

# How To Get Swamped With Prospects Begging To Join Your Network Marketing Business

By Art Jonak & Keith Schreiter

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**H**ow would you like to have prospects calling you every week or even every day, begging to join your network marketing business? It doesn't happen overnight! But by performing some simple activities, you can create a steady flow of prospects coming to you asking to join your business.

How many people like making cold calls? The majority of us feel uncomfortable calling people for many reasons. Is it because we are afraid of the phone? If you have teenagers, chances are you can't get them off the phone. So what changed over the years? Do we now associate the phone with "sales" and "rejection" instead of a friendly tool we use to share ideas and stories?

One reason people don't like calling prospects is that they don't want to come across as a salesperson, especially when contacting their warm market. Most people don't want to hear the word, "No." Imagine your new distributor making that first call and getting a "No!" Talk about squashing their confidence!

The first thing we need to realize is that people join sponsors not companies. They join you because they know, like and trust you. And in order for someone to join your business, you should be using some type of relationship-building tool.

The *How To Get Rich* book is a low-key approach, explaining the benefits of network marketing. It is just one system of building a downline and just one way of prospecting.

Creating prospects is the life-blood of your business. You can have the best company, the best products, and the best compensation plan but if you don't have anyone in your group then you probably won't be getting a very big commission check.

## **Your Distributors Will Do Anything To Avoid Rejection . . .**

Distributors will spend hundreds of dollars and hundreds of hours going to trainings. They'll listen to audiotapes, they'll rearrange their company literature, and they'll even take a few hours to typeset their prospect list. Basically they'll do anything to avoid rejection. When it comes down to actually contacting prospects, your distributors will come up with any excuse not to do it.

So, where does that leave their business? Stalled and gaining momentum rolling backwards down a hill!

What if people called your distributors asking and wanting more information about their network marketing business? Do you think they could take it from there and let these hot prospects know about the products and opportunity? Of course they can!

## **“So, How Do I Get People To Call Me And Ask Me About My Business?”**

We've designed the *How To Get Rich* book to prompt prospects to call you if they are interested in creating wealth. You can simply pass the book out.

If they're interested, they will contact you. If they are not interested, then you have eliminated them as a prospect and you won't have to hear that dreadful “No.”

You can go from calling people, and hoping to catch them at a good time, to having people call you, or receiving messages saying,

## **“Please Send Me The Free Report!”**

Along with the free report you can send your network marketing company information, so the prospect knows what you have chosen to create wealth.

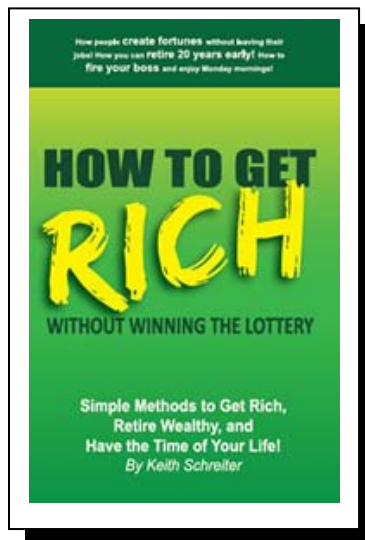
You can get instant credibility from a third party by using this report along with your company information. All you have to do is get the books out there!

## **“I Hand Out This Book and People Contact Me . . . To Tell Them More!”**

Giving this book to prospects allows you to put their interests first. Whether or not your prospects decide to join your

network marketing business, by giving them this book, you know that you have given them a chance to make a difference in their lives. It's a lot easier to give this book when you're focusing on the prospects' needs and not on collecting a check from them.

If your prospects are not interested in network marketing, they might find something else in the book helpful. This book gives them choices, lots of choices to build wealth, no matter what they do for a living. There is however, a special emphasis on network marketing. Giving them several options and not pushing network marketing



as their only option builds your “know, like and trust” factor with them.

A few opening statements you can use to interest your prospect before offering them a copy of the book:

“I’ve been reading up on how to take control of my finances . . .”

“I just read this book on how to . . .”

“I have this book you can borrow that might help your situation.”

“There might be something of interest in this book for you . . .”

“I know someone who just read a book on that . . .”

“You need to make more money? Great, what’s your plan?”

Use release statements -- like . . .

“This book may or may not work for you . . .”

“It may or may not be what you’re looking for . . .”

. . . so that your prospect feels it’s OK to say “No.” Doing this will result in fewer ‘no shows’ and having to do fewer callbacks.

Instead of saying, “Read it and I’ll get back to you,” (which implies a salesman might come calling) say, “Here’s a book that could help with your family finances.”

How do you hand them the book? Use your left hand, or your right hand, however you want -- it’s up to you!

## **Have Potential Leaders Take Them Right Off Your Desk!**

Are you hesitant to approach your co-workers about your network marketing business because it might be viewed as a

conflict of interest? Instead, have them approach you about your business first!

Ever see the candy on someone’s desk disappear in less time than it takes to run to the water cooler? You can apply this exact same ‘bait’ principle to turn these candy thieves into hot prospects!

Put a copy of the *How To Get Rich* book on your desk in plain sight. Co-workers who might be looking to make some extra money simply won’t be able to resist picking it up. They’ll leaf through it and get that nervous look. Should they ask to borrow it, or just take it? As soon as you give them a book or they take off with a copy without asking, reach under your desk for another book and replace the missing one! Repeat the process until you’ve got too many co-workers in your business.

What if you have clients visit you at the office? The same bait technique will work.

*“Art, the books are going pretty fast considering I’ve not handed out a single copy! I just placed them on the end table next to the clients’ chairs in my office and they’re almost gone!”*

Paul A. Buenting, Tax Accountant,  
Gifford, IL

Even if you have conservative clients like Paul does, they’ll still take off with the book!

Why limit the bait to your desk at work?

- \* Put a copy on your coffee table.
- \* Throw a few extra copies on your bookshelf.
- \* Put a copy by your magazines.

- \* Have one handy in every bathroom.
- \* Always have a copy sitting in the passenger seat of your car!

You get the picture. Leave the bait wherever potential prospects might roam!

## It Even Works on the Internet!

Use the book as a premium along with information that you are mailing out to your prospects.

Incorporate the title of the book, *How To Get Rich Without Winning The Lottery*, into your e-mail signature files and have all your outgoing e-mail create plenty of prospects-on-demand for you! (The following examples are for illustration purposes . . . not actual addresses.)

-----  
For more info on the book, *How To Get Rich Without Winning The Lottery*, make sure to let me know at <mailto:xxx@xxxx.com>.

-----  
To receive your free copy of *How To Get Rich Without Winning The Lottery*, please contact me at [xxx@xxxx.com](mailto:xxx@xxxx.com).

-----  
Ex-Banker from Michigan Shares the Secret of Financial Freedom. Free Report - Learn *How To Get Rich Without Winning The Lottery*. Visit <http://xxxxxxxxxx.com> or call 1-800-xxx-xxxx (24 hr.)

## “Does Your Business Card Focus On You Or On Your Prospect?”

You’ve finally been able to steer the conversation to the point of exchanging

business cards with your prospect. You hand them your card and ask for their card in return and . . . BOOM, they don’t have one on them! Lost prospect? Probably.

In most cases, your business card will end up in the trash . . . even if the person was looking to make some extra money! Odds are high that they will not call you and let you know they are a hot prospect . . . unless you give them a reason to.

What causes a prospect to react differently to one business card than to another?

First, take a moment to find out if your business card is about you or about your prospect.

### Rate your business card:

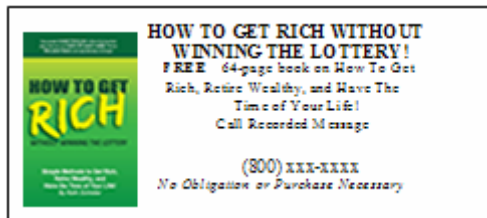
- At a party you hand out 25 business cards to 25 different prospects. Within the next three months, do 10 or more of the prospects contact you about your business opportunity or product?
- You accidentally leave your business card on the table at a restaurant. When the waitress finds it, does she throw it away or does she stick it in her pocket so she can call you later to find out more about your business or product?
- You drive three hours to attend a training event. You leave your business card at the gas station and restaurant you normally stop at along the way. By the time you get to the event, do you have a few calls on your voicemail from people asking for more info about your business or products?

- ❑ You show your brand new business cards to your negative brother-in-law. To your amazement he asks how he can join your business!

If you and your leaders are getting these positive results, then you've scored a 10 and odds are your business card focuses on your prospects. If not, read on.

How do you arm your business card so it instantly turns a neutral prospect into a hot prospect for you?

Recently we were brainstorming with one of our leaders who scored close to a -1 on his business card rating. Nobody in his downline scored any better. We discussed the difference between simply finding prospects and creating prospects. Thirty minutes later, Carlos, being a shrewd network marketer who now fully understood the power behind creating prospects on demand, decided to add the following to the back of his business cards:



Suddenly, the people he gave his business card to called to ask him about the book. This gave Carlos the perfect opportunity to include some of his company information. Best of all, he was only working with people actively looking to make some extra money. His network marketing business just got a whole lot easier.

But it gets better. Distributors in his downline wanted to get the same results. So they changed the back of their business cards. Practically overnight, Carlos had his

entire downline creating prospects and getting results simply by giving out their business cards!

Here's what Carlos says, "Don't give out another card without arming it first!" If you don't have the time to get new cards made or if you are waiting to have some printed, simply hand-write the following message on the back of your existing business cards:

-----  
"For a Free Copy of *How To Get Rich Without Winning The Lottery* just call me!"  
-----

That's not all, there's more . . .

Carlos figured out that printing single-sided cards with only the offer brought the cost down to just pennies per card. He left the cards wherever a prospect might pick one up -- telephone booths, hotel lobbies, with cab drivers, you name it! Once again, his phone began to ring with people actively looking to make extra money . . . in other words, hot prospects!

You've already guessed what happened next. Leaders in his downline realized, no matter how small their marketing budget, they could afford to put business cards anywhere potential prospects might run across them. Prospecting became affordable and rejection-free! Everyone could do this!

Remember, you are not limited to just the offer that Carlos uses. You can promote a product or service that you offer through your network marketing business. Here are a few examples of offers other distributors have on their cards:

- \* "How a 48-year-old architect from Queens, NY stopped snoring in just three seconds after keeping

his wife awake for 21 years!” For details, call 123-456-7890

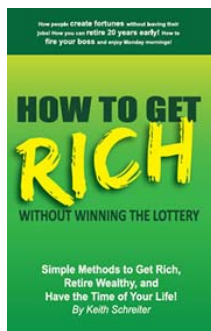
\* “How a 31-year-old overworked nanny from Houston, TX shows people how to get 2½ hours of extra energy every day, without drugs!” For details, call 123-456-7890

\* “How a 26-year-old social worker from Redlands, CA shows people how to get unlimited access to top quality attorneys for less than 83¢ per day!” For details, call 123-456-7890

\* “How a 36-year-old mother of two from Atlanta, GA helped a 232-pound woman fit into a size 6 bikini in just five months!” For details, call 123-456-7890

\* “How a 52-year-old airline captain from Columbus, OH shows people how to exchange their job for more free time while increasing their income 200% in less than nine months.” For details, call 123-456-7890

This method of creating prospects may or may not be for you, but we suggest you let everyone in your downline know about it. You will have distributors who take this idea straight to the bank and that makes good business sense for everyone!



## Create Prospects-On-Demand By NOT Answering Your Phone!

There are two types of voice mail messages . . . those that create prospects for you and those that don't.

Here's an EASY-to-use idea that is guaranteed to help you create even more prospects-on-demand every week, even when you're not at home!

How many of your friends and family are interested in more time and money . . . and ready to do something about it? Definitely a few . . . but which ones?

How do you get the ones who are interested, to raise their hands, without getting any rejection?

It's easy.

Here's how . . .

At the end of your voice-mail message, just add an offer that will get hot prospects saying, “Please, tell me more!”

Here's an actual voice-mail message that is creating new prospects on demand every day.

### **RING! RING! RING!**

Click, your voice-mail answers . . .

*“Thank you for calling. I'm away from the phone right now, but I'd love to hear from you. At the tone, leave your name, number and purpose of your call and I'll get back to you as soon as I can. If you are calling about getting a FREE copy of the book How To Get Rich Without Winning The Lottery make sure to let me know!”*

You'll get messages like . . .

“Tell me more about this book!”

“Why are you giving this book away free?”

“What is this book you’re talking about?”

Most of you can take it from there.

This is a great way to get your friends, relatives, business associates, and anyone else who calls you interested in your business . . . without having to approach them first and without getting any rejection!

**BONUS!** All your distributors will hear the message and will change their voice-mail messages. Now you have created an effective and easy way of creating prospects-on-demand throughout your entire organization!

Easy? You bet! Now, stop reading, grab your phone, add an offer to the end of your voice mail message and observe the results. . . all the way to the bank!

*“Recently I made two simple changes . . . to receive parcels at the local postal store instead of at my office and, to change my outgoing telephone message to one Art had recommended. He said the new message would create prospects by my not answering the phone. Cool, I thought, I don’t like answering the phone anyway.*

*“Last week I received two messages from the postal store telling me I had UPS packages waiting for me. I went by to pick them up and all three employees were standing there anxiously waiting for me. ‘We want to know how to get rich,’ they chimed together. My immediate reaction was that they had been reading my mail from a postcard campaign I’m running. Then it dawned on me. They had called my home to notify me of the packages and had heard my new message. Yes! This works. I*

*ran to the car to get each of them a book. Their eyes widened as they looked at the simplicity of the book. One of them was so excited and said, ‘My mother loves this kind of stuff.’ So, guess who won’t be answering her phone anymore.”*

Karen Eldred,  
San Francisco CA

## **How to Neutralize Negative Friends And Relatives**

**E**ver have a new distributor lose his enthusiasm about his network marketing business because his best friend said it was an illegal scheme? Or maybe his mother told him that nobody could succeed in one of those deals. Or his brother shared the story of how Uncle Bob lost all his money filling his garage with useless products in a similar program. Or his cousin still remembers your new distributor’s first business experience the time his lemonade stand failed when he was five.

Let’s face it, in most cases the last people we want our new distributors talking to are their close friends and relatives. By trying to protect their friend, they tend to become ‘dream stealers.’ This negativity can spread like a disease all over your distributor. You’d better provide them with a cure, or better yet a vaccine against the virus. Don’t risk losing them for good!

Have your new distributors give the book to their friends and relatives. Let the book explain to them why your new distributor has started a home-based network marketing business. The book justifies that it’s a good deal. The friends and relatives don’t have to join but at least they’ll understand . . . it’ll neutralize those well-meaning relatives and act as a vaccine against this potentially lethal rookie-distributor-killing virus.

## **What's Your Marketing Budget?**

What would happen if you got 100 people to read the book? Remember, that's 100 people reading the book and not just 100 books handed out.

Take a moment and give your best guess to the following four questions:

How many people, after reading the book, would say, "It's garbage, I want to be poor."

How many would say, "I can't think anymore, I'm too tired after reading the book."

How many would say, "That's nice."

How many would say, "Let's talk about this, I'm a HOT prospect!"

The only question that really counts is the last one. A pretty conservative answer to the last question is "10." Ten out of 100 people who have read the book say, "Let's talk about this. Show me what you are doing to make an extra paycheck every month."

At a cost of only \$1.38 per book, when was the last time you got 10 hot pre-qualified prospects for only \$138? In most cases you can't even run an ad for that, not to mention the follow-up costs!

What if you have a smaller marketing budget for your network marketing business?

Simply invest in ten books and circulate them. Just show the book to the people you talk to and ask them, "If I let you borrow this book, would you spend 30 minutes reading it?"

If they say, "Yes," let them borrow the book and pick it up a week later.

If they say, "No," and can't spend 30 minutes reading a book on how to get rich, what are the odds they will be willing to build a list, read the distributor kit, go to a meeting and so on? Odds of them becoming one of your leaders at this time are slim to none. You just saved yourself a whole bunch of time by not prospecting this person any further.

## **Prospects Will Get You Referrals Without Even Realizing They Did!**

Your upline sponsor has probably given you information on techniques that you can use to get referrals from your prospects. It's a great idea but unless you give your prospect a really good reason to give you referrals, they won't! So, how do you get prospects to get you qualified referrals without even realizing they are doing so?

It's easy. Hand them a few extra copies of the book and ask them to do their friends a favor. "Pass along this book to anyone who might be looking to make some extra money. If you run out of books, call me and I'll get you a few more."

The next time they hear someone say, "I wish I had more money," they can say, "Great, what's your plan?" And they can provide them with a plan by giving them a copy of the book!

And here's the best part. The next time you see them, they'll probably ask you for more books to give to their friends. That's the perfect time to share with them the principle that, "Most people do network marketing every day, but they just don't get paid for it." You see, now they've actually experienced for themselves how easy it is to do network marketing!

## **Double, Even Triple the Response Rate To Your Notification Letter!**

*“This week someone you know will be presented a network marketing opportunity by someone else, because you didn’t notify them of yours.”*

Sometimes your new distributors don’t want to talk to their friends because their friends might make fun of them. Their relatives will give them rejection, and their co-workers will just laugh if they tried to sell them network marketing. People don’t want to pass out brochures in the middle of a wedding. They don’t want to impose themselves on their co-workers. A lot of people say, “Gee, I don’t want to talk to my warm market, I’d rather talk to some strangers.” Well, we know the only reason people join is they know, like and trust us. The natural market we have is the people we already know. It’s easy networking because they trust us.

We let people know that they have one obligation and one obligation only when they start this business. They’re not obligated to drag all their relatives to an opportunity meeting. And they’re not obligated to go to training or to take people to training a couple times a week either. They’re not even obligated to give presentations to people they know. They don’t have to memorize scripts or flip charts or anything like that. They’re not obligated to pass out brochures.

They only have one obligation and one obligation only. That obligation is to notify the people they know that they’ve started their own part-time business and why. Just let them know. Now, they don’t have to give them a presentation, all they have to do is let them know.

We like to use a notification letter. It notifies everyone in the new distributor’s warm market that they’ve chosen to start a home-based network marketing business and explains why. If you incorporate the *How To Get Rich Book* into the notification letter, you get an increased response. More people who are interested in making extra money will clearly state to your new distributor that they are a hot prospect. People are much more willing to ask for a copy of the book than call and admit to you that they need to make an extra check every month because they simply aren’t making ends meet.

On this page you will find a sample copy of a notification letter that you can use in your business right away! Make sure that your new distributors have a few extra books on hand, because they will get calls from people who would like a copy! Along with the book they can include a note saying something like, “I’ve also enclosed a bit of material detailing the home-based business I’ve chosen to help me put a few extra hundred dollars in my pocket every month.”

We recommend that you personalize the letter as much as you can. On the following page is an actual notification letter that pulled 14 responses out of 40 letters sent. Notice how Monique used our notification letter as a template and then personalized it.

<your name>  
<your address>  
<your phone number>  
<your e-mail address>  
<your website>

Dear <put your warm market prospect's name here>,

I hope all is going well for you! It seems these days I just don't have as much time to spend with my friends as I want to. Just recently I was talking with my good friend, <friend's or sponsor's name here>, exactly about this . . . well actually it was more about the fact that neither of us would probably get a decent raise at work, if we got one at all! At the time, I was seriously considering getting a second job just to make ends meet . . . but I was putting it off simply because I hated the idea of working even more hours!

<Put friend's name/sponsor's name here> did me a big favor that day. <He/she> gave me a copy of a little book and urged me to read it right away. I did, and am I glad I did! It showed me all the different options I had to choose from to create an extra \$500 to \$1000 to put away each month so that I could do what the rich do -- have their money make more money for them!

So . . . I've decided to start a home-based business, one that I can work from home when I have the time. It was one of the many suggestions offered in the book, the one that best appealed to me -- it sure beats getting a second job! Hah!

I just wanted to let you know. I'll let you know in a few weeks how it's going for me. Wish me luck!

Sincerely,

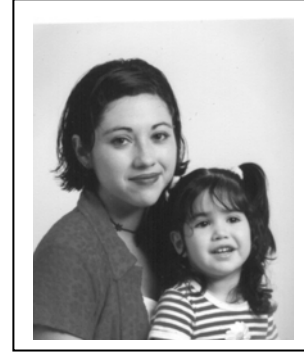
(sign your name here, in blue ink)

<Put your name here>

PS: I'd like to do you the same favor <friend's/sponsor's name> did for me. If you'd like me to send you a copy of the book, called *How To Get Rich Without Winning The Lottery*, just let me know and I'll be happy to get a copy to you!

Monique Hernandez

92 xxxxx., #xx  
Rxxxxx, Ca 92373  
(909) xxx-xxxx



Dear Joe,

You are probably wondering why I'm writing you this letter? Well the reason is I wanted to fill you in on my personal soap opera ☺ After having a very good job with some attorneys out in the Palm Springs area, I decided to move back to Redlands. I realized right away although it was easy to get a job, it wasn't easy to get a job that could support a single mother.

As you may or may not know, my daughter Serenity is going on five years old and is going to kindergarten this fall. I realized right away that after a few bad decisions both personal and financial, I needed to make more money. I looked into getting another job part-time. However, I realized there was no way I wanted to spend more time away from Serenity.

A couple of months ago I was fortunate enough to meet a guy named John Samaniego who is an expert and specializes in helping people start their own business from home part-time, while keeping their jobs. He gave me a small book to read called, "**How To Get Rich Without Winning The Lottery!**" I read the book, listened to him, and talked to a few people that he had helped. He introduced me to one of his partners who was making an extra \$580 a month, part-time! I soon realized that this was something I could do from home.

I decided on March 26, 1999, to get started in business with xxxxxxx, with John's help. I am so excited! I just completed my training on Saturday in Costa Mesa. I am now a Fully Trained Associate.

I was so excited I just wanted to share my story with you. By the way if you happen to know anybody that is in the same situation, either they need to make more money or who are just interested in doing something part-time let me know. I will send them the book John gave me for free. I only have 5 left!

Very Truly Yours,

Monique & Serenity

P.S. I will be having my Grand Opening for my business soon, keep an eye out for my invitation!

## **Additional Resources for Your Network Marketing Business!**

### **Resources on the Net**

*Fortune Now* at [www.fortunenow.com](http://www.fortunenow.com)

*Network Marketing Success Center: Free Training, Internet Resources and a whole lot more* at [www.MLMPlayers.com](http://www.MLMPlayers.com)

For more information about “*How To Get Rich Without Winning The Lottery*” visit [www.fortunenow.com](http://www.fortunenow.com)

### **Workshops**

For a current list of upcoming Big AI workshops, visit: [www.fortunenow.com](http://www.fortunenow.com)

Want a Big AI workshop in your area? Request one at: [www.fortunenow.com](http://www.fortunenow.com)

### **Free Newsletter**

Get Big AI's free newsletter, delivered straight to your email Inbox.

<http://www.bigalreport.com>

**“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 book, *How To Get Rich Without Winning The Lottery*, 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 creating wealth?  
If so, contact the person above for your free copy of  
*“22 More Tips To Help You Become Wealthy Fast”*”

**“When you run out of prospects, what will you do?”**

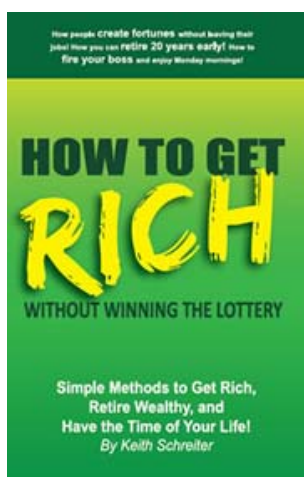
**“Or worse yet, when your downline runs out of prospects, what will you tell them?”**

**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. (We supply you a free camera-ready copy of this report 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?

**The payoff:** Now anyone in your downline can recruit easily. No more rejection, no fumbling sales approaches, and no more lack of prospects! This book turns ordinary people into hot prospects in just 30 minutes.

And even if your prospect decides not to get involved in network marketing, the book will be treasured as a resource and guide to wealth. Just think of the referrals you'll get from someone who experienced a new financial beginning because of you.

The price? A little more than the cost of an audiocassette tape, but so much more impressive.



**Only \$1.30 per book.**

**Volume discounts available.**

**Get ready for a recruiting explosion!**

**Order Now!**

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