



Prospecting Guide for **NETWORK MARKETING!**

by Sarah Robbins

WHO DO I TALK TO ABOUT MY BUSINESS?

As you create your “prospecting list” of people you want to share your business with, remember, that you are offering people a gift: of great products, or an incredible opportunity!

The DOs and DON'Ts of Making a List

DO make your list as long as possible

- It's your greatest asset when starting your business
- The longer your list, the better. If you have a list of 10 people and the first five say no, you will feel disappointed. However, if you have a list of 100, and the first five say no, you have 95 other people to contact!

DON'T ever prejudge anyone

- They could end up on someone else's team.
Remember: If you think they're great, someone else does too!
- You never know what people will do, or who they could lead you too. Think: What is greater: the risk or the reward?

Steps to Developing your Prospecting List

1. Make a list of at least 75--200 people to share with. Make it a goal to contact them in your first month (language ideas to follow). Go through your phone contacts and Facebook “friends list” to help you find people you want to share this with. Address books and invitations lists, too!
2. You may want to split your paper in half as you write down names. Put local contacts on one side (this will help you when you are creating invitations for your business launch event). Put long-distance contacts on the other side since you will have to invite them on a call or virtual event to learn more.

These are the people you will contact first to share your “short story.” Invite them to learn more over coffee, or to a call with your sponsor, or to an event. They may be your first consultants, customers, or maybe even connect you to people who would like to buy your product or join your team.

WHAT DO I SAY?

Here is what I would say when I call or message people I know:

"I wanted to share some exciting news with you. I know you've built an incredible network in Chicago. I'm not sure if I mentioned this, but I am building a brand new business there, and I immediately thought of you because I know how well networked and respected you are there. Have you heard of _____ before? I'm hoping I could share more about what we're doing, get your input and ideas, and see if you know anyone who may be interested in what we are offering. Could we set a time to get together so I can share more?" Offer to meet them, and treat them for coffee, or invite them on a call with you to learn more.

After you share more, share your "short story" (WHY you're doing the business and WHAT it's doing for you)—then invite them to a time to learn more.

AFTER I SHARE, WHAT DO I INVITE THEM TO?

One of the following:

Conference Call:

"I'm new and still learning. I'd love for you to hear from my business partner. She'll be able to share more and answer your questions. I think you'll love her story! She's available on Wednesday at 10 am, Thursday at 4 pm, and Friday at noon. What time works best for you?"

Business Launch:

"Next Thursday night, I am hosting an event at my home and would love to have you there. It would be a good chance for you to network with new people, and hear more about what I am up to. We can then talk after! Your support would mean the world to me. Can I count on you?"

Business Presentation:

"Next Tuesday, we are having a business presentation in our area at 7 pm, and I would love to have you as my guest. We can go to dinner afterward, and I can share more about my experience with my brand new business. I would love your input. Can you join me?"

WHERE ARE MORE PLACES TO FIND PEOPLE TO TALK TO, AND ADD TO YOUR PROSPECT LIST?

Social Media

How to start a prospecting conversation via Facebook inbox:

*“Hi, Joanna! I realize this is out the blue.... hope you’re well! I know you live in Utah & that market is an important area of growth for my business (COMPANY NAME) for multiple reasons. You may or may not have a personal interest, but either way, I would love to tell you who I am looking for in the hopes you might know someone. Can you please shoot me your cell? I’m hoping you can help me & would love to catch up with you if nothing else. (*personalize the conversation) Congrats on your darling son! 10--15 minutes is all I need, as I’m sure that’s all you have time for as well right now. Thanks & I’ll drop you another message later next week if I don’t hear from you first.”*

CHALLENGE: Do 200 Facebook reach--outs your first month in business!

Sharing Samples When You’re Out

Sample pack approach (create a “sample pack” with business cards!)

When you’re out and about, start casual conversations with people by complimenting people and asking them questions. *“Thanks for your great service— do you love working here?”* OR *“Love your handbag— where did you get it?”* Stay in the conversation by asking questions, then when you are departing pull out a sample, and say:

“I’ve loved chatting with you today and want to leave you a little gift. I am an independent consultant with (COMPANY NAME). <Share more about the product you are giving them>. I know you’ll love these. If you promise you will use them, I promise I will follow--up and stay in touch! Today is Sunday. I will call you on Tuesday to see how you love them. What time works best?”

When you call them, say: *“How did you love the products? I’d love to tell you more about them!”*

10 MORE TIPS ON FINDING PEOPLE TO TALK TO

(PRINT THESE OFF, AND TRY THEM AS YOU GO!)

1) Work your contact list-- reach out to people on your phone and Facebook. Find a personal way to connect, then transition...*"I see you're in Chicago. I'm sure you've built a great network there. I'm actually expanding my business there. I would love to tell you what I'm up to, in hopes that you could connect me to some great people, and perhaps give me a few pointers. Can I treat you to coffee & share more?"*

CHALLENGE: 200 your first month!

2) Referral Rewards Program-- if someone is not personally interested, say: *"I've developed a great 'referral rewards' program. If you're willing to help me spread the word, I'm happy to give you some free product (or my discount on the product) as a thank you!"*

*this is not company-sponsored—I do this on my own, through my monthly order.

3) Launch Events-- host events and ask people to host events for you. Say *"My business is expanding in your area, and I would love to meet new people. If you'd be willing to host an event for me, I will do all the work, and throw in some free product (or offer my discount on the product) as a thank you."*

*again, I fulfill this on my own through my monthly order.

4) Team Events-- "Coffee & Conversations", "Cocktails & Conversations".
Customer Appreciation Events, Vendor Events!

5) Prospecting When Out & About-- compliment, and ask questions to engage in conversation...*"Cute kids. How old are they?" --"Love that bag. Where did you get it?"-- "Great service! Do you love working here? Because we are looking for people like you for our business..."* Share a sample or give out your card and exchange numbers. Add them on social media! Follow up!

6) Network with other entrepreneurs-- find commonality and reason for reaching out to other business owners in the area...*"I just love your website, and I wanted to reach out and see who did it. I'm also looking to connect with other business owners in the area, and see how we might support each other's business growth. Would you be willing to meet for coffee?"*

7) Networking Groups—a great way to get and give professional referrals!

8) Social Media—it's all about telling stories (sharing before and after pictures, or testimonials of success stories on the product, or people in the business).

9) Call Your Customers!–*“I’m calling to check in and see how you’re loving your products? I’m not sure if I mentioned this, but as a distributor of the products, I get a great discount. I was wondering if I could share with you more about this program so you could get a discount too & possibly earn them for free, or a little extra money by simply sharing your results with others!”*

10) Revisit previous prospects whenever something is new: *“The New Year is here, and I’m not sure if you’ve been thinking about the business at all, but I sure have been thinking about you. It’s the perfect time to take another look, here’s why.....”* Share what is new & exciting!

SEND THIS LINK TO YOUR TEAM, SO THAT THEY CAN TAKE ADVANTAGE OF THESE GREAT RESOURCES!

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