

Mining MLM Leads In 8 Easy Steps



How you can use scripts to grab MLM leads and make sales easily.
No need for complex training.
Just follow our guide to success in 8 easy steps.

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Introduction

MLM marketing can be one of the most lucrative ways of making money there is. However, for all too many people, it's an exercise in frustration because they have so much trouble trying to find leads. It seems that everyone knows someone who tried some MLM deal and got burned by it. But what if we could show you a brand new way to find MLM leads, people who are actually interested in making a purchase of whatever it is that you are selling? That would be pretty cool, right? Welcome to the first day of the rest of your life my friend. Today, you're going to learn about the eight simple steps to finding lots of great MLM leads.

It's about Words

In the writing business, there is a vast though often misunderstood difference between copy writing and content writing. People who hire content writers expect to spend somewhere between 1-10 cents per word depending on the quality of the material they are getting. However, those who are interested in hiring copy writers expect to spend hundreds and sometimes thousands of dollars to hire them.

What's the difference? Content writers are basically people who write filler. They put together articles (mostly rehashed from other sources) which are the backbone of the web. When you search for information about to repair your sump pump, you'll find an article written by a content writer. However, alongside those articles, you'll also find ads written by copy writers.

Copy writers are people whose job it is to use words to sell things. They have a vastly different job from the content writers because they are the ones who directly make money for a company. Your objective as an MLM salesperson is to become the copy writer of the MLM world as opposed to the content writer of the MLM world.

Both an Art and a Science

Using words effectively in order to sell something is both an art and a science. Few people are natural born salespeople who can sell the proverbial snow to an Eskimo. However, the skill of using such words to make sales can be learned and you can become quite “artistic” about it once you know what you’re doing.

Remember that whenever you present your MLM offer, you will find people resistant to making the purchase. They’ll take a look and remember that someone they know somewhere got burned on an MLM deal. They’ll then want to walk away and forget about what you have to say. It doesn’t matter how good your product is or how different it is from what they know about. In fact, it doesn’t even matter if you can show them how they can make money with it. They’ll likely object or offer you some false ideas.

Your job is to be the copy writer. You want to find a way to use words to get past these challenges and show people that this really is the opportunity they’ve been looking for.

Scripts

One of the best ways to do this is to use scripts. Now we don’t mean that you should expect people to respond word for word to a script as we suggest they will. Instead, you need to anticipate a variety of different possible responses when you make your pitch and then have an answer ready to go. As you’ll see in the following pages, scripts can be your friend if you use them correctly. Delivery and memory will be everything.

Finally, before we begin let’s make one thing clear – you yourself need to believe fully in the product you are selling. If you don’t believe in it, you’re unlikely to be able to get anyone else to buy into either. So, with that in mind, we’ll assume that you have an MLM opportunity to offer that you are truly excited about. Now let’s take a look at the eight steps to success in MLM marketing that you’ll need:

Step 1: Getting Them Interested

The first step before you even make your pitch is to get people excited by making it sound like you are a busy person who is doing them a favor by telling them about this great opportunity. Don't make it sound like you are begging them to listen to your pitch. Make it sound like you are doing them a favor by taking the time to tell them about it. In essence, you want the prospect to believe and know that your own time is quite valuable and that you are doing this in order to let them in on something great. This grabs attention and gets you in the door.

Here are a few sample scripts you might use in order to grab people's interest by showing them that this is something important which they should be thanking you for sharing with them:

- "I'm just about to go into a meeting so I can't talk long but I felt it was really important for me to get a hold of you."
- "I'm on my way out to a seminar but I just wanted to talk to you for a moment before I go."
- "I've got about five minutes between meetings to squeeze in this call but I'm so glad I managed to get a hold of you."
- "I've got an appointment in just a few minutes but I just wanted to grab you for a moment before I head off."

In essence, all of these scripts share one thing in common – instead of making it sound like they are doing you a favor to take the time to talk to you, it sounds like you are a big deal and that you are taking time out to do them a favor. This creates instant curiosity and makes people much more receptive to hearing what you have to say.

Step 2: Make 'Em Feel Good about Themselves

There is an old saying – flattery will get you everywhere. Okay, so it's actually flattery will get you nowhere but often, the saying is reversed because in truth, flattery really does work. People like to have their egos stroked and if you do it right, you'll find that you are able to make many more sales than if you simply launch into your presentation with it. Here are some sample scripts that you can use to praise your potential investors:

"I've always respected you as a person and I believe that your opinions are valuable."

"I take a look at your life and see how successful you've been. I want the same for myself."

"You've always been so supportive of me and everything I try to do."

"I trust your business acumen given that you are one of the most successful business people I know."

"You are one of the smartest people I know."

"I've learned over the years that we've known each other to trust your judgment."

"You've never walked away from a smart business opportunity and that's what makes you such a smart businessperson."

"You were the first person I thought of given the kind of business you are in and the contact you have available."

Of course none of these scripts will work if you don't sound genuine when working with a person. You need to really mean it and be able to say this earnestly. As the old saying goes – if you have nothing good to say, better to say nothing at all.

Step 3: The Right Way to Invite a Prospect

Probably the most important part of building up your MLM business is actually inviting a prospect to learn about the opportunity. This is really where the art comes in. You need to sound sincere without coming across as a “used car salesman.” In other words, simply telling someone, “I’ve found a way for us to make a million bucks” is not likely to do it. You need to take a slightly more subtle approach to things. Here are some examples of opening lines:

Here are some good examples of ways to invite your prospect to purchase your MLM product:

“If you’re the kind of person who likes to keep his/her options open, I think I’ve found something you should take a good long look at.”

“Would you be willing to take a look at this product I found if it could get you an extra check each and every month?”

“Didn’t you mention to me once that you were interested in _____? Were you serious about doing that or was it just an idle fantasy? (wait for their reply) I see. Well you know I actually found a pretty cool way for you to get (insert whatever it is they wanted).”

“I’ve been looking into several different business opportunities over the past couple of months and I just started a brand new business that I’m really psyched about. I don’t know if you’re open to looking at it but I thought I’d ask what you think.”

“Would you be interested in a way to add more diversity to your income stream?”

“I’d love the opportunity to work together with you on a business a make some money while doing it. Would you be interested in hearing about my idea?”

"Do you remember when we spoke a while back and you said you wanted to take charge of your financial future? Were you serious about that or was it just talk?"

"I'm about to expand my business in ____area and I'm looking for a handful of smart people to work with me on the expansion. Would you be willing to take a quick look at something a little different from what you're currently doing?"

"If I could tell you about a business that you could start by working part time from your own home and that could potentially double the amount you currently make, would be interested in taking a look?"

"What if I could tell you about a way to earn more money, work fewer hours and allow you to generate a passive income stream? Would you be interested?"

"Are you pretty set in your ways or do you like to keep your options open regarding your career?"

"Would you be interested in a business opportunity that could make you more money than you make now while at the same time giving extra free time?"

"I'm looking into starting a new business but I wanted to get your opinion on it before I do, just so I can see if you agree that I'm making the right decision."

"I think I've found the perfect business opportunity for me but before I jump in head first I wanted to know what you think and if you believe I'm heading in the right direction."

"Since you're one of the most successful entrepreneurs I know, I wanted to ask if you could offer me some advice on a new business I'm thinking of starting. If I could make it really simple for you, could you take a moment to give me some pointers?"

The following are more indirect approaches to inviting a prospect to buy into your business?

"Do you know of anyone who needs to increase their monthly income?"

"I'm wondering if you know of anyone who would like to start a solid home based business."

"Do you know of anyone looking for additional income streams?"

"Do you happen to know any bright entrepreneurial types in _____? I've got a business that I'm planning to expand into that part of the [city/state/country]. Could you possibly give me their contact information? I'd really appreciate the opportunity to discuss the business potential there.

"I'm looking for a few professional types in_____. I own a business which I'm planning to expand into that area. Do you know of anyone who might be interested in earning some additional income there?"

"I'm looking for a few hungry people who want to help me expand my sales and marketing business. Do you happen to know of anyone like that?"

Step 4: Using Your Tools

Pretty much every MLM business you can imagine will offer you plenty of tools which you can use to close a sale. There's no need for you to make a presentation without providing some written materials. Instead of just relying on your own memory and experiences, try using the CD or DVD your MLM company prepared. You can also use things like webinars and brochures they put out. These tools will do much of the work of convincing your prospects without you needing to do anything else.

Here are a few sample scripts you can use when offering your prospects the tools of your business:

"I'd love to send you some information via e-mail or possibly drop off some materials which can tell you more about my company. Which one is better for you?"

"I think you may just be the kind of person our business is looking for. I'd love to give you some materials with information about the company and what we do so that you can make an informed decision about joining us. How does that sound to you?"

"If I send you a link to the webinar our company did where we explain everything about how it works, would you find the time to take a look?"

"If I give you one of our company DVDs, do you think you could find a few minutes to take a look at it?"

Step 5: Getting the Confirmation

Even if people say they'll take a look at the materials you provided them in step 4, often, they'll procrastinate and never get around to it. You need to gently prod them to make a commitment to take a look at the materials at a specific time. A few example scripts to help you to do that are:

"When will have a few minutes to take a look at the DVD?"

"Can you give me a definite time when you'll watch our online webinar?"

"Could you tell me when you'll have a moment to visit our website and see the business explanation?"

"How soon will you be able to take a look at the material I'm sending over?"

One thing you should never do is suggest a time though. You want to allow people to feel that the timing is their decision so that they feel they are in control. All you should do is ask some questions and get a firm commitment from them for a specific time by which they'll look at the materials. Your goal here is not to bamboozle them though. You simply want to make sure that they'll give you a yes on committing to a time so that they will be held accountable.

Once they do give you a specific time, it's important to reinforce this. For example, if they say they'll be able to look at the DVD over the weekend, you might say:

"So if I call you Monday morning will you have definitely looked at the DVD?"

If they say they'll look at the materials right away, pin them down on that too:

"So can I call you in an hour or two to discuss the DVD?"

Once again, your goal here is to be friendly but firm. You want them to feel accountable but not as if they're doing a chore.

Step 6: Make an Appointment

What you want to do now is to set up an exact time to speak to them about the business opportunity. Instead of being general about it, try to pin them down on an exact time when you will call them. While you don't want to sound pushy about it, you should try to make an exact time when they will be available to talk with you. You can also make it sound as if you are busy and that this is a big deal as opposed to making it seem as if any time will do. For example, if they suggest 9:00AM you may think for a moment and ask if they can do it 15 minutes earlier or later because you have another meeting already scheduled at that time.

Some good ways to get them to pin down a time would be:

“Would the morning or the afternoon work better for you as a time to talk?”

“Which number should I call you at and what time would you like to speak?”

Again, get a specific time and ask them to let you know if they won't be able to make the appointment. Your goal is to both pin down a specific time and make it seem as if they are being given an opportunity as opposed to you begging them to talk with you about it.

Step 7: Follow Up

What you want to do now is to set up an exact time to speak to them about the business. Following up with your prospect is probably the most important thing you can do in order to build your MLM business. People rarely make a decision the first time you speak with them. Instead, you'll find that the follow up is where you actually make your money. Here are some good script ideas you can use when doing that all important follow up call:

"Hi _____ (your prospect's name). How are you? This is _____ (your name). I'm just following up with you about our conversation the other day. Did you get a chance to check out the materials I sent you?"

If they tell you that they did you want to ask if they have any questions about the business opportunity (that is, questions other than 'how do I get started?').

If they tell you they haven't had a chance to look at the materials, considering using: "Look, _____ (your prospect's name), last time we spoke you said you would have a chance to take a look at the materials by now. You also said you really wanted to make changes in your financial life. Has anything changed since the last time we spoke?"

If they tell you that they really do want to take a look at the materials and they just didn't quite have a chance to do so, make another appointment to talk. Be sure once again to confirm a specific time by which they'll actually be able to look at the materials and be back in touch with you.

Step 8: Closing

The most important stage and the one you've probably been chomping at the bit for is the closing. This is where you make the sale. It's important to keep your wits about you when you do this as well because you will need to be able to actually give them that final push. People often need to hear a call to action in order to get out a credit card and actually place the order. Here are a few sample scripts you can use:

"Great, then let's get started."

"So when do you want to start?"

"Do you have a timetable for when you'd like to get going on this?"

"Are you ready to take the plunge and take control of your life?"

"I think the next step is to get you enrolled on our website."

Sample Script

The following is a sample script which you might use for mining a prospect from opening to close. You can vary this with the other scripts in this eBook or even try your own:

Prospect First Name: _____

Prospects Contact Details: _____

Step #1: Getting them interested: "I'm just about to go into a meeting so I can't talk long but I felt it was really important for me to get a hold of you."

Step #2: Make 'Em Feel Good about Themselves: "I trust your business acumen given that you are one of the most successful business people I know."

Step #3: The right way to invite a prospect: "If you're the kind of person who likes to keep his/her options open, I think I've found something you should take a good long look at."

Step #4: Using Your Tools: "I'd love to send you some information via e-mail or possibly drop off some materials which can tell you more about my company. Which one is better for you?"

Step #5: Getting the confirmation: "Could you tell me when you'll have a moment to visit our website and see the business explanation?"

Step #6: Make an appointment: "Would the morning or the afternoon work better for you as a time to talk?"

Contact#: _____ TimeToFollowUp: _____

Step #7: Follow up: "Hi _____ (your prospect's name). How are you? This is _____ (your name). I'm just following up with you about our conversation the other day. Did you get a chance to check out the materials I sent you?"

Step #8: Closing: "So when do you want to start?"

Remember

It's always important to remember when going through the steps that sincerity is the best policy. These scripts should be considered tools and should not simply be used in a monotone way where you read from a book. Instead, modify them to your specific needs and try to come up with your own ideas as well in order to ensure that you get the results you want. To your success!

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