

Big Al's

Fortune Now Newsletter

For Aggressive Network Marketing Leaders

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The “Notification Principle” – How to get your distributors started right the first time.

Dear Fortune-Building Friend and Subscriber,

Art Jonak (www.MLMPlayers.com) helps his distributors get started with a unique way of avoiding rejection.

Usually the first priority of our new distributors is to avoid rejection. But what do we do as sponsors?

We tell them to make a list, call all of their friends, and get beat up, humiliated, and embarrassed.

Why does this happen?

Because our new distributor doesn't know yet **exactly what to say** and **exactly what to do**. Our new distributor hasn't had the time to begin learning the skills needed in his network marketing business. So, of course the relatives and friends will hear an invitation from a nervous, untrained, and lacking-in-confidence new distributor. That's a recipe for disaster.

Our new distributor will try to sell, force, manipulate and entice his contacts into coming to a meeting, joining the business, buying some product. And when he tries to **sell** anything, there is a huge risk of someone telling him, "No."

Let's see what happens in the real world.

You're ecstatic! Your brand-new distributor has signed the paperwork, mailed it to the company, and is now waiting for his new distributor kit and products to arrive.

As a well-trained sponsor, you've organized a "Getting Started" training within the first 48 hours of your new distributor's network marketing career.

You sit down at the kitchen table with your new distributor, pull out your Getting Started manual and immediately turn to the "Memory Jogger" section and start reading:

- ◆ Who do you know with red hair?
- ◆ Who do you know that drives a mini-van?
- ◆ Who does your taxes? Your hair? Your lawn? Your car repairs?
- ◆ Do you have your college directory handy?
- ◆ Do you have a copy of your family tree?
- ◆ How about your pre-school yearbook?

You keep going on and on, asking more questions to jog your new distributor's memory.

You take a moment between reading questions to breathe, look across the table at your new distributor's list and -- **there are only 8 names on it!** There should be at least 50 names by now! You look up to see fear and doubt on your distributor's face as he shrugs and says,

"I really don't know anybody else."

Out of frustration you ask a few more questions from your memory jogger . . . but still, your new distributor comes up empty, no more names.

Your excitement fizzles. Your new distributor's excitement fizzles. This isn't good.

Did you sponsor a "dud?"

We lip-sync through this uncomfortable exercise, yet we rarely take a moment to see if it actually works or not. Why not? For a moment, consider what is going through your new distributor's mind.

You may be surprised.

Your distributor could be thinking:

"I don't want to talk to anybody about this business until I make my first bonus check."

or,

"I'm not comfortable having my sponsor talking to my friends about the business. What if my sponsor high-pressures or embarrasses my friends?"

or,

"The more names I put down, the more rejection I might have to face."

Most distributors are not duds and they are not lazy. However, they will avoid anything that involves rejection.

Why not turn the exercise into something that your distributor wants to do?

What if you told your new distributor:

"You don't have to ask anyone on your list to join your network marketing business or even ask them to buy any product."

Now that sounds a lot safer to your new distributor. Most of your new distributor's fears are starting to melt away.

Not asking people to join your business is **rejection-free**.

Or maybe you have a new distributor who says,

"Oh, I don't want to talk to my friends and relatives. They wouldn't understand. I couldn't convince them to join my program. Instead, let me talk to **total strangers** from another country. Maybe I'll just try to sell them over the phone or over the Internet. Where can I run an ad, buy some leads, or mail some prospecting postcards?"

If friends and close contacts don't like your presentation, strangers will like your presentation even less.

If we can't enroll people we know, people with whom we already have some sort of positive relationship, what makes us think that we can enroll total strangers?

Maybe we just think things will change if we find new people who don't know us.

Let's face it. When we decide to talk to strangers instead of our warm market of contacts, we're saying to ourselves:

"I don't believe in me."

"I don't believe in my opportunity."

"I don't believe in my product."

"I'm too ashamed to talk to my friends."

"I don't think this opportunity is a good deal for others."

"I'm worried about what my friends will think of me."

"I'm afraid that my friends will not join and that I'll feel rejected."

"What if my program fails? I better make certain that I only sign up strangers who don't know me."

"What if I fail? I wouldn't want my friends and family to know that I even tried."

And if we **decide** to keep our opportunity a top secret from our friends and family, is that fair to them?

No.

So even before we read our distributor kit, before we start improving our presentation, before we start working on self-image, before asking our sponsor about mailing lists or ads and, before anything else, we must first fulfill our **one** and **only** obligation in network marketing.

And what is that obligation?

We must notify our friends, relatives, neighbors and co-workers that we have decided to start our own part-time network marketing business.

Later our job is to **educate** others about our products and services, **and** to **educate** them about the residual income possibilities of **network** marketing. Once our prospects are educated with the facts, it is up to them to decide what is best for them.

But that's for later.

Right now our **first obligation** is simply to let them know that we have started our own business.

Our job is **not** to sell our products or to convince our prospects to join.

Later, we will **educate** our prospects with the facts so that they can make the best choice for themselves.

That's it.

Network marketing is not high-pressure selling, convincing, manipulating, cold-calling, or coercing business. Networking is simply giving prospects an additional **choice** in their lives, and allowing them to accept that choice if it helps them get what they want.

That's our **job** - educating our prospects. That's what we do as networkers.

Great news for beginning network marketers.

As we've seen, network marketing isn't so complicated after all. As networkers, our full-time job is educating prospects and letting them make their own decisions.

However, we do have one very serious obligation as network marketers. When we sponsor a new distributor we should say something like this:

"You are not obligated to make lots of retail sales. Sure it would be nice, but it's not mandatory.

"You are not obligated to buy lots of products and services. Again, that would be nice, but you are not obligated to do so.

"You are not obligated to harass your friends to come to opportunity meetings.

"You are not obligated to go company conventions.

"You are not obligated to give recruiting presentations every night of the week.

"You are not even obligated to return my phone calls!"

Wow! Now your new distributor is excited. The pressure is gone. He doesn't have to make phone calls asking his relatives and friends to buy products or join his business.

Your new distributor is thinking:

"Now this is a great opportunity. I'm not obligated to do any of those things. But wait, he said there was an obligation. Just one obligation. So what is that obligation?"

Yes, we only have a **single** obligation to fulfill. Everything else in network marketing is optional. What is that obligation in our business?

We must notify our friends, relatives, neighbors and co-workers that we have decided to start our own part-time network marketing business.

That's it. There's nothing more to our obligation.

You see:

- ◆ We don't have to sell our friends on our products or services.
- ◆ We don't have to sponsor our neighbors into our network marketing business.
- ◆ We don't have to invite our co-workers to opportunity meetings.
- ◆ We don't even have to explain our business or products if our relatives don't ask us for more information.

Our only obligation is to **notify** our friends, relatives, neighbors and co-workers that we have decided to start our own part-time network marketing business.

You mean we don't have to learn fancy presentations or constantly try to show our program to unwilling relatives?

Yes! Exactly.

We don't have to give presentations to our contacts unless they specifically **ask** us for such a presentation.

We don't have to push or sell products to the unwilling.

And, we don't need to make intrusive sales pitches during funerals, wedding receptions or family reunions.

Uplifting, isn't it? It's nice to get that burden off our shoulders.

So why is notifying our contacts that we have started our own networking business so important?

Because we never want them to tell us later,

"You never told me about your business."

If we simply announce that we are in network marketing, many of our contacts will nod their heads and say,

"That's nice."

And that's okay too.

If they were interested, they could ask us for more information or about attending an opportunity meeting. But, if they are not interested, we can go on with our lives, knowing that they were given a chance to get the full story -- just by asking us for it.

Some of our contacts will say,

"Hey, I'm not excited about my job either. I want a little more time with my family too. So tell me a little bit about this networking business, would you?"

And that's okay too.

We can then give them as much information as they desire.

If you don't fulfill your obligation to notify your personal contacts . . . terrible things could happen.

How to protect yourself from a machete-wielding neighbor.

Imagine that you have been a part-time network marketer for the past six months. You've saved every word-of-mouth advertising bonus check and now have enough money to take that dream vacation to Tahiti.

Your regular job paid your monthly expenses, so you were able to save all those extra monthly bonus checks.

You go to your local airport, and as you enter the Air Tahiti 747 airplane, you think,

"It was a great decision to do a little network marketing on the side. If my business continues to improve, I'll be taking one of these nice vacations every three months! Thank goodness my buddy told me about this network marketing opportunity."

When you arrive in Tahiti, you're taken to a glamorous beach. Gentle ocean waves help you relax in your hammock while the resort's staff delivers your favorite tropical beverage. The music is soothing. The wind is refreshing. And you can smell the barbecue teriyaki chicken on the grill just a few feet away.

Aaaahh! It doesn't get any better than this.

But wait!

You spot a small dot on the horizon, and it appears to be moving. Yes, it's definitely moving. The dot continues to grow. It's moving towards you.

After watching the dot grow larger and larger, you realize that the dot is actually a person. And, this person is dragging an old blanket behind him.

Soon that person walks right up to your hammock, spreads his old blanket on the sand, and plops down to catch some sun rays. You look down at the person on the blanket and suddenly realize that this person is your . . .

Next door neighbor!

What a surprise! What a coincidence! You turn to your next door neighbor and say,

"Hi."

Your surprised neighbor stutters:

"Uh, uh, uh, it's you. I can't believe this! Here we are, thousands of miles away from home and it's you right here next to me! This is incredible!"

You answer,

"I'm quite surprised too. How come you're here enjoying a nice holiday?"

Your next door neighbor's face droops. His brow wrinkles and he sadly mumbles,

"Well, you know I live a miserable life. I have to keep three jobs going just to pay the rent for our family. I'm in debt up to my ears. My car loan is overdue. There is no chance to advance in my job. I don't have a penny to my name. I'm doomed!"

"So I thought I might as well take a three-day holiday just once in my miserable life, in order to have that single pleasant memory before I die. And to get here, I took out another loan, I maxed out all five of my credit cards, I stole the money in my kids' college savings account, and I even broke into their piggy banks, just to scrape together enough money for this ticket.

"And what about you? How come you're here?"

Now comes the moment of truth.

You say,

"I got started in my own part-time networking business about six months ago. It's really great. I get paid for just letting people know about it. So, I saved up the last few bonus checks and here I am. This part-time business is so good, I'm thinking about taking another week's holiday here in three months. I tell you, this business is more than great! It's awesome. In fact, it's so wonderful that I . . . uh, uh . . . uh, I forgot to tell you about this, didn't I?"

Your neighbor's face turns red. Slowly he gets up from his blanket and walks to the ice carving by the teriyaki chicken grill. He grabs the razor-sharp machete and slowly starts walking towards you. As he draws back his arm . . .

Whoops. Better stop here before it gets ugly.

As you see, if you don't fulfill your obligation to notify your personal contacts . . . **terrible things** could happen.

Remember, we must give our personal contacts the opportunity to ask us for more information. We don't have to force our presentation on them. We don't have to sell them products. We don't have to high-pressure them to become distributors.

All we have to do is give them additional information **if** they ask for it.

This way your relatives and friends can never come back to you and say:

"You never told me about your opportunity."

That would be sad.

And that's how you avoid random machete attacks.

How not to get embarrassed by your own aunt.

Imagine that you are at your cousin's wedding. That evening, at the reception, you find yourself sitting at one of the dinner tables with about twelve other guests.

You notice your aunt who, at this point, has had a bit too much free champagne, sitting at the same table. She's dominating the conversation and, to your surprise, one of the first things out of her mouth as she sits down is:

"I just joined this great home-based business last month called *Chocolate is My Friend* and I'm doing great!"

You can't believe it, you joined *Chocolate is My Friend* over a year ago and never once asked your aunt to join or even let her know that you got involved!

But it gets worse. She then proceeds to go around the table asking each person if they have heard of *Chocolate is My Friend*. She's prospecting your warm market.

You begin to sweat. You are angry that she could have been in your group. But you failed to notify her when you got involved.

And now it gets even worse! What are you going to say when she asks you if you've heard of *Chocolate is My Friend*?

Are you going to say,

"Yes, I have heard of *Chocolate is My Friend*. Actually I joined over a year ago. But it's like this, well, because you're such a loser I didn't think you could ever do the business so I never let you know about it."

You wish you could just crawl underneath the table. This is going to be embarrassing.

The bad news continues.

Three months later you are at your company's national convention. With each passing hour you get more and more excited about all the new announcements. The distributor recognition event begins. The higher the pin level, the more admiration you feel for those walking across the stage.

All of sudden you hear your aunt's name over the convention sound system. Could it be your aunt? Nah, must be someone else with the same name. You look up on stage and . . . and it is your aunt, in all of her glory, walking across the stage to accept her

new Triple-Platinum Klingon Executive Pin. As you stare at her in awe, you notice her wink directly at you!

Life's not fair!

Talk about a nightmare!

You have been in the business a year longer, yet she's the one on stage, five pin levels higher than you!

You have been to more network marketing training events. You have been the host at your local opportunity meeting more often. You have read more books about this business. You know the compensation plan better. You have handed out more brochures, have done so many cold calls and even placed a national ad!

Your frustration kicks into overdrive.

"Why is my aunt on stage while I am sitting way in the back of the auditorium in the nose-bleed section - struggling just to get to the next pin level?"

For the next hour, you quietly daydream and make up dozens of different reasons justifying to yourself why she's on stage and you're not.

"She got lucky and probably signed up three leaders in her first month!"

"She has more time to build her business."

"She must have a better sponsor than me."

"It must be easier to build the business once you are at the higher pin levels."

"The people at the corporate office like her better than me."

"She is more outgoing than me."

"It's OK if it takes me 10 years longer than my aunt to get to the top, after all I am at least 10 years younger so I will get even."

"She has a better house for home meetings and a better television to show the company DVD on."

"She knows more people because she is older and lives in the city."

**The bottom line is that she notified
everyone in her warm market and you didn't.**

Your aunt also makes sure every leader in her group goes through the notification process.

No matter what else you do in your business, if you aren't using notification, odds are that your business isn't growing as fast as you'd like.

**So don't you think it is a little bit unfair not to
tell your personal contacts about this great business?**

How would you feel if someone kept his network marketing company a secret from you?

Or, how would you feel if your neighbor quit his job, took family holidays every two months, and never told you about his secret good fortune - while you slaved away at a job you hated?

Give your personal contacts the opportunity to say,

"No, I'm not interested."

It will prevent serious machete wounds that could ruin your next holiday. Plus, it will prevent embarrassing situations at your cousin's wedding reception.

Notify - not sell.

Whew! That was a long explanation of why we should **notify** everyone about our business. But let's look at notification in another way.

Let's imagine you opened a shoe store in the local shopping mall. Wouldn't you **notify** everyone you know that you had opened your own shoe store?

Of course you would.

You wouldn't pressure them to come and buy shoes that day. You wouldn't even take some boxes of shoes with you to sell at the family reunion, and you wouldn't be passing out shoe samples at funeral receptions. Would you?

You would simply notify everyone you know that you had opened your own shoe store. Then, when the time was **right** for them to purchase shoes, they would contact you.

You see, everyone needs shoes, but they don't all need shoes today. For most people, when the time is right, they will think of you and your business, **if** they **know** you have a business.

Not everyone is ready to start their own part-time business today. Maybe tomorrow. Maybe next year. But for most of your contacts, today is not the day.

Or look at it this way.

If your daughter was getting married, would you notify everybody you know about the wedding? Of course you would.

You wouldn't invite them to an opportunity meeting to tell them about the upcoming wedding. You would just notify them about the wedding.

Out of every 100 people in your warm market **right now**, several are seriously looking for an additional way to make an extra paycheck every month. However, in most cases you never get these people to raise their hands letting you know they are hot prospects!

Why?

Because you only contacted the first four or five people on your list, and then never notified the rest. You stopped!

Maybe you got rejected, discouraged, or distracted. It doesn't matter.

What happened is that many of your best contacts don't know you have a business.

So when you sit down and ask your new distributor to write down the names of everyone in his warm market, **share the notification principle with him first.**

Take the time to slowly explain exactly how notification can work for your new distributors.

Share with them what could happen if they **don't** notify everyone in their warm market.

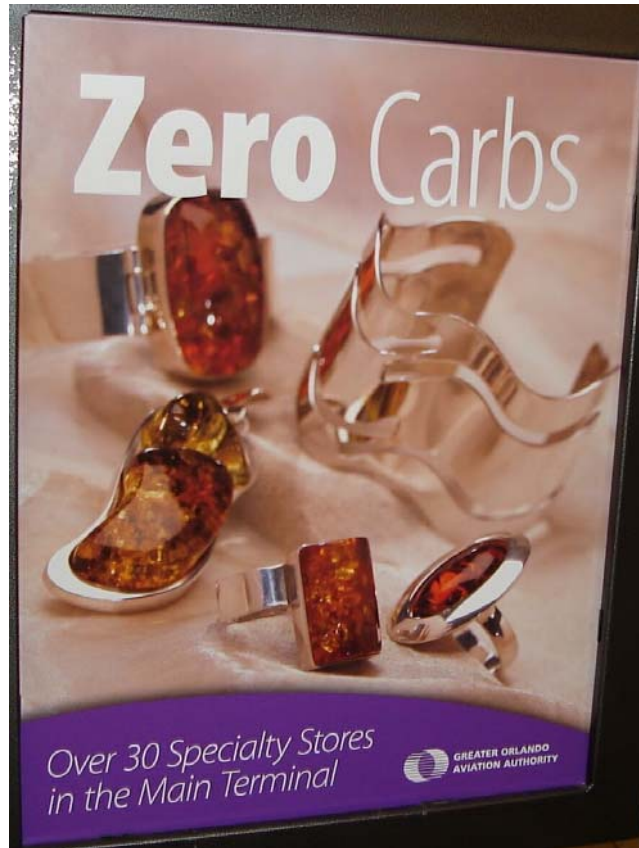
That way, instead of having them lean backwards fighting you every step of the way, they will lean forward and enthusiastically write down the name of everyone they know!

You can make it a lot easier for your new distributors when you share with them the principle of notification.

Some ads to make you think.

This first ad makes the reader feel good. Isn't that an impression you would like to leave with the prospect?

Cleverly done. It focuses on the product. I think there is a lesson here.



I took this picture at the Orlando airport. Then, I watched as the ladies walked by and noticed that many turned their heads and looked at the advertisement.

How many turned their heads? A lot.

What was interesting to me was that this was only one ad in a series of ads. The other ads drew almost no interest.

Think about this closely.

All the ads paid the same rate to be in the terminal. While this ad got thousands of readers as they walked by, the other ads were totally ignored.

So think about your ads, your business cards, your first sentences. Are they like this ad? Do they attract prospects' attention?

Or, are they a waste of time? No one notices.

Tell your prospect exactly what to do.

Mark Davis and I visited the Australian Zoo. A few years earlier it was a small and simple place. But then "The Crocodile Hunter" became famous on television, and it became a massive commercial enterprise.

After visiting all the attractions, there was only one way to exit the premises - through the gift shop!



One last chance to get your money. It pays to tell your prospects exactly what you want them to do in your ads. Don't be vague. Give them the exact instructions on how to respond.

Now, you can use this technique elsewhere.

Instead of telling your prospects what to do, you could make up a plaque or sign that tells your distributors exactly what you want them to do.

Want an example? Here is what one Holiday Inn hotel did.



Smart.

Every time the employee sat at the desk, the employee was reminded of exactly what he should do.

Use your imagination. What sign could you put on your desk or your distributors' desks?

Next issue I will have some interesting advertising examples that should help us become better marketers to our prospects.

See you next issue!

Tom

P.S. Make sure your competition isn't killing you with better advertising and marketing. You want your advertising to be noticed like the "Zero Carbs" ad in this issue.

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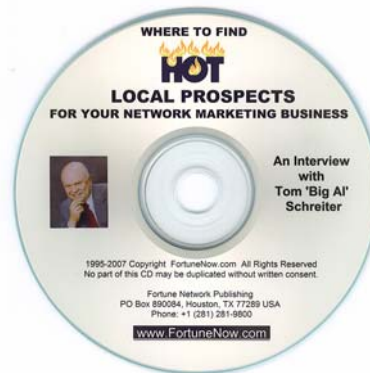
When you run out of friends, family and your warm market ... how are you going to find hot, local prospects?

You can build a huge **local business**, right near your home now.

And, you don't have to worry about rejection, calling cold leads, or other uncomfortable ways of trying to build a business.

At "live" workshops you have heard me describe:

- the fishbowl technique,
- the night school technique,
- the bird dog method,
- and many other great ways to locate awesome prospects right in your hometown.

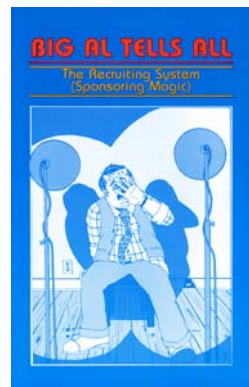
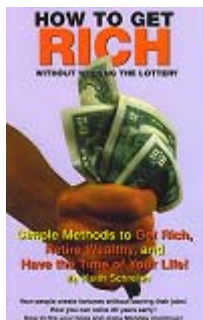


**Big Al's "Where To Find Hot Local Prospects" audio CD
Only \$19.95!
Includes bonuses!**

Many of your new distributors would like to know how to immediately get more prospects once they have contacted their local warm market. Your distributors are anxious and want to work hard, but they just don't have anyone to talk to.

Last summer, Mike Potillo interviewed me on "How to get more prospects" for his CD training album. I explained exactly where to find local prospects and exactly what to do. Mike allowed me to share this CD with you and I know you will enjoy it.

Plus, **check out the extra bonuses below**, all designed to help you build an even larger pool of hot, local prospects. These bonuses are FREE with your purchase!



**Call (281) 280-9800 to order!
Or order online now!**