

# Four strange insights to build your network marketing business

Quickly locate more prospects . . .  
turn them into leaders . . .  
and change your networking career forever!  
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6308 words | 27 pages

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"Thud."

That's the sound of your competition falling down because they don't know how to:

- Locate more qualified, interested prospects,
- Avoid painful rejection when prospecting,
- Change the way prospects look at your business,
- Develop leaders, and
- Build a bigger bonus check.

So separate yourself from the hordes of unsuccessful, uneducated competition. With just a little insight into how network marketing really works, we can make quantum leaps in our business.

## ***Insight #1: Distributors aren't lazy.***

Lazy people don't leave their favorite cable television shows to attend an opportunity meeting. Lazy people don't invest in an expensive distributor kit, promotional literature and products. And lazy people don't commit part-time hours every week to build a future for themselves and their families.

### **So why are my distributors not working?**

New distributors have two problems.

#1.They don't know what to do.

#2.They do the wrong things.

These are serious problems.

I conduct full-day SuperSponsoring Workshops throughout the world. During the first hour of each workshop I ask the attendees a simple question:

**What is the first sentence out of your mouth when you make a business presentation to a prospect?**

The silence is uncomfortable.

The attendees avoid eye contact.

The attendees pretend to look at their notes.

The whole room squirms in agony hoping that someone, anyone, will answer that question. If I didn't say anything, nothing more would happen the rest of the day!

Finally I give the attendees some relief. I explain that we only have one chance to make a good first impression. If our first impression is great, we can make mistakes for the rest of our presentation and our prospect will still like us . . . and probably join.

If our first impression causes our prospect to put up his defenses, mentally guard his wallet, and to evaluate every future statement from a negative, skeptical posture, then we're in big trouble. We could give the best presentation, complete with a laser light show, and **the prospect won't join.**

***That's how important our first sentence is in our presentation. It's almost everything.***

**Here's proof.**

**Example #1.**

Imagine a young man is making a marriage proposal to a young lady. The young man gets down on one knee, gently holds his girlfriend's hand, looks lovingly into her eyes and says:

**"If you marry me, I'll take you on romantic moonlight walks in the park every Tuesday night. We'll have candlelight dinners every Friday night. And on Sundays, I promise to always take out the garbage, etc., etc., etc."**

If the young lady loves the young man, this first sentence sets the mood for the rest of the presentation. Because the first sentence was so good, the young lady will forgive the upcoming mistakes the young man will make for the next few days, few months, or even for the next few years!

If the first sentence is good, you can mess up the rest of the presentation and it doesn't matter! The first sentence puts the prospect on your side . . . or the first sentence puts the prospect on the defensive. It's easy to enroll a friend. It's almost impossible to enroll an enemy.

### **Example #2.**

Imagine the same young man is making a marriage proposal to the same young lady. This time the young man gets down on one knee, gently holds his girlfriend's hand, looks lovingly into her eyes and says:

**"If you marry me, you get to keep the ring!"**

Now, what kind of response do you think the young lady will have towards this first sentence?

She will probably take offense at the young man's first sentence. Her attitude and perspective become adversarial. She is not going to like anything the young man says from this point on.

Because the young man used a wrong first sentence, there is little or no chance to recover. No matter how eloquent his presentation continues, his prospect is mad, defensive, and will twist everything he says against him.

***The same first sentence principle works in your business.***

Isn't this like an opportunity meeting, a prospecting telephone call, or a business presentation across the kitchen table? Your first sentence will determine the mood and cooperation of your prospect.

**A bad first sentence** will cause your prospect to fold his arms, put up his defenses, guard his wallet, and listen with a skeptical attitude.

**A great first sentence** will make your prospect a partner. Your prospect will forgive the fact that you can't remember the name of your company, that you get confused on the product ingredients, and that you don't have a clue how the compensation plan works.

This is why I spend the first hour in my SuperSponsoring Workshops helping people develop a great first sentence. Most trainings concentrate on how to present the products or compensation plan. Hours and hours are spent memorizing and practicing presentation and closing techniques.

### **That's wasted effort!**

If the opening sentence is great, you can mangle the rest of your presentation and prospects will still beg you to join.

***"I would rather have my distributors give lousy presentations to prospects who love them— than to give great presentations to prospects who hate them."***

So, back to the SuperSponsoring Workshop. I'm only a few minutes into the workshop and I ask the attendees to write down the first sentence out of their mouth when they give a presentation.

And then the excuses begin.

The attendees say:

- "Oh, I just kind of think something up, whatever feels good at the moment."
- "I always start with the second sentence. I never use a first sentence."
- "I'm confused. Do you mean the first sentence at an opportunity meeting? Or do you mean the first sentence at an in-home presentation?"
- "I just wing it."

- "It depends on the prospect, the weather, or how I feel."
- "I concentrate on a multimedia presentation of the compensation plan. I never worry about how the prospect feels."

Right. Sure.

Want to know the real translation of what the attendees are saying? They are saying:

**"I don't know what to do."**

Their sponsors never taught them the importance and strategy of a good first sentence. They never received the first words they should say to effectively start a successful business presentation. That's sad.

When your distributors:

- don't know what to do,
- don't know exactly what to say,
- and don't know how to start a successful presentation,

guess what?

**They don't do anything!**

Distributors aren't lazy.  
They desperately want to build a business.  
They just don't know what to do.

***You only get one chance to make a good first impression, yet untrained distributors are slaying good prospects and turning them into bloody clumps of anti-networking vigilantes.***

**Here's a test.**

Write down the first sentence out of your mouth when you give a business presentation to a prospect. Does your first sentence turn the prospect off? Does your first sentence make you sound like a salesman so that your prospect immediately puts up his sales-resistant shields? Or does your first sentence make your prospect immediately want to be your partner?

The first sentence out of my mouth is:

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### **What's the second reason your distributors aren't working?**

The second reason your distributors aren't working is because they feel rejected, dumped on, and think they are total failures because they did the wrong things.

When a distributor locates 20 prospects, and none of the 20 prospects join, do you think that the distributor miraculously located 20 consecutive losers? Do you think this distributor located 20 people who have a lifetime commitment to avoid opportunity?

I don't think so.

***A better-trained distributor or sponsor can give presentations to the exact same 20 prospects and several will enroll as a distributor. What's the difference?***

The difference is that the better-trained distributor or sponsor knew the right and the wrong ways to give a presentation.

This is the perfect example of distributors who don't know exactly what they should do. The untrained, uninformed distributor talked to 20 prospects and every one of these prospects **swore they were not interested**.

Why? Because of the questions and statements made by the untrained distributor.

The better-trained distributor talked to the same 20 prospects. Five of these prospects say they hate their job; they want time for their hobbies, friends, and family; they want more money and an exciting career; and they don't know how to find something to fill this need in them.

Why did they say this? Because the better-trained distributor used different questions and statements. It's just that simple.

So now the better-trained distributor has five hot prospects and the untrained distributor is running a brand new ad, accosting strangers in the shopping mall, and begging more people to come to an opportunity meeting.

Our discouraged distributors do the wrong things, get rejected, achieve no results, so what's left for them to do?

Quit.

Why suffer embarrassment, rejection, and frustration if you're not going to make any progress in your business? Why work hard for no results? It makes sense to the frustrated distributor to stay home and watch television instead.

For instance, the new distributor will ask a prospect:

**"Do you like your present job?"**

This is the wrong question to ask. The new distributor gets unpredictable results because he is doing the wrong thing. The new distributor doesn't even know why this is the wrong question to ask.

The better-trained distributor will ask the same prospect:

**"What do you do for a living?"**

The better-trained distributor gets predictable, successful results because he knows the exact, word-for-word follow-up question that will turn the prospect into an eager, highly-qualified, interested, and open-minded prospect.

***If your distributor continues doing the wrong things, he quits. Distributors aren't lazy, they just don't know what to do, or they do the wrong things.***

Here's a neat little way to predict your downline's future.

You know what kind of results your downline distributors are getting today with their present methods. You know exactly what the results will be if they continue with their present methods because they are living those results right now!

***"If what your distributors are doing now isn't producing the kind of bonus checks they need, it surely won't do any better in the future."***

If you'd like your distributors to change, to grow, and to prosper, you must give them different strategies and methods. Their present methods will only give them what they have today.

**Here is another reason you should teach and expand the skills of your downline.**

They are looking to you for answers.

Your downline distributors want you to teach them exactly what to say and how to say it. They don't want to experiment, get rejected, and waste time. They want successful results immediately.

Will you give them the correct answers to their questions?  
If you won't, who will?

I posted my entire 120-page manual, SuperProspecting, on the Internet to help my distributors answer some of these basic questions. And I made it available for them at no cost.

Guess how many of my distributors actually took the effort to download the free manual at [www.sponsoringtips.com](http://www.sponsoringtips.com)?

Very few.

And I wonder, how do they expect to build a business when they shy away from prospects because they don't know what to say and do?

***Insight #2: Building leaders is easy once you teach them how to handle problems.***

**"The customer hated the product; the home office didn't make a timely refund, so I lost my distributor. It looks like the company is ruining my business. Where should I go next?"**

I'm going to share with you one of my secret skills that makes networking easy. If you understand the 25 or so basic skills of network marketing, everything works. There's no stress, no rejection, no gloom and doom, no politics, no challenges.

So sit back, turn off the distractions, read and ponder. This one secret principle might change your career forever!

**It's weird, but no one ever thinks about it.**

I just returned from England where the network marketing community has an unusual and outrageous perspective.

I thought they were absolutely crazy, but . . . I noticed that the network marketing community in the United States has the exact same distorted perspective. Is this a secret insanity virus spreading worldwide?

Networkers everywhere are killing their businesses. And they don't understand why. Imagine investing hundreds or even thousands of hours into your business, and then systematically destroying your business with an incorrect point of view.

First, a little background.

How many hours do you think the average networking leader spends doing the following tasks:

- Listening to downline personal problems.
- Listening to downline business problems.
- Making numerous telephone calls to the home office following up lost shipments or product shortages.
- Apologizing for incorrect statements made by the upline leaders or home office staff.
- Playing referee between jealous distributors fighting over a single enrollment.
- Berating home office staff who don't understand network marketing.
- Keeping track of all the telephone calls that weren't returned promptly.
- Worrying about greed destroying certain members of the organization.
- Groaning about unfair treatment and lack of recognition.
- Trying to recover business that was stolen by unfair competition.
- Discussing the company's lack of leadership and responsiveness with other disgruntled sales leaders

**If you add up the hours, it's a 40-hour week!**

These activities take time. How much time can a leader afford on these non-productive, non-revenue generating activities?

These activities take physical effort. Leaders are physically exhausted after marathon telephone conversations with professional victims complaining that the world is against them.

These activities take psychic effort. Leaders lose their mental energy fighting these losing battles. After one of these battles, the leader prefers

to become comatose and watch television. There is no enthusiasm left for a prospecting campaign.

## **Who has the problem?**

Guess what? The distributor doesn't have the real problem here. The leaders have the problem!

The leaders have a wrong perspective or viewpoint. Here is what the unsuccessful leaders believe:

In order to be successful in network marketing:

- 100% of the home office employees must be perfect.
- 100% of all distributors must be honorable, charitable, problem-free citizens without a touch of greed.
- 100% of all distributors must never quit.
- 100% of all telephone calls must be answered the way they want them.
- 100% of the home office staff should become instantly available when they call.
- 100% of all upline leaders should be perfect role models who never make a mistake while speaking.
- Distributors are never selfish.
- 100% of all decisions must be perfect.
- 100% of all decisions must work out perfectly in the future.
- **Everything must be perfect, or they'll just complain and destroy their business, and then look for a new venture with the perfect leaders, the perfect home office staff, the perfect compensation plan, the perfect product at the perfect price that satisfies 100% of all people 100% of the time, etc., etc., etc.**

Yuck! As Zig Ziglar would say, "That's some stinking thinking!"

So, unsuccessful leaders quickly sink into "fix-it" mode and spend the rest of their mediocre careers making sure nothing bad ever happens to anyone in their downline, upline, or company. Now, that's going to be pretty hard in this world.

This is what unsuccessful leaders say regularly:

## ***"It's a crisis! It's a crisis! Should I fix it now?"***

No.

If your business can't survive a crisis or two, maybe it's time to go back and build a better foundation. And, there will be lots of problems in your future no matter how well you build your foundation because . . .

People are human!

That's right. Your company, your upline, and even your downline are human. And as humans, they have certain characteristics, such as:

- Humans make mistakes. Only computers are perfect, and computers don't want to be distributors.
- Humans are often selfish.
- Humans are professional quitters. They quit school, quit jobs, quit marriages, quit diets, quit New Year's resolutions, and quit MLM programs.
- Humans often fail to return telephone calls.
- Humans are often rude.
- Humans take people for granted. They don't show appreciation to their upline or downline when appropriate.
- Humans love to criticize. It makes them feel superior and helps them to forget their own personal problems.
- Humans make terrible decisions. Why do you think there are so many divorces? Or why do you think so many people lose at the horse races?
- Humans think they are always right. After all, who do you know that deliberately goes out of his way to be totally wrong?

So when distributors, upline or home office personnel make mistakes, are rude, criticize, or quit . . . don't be surprised!

**They are just being human!**

Why fight human nature? Why try to rearrange chromosomes?

**Why not just accept people as they are?**

## **As humans.**

This is the perspective and point of view that successful leaders take. They don't waste time trying to change people, fix their perceived problems, or trying to eliminate all the problems in the world.

Successful leaders learn to manage problems, not fix problems.

There is a difference.

Imagine that you could work hard and magically fix all the problems with your downline, upline, and MLM company. Whew! That was hard.

Now, since you fixed all the problems today, what are the chances that there will be some new problems tomorrow?

**100%!!!**

Yes, more problems tomorrow, the day after tomorrow, and every day in the future. There will always be problems.

Successful leaders accept this fact. They simply learn to live with the problems instead of stressing over each problem for the rest of their lives. Look at it this way.

There is no such thing as a perfect MLM company. All the companies hire humans! So, there just have to be lots of mistakes and problems.

What do unsuccessful distributors do? If they see that their present MLM company has a problem, they quit! They join another MLM company and hope they never have a problem.

## **What kind of crazy thinking is that?**

All MLM companies have problems.

Successful distributors and leaders realize that if all MLM companies have problems, you might as well pick the company that you choose to have problems with. Then, get over it. Accept the problems and get on with business.

Let your competitors try to fix the problems, fix human nature, and jump from one company to another. Encourage your competitors to do it.

Why?

This will keep your competitors busy while you build a large and successful networking business. You'll have exclusive access to all the best prospects because your competitors are too busy trying to fix problems!

**But don't I have to fix some of the problems?**

No.

Our businesses will be quite successful if we just concentrate on developing three or four leaders. Once we have three or four trained people who think like we do . . . we're invincible!

Developing leaders is everything in our business. Distributors may come and go, problems may come and go, problems may come and stay, but if we develop long-term, loyal leaders, we'll be here forever with regular bonus checks.

All these other problems don't have anything to do with locating, training and developing our three or four good leaders. (Remember the secret principle I mentioned at the beginning of this newsletter?)

**Let's look at a typical crisis #1.**

Your distributor received his order of 20 different products and one product was missing. The missing item was Donut Blend #2.

Your distributor calls his sponsor and says:

"Help! Help! My order is incomplete. I don't know how many items are missing, but it's all wrong. Do you think the company is going out of business?"

It's a natural human tendency to exaggerate slightly when describing a personal problem.

The sponsor accepts the problem and becomes depressed. He worries about what would happen if his distributor quits over this massive product shortage?

So, the sponsor calls his sponsor and says:

"Help! Help! The company has stopped shipping products and is taking our distributors' money! Why are they attacking and destroying our business?"

It's a natural human tendency to exaggerate slightly when describing a personal problem.

His sponsor panics over this massive, career-destroying problem. So he calls his sponsor (that's you) and says:

"Help! Help! The company stopped shipping products and sent a SWAT team out and is now shooting our distributors! You have to stop the killings!"

Like I mentioned, it's a natural human tendency to exaggerate slightly when describing a personal problem.

So, by the time you've received the problem, it's a big, big problem. How are you going to react?

Are you going to call the home office and add a little exaggeration to the story? Not if you're a successful leader.

As a successful leader you have a rock-solid, stable viewpoint. You know that the only thing that counts is that you locate and develop three or four good leaders -- period. All the other problems are just a distraction that you can ignore.

What do you do? You reply to your panic-stricken leader and say:

"Missing products, eh? Well, I don't have access to the home office shipping computer, so why not FAX them the details and they'll take care of it."

Boom! You're done. That's it. No more hysteria or involvement.

Now this relatively minor problem is manageable. The distributor with the problem must write down the details in a FAX. That's good. Why?

- Writing down the details is hard. Most people would rather pass the problem on to their upline rather than handle it themselves. After all, it's just human nature. Why not make a simple exaggerated telephone call. That's easier than making out a written report.
- Writing down the details usually limits the amount of exaggeration.
- Most people will recheck their facts before committing themselves in writing.

So, what happens?

The distributor rechecks the shipping box and magically finds the missing product, Donut Blend #2.

Problem managed. You are on with your business of locating and developing three or four good leaders for your business.

**"Hey! That's a pretty good perspective on how this networking business really works.**

**What would happen if my downline adopted this point-of-view?"**

Massive growth. Massive sales. Massive bonus checks.

Wouldn't it be nice if your downline never complained? Instead, they simply accepted problems as part of life and then went on their way to build their business?

Well, that would be a perfect world. However, there is no rule that says we can't educate and train our downlines towards this goal.

Can you imagine how powerful your opportunity meetings would be if everyone was positive and focused on their goal of locating and developing three or four good leaders? The atmosphere would be magic! With so much positive energy in the room, guests would join without even

hearing a presentation! Prospects want to be involved with positive people who know where they are going.

What about other problems?

Can a human make a mistake during a business presentation?

Can there be a typographical error in a brochure?

Can an underpaid newspaper reporter jealously write an unfair story about your company or your products?

Can an upline leader tell lies, steal customers, counterfeit distributor applications and steal your dog?

Yes! It happens.

So what!

All these type of problems have nothing to do with your ultimate focused goal of locating and developing your three or four leaders. (If you are paying attention, I bet you are starting to see the secret principle here.)

## **Let's look at crisis #2.**

About seven months ago, I gave an opportunity meeting presentation to about 50 people. It was in a small hotel room in the north of England. In the back of the room was a brand new distributor. She brought along her husband and her 11-month old daughter.

Also in the back of the room was a prospect with a \$1,000 pin stripe suit, manicured nails, the perfect sun tan, a replica of a very expensive watch, and . . . an attitude. He looked like the stereotypical stockbroker.

### **What do you do when the baby cries?**

As I proceeded with my presentation, occasionally the baby made a bit of noise. Okay, the baby cried. Not real loud, but it was distracting.

Now, here is the question:

Does a baby crying have anything to do with locating and developing your three or four good leaders? (If you are paying attention, I bet you are starting to guess the secret principle here.)

No!

So it's not a problem. It's a non-event. It's totally manageable by simply ignoring the crying and continuing with the opportunity meeting.

So I did.

**Guess what happened when the meeting was over?**

The well-dressed guest left! He was completely turned off by the baby's crying.

His parting remarks?

"How could any professional business allow a crying baby to interfere or distract prospects during a business presentation? I couldn't possibly join a non-professional organization like that!"

Now here is the million-dollar question you have to ask yourself as a business builder and networking leader:

"If my prospect quits or doesn't even join because an 11-month old baby cries, will this prospect ever be one of my three or four good leaders?"

The obvious answer is "No."

At best, this prospect might become a "temporary" distributor. He'll quit at the first sign of distress, problems, hurt feelings, or stress.

So whether or not this "temporary" distributor joins or not, it would not make any difference in one's long-term networking career.

Look at it this way. This prospect quit before he even started.

**Why?**

Because he heard the crying of an 11-month old baby who didn't even recognize his existence. The 11-month old baby didn't even know or care that this prospect existed!

Yet, this 11-month old baby had the power and control to make decisions for this weak-willed, well-dressed prospect.

If this so-called prospect is going to let 11-month old babies make decisions for him, how well is he going to do in his own business? Not well

### **Should you fix the problem?**

No.

It would be a total waste of time.

Let's say that you banned babies from the opportunity meeting. Maybe you hired babysitters or told families they weren't welcomed if they had children. Anyway, you fix the problem of babies crying at opportunity meetings.

So what?

- What if the meeting room was too hot? Wouldn't this picky, weak-willed prospect still refuse to join?
- What if the meeting next door made too much noise?
- What if the speaker made a mistake during the presentation?
- What if someone had a bad cough?

See the problem?

***The problem is with the prospect,  
not with the circumstances  
around the prospect.***

You can't go through life, walking in front of this prospect, and say:  
"Please smile when you walk past my prospect."

"Please don't say anything bad about our company in front of my prospect."

"Please don't let it rain while my prospect is coming to our meeting."

This prospect believes that circumstances must be right in order for him to become successful. In other words, he is saying that success is outside of himself.

He is dependent on circumstances to make him successful. And he hopes that the 11-month old baby doesn't make any more decisions for him.

Is this prospect ever going to develop into one of your three or four good leaders?

No. The 11-month old baby might have a better chance.

***Leadership has nothing to do with the clothes you wear.***

Who would you rather have in your organization?

The mother who brought her 11-month old baby and her husband to the opportunity meeting, or

The well-dressed, weak-willed prospect who takes directions and career decisions from an 11-month old baby.

The answer is obvious, once you understand the principle of locating and developing three or four good leaders. Leaders are everything. They are your long-term security.

They are your keys to solid growth and consistent bonus checks.

***Almost everything else you do in networking marketing is trivial.***

Your major effort is to concentrate on locating and developing three or four good leaders.

Most of the other things we do are a waste of time. Want some examples?

Discussing company politics, arguing with know-it-all distributors, re-training uplines, arranging chairs at opportunity meetings, re-writing the prospecting brochure for the thirty-first time, arranging product displays, memorizing sales pitches, holding hands with weak-willed prospects,

correcting people when they are wrong, scolding distributors for missing meetings, wishing you got more money for your efforts, demanding immediate shipment of backorders, demanding that everyone in every circumstance was treated fairly, listening to petty grievances, giving pity to people with hurt egos, trying to save professional victims, forcing distributors to go to trainings they don't want to attend, trying to find somebody to blame, wishing people had the same vision you have, telling management how to do their job, etc., etc., etc.

We don't become successful leaders by solving these problems. And, we don't become successful leaders by sponsoring and replacing "temporary" distributors.

We become successful leaders by locating and developing three or four other good leaders.

### **"MLM Crisis Center, may I help you?"**

Make sure this is not how you answer your telephone. Instead, educate and train your new distributors and potential leaders that problems are natural. Problems are part of life and will be here tomorrow and every day of our lives.

So instead of fixing, stressing over, and worrying about problems, simply manage problems and get on with life. You'll have more free time, less stress, and the lifestyle to enjoy those big, big bonus checks.

And, you'll find yourself easily answering questions and handling problems when you are focused on locating and developing three or four good leaders.

For instance, if you live 40 miles from your company's home office, you'll have distributors ask you:

"Why don't you go over and visit the home office more often?"

You can answer:

"Because visiting the home office has nothing to do with locating and developing my three or four good leaders."

Or distributors will ask,

"Why can't we have Donut Blend #8 in chocolate?"

You can answer:

"What does that have to do with locating and developing our three or four good leaders?"

Or distributors will say,

"Mary spoke too long during the opportunity meeting."

You can answer:

"What does that have to do with locating and developing our three or four good leaders?"

See? It's easy.

Once we understand the principles and have the proper perspective on our networking business -- EVERYTHING gets easy!

And finally, in case you didn't notice the principle I told you about on page one, here it is:

***Our job as leaders is to simply locate and develop three or four good leaders.***

The rest of our activities are simply "non-events." They just don't matter.

***Insight #3: Network marketers don't do enough marketing.***

Most networkers only have a few good prospects— with no new prospects on the horizon. That's scary.

To conserve the few prospects they have, network marketers beg, cajole, nurture, flatter and then wait for their prospects to make a decision. With only a few prospects, network marketers are:

- terrified of asking people to join,
- scared to ask for initial purchases of sufficient inventory to build a business,
- scared of rejection,
- and broke!

Without a large group of qualified prospects to choose from, network marketers settle for lower quality, unmotivated distributors.

That's a vicious cycle that forces distributors to quit network marketing in frustration and disgust.

***Instead of stressing over too few prospects, you should gladly work with the select few potential leaders chosen from your massive pool of qualified prospects. Nothing changes our attitude more than having a line of qualified prospects waiting for a chance to work with us.***

In 1987, I had a telephone conversation with Art. Art said that he worked hard, sometimes personally inviting up to 600 people a week to an opportunity meeting. Only one or two prospects would ever show up at the meetings, so Art was quite discouraged at his hard work method of prospecting.

I asked Art a simple question:

**"What if everyone you contacted was already pre-sold on network marketing, wanted to start his own business, and could be productive from the first day he started?"**

This changed everything!

Art changed his sponsoring and prospecting campaigns drastically. He quickly implemented the following strategies:

- When you advertise, you get what you ask for. If you advertise that your program requires no work, then you get prospects who will not work. If you advertise for long-term prospects who are willing to learn network marketing, then you attract stable prospects who will invest months learning your business.
- Instead of mass prospecting for new prospects, make repeat contacts to your present prospects. Prospects enroll in you, not your company. The more you contact a prospect, the better your relationship. If you believe that prospects join you, then better relationships are the key to a consistent flow of new prospects joining weekly.
- Don't go fishing on dry land. If you are going to prospect for people who want to join network marketing, go where these people congregate. Spend your time surrounded by high-quality prospects who want to join your company. Don't waste your time looking for fish on dry land.

### **Do these strategies work?**

These are field-tested strategies and campaigns that work today! I don't believe in wasting time with glossed-over generalities and theories.

Successful network marketing leaders need to know these strategies and exactly how to implement them successfully.

**A word of caution:** Don't listen to those academic, well-meaning, so-called experts who feel obligated to give you advice on these strategies. They are usually broke and have never risked a single penny of their own money on any prospecting campaign.

I receive free, unsolicited advice from brand new distributors on a regular basis. They want to modify, correct, improve and change what successful leaders have proven to work. They insist on telling me that these strategies and the proven strategies of their upline are all wrong.

***Strategy #4: There is always a way to accomplish success. You***

## *just have to find the right set of instructions.*

Suppose you are sitting in a room with 20 people. I walk in the door and say: "I have a \$1 lottery ticket for sale for tomorrow's national drawing.

Who would like to give me \$500 for my ticket?"

The person sitting next to you says, "This guy must be crazy. There's no way I'd overpay \$499 for a lottery ticket."

That's how most people think. They make decisions based on the facts they have.

Big mistake.

Why? Because there are always more facts.

For instance, I happen to know that only one ticket was sold for tomorrow's national drawing, and I own the only ticket!

Maybe that's why networking is easier for leaders. These leaders have more facts than their uninformed competition.

This strategy escapes many beginning network marketers. Somehow they feel that if they continue doing the same thing over and over, magic will happen. Nonsense!

For example, let's say that a distributor gives ten presentations. He starts each presentation with a series of three questions. After the three questions, the prospects fold their arms, frown, become combative, argue and eventually ask the distributor to leave their home.

Do we see a pattern here? Of course. Every time the distributor asks those same three questions, the prospects become irritated and won't join his program.

So what does our distributor do? He continues to ask those same three questions at every presentation . . . and hopes something magical will happen.

We know nothing is going to change until the distributor changes those three questions. But, that won't happen. Why?

Because the distributor won't go to his sponsor's training meeting to learn new skills. He won't read his distributor manual to find alternate questions that might work. He won't invest the time and energy to learn new skills.

Will anything change for this networker? I doubt it. The only thing that might change is that he will become an ex-networker.

I have a friend who uses the following criteria to determine his potential leaders. He says he can predict with reasonable accuracy who is going to rise to the top in his organization. His criteria? He says:

***"My future leaders are presently professional students of the business.***

**They understand that there is a solution to any problem. A simple change or mid-course correction is all they need to get where they want to go. They are eager to learn new, more efficient ways to prospect, sponsor, retail, and lead."**

My friend also observes that his future failures are the people who use the same unsuccessful methods over and over again. These people won't make the effort to learn new ways to get the job done.

Applying this success strategy is easy.

***If what you are doing isn't working, find a new (and hopefully proven) way to do it.***

All your distributors can become successful leaders and earn the bonus checks of their dreams.

They just have to find the right set of instructions.

Tom “Big Al” Schreiter provides many free training resources for network marketers at <http://www.SponsoringTips.com>

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