to *Sports Illustrated*.

Every year *Sports Illustrated* produces a "Swimsuit Issue." They take the prettiest models to exotic locations and photograph them with the latest swimsuit fashions.

This is the hottest selling special issue of the year . . .

"And it's yours **FREE**, if you call right now and subscribe to the next 50+ issues of *Sports Illustrated*."

Does this sales pitch sound familiar? Have you seen this commercial on television, complete with teaser shots of some of the models?

And does this premium work?

There's never been a premium like it. It sells subscriptions like gangbusters. And if you think about it, swimsuits are **almost** remotely related to sports, aren't they?

And that's the point.

Your premium does not have to be related to your product if your prospect **desires** your premium intensely.

Now it's nice to associate the premium with your product, but the most important thing to remember is:

Your prospect must **want** your premium.

Now, are we seeing an answer to our riddle yet? Can you now answer this question?

Which technique is so powerful that your prospects:

- /// Forget about your products
- /// Forget about your services
- /// Forget about your compensation plan
- /// And even forget about your opportunity

-- yet your prospects still **desperately** want to join?

It's simple to answer now, isn't it? The answer is:

Premiums.

Premiums are anything you can offer as an incentive for fast action.

A premium can also help your prospect say "Yes" faster because:

1. Your prospect wants the premium, and
2. The premium helps overcome any buyer's remorse about your product because the prospect purchased your product **because of the premium.**

You know you have reached the pinnacle of marketing awareness when you motivate people to purchase your products or opportunity **just so they can obtain your premium!**

However, sometimes people ask me:

“Why should I bother with premiums? My products and opportunity are good enough to sell by themselves!”

Maybe. But if they sold as easily as you say, then why are you even bothering to learn **any** new marketing techniques?

If it's as easy as you say, there should be people lined up around the block from your office to buy your products. But then again, if it were that easy, **our companies wouldn't need distributors!**

The companies could just sell directly to the public without us!

Good thing it's not that easy, eh?

So how do prospects really look at our products?

To most of our prospects, our products are like spinach. Good for you, but not too exciting.

Premiums are like dessert. Great tasting, exciting, and everybody wants them.

Now, life's not very good if it's all desserts and no main meals. And premiums won't fulfill everything your prospects need. Your prospects will still want your products. But remember, it's the premiums that give your unmotivated prospects an **incentive** to act -- now!

Your mother knew that if you wanted the dessert, you'd eat the spinach first to get it.

Prospects are pretty much like little kids.

**They'll "eat the spinach"
if it helps them get the "dessert"!**

So what's the "dessert" you can offer to get prospects to gladly buy your "spinach" right now instead of waiting until your business card says "in business for 50 years"?

Well, let's look at some network marketing specifics to put this premium marketing to work.

If you sell vitamins, you can always use an educational audiocassette tape on nutrition as a premium to get the sale.

In quantity, these audio tapes cost as little as \$1 for the tape (or less). If your company sells nutritional products, I'm sure you have plenty of access to generic and specific audio tapes that would make great premiums.

No discounting!

You won't have to discount your product to make the sale. For example, let's say that you sell "Magic Diet Pills" for \$29.95 a bottle. Your wholesale cost is \$19.95 per bottle, leaving you a net profit of \$10.00 a bottle.

If you **discount** your selling price by \$5, you'll be losing half of your profit and will only be left with \$5 for your effort.

So, instead of discounting, sell your product at full price (\$29.95) and give you customer a **free premium** as an incentive to buy now.

In this case, your premium is your instructional audio tape, "999 New Ways To Shed Pounds Overnight."

Because you didn't have to discount your price to make the sale, your profit was \$10 on the sale, less your \$1 cost for the audio tape.

This gives you a **net profit of \$9** for your efforts.

Isn't \$9 better than \$5 for the same effort?

And this is a win-win proposal!

I'm sure your prospect would rather have the audio tape, "999 New Ways To Shed Pounds Overnight," instead of a one-time \$5 discount. One hour of solid information on an audio tape is **definitely** worth more than any discount you might give.

You're not only giving prospects dozens of ideas (one of which is to purchase your product monthly), you're also saving them *hours* of research time by putting these weight loss tips in one convenient resource.

Your prospect is happier with the premium. You are happier with \$9 net profit instead of just \$5 net profit.

Yeah, but I don't sell vitamins. What can my audio tape say?

Let your audio tape be an educational resource for your products.

- /// If you sell organic cleaning products, talk about the environment.
- /// If you sell insurance, talk about finances and savings.
- /// If you sell skin care, talk about new breakthroughs and basic techniques for better skin.
- /// If you sell long distance, talk about saving money or how to get free cellular calls 24 hours a day.

Prospects want information that enhances their lives. Finding the information they want is time-consuming. You solve that problem. Prospects buy.

Pretty simple, isn't it?

But I can't do an audio tape!

I just "freeze up" at the thought of making an audio tape.

No problem. Free special reports that are printed are good premiums too. If you don't know where or how to create them, don't worry. I'll cover that subject in a minute.

First, let's take a look at some possible titles of printed special reports that might motivate your prospects to act now. Remember, if the report is highly desired, the sale is easy.

Here are some report ideas:

- /// How to make money every time someone surfs the Internet!
- /// You too can cash in on the satellite dish phenomenon without ever going to technical school!
- /// How a 78-year-old great grandfather threw away his walker, bought a ten gallon cowboy hat, and entered the local line dancing championships.
- /// 10 ways to look 10 years younger and 10 pounds lighter without surgery, drugs, or painful exercise!
- /// How to put money in your bank account every time your neighbor picks up his telephone.
- /// How to stop "super germs" dead in their tracks before they attack your family!
- /// 29 ways to get a bigger tax refund at the end of the year.
- /// Make crime pay by cashing in on the home security revolution!

- /// How over 2,000 Michigan former employees fired their boss and started their own full-time business -- from their homes!
- /// How to start a lucrative business beginning part-time with virtually zero overhead, zero employees, zero paperwork, and zero risk!
- /// How to turn your life insurance clientele into a lucrative “cash cow” by marketing a product they **want** and **need!** (Act now to learn how to get every insurance agent in town begging to help make you rich too!)

Get the idea? Your special report won't have much value as a premium unless it offers **specific** information of **value** to your prospects.

Premiums should be related to your product.

A nutritional tape as a premium for a car purchase is useless. A skin care report to sell satellite dishes doesn't make sense either. That's why it's important to have your business **focused**.

Ask yourself, “What business am I in?”

You ultimately want your premium to **encourage** your prospects to become **lifetime** customers or distributors! You're **not** in the business of simply entertaining prospects with odd information. A trip through an old used book store can give prospects a lifetime of odd information.

You want your prospects to see you as the source of specific, useful, life-enhancing information -- that they want!

When you decide to develop new premiums, make a goal that your premiums should not only attract new prospects, but also keep your customers and distributors loyal as well.

Here are some ideas for relating your premium to your main product or opportunity:

- /// Sell vitamins? Your premiums should be “nutritionally related.”
- /// Sell herbs and spices? How about cooking information, recipes, or reports on new kitchen time-savers?
- /// Sell long distance service? How about “How to save the most money on your long distance bill?”
- /// Sell a prescription savings plan? How about information on “Secrets of Receiving Discount Medical and Vision Services?” Tell them that they can get cheap prescription drugs by traveling to Mexico. Then let them know they can get better prices without the travel expense and risk of “Montezuma’s Revenge” by using your services!

Do premiums always have to be related to your products?

No.

Remember the McDonald’s Beanie Baby premiums? They weren’t related to hamburgers, were they?

Or, how about the *Sports Illustrated* Swimsuit Issue? Do Lycra swimsuits on super models have anything to do with the Super Bowl or World Series?

If your prospect deeply desires and values your premium, it doesn’t have to be related to your product.

In my book *Big Al Tells All*, I wrote about the prospects who wanted a brand new car. The products were completely incidental. They joined just because they saw the networking opportunity as a way to get the **premium**, the free car.

Maybe your company has a car bonus plan that is so easy and so attractive that it lures people to your program like flies to honey. If so, you could write a special report called:

/// How a bankrupt former garbage truck driver is driving a brand new Lexus for free!”

If your travel incentive program is what really attracts people, maybe your premium (report or tape) could be titled something like:

/// “How a Texas grandmother on Social Security shows people how to travel the world -- at strangers’ expense!”

Are premiums only for retail purchasers?

No.

Premiums can also be useful to attract people who **aren’t interested** in your opportunity, but will help you get more business. Here is an example.

Let’s say John sells prepaid legal services and prescription savings programs. Sure John would love to sign up local business owners as distributors, but they have their own problems and their own vision for their businesses. They just don’t see the opportunity.

John uses the following special report to get their attention:

/// How local merchants can turn one-time impulse sales into a steady monthly income – even when these **people never come back to the store!**

Now, that report gets the attention of small business owners struggling to pay their rent.

Hmmm. Maybe this report is the premium for coming to a local opportunity meeting. Or maybe this report is the premium for the business owner in return for giving John 30 minutes for a presentation.

John's report shows the small business owner how he or she can sell his services to his customers, and get a residual income for life -- even if he never sees his customer again! This is something the busy business owner can readily understand and appreciate.

Maybe the business owner will become a distributor and will only retail the services. That's okay. That may be all the business owner wants from the opportunity.

However, if John sponsors enough of these super retailers, John will be happy. Wouldn't you?

And mystery premiums sell too!

Sometimes the premium can be a mystery. People get more motivated when they don't even know what it is. You've seen the "get-rich-quick" ads that tell you that the secret method has nothing to do with:

- /// MLM
- /// Real estate
- /// Stock market investing
- /// Door-to-door sales
- /// Professional rodeo riding
- /// Selling government secrets
- /// Running bingo games

Curiosity will drive many prospects to spend a few dollars just to learn the secret, or see if they had correctly guessed the secret!

Are you limited to only one premium?

No.

If one premium works well, don't limit your thinking. Use two or more premiums. For example, if the prospect buys a two-month supply of your Magic Diet Pills, you could offer:

- /// A free video on reducing your waistline.
- /// A book on "999 New Ways To Shed Pounds Overnight."
- /// A package of no-calorie dessert.
- /// A brightly colored tape measure.
- /// And an exercise-tested jump rope.

Multiple premiums are exciting. They work.

I bet many of my *Fortune Now* subscribers joined just to get the six premiums that were offered with their one-year subscription. (Yes, I use premiums too.)

Can premiums help you make a bad situation better?

Yes.

Let me tell you a story of a distributor named "Ron."

Many years ago, Ron signed up in a long distance phone program. Unfortunately, the program had problems, lots of problems. So by the time Ron joined, the momentum was over. Well, there was momentum, but it was massive negative momentum. Got the picture?

Ron's friends said, "The opportunity is over. Just forget about your \$500 investment. It's gone. Nobody wants to join this program now."

Ron set a goal. Even if no one wanted to join as a distributor, maybe he could retail and enroll enough customers to eventually get his money back. Here is what he did.

He didn't exactly use a premium, but he did do something everyone reading this newsletter can do.

All the other distributors used to run ads and sent out expensive videos and brochures. Ron knew he couldn't afford that.

Instead, Ron took all the company information they'd sent him, took the "nuggets" of information they contained, and without mentioning the company's name, he wrote a small booklet that cost him about 25 cents to print.

He titled the booklet something like "How to Make Money by Cashing In On the Long Distance Revolution!" This was back when telephone deregulation was new to consumers and AT&T wasn't bribing their ex-customers back.

Ron sold the booklet for \$4.95 because he was advertising it in classified and small display ads. The \$4.95 covered his advertising and production costs.

When prospects ordered his booklet, Ron sent them an application along with a cover letter explaining how this company could help them achieve all the benefits mentioned in the booklet!

Long after everyone said, "All the opportunity is gone," Ron was signing up people so fast that the company asked him how he did it! Although Ron never got rich from the program, he did earn back his \$500 sign-up fee and created a nice monthly residual income for quite a few years.

The point of this story?

Your company and upline already supply you with all the information you need to create a great premium.

You already have access to stacks of printed material and audio tapes. You simply:

1. Review the material,
2. Mine out the best nuggets of information for your premium,
3. And create a powerful title.

That's it! You now have your printed special report or audio tape premium to promote your product, service or opportunity. You didn't need a full-time research staff. You didn't need to spend years locating possible information. You already have everything you need.

Need more “nuggets” of information for your audiotape or special report?

1. Just check out your library's latest book offerings on the subject pertaining to your company or product. Then make sure to note the headline of the books. Does this headline give you an idea what would be really important to your prospect?
2. Go to any search engine on the Internet and type in your topic and see what comes up. You can instantly see what your competition is saying. You'll also find new places for research that will give you more “nuggets” of information to create your premium.

**But am I limited to printed special reports
and audio tapes for premiums?**

No!

This is only the **beginning**.

It gets even better. You can use other people's products, other people's services, items with customized messages, trips, meals, awards, and the list goes on and on. We've only started covering what is **possible** in premium marketing.

Anything is possible, if you use your imagination.

For example, let's say that you sell organic cleaning products. You know that once a prospect tries them, they're hooked for life. So how can you get more prospects to try your products?

Premiums!

Here is what you offer.

Whenever a prospect buys \$40 worth of cleaning products, you arrange for a maid to do a thorough three-hour cleaning of the new customer's home.

Wow! Who could resist such a great **free premium**? And the customer thinks, "It will be fun telling my co-workers that I have to call home and check on the maid."

Now you get tons of new business and referrals as word of this exceptional offer travels through the neighborhood gossip channel. You **developed a long-term residual retail business** because these customers tried and loved your organic cleaning products.

So what's the catch?

How much is that maid going to cost you, right?

Even though you're going to see long-term residual profits, you don't want to go into debt with this premium. So what do you do?

1. You contact a one-person maid service that is just starting out. Maybe she doesn't have very many customers. Maybe she doesn't have money to advertise for more customers. Perfect.
2. You tell the new business lady, "How would you like some more business for your maid service? If you have lots of un-booked time, and want lots of new customers, here is what I can do for you."
3. Here is your offer. "Instead of spending money advertising for customers, why not do a **one-time cleaning** of a potential client's home for **free**? The client will see the quality of your work. Some clients will contract you for the long-term, some clients will just use you occasionally, and some clients will never use you again."
4. The maid might say, "That's a good idea. I can use my free time to get new clients instead of spending cash on advertising. However, I just hate working for free. Couldn't there be a way that I'd still make a little money for my effort?"
5. You say, "I'll find you good potential clients. These will be clients who have already spent

money on quality organic cleaning products, so we know they want clean homes. I'll take my entire retail profit from my first sale and give it to you. My profit averages about \$15. Fair enough?"

6. The maid might say, "Great. I'm even getting paid to do this advertising promotion for my business. Let's get started."

See, with a little imagination, almost any premium is possible.

Let's do a little reverse marketing.

At our annual Power Marketing & Promotions Workshop, we even show participants how their **main product** can become a premium for someone else.

For example, let's say that you sold "Magic Diet Pills" for \$29.95 a bottle. Wouldn't it be nice if the local health club gave away a bottle of your "Magic Diet Pills" to everyone who purchased a one-year membership?

What if the local health club purchased from you and gave away 1,000 bottles to the 1,000 new memberships that month? Wow!

First, your personal sales volume would be almost \$30,000 for the month. Your retail profit would be \$10,000. I'm sure you'd earn some bonuses also.

Secondly, you have 1,000 qualified prospects to follow up and see if they want to re-order or become a distributor. Now we're talking some big money.

With this much potential profit, I'm sure you could figure out a win-win proposition with the local health club, right?

Let's not stop with just nutrition.

What if you sold pre-paid phone cards? Could they be a premium for the local dry cleaner? The local grocery store? The local travel agent?

What if you sold laundry detergent? Could it be a great premium for the carpet cleaner? The dry cleaner? The local maid service? The local car wash?

What if you sold perfume? Wouldn't that be a great premium for the local dress shop? The shoe store? The jeweler? The beauty salon or nail salon?

What if you just wanted to promote your business opportunity? Would your business opportunity be a great premium for a time-share project? An auto dealer? A travel agent?

A travel agent?

Sure. Couldn't the travel agent say:

"When you purchase this trip, I'll include a business opportunity kit that will show you how a part-time business will pay for next year's trip, okay?"

Get the picture?

You could be someone else's premium that helps to get them more business.

Be careful about the premiums you offer.

The bottled water guy came into our office. He wanted us to join the other customers on his route who had bottle water delivered to their offices.

And he offered us a premium to use his service. He said:

“Sign up for our wonderful bottle water delivery service today, and we’ll give you a free bottle of water to start.”

Great. Five gallons of free water. Doesn’t exactly send chills of motivation down your back, does it?

We didn’t order.

I commented to the office:

“Instead of a free bottle of water, he should have offered us a dozen donuts. That would have bonded us to him permanently.”

But that’s short-term thinking.

My sister then commented:

“Instead of a free bottle of water, he should have offered us free salted pretzels. That would increase water sales. And maybe on every delivery he could give us some high-sodium microwave popcorn that we could prepare later. That would guarantee a thirsty client and repeat business.”

Now that's **so obvious**. I should of thought of that.

How can you use this in your business?

Well, I'm not recommending that you deliver candy bars and ice cream with your diet products (although it would probably work with me).

But maybe you could give your new distributor a brochure of all the new Mercedes-Benz cars? I'm sure the dealer would be happy to give you a few brochures.

Every time your new distributor looks at the brochure, what does he think?

“I need to build this business. My spouse has already picked out the model and the color of the interior!”

Or you can pass out a luxurious Caribbean cruise brochure (don't forget our November cruise).

Or you could pass out the catalog from the local custom homebuilder, complete with kitchen and bathroom photos.

Let your imagination soar.

Forget logic and needs. Market to basic human desires.

Do you want to know why some networking leaders **instantly** motivate and inspire prospects?

Do you want to know why some networking leaders never have to drown their prospects in brochures, videos, and long-winded presentations?

Do you really, really want to know why some networking leaders can **instantly** communicate and **touch** people?

If you'd like to know their inside secret, read on.

Some time back, my wife and I were on a luxury cruise. I think our suite was \$1,400 a day. Now, that may sound like a lot, but you got to drink all the free booze you could consume. Trouble is, I drink about one beer every six months, so I didn't consider this much of a benefit. (On a side note, some passengers did get their money's worth in drinks.)

Anyway, all you had to do to qualify for this cruise was to have a lot of money, give a lot of that money to the cruise line, and know which fork to use from the variety of silverware the pompous waiter scattered around your plate. (I'll never get this fork thing right no matter how much I practice!)

So my wife and I were stuck here for about three weeks.

The privileged passenger list included Who's Who lifetime members, politicians, diplomats, famous writers (I didn't make that list either), Oscar nominees for best screenplay stuff, skyscraper development tycoons, widows and widowers spending their former spouse's insurance money, etc., etc.

Basically the passenger list consisted of **boring** people who had never attended a network marketing opportunity meeting.

To pass the time, I observed these people to find out what their **dreams, desires and goals** were.

Since the average age was about 85, I thought that maybe they'd have the goal to live another year or two. Was that their primary concern?

No.

I just couldn't come up to the passengers and say:

“Hey, do you have any dreams, desires or goals in your life?”

That wouldn't have sounded quite right.

However, it was easy to quickly identify what these passengers really wanted.

Their desires stuck out like a sore thumb. All I had to do was **observe** who they wanted to have dinner with.

Now, do you think most of the passengers wanted dinner with the politicians and the diplomats?

No.

The politicians and diplomats were lonely people. Mostly they talked and people **avoided** them. Gee, I would have bet that

the passengers wanted to know the inside story about the latest political scandal, etc.

But nobody cared. I think this is why it's good to test. We can't make assumptions based on what **we think** will happen.

Do you think the passengers wanted dinner with the great writers and Oscar nominees?

No.

The famous writers had interesting stories to tell, but after two days you had heard them all. I thought many of the passengers would want to have dinner with them and gossip about the movie stars, etc.

Nope. Another **bad guess** by me.

What about the rich investment bankers and developers? People are always interested about money, right?

Wrong. Even though this was quite an affluent group, no one wanted dinner with these people.

So who did the passengers want to have dinner with?

One lady.

She was about 55 years old. Nothing special. Yet everyone was competing for a seat at her table every night at dinner. Everyone!

Hmmm. I was on to something here.

What was her profession?

She was a sex therapist!

Could it be that everyone under the age of 100 was more interested in her opinions about sex, marital communication, and love than about any other subject?

Yes.

And it seemed the strongest competition to sit at her table came from the women. They wanted to understand men, and she had the answers. (It seemed that the men really didn't want to understand women, they were just interested in . . .)

Well, once I made this discovery that everyone on the cruise wanted to have dinner with the sex therapist, I told my wife:

“You won't believe this, but almost everyone on this ship wants to have dinner with the sex therapist! Can you believe it? People with all this money and all they want to know about is the opinion of a 55 year-old lady sex therapist!”

My wife answered,

“I think we have dinner scheduled with her tomorrow night. Isn't it exciting?”

Next time I'll let my wife do the research. It will save me a lot of time.

The lesson here is that people are people. No matter where they live, no matter how much money they have in the bank, no matter who they know in government, their basic human desires are the same.

**If we market to those basic human desires,
we'll get positive, emotional responses
and buying decisions.**

That's what we want, right?

So what are a few of these common desires that motivate us as humans? Here are a few:

1. Companionship and love
2. Money
3. Desire to accomplish or to be famous
4. Sex
5. Respect and admiration of others

There are more common desires, but you get the idea.

How can we use these basic human desires to market our products and opportunities better?

By understanding the real reason why people buy or join our opportunity.

For example, let's say you sell a weight loss product called: **Fat Burner Deluxe**. You've created a great first sentence and benefit statement something like this:

“This herbal capsule burns and eats fat cells while you watch television.”

Great! What your prospect really wants is a capsule that reduces fat with no effort, right?

Wrong.

Your prospect really is thinking this:

“I want to get rid of this pot belly. If I can knock off about six or eight inches around my waist, everyone at the office will compliment me on how

good I look. I'll be much more attractive to the opposite sex. I'll be the office Casanova! And hey, I can tell people I've been working out at the gym and they'll never know the difference."

It's **not** losing the fat that your prospect wants. Your prospect wants to be considered a good-looking, athletic sex symbol at the office. He wants to be famous and admired among his fellow office workers.

Your prospect is not thinking this:

"Well, if I lose six or eight inches off my waist, I can use a different notch in my belt. The old notch was wearing out. This should extend the life of my belt another couple of years."

Extending belt life is **not** a basic human desire.

So what should I say?

Now that we understand that our prospect is really interested in looking good to impress his fellow office workers, our presentation should start something like this:

This herbal capsule burns and eats fat cells while you watch television. You'll look so slim in just three weeks, your co-workers will ask you, "Hey, there's something different about you -- really different. You're looking good. What have you been doing?"

KaBoom! The shot lands dead center.

Our prospect **doesn't have to think** or extrapolate our features and benefits to see how this fits his basic human needs. We've already done it for him.

This is why some networking leaders can **instantly communicate** and **touch** prospects' lives. They make it easy for the prospects to understand how the product or opportunity will fulfill their basic human needs, desires and goals.

Let's take a look at another example.

**“Save .0007 cents per minute
on your long distance phone bill.**

So who really has the cheapest long distance telephone service?

Well, the prospect will never really know. Why?

Because it all sounds too involved and complicated. By the time you factor in the monthly service charge, subtract the extra discount for long distance bills over \$50 a month, multiply by the air miles credits, divided by the average cost of calls to Morocco, less the weighted average of in-bound service from Canada . . . well, who would take the time to analyze all these in order to save an extra \$1.57 a month?

**So why does a prospect
change his long distance carrier?**

Well, let's take another look at some of the basic human desires.

1. Companionship and love

Nope. I don't think anyone changes long distance carriers for companionship or love. I'd love to see the commercial that could accomplish this! Or better yet, I'd love to be the person who created that commercial!

2. Money

Nope. It's too much effort to fill out the change-of-service forms just to save a measly \$1.57 a month. I know a penny doubled every day for 30 days equals a fortune, but \$1.57 at 6% compounded interest over 30 years still won't buy a decent pair of shoes. And who is worried now about shoes in the year 2028?

3. Desire to accomplish or to be famous

Nope. Changing long distance carriers isn't very high on most people's lifetime goals. Famous? No way. When was the last time you saw a statue erected to a customer who changed his long distance carrier?

4. Sex

Nope. No commentary needed here.

5. Respect and admiration of others

Hey, now we're on to something. This is why most customers change their long distance carrier. These customers want to be liked and respected by their friend, the network marketing distributor.

People change their long distance service because of you! They want to help you in your business. They want you to like them.

Understanding why people change their long distance carrier totally changes your presentation. Here is the old features and benefits presentation:

“You need to change to this higher quality optic fiber network. The decibel range of voice is 4.7% greater and the rates are 2% less between 3 a.m. and 4 a.m. weekend mornings. Our six-second billing is better than their seven-second billing to

insure lower rates. And, our rates to Afghanistan are the best in the industry! That means you can talk longer for the same amount of money.”

Because **you understand** basic human desires, you’ll change your presentation to:

“Would you like to help me with my new business? It won’t cost you a cent, and you might even save a bit of money too. Just fill in this form and try my new long distance service. You won’t notice the difference except maybe your rate will be a little lower. However, I’d really appreciate your support as a customer.”

As you see, it’s not difficult to **instantly communicate** and **touch** prospects’ lives. You just have to know and **apply** your understanding of basic human desires.

Now, can you do this for your opportunity? Your product? Your service?

Why not start right now? Take out a piece of paper, write down which basic human desire your opportunity, product or service can fulfill, and then go write your two or three sentence mini-presentation.

That’s it!

You can join the ranks of networking leaders who know how to **instantly communicate** and **touch** prospects’ lives.

Her violin playing was horrible!

A couple weeks ago, I was enjoying a nice walk along the Victoria, BC harbor. It was busy with vendors selling useless tourist goods, tour operators, and then . . . there was this young lady playing the violin. In front of her was her open violin case ready to accept a few coins from tourists passing by.

Screech, screech, screech.

When you listened, it felt as though she was dragging her nails down a chalkboard. I seriously considered **giving** her money to stop. But that would be rewarding her for irritating me, so I had a different strategy.

I talked to her.

Since she obviously was a beginner, she couldn't talk **and** play at the same time, so she stopped playing for our short conversation.

Big Al: So how long have you been torturing tourists with your music?

Alleged violinist: About two months now. I just started violin lessons and my family won't let me practice in the house. They said I should get out more and enjoy the fresh air.

Big Al: Why did you decide to practice here? Couldn't you go someplace where no one would suffer?

Alleged violinist: I thought about that, but hey, take a look at all the money in my violin case. I'm getting **paid** to practice my violin. It's awesome! I put a couple of coins in my violin case, start playing, and the tourists just keep throwing in more money as they pass by.

Big Al: You decided that as long as you have to practice anyway, why not get paid for it. That's using a technique I teach called "underutilized assets." It's part of my Power Marketing & Promotions Workshop for advanced marketers.

Alleged violinist: Looks like I don't have to go to your workshop.

Big Al: So what other advantages have you realized in addition to getting paid to practice?

Alleged violinist: I learn a lot about human nature. I can tell by a tourist's eyes if he will donate a few coins or walk by. It's interesting to see how people react to my playing. Sometimes they can't make up their mind whether to donate or walk by. If I smile and make eye contact, they donate. If I don't, well, no coins for me. I've learned to control my income.

Big Al: You're getting paid to practice and you're also learning about human nature. That's awesome marketing.

Alleged violinist: It gets better. I'm getting three psychology college credits for this "life

experience.” That’s one less course I’ll have to take next semester. This should give me a lot more party time with my friends.

Big Al: I’m afraid to ask. Does it get any better?

Alleged violinist: Do you see that expensive car over there? I’m here for a couple of hours every day. I told the driver of that car that I would “keep an eye on his car” for him for only \$10. You have to be careful. A lot of cars are stolen in major tourist areas around the world.

Big Al: So you get money from the car owner in addition to the money tourists donate for your playing. You really know how to get the most out of a couple hours of your time.

Alleged violinist: That’s only just a start. My family gives me another \$10 every day before I leave. They want to make sure I have enough money for some food and something to drink. After all, I am out here all alone in the elements.

Big Al: I bet it doesn’t cost you \$10 for food and something to drink every day, does it?

Alleged violinist: Actually, I get my food and drinks for free. Most of the food vendors here on the street will give me free food and drinks if I promise not to play too close to their booth. Sometimes I collect too much food and drinks, so I sell the extras to those broke guitar players across the street. They just don’t “get it.”

Big Al: Enough about your “multiple streams of income.” You’re always smiling. How come?

Alleged violinist: I'm getting a couple hours of serious boyfriend scouting every day. I can tell which boys are just in town for the day, which boys are local, which boys have jobs, and many times I can see them working here at one of the local merchants. I've narrowed down my new boyfriend candidates to about four. And playing this violin is an easy way to meet and talk with boys.

Big Al: You really know how to get the maximum out of just practicing the violin.

Alleged violinist: So tell me, if I were to go to your Power Marketing & Promotions Workshop, what else would I learn about "underutilized assets?"

Big Al: Here is \$10.

What are underutilized assets?

Here is a short excerpt from our annual Power Marketing & Promotions Workshop manual. Once you start looking for underutilized assets in your business, you'll get very excited.

Why?

Because underutilized assets could mean the difference between barely covering your expenses, to massive net profits in your business.

Here is the excerpt.

Tapping Into Underutilized Assets

Imagine you bought a new Porsche and parked it outside your office. A young man comes by and says,

“Love your Porsche. Would it be okay if a friend took a picture of me standing next to it? I could show the picture to my potential girlfriends and try to impress them. I’ll give you \$100.”

You think,

“Hmmm, this is **found** money. It doesn’t cost me anything to have him stand next to my new car.”

Many people have assets or personnel that are underutilized. They will be glad to rent you these assets at discount prices. Since every dollar saved goes directly to the bottom line (your pocket), serious marketers look for these special opportunities.

For group discussion:

1. A local printer uses his large printing press every Monday to print the area’s TV guide. Six days a week the press gathers dust, but the printer still must make payments on the press. How could you utilize this underused asset for your MLM business?
2. The local hair stylist visits daily with women who want to look better, lose weight, and have extra money. Could you joint-venture an arrangement with the local beautician?
3. Night school at the local university offers classes in salesmanship and entrepreneurship two nights a week. Any ideas?
4. The office next door is staffed for a morning and a mid-afternoon rush. The rest of the time the personnel drink coffee and gossip. Would the owner be interested in renting these employees to you to reduce his costs? Even if

the owner rented his time to you at \$2 per hour, he wins. It is “found money.” Do you have a labor-intensive operation that could use this strategy to stuff envelopes, keep your books, take inventory, make phone calls or ???

5. Which businesses could include your offers or brochures as inserts in their mailings? What would they expect in return?
6. Many businesses pay rental on a hotel meeting room for the entire day, yet only use the room for a few hours. Could you use the meeting room for seminars or product demonstration sessions during their unused time?
7. Restaurants have slow periods, slow days, and banquet rooms **and actually pay money for advertising** to bring people through their doors. Any ideas?

Does this excerpt give you any ideas how you can use underutilized assets in your business? All you have to do is think. Just sit down in a quiet place and daydream about all the possibilities.

I'm sure you can come up with two or three quick ways to increase your profit.

What to do with dis-interested prospects.

For example, if you buy leads or run an advertisement, 95% of those prospects won't join your program. Does that mean they don't want any opportunity in their lives?

Of course not.

They still want an opportunity, but not **your** opportunity.

Do you think that you are the only person with this problem?
Of course not.

Instead of running another ad or renting more leads, why not trade with another person who is a competitor offering an opportunity?

- /// If you sold diet products, you could trade leads with someone who sold exercise machines.
- /// If you sold a long distance opportunity, you could trade leads with someone who sold discount dental benefits.
- /// If you sold water filters, you could trade leads with someone who sold vitamins.
- /// If you sold legal services, you could trade leads with someone who sold vending machines.
- /// If you sold skin care, you could trade leads with a local health spa.

You've already paid for the advertisement or for the leads. You've already enrolled some of the prospects. So why not use the dis-interested prospects to get more prospects?

Want another example?

Long distance profits.

If you sold long distance services to customers, you've built a relationship with that customer. It will be easier for you to ask an additional question or to offer another service.

- /// A cellular telephone company might pay you \$10, \$20, or maybe even \$50 to offer its service to your present customer.
- /// An Internet service provider might also pay you to offer its service to your present customer.

/// A local pizza parlor might give you a free pizza coupon to give to your new customer and let you eat all the pizza you ever wanted, for free. (What? Why not? Don't limit your thinking.)

The point is:

If you worked hard to get a prospect or a customer, don't walk away with only a partial profit.

You'll want all the profit you can get to help fund more promotional efforts in your business.

Make your training sessions pay off.

Here are some more examples to illustrate the underutilized assets technique.

While I was staying at the Executive Inn in Burnaby, BC, I spotted a small notice near the telephone. It read something like this:

For our valued guests.
Please come to the spa between
5 p.m. and 7 p.m. for a free,
complimentary, 15-minute
neck and shoulder message.

Hey! This is a great benefit to separate the Executive Inn from the other competing hotels in the area. But how could they afford it?

Well, if they had to employ two or even three masseuses for two hours, the cost would be negligible. That would just be good marketing.

However, the Executive Inn believed in great marketing and used the underutilized asset principle.

They contacted the local massage school and arranged to have their students **practice** on real clients after their classes ended at 4:30 p.m.

The students received real world experience -- and they had to practice anyway. The hotel received a free massage service that made the guests happy.

What about you?

Can you use this example and modify it for your business?

What if you sold skin care and cosmetics? You would need to have several training sessions with your new distributors. Where could you hold your training sessions?

In an expensive hotel room?

Of course not. You'd have your training and practice sessions in the real world.

Why not hold your sessions in the local mall? Lots of volunteers would happily sit for their free makeovers.

If the local mall won't accommodate you, you could practice at the:

- /// senior citizens center
- /// the teen center
- /// the local spa
- /// the local beauty parlor

- /// the new high-fashion dress store
- /// the county fair
- /// the grandstands at a Little League baseball game
- /// or the nail salon.

No more meeting room costs and you might get a few new customers and distributors.

If you sold diet products, you could train your distributors by starting your own diet club. No dues to join. Just a short weekly get-together to talk about calories, recipes, and maybe to have a potluck lunch. Everyone in the neighborhood can attend and enjoy.

We all have time restraints in our business. So why not use the underutilized assets technique to get two, three, or even four times as much value out of everything we do?

And if you don't think it can be done in your business, just think about the lousy violinist in Victoria.

Boy! Do we think small!

I try to motivate people to make better offers. We take so much for granted about our opportunity, product or service, that we fail to fully explain all the benefits to our prospects.

Our prospects make their **decisions** based upon our offers.

Here is a short excerpt from my book, *Super Prospecting*, that will illustrate the difference a change in offers can make.

Romancing the impossible

You can romance any offer and make it more effective. Prospects respond more to the romantic packaging than to the product or service. For example, MLM superstar Tom Paredes, author of *MLM War Stories*, used to be an Army recruiter. He could have described the Army opportunity as follows:

It's like going back to primary school. You will get yelled at by mean instructors, you'll have no freedom, and all you can think about is how to escape from boot camp. We're talking institutional food here. Basic calories, no taste. Dress code? Heavy combat boots and dull, ill-fitting uniforms. If you live through your boot camp experience you can graduate to become a moving target for enemy sharpshooters. Oh

yeah, did I mention the pay? You'll receive the absolute minimum allowed by law.

Not very enticing, is it? Of course, Tom Paredes repackaged his offer and added a little romance. This is how he presented the Army opportunity.

Do you want fun, travel, and adventure? The Army will give you all that and more. In fact, they'll even pay you while you are having the time of your life. Think about it. You can travel to exotic places all over the world. And, you won't have to pay a single airline fare or hotel bill. The Army appreciates your participation so much that they even provide you with all your clothing needs with their unique designer fashions. Forget about those high clothing prices downtown. Never pay another health club membership fee again. You'll look forward to supervised exercise instruction with a highly qualified personal trainer. You'll enjoy long nature walks and even your meals will be provided. Do you want even more excitement? The Army will place **live** ammunition in your hands as you celebrate your good fortune with fellow club members. And, as I said before, not only will the Army cover all your expenses, they'll even pay you money to insure that you are having the time of your life!

Hmmm. Which offer do you think recruited more prospects into the Army?

**But changing the offer is only one way
of making your offer stand out.**

You can also make your offer stand out by not only showing the benefits of your product or opportunity, but also how your product or opportunity will **change** their lives.

This is bigger thinking.

Take your focus off your product and opportunity, and put your focus on the **possible changes** in your prospect's life. This could put you far ahead of your competition.

Want an example?

On the next page is a perfect illustration of going **beyond** benefits. This ad was presented to me by my daughter, Ann. She loves this ad.

Instead of just selling nail polish . . . this ad sells sexier shoes, longer legs, a better looking butt, and all the cheesecake you can eat. A perfect example of selling more than just the product's benefits.

Now, I can't **personally** comment on the effectiveness of this ad as I'm not known as being fashion-conscious. The last time I personally purchased new clothes was in the 1960s.

And whoa! I know you're thinking, "He's still wearing them!"

But that's another story.

How to capture mall shoppers for your business.

This technique uses a joint venture between you and a small merchant in a shopping mall. As usual, the first thing we must consider is that our small merchant is thinking:

“What’s in it for me?”

Imagine you are a small merchant at a large shopping mall. Your advertising budget is limited. You don’t have the capital needed for a large pull-through media campaign to get shoppers to your door. Worse yet, as a small merchant, you have the least desirable location in the mall for walk-by traffic. So, you sit in your empty store, count your expenses, and wonder how you are going to pay next month’s rent.

One day a very interesting, professional marketer stops by your store to visit. He or she is probably a well-read subscriber to *Fortune Now*. This professional marketer asks you:

“Would you like to have more prospects come into your store, stay for 20 minutes or longer, and capture their goodwill forever?”

You reply, “Sure. What a dumb question. I’d love to have those kind of prospects, but what’s the catch? How much is this going to cost me?”

The professional marketer replies, “Nothing. I’ll take care of the expenses. All you have to do is to give the satisfied prospect/customer one of my brochures and audio cassettes when they leave, okay?”

How would you feel about that proposition?

Great!

It’s definitely a winning deal for you, the small merchant.

Now we have a winning proposition that we can offer the small merchant. Not every merchant will accept this proposal. In fact, most will refuse because they:

- /// are skeptical,
- /// have never done business differently before, so why change now,
- /// don’t trust you,
- /// can’t see any hope of changing their fate,
- /// don’t think anything will work,
- /// are negative and just waiting to fail, and any success would just prolong their agony.

However, eventually some brilliant merchant will say:

“Hey, sounds good to me. I don’t have anything to lose and everything to gain, so let’s get started. What should we do first?”

This is the kind of merchant you’ll want to work with.

The secret plan unveils.

Again, the first thing we must consider in our marketing campaign is the prospect. Our typical mall shopper must have

some needs or desires that we can fulfill. There must be something we can do to solve an unrecognized problem, right?

If we locate the problem, and if it's a big problem, our solution will literally **draw** prospects to us like a magnet.

Remember, our prospect is also asking,

“What's in it for me?”

And that question gives us the key to our marketing plan.

Here is our plan.

We look up and down the aisles in the shopping mall. Sure there are lots of busy shoppers walking up and down the aisles while window shopping, but that's not where we are focusing now. We are looking at the **floor**.

Are the floors carpeted with lots of foam padding? Or, are they the hardest floors known to mankind?

The floors are **brutally hard**.

Now, look at the shoppers' feet.

Are they wearing the most comfortable, cushioned walking shoes? Or, are they wearing sleek, fashionable shoes that are foot-torture devices?

Most shoppers would rather look good instead of feel good. They wear uncomfortable shoes, walk on an uncomfortable surface and after one hour, their feet hurt, their legs hurt, their whole bodies hurt.

**Have we identified an unmistakable, crying need?
A problem begging to be solved?**

Yes!

And it is an **inexpensive** and **easy** problem to solve.

We go to our new friend, the small merchant, and say:

“Do you have about ten square feet of space that I can use to draw more prospects into your business?”

The small merchant says:

“Sure, I can make room. My store is never crowded anyway.”

Now you bring in your prospect-attracting equipment. Your total investment consists of:

- /// One vibrating recliner chair (about \$300)
- /// One coffee maker (about \$20)
- /// One hot tea maker (about \$20)
- /// A window sign.

That's it.

Your window sign might say something like this:

Feet hurt? Tired?
Come inside, put up your feet, and relax.
Free 20-minute break on our vibrating lounge chair.
Complimentary coffee or tea.

What will happen? A lot.

At first, a few people will try the 20-minute break. Most of the other shoppers:

- /// won't know about it because of the poor mall location,
- /// won't try it because they think there might be a "catch,"
- /// won't try it because they want to hear from other people who have taken advantage of your offer first.

Well, once a few of the brave shoppers try the 20-minute complimentary break and find out there was no "catch", high-pressure selling, or other obvious and overbearing salesmanship, the word will spread like a wild forest fire.

Professional shoppers **relish** telling their friends about the great deals and services that they discover. That's network marketing, isn't it? Recommending and promoting what you like.

Don't you and I tell our friends about some great personal experience that they can experience too? Of course. Sharing great deals or great discoveries is as natural as breathing. In fact, we can't help it! We just **have to tell** somebody about our latest great experience.

As the word-of-mouth advertising spreads from the first few customers at the store, more and more sore-footed shoppers come into the merchant's store for relief.

Soon, your vibrating massage chair will be fully booked. That means three more prospects will come through the small merchant's door **every** hour. In a ten-hour day, that's **30 more prospects** through the door, and this promotion didn't cost the merchant any money.

What do we know about these new prospects?

First, some of them are freeloaders, the type of people who look for free samples and services. They'll take advantage of the vibrating chair and the free drinks. But what did this cost you?

About five cents worth of electricity and a cup of hot tea. Basically, nothing. However, freeloaders love to brag about all the deals that they discover. You've just purchased some **loud-mouthed** word-of-mouth advertising since these people will tell the world about your service.

Second, some of the more courteous prospects will browse around the store and purchase nothing. They won't need anything from the store that day, but they will know where to go in the future when they need an item that the store carries. If there is a waiting period for a turn in the chair, some of these prospects will browse around long enough to memorize the complete inventory of the store.

Third, some of the prospects will buy items from the store. Maybe they never have entered the store before. Or maybe they just want to buy something as their way of saying "Thank you" for the complimentary 20-minute relaxing break. A few of these people may become repeat customers and also tell their friends about the items in the store.

It's all a matter of exposure.

If no one knows what's in the store, if no one ever enters the store, it won't matter how good the merchandise is or how great the prices are. The small merchant will be broke.

What you have accomplished is a way for the small merchant to get exposure without spending large sums of money. You made the whole process **free** for the lucky store owner.

Well, now we know what's in it for the small merchant. But what's in it for you, the network marketing distributor who provided the vibrating recliner chair and the drinks?

Exposure.

Just like the small merchant, we need exposure for our business too. And, just like the small merchant, not every prospect we expose our products and services to will be qualified.

We'll get our share of freeloaders and sample collectors too. That's life. That will always happen when you aggressively look for new prospects.

However, the good news is that we will have a captive audience (the prospect won't want to leave the vibrating massage chair) that feels good about us. And that's a great start to a long-term relationship and future customer or distributor.

When was the last time you had 30 prospects in a chair who listened to you . . . in one day?

What else can we add to make our massage chair marketing campaign more productive?

Product usage.

We'd be unbelievably lucky if our product was an herbal relaxing tea. The prospects could enjoy the tea, see the results in 20 minutes (okay, maybe part of the relaxing was from the vibrating chair), order the product, and instantly decide to become a distributor. Aaahh, the perfect life.

While life's not perfect, there are some **other products** that would easily complement the prospects' 20-minute visit. For instance:

- /// an herbal energizer drink or tablet that rejuvenated the prospect after 20 minutes
- /// a food bar or cookie that took away the hunger pains
- /// a moisturizing lotion or cream that absorbed into the skin

- /// a water filter that made the coffee and tea taste better
- /// an educational or instructional audio
- /// a video cassette that educated the prospect.

Let's not stop with the obvious products.

If you sold a pre-paid telephone long distance service, you could have the prospect make a free long distance telephone call while relaxing in the massage chair.

If you sold a car cleaning product, you could offer to clean the prospect's car for free or for a nominal cost.

Now your prospect is really bonding with you. Your service is making the type of impression you want.

Is this type of service expensive?

No! It's much cheaper than placing expensive advertising or paying postage and printing for a mailing campaign. You are finding good prospects, right now, who feel great about you and will feel great about your product or service.

Does your product or service benefit from sampling?

Maybe the prospect can take home a seven-day supply of vitamins, skin care, diet tablets, sports drinks, laundry cleaner, pre-paid long distance or cookies.

Most distributors give free samples to cold prospects. The results are usually disappointing. However, now you are giving samples to prospects **who feel good about you**. They have a relationship with you or the small merchant. Your results should improve dramatically.

Hmmm, just a thought. If you couldn't invest a lot of time on this project, wouldn't this project be a great place for a new distributor to get started? A great place to make contacts, locate

prospects, make presentations and start to sponsor their first distributors?

What about cold, commercialized demonstrations?

You can ruin the goodwill of the prospect by being too commercialized. Yet some people have the type of personality where they can give a facial, demonstrate an appliance, and actually sell to the prospects without offending them. If you or someone you know has this special gift, take advantage of it. If you don't have this gift, don't ruin the goodwill of the prospect or the storeowner.

Can our Survey Technique pay off big here?

Yes! Most *Fortune Now* subscribers are familiar with the survey technique that we explained in the September 18, 1995 issue. It's a great way to **pre-sell** and **pre-qualify** a prospect and improve the relationship at the same time. The free offer or report further strengthens the bond with your prospect.

Advertise your generosity.

Maybe you can have a small sign that says:

The massage chair and refreshments have been generously donated by ABC, Inc. If you'd like a free sample of their X5 miracle product, call xxx-xxxx.

Or, maybe the small merchant can hand the prospect a card that says the same thing when the prospect leaves the store. Use your imagination on how you can promote yourself to some friendly, relaxed prospects.

Do you have a prospecting or pre-approach package?

Maybe you can explain your product, service or business with a simple audiocassette tape and brochure. Have these prospecting or pre-approach packs available for interested prospects.

Check the lease agreement of the small merchant.

Maybe the small merchant can expand his business to include renting the vibrating recliner to prospects for \$5 per 20-minute session.

Hmmm, that's \$15 an hour . . . ten hours in a day . . . \$150 a day potential . . . 30 days in a month, and . . . **\$4,500 PER CHAIR!!!!**

Maybe you can joint venture with the store owner, split the profits, and invest a few thousand dollars extra each month into mutual funds, real estate, luxury cruising, lottery gambling, or just having fun.

This is only a start.

Use your lateral thinking to expand these basic starter ideas to come up with a plan that's just right for you. And by lateral thinking, we mean . . . don't limit the possibilities or ways of looking at possible other uses for this idea.

For example, if you have a booth at a trade fair, couldn't you use this idea to capture hot prospects for a 20-minute presentation? Wouldn't almost every trade show attendee have sore feet?

If you have an exhibition booth at an MLM trade show or at a county fair, check to see if you can get access to an electrical outlet for your chair and coffee maker. If you can't, think laterally. There are plenty of rollers and massagers that operate without electricity.

If you don't want to ship a heavy massaging chair to your next trade show exhibition, consider purchasing an inexpensive massage chair near the trade show. An inexpensive model, including delivery, would only be about \$300. Then, use the massage chair as **the grand prize for your drawing**. Lots of prospects will stop, visit, and leave their business cards with you so that they will have a chance to win your grand prize.

Don't let obstacles hold you back. Just go around them, over them, under them or blast them away. Great marketers always find a way.

Take your thinking outside of the shopping mall.

Couldn't you also set up the massage chair at the finish line of a marathon or long distance race? Not for the runners, they are fit and in great shape.

You want the chair for the **out-of-shape spectators** who get tired standing around and waiting for their co-workers to finish the marathon.

Or take your thinking beyond a massage chair.

My wife gave me a FootSoothe (a vibrating foot massager that includes Shiatsu massagers). The FootSoothe only weighs ten pounds and costs about \$250. It's portable, just plug it into any electrical outlet. You could take it anywhere you wanted to attract prospects.

But wait, we're only solving the first problem we observed -- hard floors that hurt prospects' feet. We've only just begun to explore the problems our prospects experience. And our prospects have lots of problems . . . **and that's great!**

In every problem there is an **opportunity** for a great marketer **to make money**. Rejoice in problems because they give you an opportunity to provide a solution . . . and make a profit.

How to increase sales and defer your sales promotion costs.

I love those American Express commercials. Stupid people lose their credit card. American Express gets them a new one. I didn't know that many clumsy people would have enough good credit for an American Express card, but that's another story.

Anyway, American Express is pretty smart. Here are the highlights from one of their recent marketing campaigns. Yes, they are clever, but that's not the point. The point is to learn the technique and to copy it in your business.

American Express wanted to increase its charge card volume within the cruise industry. Too many passengers were using MasterCard and VISA, and American Express wanted more revenue in this area. So, what did they do?

Did American Express concentrate on what it wanted (more credit card fees earned)? No. They did the smart thing. They concentrated on what the cruise industry wanted -- more bookings!

Their marketing department created a promotion offering a \$100 American Express Travelers Cheque to card members who charge a cruise. Wow! To cruisers that meant they would get a \$100 American Express Travelers Cheque absolutely free if they would just use their American Express card to pay for the cruise.

If you had an American Express card and were going to take a cruise, what would you do? Would you pay cash or use another charge card? Or, would you use your American Express card and get a \$100 American Express Travelers Cheque to spend anyway you wish?

Let's put on our thinking cap. Won't American Express lose its shirt giving away \$100 every time someone cruises and pays by using their card?

Of course not. Marketing campaigns are designed to earn money -- not lose money. Then how did American Express earn a profit?

If you have a merchant account and take credit cards, you know you pay a fixed percentage plus a few fees when you take credit cards for payment. If you don't have a merchant account, this is how it works.

You take an order from a customer for \$100. The customer pays by credit card. A few days later, you get \$96 deposited in your checking account from a bank, far, far away. The credit card companies keep 3% - 6% of the charge and give you the rest. This is one of the ways credit card companies make money. Of course, they charge interest on unpaid balances, get commissions on credit card insurance, joint venture with merchandisers who stuff your statement with their advertisements, etc., etc., etc.

Now for the results of the American Express campaign.

More than 6,000 cardholders earned \$100 Travelers Cheques. That's \$600,000 in incentives!

The average sale to each member was \$3,000. These cardholders didn't take any cheap cruises.

Total cruise sales: \$18.9 million!

Cost of the campaign: \$700,000 to produce. (American Express had ads in Travel & Leisure, Food & Wine, and Departures. They also mailed 150,000 of their members with this offer.)

That's a 27 to 1 ratio return on investment (\$18.9 million divided by \$700,000)!

Well, that's a lot of cruises sold and the cruise companies were excited. But how much money ended up in American Express' pocket?

Let's see now, if the average credit card discount charged to the cruise lines was 4%, that would mean \$18.9 million x 4% would equal \$756,000. That's a nice tidy sum that exceeded the \$700,000 cost of the campaign.

Or, to put it in easier-to-grasp terms, if a cardholder bought a \$3,000 cruise, American Express earns 4%, or \$120. So, American Express certainly could afford to give a \$100 American Express Travelers Cheque away.

What about you? Would you give away a \$100 bonus to get \$120 in return? Every day I hope.

That part is easy. You make \$20 profit and everybody is happy. But, there is another factor to consider. What do we know about travelers checks?

The company that issues the travelers checks only has to fund them after they are redeemed. American Express didn't have to come up with the money until after the checks were used and presented to them for payment. The checks cost nothing until used. Some checks never get used. Some checks are lost. It's free money or deferred money until used. No cost up front. Get the picture?

Now, what about us. Wouldn't it be nice to have a big campaign, make lots of profit, and only have to pay for it later? That's the marketer's dream, so let's get dreaming.

Case study #1: I get a phone call. The caller says,

“I run a lead co-op. I want my members to call and follow up their leads. That will double or triple results. I'm going to motivate them to make these long distance calls by paying them \$100 for their long distance bill. Now, I'm not dumb, so I won't give them cash. I'll give them a pre-paid calling card. I'm calling to find out where I can purchase a pre-paid calling card with great rates like 12 cents a minute.”

Immediately, safety comes to mind. What if the caller buys some pre-paid calling cards and the long distance provider goes out of business? Ouch. Bad business.

The caller's problem was easy to solve once we agreed on the right problem. The caller wanted his co-op members to make long distance calls. The rate wasn't the issue. Getting them motivated to follow up their leads was the issue.

Solution: Have the co-op members send their long distance phone bills to the caller for a \$100 rebate.

Why? If you make a call today, you won't get billed for 30-45 days. Then you wait until next month for the next bill. Finally, after three months you've accumulated \$100 in long distance charges and send the bills for reimbursement. That's four or five months before you have to pay off the costs of your campaign.

Some of the co-op members use their employer's phone. No cost to you. Some of the co-op members don't accumulate \$100 in phone bills. Some members drop out. Some forget. And, a

few members send in their bills for reimbursement. Your cost is less but your campaign gets the same effect. And, you keep your valuable cash in your bank account, earning interest.

Case study #2: You run a sponsoring competition. Everyone in your group who sponsors one new distributor can come to your sponsoring banquet. If they want to bring their spouse to the banquet, you require that they sponsor two new distributors. You calculate that each new distributor in your organization earns you \$30 during the first two months. Plenty of gross profit to buy a meal for the winner at the sponsoring banquet.

You talk to the local Chinese restaurant. You ask, “How much for an evening buffet meal?” The owner says, “\$8.95 plus drink.”

However, you have a lot more to offer. You mention that if you can get 50 people there at one time, what would be the price? The restaurant owner says, “\$8.95. Same as before, but I’ll throw in the drinks for free.”

Better, but not as good as you need it to be. You say, “What’s the slowest night of the week at your restaurant? What night do you make the least money?”

The restaurant owner says, “Tuesday night is the worst. No one comes by. I’ll provide your banquet buffet for \$7.95 per person if you can do it on Tuesday night.”

Sold! The restaurant owner is happy. He’s going to make some money on Tuesday night and keep some employees happy with the extra business. Plus, the restaurant owner knows his food is so good, that 50 people will certainly tell others and he’ll get some high profit referral business.

You are happy. At only \$7.95 out of pocket cost, your sponsoring promotion is going to be very, very profitable. Why?

- /// You earn \$30 profit per new distributor. You're only paying back \$7.95.
- /// You don't have the sponsoring banquet until after the sponsoring is completed. And, you pay by credit card. You don't have any out-of-pocket expense until your credit card bill comes three months after your promotion started.
- /// At only \$7.95 per person cost, you can buy a meal not only for the sponsoring distributor, but **also for the new distributor!**
- /// Because you have to eat somewhere, the restaurant puts your group in a private room. Your banquet now doubles as a training session too . . . and you don't have to pay for the meeting room.
- /// Some distributors will sponsor several new people, but can only eat one meal themselves.
- /// Some distributors can't make it to the banquet or don't like Chinese food. More profit for you to re-invest into the next campaign.
- /// Distributors who normally are quite dormant will sponsor two new people, just so they can take their spouse out to dinner and they won't have to pay for it.
- /// The "free" fun banquet motivates the attendees to re-qualify for the next banquet.
- /// Non-winners in your group vow to qualify next time so that they won't be embarrassed by their upline or downline.
- /// Competition intensifies as you allow only one speaker at the banquet besides yourself. The speaker is the one who sponsored the most new people. Friendly competition among your top producers to be the speaker creates even more distributors.

All this is lots of fun because you have deferred payment of your entire campaign until the results are in. If American Express can defer payment, so can you.

“My products are the best, but my prospects complain that they are too expensive. Nobody wants to buy my products.”

Two young girls set up a lemonade stand in front of their house. Their sign reads:

**Lemonade!
Only 5 cents a glass.**

They fail miserably in their first entrepreneurial venture. Motorists drive by and smile, but never stop to make a purchase.

What’s wrong?

- /// Is the problem that the two girls are only seven years old?
- /// Is the price of the lemonade too high?
- /// Maybe the girls should offer frequent flyer airline miles with every purchase?
- /// Could it be that the girls don’t have a four-color glossy brochure and a video?
- /// Should the girls offer distributorships where motorists can buy the lemonade at wholesale?
- /// Maybe their sponsor lives too far away?

/// Should the lemonade company's home office offer a car bonus?

No. These factors aren't the problem.

The problem is that the motorists don't **feel** a need or desire to purchase lemonade.

Sound familiar?

How many prospects wake up in the morning and say:

- /// I **feel** a need for more antioxidants in my diet.
- /// I **feel** a desire to reduce my long distance bill 5% or more.
- /// I **feel** like improving my skin care regimen today.
- /// I **feel** like visiting with a financial services salesman today.
- /// I **feel** like trying strange nutritional substances in capsule form this morning.
- /// I **feel** like destroying my free time going to lots of opportunity and training meetings.
- /// I **feel** like asking my friends and relatives to buy things from me.
- /// I **feel** like spending money on a distributor kit today!

I don't think any prospects wake up in the morning and say these things.

Most prospects wake up in the morning in a bad mood. They didn't sleep well, they have to go to a job they don't like, and life is just unfair. You and your products and opportunity are not on their minds.

I bet if you knocked on their door and offered them lemonade for only five cents a glass . . . they'd slam the door in your face!

Let's return to those poor, unfortunate little girls.

After a morning of no sales, the two girls return to their house to rethink their strategy. They paint another sign for their business that reads:

FREE Popcorn!

When they reopen their lemonade stand with the new sign, lots of motorists stop their cars and visit. The two girls politely tell their prospective customers:

“We have four different flavors of popcorn. Please try a handful of each flavor. Then you'll know which flavor you'd like us to give you.”

What were the four flavors?

1. Popcorn with salt.
2. Popcorn with butter and salt.
3. Popcorn with spices and salt.
4. Popcorn with extra salt.

After tasting the four flavors, **every** prospect asks the following question:

“And how much for a quick glass of lemonade?”

The two girls reply:

“Three dollars.”

The lemonade business was a success. Everyone bought lemonade. And the profits were astounding.

The profits were so good that the two girls eventually offered free potato chips (extra salty) with every glass of lemonade their customers purchased.

It happens to me all the time.

A while ago, I was in Minneapolis with Art Jonak. Since our hotel was in the parking lot of The Mall of America, we rushed over to see “The Phantom Menace,” the Star Wars movie. After the movie we walked around the mall until we came to Calido Chile Traders. (It’s on the first floor and it’s the world’s greatest store for peppers and hot sauce.)

Since Art and I both love hot sauce, we were drawn into the store like moths to a flame. We **felt** an instant desire to burn our mouths with a variety of flavorful, wonderful hot sauces.

Guess what the first question out of our mouths was when we entered the store. You probably guessed it.

“What’s the hottest sauce you have?”

Well, the helpful clerk showed us a chart. Apparently the heat of the hot peppers are measured in scoville units.

Jalapenos measured 5,000 scoville units. That’s hot.

Some other exotic hot peppers measured up to 20,000 scoville units. We considered trying the sauces made out of these peppers, but why be wimpy? Why not go for the trophy? Networkers are natural achievers.

In almost a hushed voice the clerk whispered, “We do have a special hot sauce. It’s **237,000 scoville units!** It’s the hottest hot sauce we’ve ever had. And it’s called:

“Da’ Bomb.”

Irresistible. A challenge to our manhood. A goal to accomplish.

Being a brave and foolish soul, I insisted on trying “Da Bomb” first. The clerk smiled, went to the refrigerator and pulled out a sample bottle. Then he took a small toothpick and dipped it into the bottle. That should have been my first clue that this was going to be one hot experience.

But I am an **experienced** hot sauce expert. I know that you can temper the hot sauce by eating cheese, crackers, or some tortilla chips. So I took the toothpick with the drop of “Da’ Bomb” hot sauce, placed the drop on a large tortilla chip, and calmly sampled the hottest sauce they make.

Art Jonak watched . . . and was very impressed.

About ten seconds after eating my sample, the heat began to build in my mouth. I could feel the heat spreading throughout my mouth tissues and cheeks. I started to sweat.

But I have character. While the heat was spreading rapidly, I suppressed my urge to scream. Instead, I **calmly** suggested to Art that he try a sample also.

Art **didn’t** use a tortilla chip. He simply licked the toothpick!

I smiled at Art, continued my profuse sweating, turned red, and then ran to the counter and asked if they had some water. They sold me a drink of water for \$2 and I didn’t even negotiate the price. And I was still suffering.

What about Art?

Well, he was having an out-of-body experience.

In fact, he experienced facial numbness for several hours interrupted by occasional total body heat flushes. Art had recorded a learning experience. He learned that you never lick a toothpick with 237,000 scoville units on it.

And we had a great time. In fact, I bought six different bottles of hot sauce (including “Da’ Bomb”). My wife couldn’t understand how two guys could go to one of the world’s largest shopping malls and only come back with six bottles of hot sauce. But hey, you had to be there. This store is a real experience.

Yes, Art and I voluntarily purchased six bottles of overpriced hot sauce. And that’s the key . . .

We didn’t have to be sold anything!

The lesson here is that Art and I:

- /// **Wanted** what was in the store – hot sauce.
- /// **Wanted** to prove to the sales clerk that we could handle any hot sauce presented to us.
- /// **Voluntarily** endured pain.
- /// Created an intense **desire** within ourselves for water.
- /// Bought six varieties of hot sauces **without** ever asking the price.
- /// Had the time of our lives. **We enjoyed doing business with them.**

So why should someone want to do business with you?

Something has to happen to cause people to **want** to do business with you. Prospects won’t be crowding your front door just because you signed a distributor agreement. You have to help prospects **feel** that they want your products, services and opportunity.

And when your prospect **feels** strongly about doing business with you . . .

Price doesn't matter.

Want some examples?

Perhaps your MLM company sells pager services.

How do you market **your** pager service when it seems that everyone offers pager services? Competition is everywhere. You can even sign up for pager services in grocery stores!

Even though everyone sells pager services, not everyone **buys** pager services. Why don't they buy?

Certainly a pager would make their life a lot easier. For example:

- /// It might enable their children to contact them in an emergency.
- /// It might help them free up their time instead of having to wait by the phone for an important call when they could have said, "Just page me."
- /// It might help them escape a pushy door-to-door salesman or persistent telemarketer because they can say, "I think I've just been paged!"

But still they **don't** have one. They don't have one simply because they've never been convinced they could really use one effectively.

So how do you convince them?

Here is one way.

You sign up service businesses that have customers waiting for a service to be completed. These businesses have a small supply of special beepers on hand.

Then when customers (usually without a beeper) drop off their car for repairs or oil changes, or stop by for any while-you-wait service, they can be “out and around” getting other things accomplished. They’ll know to come back when they’re paged on the special beeper.

The customers **experience** how convenient and useful a beeper can be.

As the business is writing up the service ticket, they simply say:

“Did you find the beeper convenient?”

If the customers did, it’s pretty easy to sell them a beeper for their personal use.

If you have ten service businesses making those presentations with every customer, how many monthly service contracts could be generated?

How much would that add to your bonus check?

What kind of businesses could use this service?

- /// Auto repair shops.
- /// Children’s dance, music, gymnastics classes, etc. -- so you can be paged when they’re through if they don’t have a regular schedule or if parents just want to be reminded.
- /// Clothing alterations.
- /// Computer repair shops.
- /// Copy shops.

- /// Day care centers. Start a “nervous first-time parent service.” Promise to page them if their children don’t start enjoying themselves right away.
- /// Dentures made by a same-day service.
- /// Dry cleaners for same-day service.
- /// Hairdressers. Give them to husbands who need to know when to pick up their wife or daughter.
- /// Home appliance repairs.
- /// One-hour photo shops.
- /// Pet groomers.
- /// Oil change or auto tune-up shops.
- /// Shoe repair shops.
- /// Tax preparation firms. Let clients know when the tax return is ready for pickup.
- /// Any place customers have to wait for the service to be provided and could be using their time more effectively!

Restaurants with long waiting lists already use these pagers. Unfortunately, they never use the opportunity to create a second income stream by simply saying:

“This pager provided by _____.
Call xxx-xxx-xxxx now for details on how to get
your personal pager.”

Expand your peak recruiting hours.

If you promoted your pager business to small businesses in this way, what would happen?

You could do all your presentations with small business owners during the daytime and be home in the evenings with your family! Hmmm, interesting thought, isn’t it?

What about the small business owner? Can he go out and build a downline like you can? Probably not. He has a business to run.

Your mission in life might be to give small businesses a painless new profit stream. You may not want to distract small businesses from their current business as they have invested a lot of time and money in it.

So you become their marketing department with this agreement:

If the small business will take care of the retail business, you'll take care of the downline building and help them sign up their friends who also own small businesses.

What a deal!

You could soon find yourself:

- /// With plenty of daytime activity,
- /// Being home in the evenings without lots of phone calls and opportunity meetings,
- /// Having plenty of retailing in the downline, and
- /// With regular incentives for business owners to refer you to other potential downline members!

Could you use this service to **upgrade** customers who already have a pager service? Sure. You simply have to know what your product's main selling point is against the competition. Here are some possibilities:

1. Same service, lower monthly cost.
2. Better service, same monthly cost

3. Better service and lower monthly cost.
4. Premium service and higher monthly cost.

You would then upgrade them by mentioning the special benefits of your pager services.

If they already have a better service and lower prices, you might have a hard time. Then what could you do?

- /// You could just stop worrying and focus on the thousands of people who **don't** have any service.
- /// You can contact them later when your service improves.
- /// You could ask them, "But does your service pay you referral bonuses?"
- /// You could do all of the above!

Could you do this with a prepaid long distance phone card?

Why not? You'd simply say,

"I know you'll be out and around while you're waiting for us to finish. Please feel free to call back in 90 minutes on my nickel to check on your car. Simply use this free calling card and follow the instructions on the back."

If your company sells pager services and phone cards, you could quickly obtain many clients using both services!

"But I don't sell pagers! I'm in a nutritional company!"

Then you simply have to apply the same marketing logic to your products and services.

Ask your upline sponsor,

“Which products sell best?”

Once you know which products sell best, you only have to determine how to **upgrade** as many prospects as possible to your products.

Perhaps the product that sells best is “weight loss.” Any product where your prospect feels an **immediate** benefit always works best. So sometimes what **sells** the weight loss product is the sense of energy and well-being that people receive.

How many businesses have customers who want to have more energy? All of them.

Why can't the small business do some extra service and marketing like the pager service example? The small business could:

- /// Give a free energy food bar for customers who have to wait.
- /// Offer a free sample and a brochure.
- /// Give away a free one-week health club membership when a customer buys a one-week supply of weight loss products.
- /// Give away free tickets to your weight loss lectures.

**“But my MLM company sells essential oils!
Hardly anyone knows about them!”**

But is it really that hard to market essential oils, or any product, when you use your imagination?

Of course not. You'll simply focus on the most attractive selling benefits to your potential customers. For instance, maybe your potential customers aren't familiar with the uses of essential oils, but they are familiar with aromatherapy.

How many businesses use air fresheners and deodorants in the customer areas? Rest rooms? Employee work areas?

- // Could you arrange for the business to use your products for a week on a trial basis?
- // Could you show a small retail store how to use essential oils as a special air freshener that would make their customers happier and more prone to buy?
- // Could you show a dentist's office how to use essential oils as air fresheners to help relax their patients who are fearing the worst?
- // Could you do an educational seminar for the employees of the small business? Smart business owners would love to have their employees use their own money to purchase personal aromatherapy supplies that they could use during the day to make them happier, more relaxed and more efficient.
- // Could you arrange for a gift shop to have a display that invites potential customers to smell the new revitalizing liquid potpourri?

At first glance, many products might appear difficult to sell. The solution is to identify **what** potential customers want from your products. Then it's **easy** to find prospects who want and need that particular benefit.

And **price won't matter**.

And, who doesn't want more energy? Who doesn't want his or her environment to smell better? Who doesn't want more convenience in life?

Why don't more networkers do this type of marketing?

Because they think that when they sign the application, they've just become a convenience store where people rush in to

buy sodas, cigarettes and candy -- and then throw money at the cashier on the way out.

Instead, by signing the distributor application . . .

You've become a consultant.

Consultants **educate** clients and help them make wise decisions. That takes extra work.

Cashiers at convenience stores don't educate or inform anyone about any products. That's why they make minimum wage and get held-up by robbers.

Consultants work harder, but they can be paid much more for their efforts if they can provide **extra value** to the client.

There are plenty of well-established networks of self-service, no education available stores. If your company's products could be sold in the grocery store as easily as bubble gum, coffee, and ice cream, there'd be no opportunity for you. Pushing a broom as a minimum wage employee is not what we want.

Instead, we want the opportunity to prosper as a consultant, as a problem-solver to others. Here there is little competition and product pricing is never an issue. The important thing is to solve customers' problems.

Service first . . . at any price.

In any large city, there is a certain type of salesman you might not be aware of.

These salesmen call on busy executives of major corporations. They carry a suit bag to every appointment -- not because they're away from home -- but because it's their job to sell fine clothing to their clientele. In the suit bag will be samples of shirts, suits, pants and even swatches of cloth. Everything they sell is **custom tailored**.

These salesmen will go from office to office -- often to well-known repeat customers. For these special customers a high-priced three-piece suit is their uniform -- and these high-powered executives **will clear their calendars for these salesmen.**

- /// The clothes aren't cheaper than the stores.
- /// They must be ordered days or weeks in advance.

But they are individually tailored and guaranteed to fit.

And the executives don't have to leave the office, take a cab to a tailor shop, get fitted and then fight their way back to the office and **hope** they can catch up on today's crisis.

Instead, the sales person brings everything and fits the executive in the office while earning a handsome commission.

Compare that to shopping at Wal-Mart. There are miles of racks with clothes that may or may not fit. There may or may not be someone there to answer your questions. The sales clerk may be more interested in NASCAR sweatshirts than three-piece business suits. But the suits will be **cheap**.

Does the fancy clothes salesperson worry about Wal-Mart?

No. The fancy clothes salesman sees himself as a **consultant** – not as a **cashier or order taker**.

And this fancy clothes salesman never worries about the price he charges his customers. Price isn't the issue. It's all about service.

Hey! What about my company's vitamins?

Should you worry that Wal-Mart and a thousand other stores carry nutritional supplements? If you're just a cashier in your own mind, you have every reason to worry.

But if you became a **nutritional consultant** in your mind, your worries are over.

How?

- /// Perhaps you should be looking for the executives who care about what they put into their bodies.
- /// Maybe you should be looking for the people who want a fellow professional to **come to them** and tailor a nutritional regimen to them.
- /// Maybe you need to find people who hate wandering around the grocery store pharmacy trying to learn about herbs from a pharmacist.
- /// Maybe you should find frustrated prospects who can't get straight answers from their doctor who doesn't have a clue about any pill not listed in the *Physician's Desk Reference*.
- /// Maybe you can find curious prospects who want to fill out a questionnaire and fax their lifestyle profile directly to a nutritionist for evaluation.

If you can find the type of people who **want** your help, it's not too hard to get them to sign up for monthly shipments to continue their program. And they can also give you referrals to other people who want **customized help**. Then as part of your service, you can schedule a follow-up visit in six months to **upgrade** their program and get more referrals.

Would it be worth an hour of your time to personally explain your company catalog to a prospective client and earn \$20 per month or more in income each and every month? That's \$240 extra per year for only **one hour's work!**

If you made it your goal to sit down and explain your product catalog to prospects until you have 100 customers, each generating at least \$20 in monthly autoship commissions, wouldn't that be a great start in your business?

Even if your prospects only averaged a \$20 commission one time, \$20 per hour is more than what you're making by sitting home and watching television.

And if you built your business to that many customers, surely you'd find your share of **business builders** and expand your income along the way.

So, do you help people understand what you have to offer on a personal basis? Or, do you just toss them a catalog and pray they'll make an order?

**Prospects almost always pay
for premium products and services.**

Just look around and you'll see plenty of proof that prospects are willing to pay more than just the minimum for products and services.

For instance, what kind of car do you drive? What kind of car do your friends drive? Do people drive the least expensive cars?

No.

If people wanted inexpensive cars, we'd all be driving Russian Ladas or Yugoslavian Yugos. Instead, we drive cars that make us look sporty, sexy, manly, cool, rich, eccentric, etc.

We **gladly pay extra** for a car if it will reflect a certain image upon us.

Do prospects buy the least expensive clothes?

I don't think so. If that were the case, we'd all be wearing cheap bed sheets with a hole for our head and some old rope for a belt.

What do we wear?

We **gladly purchase** certain colors, certain patterns, designer labels, endorsed sportswear, and heavily advertised, over-priced merchandise.

And we don't stop with only a couple of functional pieces of clothing either. Just check out how many pairs of shoes you can find in an average woman's closet. Or, check out the number of tee shirts with sports or beer advertising in the average man's dirty clothes hamper.

Premium services are everywhere!

When I visited Ocean World in Orlando, there was a sign:

“Shamu Preferred Parking -- \$10.”

I figured it would be closer and I wouldn't have to walk as far to the attraction. I could **feel** my feet being less sore from all that walking I'd save. I could envision getting to all the attractions so much faster.

So I spent the \$10.

When I parked -- I noticed that it was only about 300 feet closer than the regular parking. But I consoled myself by thinking,

“Well, 300 feet is a long way on a football field.”

Hopefully, what you do to make your product “premium” will have a higher perceived value than Shamu's premium parking.

You can get a great seat to watch the Los Angeles Lakers basketball team for about \$300. You feel that you are part of the action on the court. The crowd's cheering gives you chills after a slam dunk by Kobe Bryant.

However, you can also watch the Los Angeles Lakers on television for free! You don't have to worry about someone spilling beer down your back and you get instant replay of the best shots from five different angles.

Yet, people **willingly pay** \$300 for the privilege of seeing the Los Angeles Lakers play from a courtside seat. (And yes, these are the same people who say that they can get your bottle of vitamins for \$2 cheaper if they stand in line at K-Mart for 30 minutes.)

People **willingly pay** \$20, \$30 or even \$40 for a meal at a popular restaurant. Yet, they can prepare that same meal at home for less than \$5.

People **willingly pay** \$50 for live theatre tickets. Yet, they can read the book or rent a video for only a few dollars. They want the experience and the passion of live theatre and they are willing to pay handsomely for that privilege.

People **willingly pay** hundreds of dollars more per year for heavily advertised skin care products, toiletries, and other products – just because they feel more important by using these items.

You see, it's not the price. Your products aren't too expensive. **It's just that your prospects don't want them badly enough.**

And that's your challenge.

How can you set yourself apart from the inexpensive competition?

Before you start thinking that it's difficult, remember that even the smallest improvement will put you far ahead of the competition. Why? Because there is hardly any competition.

For instance, just visiting your prospect “in person” can make your service a premium service. That personal touch in our high-tech society can crush your competition.

What else could you do to make your product or service appear to be premium in your prospects’ eyes?

- /// Can you let your prospect test drive your product by using it for free for a few days to make the initial sale?
- /// Can you give a sample of “Product X” every time someone purchases “Product Y” to “upgrade” your client?
- /// Can you print up frequent buyer cards for your customers so that for every few purchases, they get free product? Wouldn’t this be more profitable than discounting your product?
- /// Can you give them their first month of automatic shipment of products free when they buy a product introduction kit? You are reinvesting part of your initial profits to guarantee that prospects purchase from you every month.
- /// Is there an educational tool you can give away or sell at no profit that will encourage the customer to use more of your services?
- /// Can you give away a free product seminar ticket to customers? They can learn more about your product at the seminar and permanently bond themselves to your product.
- /// Can you pay a referral reward for every new customer an established client brings you to reduce your new client acquisition costs?
- /// Can you give your client a recycling bonus for returning the empty bottles to you when they purchase another bottle?
- /// Can you make your customer feel part of a club or an exclusive group by using your product? How about a

quarterly banquet or social function that's open only to product users?

See? It's easy to become a premium service or product with just a little imagination.

So what are you going to do about this?

- /// Are you going to reposition your product and service to make it more appealing to customers?
- /// Are you going to make it easier for your downline to increase their sales volume?
- /// Are you going to create a massive belief in your products and services with both your customers and your distributors?

It's all up to you.

Neat ideas you can use now.

Idea #1: Can't get prospects to show up at your opportunity meeting? Why not try this?

Hire a limousine service to pick up your prospects. Possibly you can negotiate a reduced rate for your Tuesday night meeting since most limousine services have peak times during the day and weekends.

If a limousine picks up your prospects, how will they feel?

Not only will they feel important, they'll also enjoy watching their neighbors gawk at them through their windows. If you're going to give your neighbors something to gossip about, why not make sure it's something good?

Plus, how many prospects have actually sat in a limousine? Very few. This could be an opportunity of a lifetime for them.

And how about that relationship building we always talk about? Certainly a limousine ride could help the bonding process, right?

Idea #2: Do you feel like nobody is seeing your advertising?

Why not try this?

Create a walking billboard with your ad.

If you're not familiar with a walking billboard, it's a front and back sign that a person wears while walking up and down the sidewalk. This was popular many years ago as a way to promote local restaurants.

How much will this ad campaign cost?

The artwork on the two boards should be cheap enough, so your major cost will be an employee to wear the sign while walking up and down the sidewalk.

Even if you paid more than the minimum wage, your cost should not exceed \$10 an hour. It's a great way for a student to get a little exercise and make some money too.

And the effect?

Prospects notice walking billboards. And that means your message or ad will have the punch you need to build your business.

Idea #3: How do we find real entrepreneurs?

If you are tired of talking to jobholders with limited vision and goals, why not talk to some real entrepreneurs?

How?

By finding someone locally who specializes in mailing lists.

Craig Tucker has a mailing list lady in his Breakfast Club. To build her mailings lists, she regularly visits the county court house and obtains the DBA (Doing Business As) Listings.

She limits her list to the **older** listings of one year or more, **not** the newer listings.

Many of the new business entrepreneurs are so enthusiastic about their start-up venture that they won't listen to your network marketing ideas. However, after one year of paperwork, government forms, and long hours, smart small business people will welcome the change and the opportunity of a simpler life with network marketing.

Short, bite-sized ideas for your business.

Try weekend opportunity meetings.

Senior citizens don't like to drive at night or return home late at night from an opportunity meeting. A Saturday or Sunday opportunity meeting would fit their lifestyle.

Experiment with a weekend opportunity meeting and monitor the attendance. It may be your best-attended meeting. And remember, senior citizens are ideal prospects. They have time. They have contacts built over a lifetime. And they have money.

Cheap testing of ads, headlines and first sentences.

Marketing guru Gary Halbert had a unique way of quickly testing his sales letters and advertising copy. You can use his quick-test method to test your first sentences for retailing and sponsoring. Here is what Gary did.

Gary would go to the local tavern and read his sales copy out loud to the patrons and get feedback.

If the patrons said, "Sounds good." – Gary knew he had a loser. His sales copy wasn't good enough.

If the patrons would ask Gary how they could buy what he was writing about, Gary knew his sales copy had a good chance of being a winner.

Total cost for this live testing? A couple of beers.

Getting more activity from your downline.

I was on a cruise ship where they had a unique way to get the passengers involved with the ship's staff. There was a drawing at the end of the cruise where one passenger would win a free, one-week cruise. Great prize. After all, everyone on the ship liked cruising.

You could earn raffle tickets by participating in on-deck exercise classes, attending social cocktail parties, playing bingo, etc. Everyone wanted to get more free raffle tickets with the hope of winning the big free cruise drawing at the end of the week.

To encourage involvement with the ship's staff, every time you saw the cruise director or a member of the social staff, they gave you a free raffle ticket. Wow! You never just walked by a staff member. You always stopped to say "Hi" and to get your free raffle ticket.

What was the cost of the cruise staff giving away all these **extra** raffle tickets?

Nothing.

It doesn't cost anything to give away **extra** tickets. The prize is already paid for. The cruise staff was simply getting extra mileage out of the drawing by using the free cruise motivation to get the passengers to talk to them.

Can you use this same **extra** ticket philosophy to get extra activity from your downline?

Of course.

Let's say that you plan to give away a weekend in Las Vegas at a free drawing at the end of the month. Your distributors receive one free ticket for the drawing for each new distributor they sponsor.

But what does it cost you to give away more free tickets?

Nothing.

So why not get some extra activity by announcing that everyone who brings a guest to this week's opportunity meeting will get a free raffle ticket for each guest? Of course, they would also get another free raffle ticket for each guest who joins.

On the second week announce that any distributor who has a guest on the conference call gets a free raffle ticket also.

On the third week announce that any distributor who sells product pack #13 will get two free raffle tickets.

On the final week you could even offer free raffle tickets not only to the distributors who attend the opportunity meeting, but also to the guests. It would be a great incentive for the guest to attend and look at your business.

Remember, it doesn't cost anything for these extra raffle tickets. You've already allocated the funds for the prize.

Make it easy for your prospects.

Smart marketers know that customer service and customer care sells. Just look at the recent improvements at Disney World amusement parks.

First, they have a Kennel Club for your pets. They know more families would come to their park if they didn't have to worry about boarding their pet or leaving their precious pet in

the automobile. They make it easy for families with pets to come to their park.

Second, they have free strollers for small children and “stroller valet.” Disney World is for kids, but their parents are the ones who pay for the tickets. If you make it easy on the parents, more revenue is generated.

Third, “Fast-Pass” tickets to reduce standing in line. You can now go to a popular ride and get a ticket for a specific time. In the meantime, you go shopping or sight-seeing, and then you return to the ride at that specific time and proceed directly onto the ride. No more waiting in line in the hot sun.

What are you doing to make it convenient for your prospects to join? Want some ideas? How about:

- /// Have an opportunity meeting over the telephone instead of forcing the family to find a baby-sitter and driving to an opportunity meeting.
- /// Provide babysitting services during the opportunity meeting.
- /// Offer a free car wash during the opportunity meeting.
- /// Offer a pre-meeting overview on cassette tape. Now the prospects can preview the opportunity before committing to a two-hour meeting.
- /// Offer a one-week sample of the product before the prospect goes to an opportunity meeting. Familiarity with the product makes the presentation easier to understand.
- /// Do an opportunity meeting at 5:30 p.m. in your metropolitan area. Workers can attend the meeting before going home and won't have to make the return trip to the city. Your prospects could attend your meeting and still be home by 7:00 p.m. to enjoy an evening with the family.

/// Have an opportunity meeting and dinner combination event. The prospects could listen to the presentation and then ask questions during their meal. It's easier to invite prospects to a business dinner than to an opportunity meeting.

Use a fishbowl to reduce negative comments at training meetings.

Announce at the beginning of your training meetings that:

“Anyone who makes a negative comment will have to donate \$1 into this fishbowl. We'll use the proceeds for a door prize at our next opportunity meeting.”

When I first heard of this idea, I said, “That's a stupid idea.” It cost me \$1 to make that statement.

This is an easy and fun way to make your training sessions a positive experience instead of a “gripe” session.

Create a customer loyalty program.

I'm at a restaurant in a small village about 20 miles from Ljubljana, Slovenia. At the table we fill out a card with our address and birthday. Then the owner gives us a “credit card” with a magnetic swipe that we present to get a preferred customer discount every time we visit.

Because you'd normally store this card with your other credit cards, you'd constantly be reminded that if you ate at this restaurant, you'd get a discount. Good marketing.

And of course you'd get a free meal on your birthday because no one eats alone on his birthday. The birthday free meal just ensures that even more people eat at the restaurant.

By the way, I ate at the restaurant at 2:00 p.m. on a Sunday afternoon. Even though this restaurant was in a remote location -- it was packed!

Can you create a customer loyalty program for your business? You could offer:

- /// A free bottle of “X” after the customer has purchased “X” three times.
- /// A free bottle of “Y” after the customer has purchased “X” three times. Here is your chance to get your customer to try a new product.
- /// Two free tickets to the local theatre for recommending two prospects.
- /// Free dinner at your next opportunity meeting.
- /// A free book about your product with his next purchase.
- /// A free weekend in Las Vegas when one of his referrals reaches “manager” position in your program.

Add value for your prospects at little or no cost.

In Vermont, a mountain ski resort sold bonds to finance improvements. The bonds had an incredibly low yield of only 5%, yet the bond issue totally sold out. Why?

Because bondholders received a free season ticket to the ski resort for each year of the bond’s life. That effectively raised the return on the bond to over 15%. However, I don’t think the 15% return is what sold the bonds. It was the romance of a free season ticket.

And how much did it cost for the ski resort to give away a few more season tickets? **Nothing.**

There was plenty of room on the ski lifts for a few extra occasional skiers.

What can you give away free or at low cost to prospects or customers to add extra value to what you have to offer? Some ideas:

- /// If they buy diet products, free tuition to your exercise classes.
- /// If they use your long distance service, a pager service at half price.
- /// If they become a distributor, a free tax return prepared by a home-based business tax return specialist.
- /// A free dental checkup if they buy your dental plan.
- /// A free nutrition class for them and their children when they buy your vitamins.
- /// A free dinner when they come to your opportunity meeting.
- /// Free tuition to the weekend leadership seminar if they join your program tonight.

How To Get Swamped With Prospects Begging To Join Your Network Marketing Business.

Art Jonak and Keith Schreiter wrote this 14-page report.

Lots of good ideas for your distributors to get more prospects to come to them.

I particularly like the section:

**"Creating prospects on demand by
not answering your telephone."**

If you haven't downloaded or copied the report yet, do it now. Just go to:

**[http://www.fortunenow.com/
freetraining/swampedreport.htm](http://www.fortunenow.com/freetraining/swampedreport.htm)**

- Big Al

"How to quickly prospect the taxi driver, the waitress, the store manager, or that stranger you really wanted to meet."

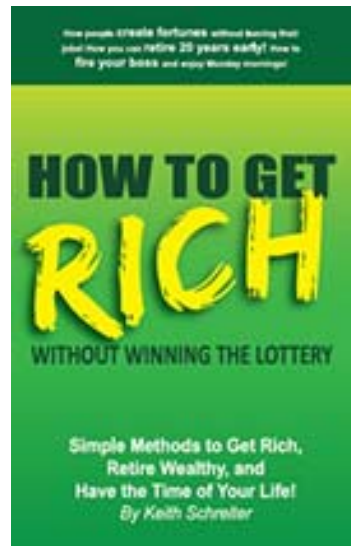
Here is the perfect prospecting tool that can . . .

turn a stranger into a hot MLM prospect for only \$1.30!!

Do you feel a bit shy when approaching strangers?

Would you like to turn acquaintances into hot, eager prospects?

How can you approach potential prospects about your business without looking like a greedy salesman searching for a quick commission?



Our 64-page prospecting book, *How To Get Rich Without Winning The Lottery*, by Keith Schreiter, is a miniature course on how to accumulate financial wealth -- with special emphasis on how network marketing can accelerate your prospect to wealth.

Your prospects will love you for this gift. The book is easy to read, easy to implement, and shows how anyone, a carpenter, a rocket scientist, a housewife, or even a lawyer (gasp!) can follow the simple principles to accumulate wealth.

Step #1: This is a gift that will build a long-term relationship. So leave a copy of this book with that cab driver who gave you good service, to that hotel employee who helped you set up your opportunity meeting, to the waitress with the million-dollar smile, and to your best friend who would like to be rich, but doesn't know how.

Step #2: Let your prospect read the book. It takes about 30 minutes to read this 64-page book, and it's powerful. The back page of the book says:

"Want to know more?
This book was given to you
as a gift by
<insert your name and phone number>

Are you serious about
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*"22 More Tips To Help
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Step #3: Your prospect is motivated and has changed his "job thinking" to "wealth thinking." He is pre-sold on starting a part-time business, especially network marketing. Your prospect now has a reason to call you. He wants the "22 More Tips To Help You Become Wealthy Fast" report. (Download a free camera-ready copy of this report from our website so you can make all the copies you want.) And when you get together with your prospect to deliver the report, you'll have a pre-sold, highly-motivated prospect looking to increase his income through network marketing. Pretty great, eh?

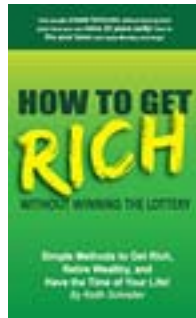
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