

## Recruiting "the nylon money woman"

*Why not start there and find the obvious treasures, and stop trying to change the very people who might love this business if we could just recognize them and nurture them for who they are? At least stop walking right by them.*

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### **Where are the 'big hitters'?**

The other night, Mary B, a woman who's been in the NM business nearly 10 years, told our group on the phone how she REALLY REALLY wants to make it big in our business. She related what a hard time she'd been having landing someone really good. You know, a 'big hitter' who would take her business to the top in short order. Others agreed. Her company, like many others, offers the biggest incentives to those who bring in the biggest players.

Going after full time, top recruiter types appears to be, on the face of it, a fabulous idea. Land one of them, and both the sponsor, the upline and the company benefit big. Of course no one brings up how rare and hard to 'catch' these people are. Top banana types have many other options, both in our business and elsewhere in the business world. For example, when Excel crashed a few months ago, the top 13 people had all made 'deals' with other companies or other top people, in some cases even before the public bankruptcy was announced.

In addition, going after big and influential people outside our industry has also been a challenge. How many of you still cannot get that local bank president to 'see the big picture' and come to an event?

'So,' asked our somewhat distraught guest, 'if these big players are so hard to get for an average person, how is one ever to hit it big? You know, in your lifetime?' Here's what I told her:

## **Put your search for the big hitter on hold.**

Relentless pursuit of those really good and hard-charging successful people is the battle cry for almost every company in industry today. And with that focus, nearly everyone is walking right by the largest and richest market of all: Women.

***Nearly everyone is walking right by the largest and richest market of all: Women.***

Millions of warm and wonderful people. Many of them are waiting for you, but how can you see them when you are focused on someone else? See if you recognize this one... It's from my friend of 16 years, Sue B.

*'You know Kim, when I was first approached about this business, I had been looking for something of my own for a few years already. Back then, my husband was a carpenter, and I wanted to do something, too. I had started an aerobics studio, a hair salon, and then a dog grooming kennel. They all went down the tubes, and we spent most of our savings.*

*One day an acquaintance stopped by to show us a little water filter gizmo you could put on sink, and said we could earn \$30 for each one we sold. Since my husband remodeled kitchens sometimes, and we didn't especially like our drinking water that much, this seemed like a pretty good thing to try. We figured I could set up appointments, and if we sold one per week, we'd add \$150 to our monthly income. That sounded good to us. Well, you just cannot imagine our excitement when he brought in an extra \$150 that first month. Five sales!*

*A few months later it got to almost \$500 a month and we thought, 'This is it! We've died and gone to heaven.' I started setting up appointments for myself to show the*

*units too. We were so giddy our friends asked us what was going on. My husband told a couple of the guys- a plumber he worked with and another contractor, and they decided to do it too. We were just so tickled to see a little income from some of THEIR sales, as well...*

*It's been 17 years now, and so much has happened with our business. We've earned \$13 million over these past years, and we still find it hard to believe...*

*Oh and let me tell you something, Kim. If the guy who came to our house that first time had told us we'd be earning \$10k/mo we'd NEVER have signed up. We'd have thrown him out for taking us for fools. We've never been much for telling big stories - we believed a couple of hundred dollars was reasonable to expect, and so we did it. It just grew from there. On some days, we still can't believe it.'*

Sue is now a 'big hitter' in the industry. But was she that 17 years ago? Might you have walked right by her in that quest for a big player?

### **The Nylon Money Woman**

Another dear friend I've had for 18 years told me that when she first got started:

***'All I wanted was to buy my own nylons and get my hair done without having to ask my husband for the money.'***

This gal had married a successful businessman, who turned out to be an extreme miser. She had to write down and justify anything she wanted for herself— nylons, personal items, and he'd often say 'didn't you just buy nylons? What's wrong with those?'

She told me, 'I figured if I could just earn \$200/mo, I could get

them myself without having to ask him.' And that's how she began. When she DID earn \$200, she thought, 'Maybe I can do \$400.' A few months later, when she got there, she had her big thought: 'If I could just earn \$5000/mo, then I could just take care of myself. I wouldn't have to be dependent on anyone else anymore.' And two years later, that's just what she had done.

This lady too, is one of the industry's millionaires today, having earned nearly \$12 million over the last 16 years.

Now, would you even have noticed her in your quest for the big player? After all, she was just looking for 'my own nylon money'. Would you maybe have passed her by?

Both of these women got started because they wanted something of their own - for whatever reason that happened to be. They didn't start because they wanted to build an empire. It happened that it turned out that way.

***Guess how many women out there want something of their own, but they want it PART TIME because they really don't want to give up their family?***

They want just some extra income, and they want to be able to earn it from home. Did you know how much that can mean to you?

Let me tell you what this means to our industry today. That is, 1) women, and 2) part time people in our business.

- 1. 80 percent of the people doing network marketing are women. (Per the DSA— Direct Selling Association.)**
- 2. 85.1 percent of the people doing network marketing are PART TIME. (Also per the DSA). Since the large**

**majority of people are women, shall we assume the part timers are women, plus a few guys?**

There are two strategies I'll pursue that you can use to focus on this giant and rich market of women - and here is the first:

**Strategy #1: Recognize, Recruit and Nurture the Nylon Money Woman.**

Let's say you decide change your focus to actually seek out the part time women (who already comprise 80 percent of our industry). Most will NOT endeavor to become superstars in this business, believe it or not. So let it go, lest you risk losing them, because you forgot who they are, and you (or your upline) try to change them. Remember this woman has other priorities. They want to raise their families and run their home and do social and community activities. Or perhaps they want to write poetry or make movies.

***Point is, this business happens not to be their 'big goal.' However, earning a few hundred dollars with it right now, that IS their goal. She's the 'nylon money woman'.***

Love her the way she is, or not at all. See below how this benefits you. And her.

Let's say you decide to focus on finding ONE part time 'nylon money woman' over the next few months. Yes. Think small. Stay focused. And be believable to YOU. Forget anyone else and their beliefs. This is about YOU. OK. Say, after six months, you nurture someone who earns \$200/mo selling the products. To make the numbers easy, let's say she earns 10 percent commission on her customer sales from the company. Say she

has 20 customers who spend \$100/mo. Our nylon woman would be doing \$2000 in dollar volume per month on which the company pays her back \$200 ( $\$2000 \times 10\% \text{ commission} = \$200$ ).

**Now, what do you, as her immediate sponsor, earn on that \$2000 in volume?**

Say you earn 7.5 percent on the \$2,000 PV. Pretend it's dollar for dollar. That's \$150/mo. Each month our nylon money woman earns her nylon money, she gets hers, and you get yours— your override on her business— \$150 in this example. Every month that she gets, you get.

Say over the next 12 months you stay totally focused on the nylon money woman (NMW), with NO DISTRACTIONS from your company or upline or sideline, and you slowly nurture 10 such women who stick. Personally sponsored. Assuming the same 7.5 percent (\$150) how much would you be earning from that groups' volume now?  $10 \text{ NMW} \times \$2000 = \$20,000 \times 7.5\% = \$1,500/\text{mo}$ .

Who is to say that some of their customers might not want nylon money, also? ONE of those 10 might recognize another nylon money woman, and you might aim for another 10 the next year, or help the ones you have. Or both.

Meanwhile, a nylon money women might appear in the customer ranks. Perhaps one or two. After five years, who knows where you'd be? Or where THEY would be?

***Bottom line: The nylon money woman is earning \$200/mo, which was her initial goal. You help her do that. You, with your bigger goal, can begin to attain your own by RECOGNIZING***

## ***THEM and HELPING them get what they want.***

You will not be nagging them to go full time or drag them to meetings where the rowdy 'Big money free time!' or 'Explode your business!' crowd is likely to turn them totally off. That is much more a boy thing. Definitely NOT for the Nylon Money Woman.

### **How to Market to the Nylon Money Woman**

Women. They respond to different things than men do. Even among women, there are different groups with different interests. For example, we have the 'nylon money woman'— a very large market. There's also a huge market— the 'boomer woman', and that woman may indeed be ready for a new career, now that the kids are raised and she can get a decent car that won't be trashed. That woman, who often feel a renewed sense of self at this point in her life, may be VERY ready for a business like this and want more than the nylon money woman.

Women today represent 80 percent of the industry. Part timers are 85 percent+. So why not start there and find the obvious treasures, and stop trying to change the very people who might love this business if we could just recognize them and nurture them for who they are? At least stop walking right by them. Think...?

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**Kim Klaver** (once known by her stage name Ms. Stud), is the Mastermind behind BananaMarketing.com (formerly MLM911.com) and is the author of all the books, tapes, tips and articles you will find on that site. Kim travels all over the US entertaining and motivating the troops, "New, New MLMers", with her radical tips and no hype techniques.

A Harvard, Stanford & MIT person, Kim became a network marketing industry superstar. Her live events are standing room only shows to entertain, delight and offer alternative techniques to find those elusive, 'right' ones for the business.

Kim's book, *If My Product's So Great How Come I Can't Sell It?* is truly a must read. You can have a free 23-page introduction and learn how to purchase the book at her website with our affiliate link, here:

[BananaMarketing.com](http://BananaMarketing.com) (It's down on the right.)

John Fogg wrote this about Kim and her book:

*"Nothing I know of will make more of a profound and profitable difference, faster— in your business and for your people's business— than learning what Kim will teach you about presenting your products the "right" way to the "right" people. Once you know THAT, you will be*

*more successful than you've ever been before— ever!"  
Kim's message is both Powerful and Immediately  
Profitable!"*

And be sure to check in with Kim's blog, here:

[KimKlaverBlogs.blogspot.com](http://KimKlaverBlogs.blogspot.com)