

HOW TO

RECRUIT

20 PEOPLE IN 30 DAYS

MASTER COURSE

WORKBOOK



HOW TO
RECRUIT
20 PEOPLE IN 30 DAYS
MASTER COURSE

WELCOME TO THE HOW TO RECRUIT 20 PEOPLE IN 30 DAYS HOME STUDY COURSE

I'm really excited that you made the decision to get this course! Over five modules I'm going to guide you step by step through the process to recruit 20 people into your business in 30 days. Here's what we'll cover in this course:

Module 1: Step-by-step preparation to make this 30-day recruitment happen. In this module you'll learn how to get the right mindset, along with learning the strategy and skills you'll need.

Module 2: Filling the funnel. I'll show you how to get many appointments scheduled (fill the funnel) in a short period of time so you stay busy and moving toward your goal. Imagine a funnel, and you're putting lots of prospects into that funnel at different exposure points. I'm going to show you how to fill the funnel very quickly.

Module 3: How to tell your story. What do you do once you have an appointment? Even if you're brand new or you've been around for a while, what do you do in telling your story that will help you get a result that you want to achieve with this prospect, whether it's them becoming a customer or a distributor? In this module, I'll teach you how to tell your story properly and for the best effect.

Module 4: How to help them make a decision to join. As you engage in this process of recruiting 20 people in 30 days, you're going to have lots of people "thinking" about your opportunity. They'll say things like, "I'm thinking about it. I've got to talk to somebody. I've got to do some homework." How do you help them make a decision, help to overcome their objections, answer their questions, and get off the fence one way or the other?

Module 5: Once you have these people, how do you get them started? How do you get them off to a quick start so you can enjoy more duplication in your business? It's one thing to recruit 20 people; it's another thing to get 20 people into activity and get them started properly so the duplication starts to work for you. Instead of just adding to your business, you'll start duplication in your business.

Print out this workbook, along with the calendar and list builder. I'm a big fan of writing things down on paper. If you do this work, and commit these exercises and lists to paper, you'll see some amazing results.

Once again, welcome! Let's get started.



One of the things I've noticed over the course of my own career in network marketing, and after asking so many million dollar a year earners, is that almost everyone can point back to a time when they recruited a lot of people in a short period of time. Usually it was around 20 people in a short burst. This appears to be what separates some of the high earners from people who struggle in network marketing. Slow and steady does not win the race in network marketing; slow and steady will starve you to death in our business.

The first thing I want you to understand is what it's going to take for you to get your 20. It's just math—a numbers game. And everyone in the business has the ability to recruit 20 in 30. You just have to take the actions necessary to do it.

What is it worth to recruit 20 in 30? Fill in the blanks and do the math to get your total number of what this is worth to you.

1. Up front \$ x 20 \$
Is there an up-front commission with your company on the product purchase they make? What is that?
Now multiply that by 20.
2. Are there any other bonuses? Fast-start bonuses, or anything that kicks in with a new team member?
\$ x 20 \$
3. Estimated 12 month number: \$ Estimate how much you would earn over the next 12 months by bringing in 20 in 30.
4. What is the estimated lifetime value of bringing in 20 in 30? What will it be worth over the course of your career? \$
5. Will you rank advance if you bring in 20 in 30? Does that have a value to you? Does your pay structure change? \$
6. What is the value of your example? What is the value of the story that you just went and brought in 20 people in 30 days? What's that worth? \$
7. What is this worth in prestige or reputation? \$

Total all these things up to see the total value of bringing in 20 in 30 days. You'll see it's not just the upfront commission. What you should realize here is, you can't afford not to do this. Understanding the dollar value of recruiting 20 in 30 is just the beginning.

SUCCESS LOVES SPEED

FAST 30 DAYS	20 PEOPLE	SLOW 30 MONTHS
12	Will do something	8
8	90 days	4
4 (1)	1 year	1
2	5 years	?

This is a typical scenario. If you're going to recruit 30 people anyway, you might as well bring them all in quickly, all together, so they feel like part of a connected team. This is a general rule. I want you to get momentum. So, what is the 20 in 30 worth to you?

Now which one would you rather do? If you're going to recruit the same 20 people anyway, why not do it quickly, and give everyone a better chance for success together.

NOTES

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

IT'S A NUMBERS GAME

FAST 30 DAYS

10 presentations = 3-4 distributors
60-70 presentations
80-90 appointments
150 texts/calls
150-300 on your list

Typical results from a **30-day** recruitment effort

30 MONTHS

10 presentations = 2 distributors
100 presentations = 20
125 appointments
300 texts/calls
300-500 on your list

Typical results from a **30-month** recruitment effort

In Module 2, I talk about a list builder. You use it to list everyone you know, are in contact with, etc. There's one for you to download. When you've filled it out completely, you should feel confident that you can send enough texts to fill out your calendar with appointments. Don't worry too much at this point. Relax, and assume that you'll be successful.

So, 300 to 500 names on your list builder will get you your 300 texts or calls. If you do this quickly, you'll get your 100 presentations, and you're going to get your 20 people recruited from those presentations. Now, here's the thing that I want you to understand. The numbers above in red are what you would need to do if you were going to try and bring in 20 in 30 months, if you just spread it out over time.

But if you'll engage in a condensed burst of energy, if you'll do this in 30 days, these numbers change to those in the green box above. You'll see that you still need to take massive action, but instead of two distributors from 10 presentations, most people get three to four. Instead of having to do 100 presentations to get 20 distributors, you'll typically have to do 60 to 70. And so on. The added benefit of doing it quickly is you're going to get a much higher return on your time and effort and energy. If you're an introvert like me, it's actually easier to think about doing a short burst of intense production and then recharge your batteries. Even if you're not an introvert, most people can get into a mindset to do 30 days of spectacular recruitment effort.

What if you just did this once a year? You get the pain over with and then just work with the team and have a great time the rest of the year. Wouldn't that be great, instead of thinking every day about where you're going to find people to help build your team?

PREPARATION

5. Distractions. Anything that gets in the way, you have to eliminate.

What is in your visual line of sight that distracts you? What do you need to physically move?

What activities are time-wasters? Internet? Binge-watching television? What steals your time?

What can you cut back on?

MODULE 2: FILLING THE FUNNEL

Download your list builder to use as you follow along with Module 2. The list builder will walk you step by step on how to build a massive database. What is a candidate? A candidate is somebody who might be a prospect for your product or opportunity, for it to be a customer or distributor. Building your list takes a little bit of work, and this is another thing you can do in preparation before your 30 days starts.

People like to tell me all the time, "Oh, I just don't know very many people." And it's such a bunch of baloney. Your kids know hundreds and hundreds and hundreds of people on social media. You do too. Social media has eliminated the excuse of, "I don't know anybody. I don't know how to reach anybody." It doesn't matter where you live, work, or go to school. Get out your list builder and start making a list— you're going to find that you know a lot more people than you think.

Different Markets

There are three different kinds of people in your list: hot market, warm market and cold market. You'll have different approaches for each type of market.

Hot market is your family and close friends who will not allow you to pretend that you're anything other than what you are. You can't fool them for a second. Take all of your close friends and family and put them on one hot list.

Warm market is people you're friendly with, but you're not super close.

Cold market is people you know, but you don't know them very well at all. These may be Facebook friends, but they're not people you know well at all.

You will invite these three groups differently. At the end of this workbook you'll find a section called "The Hottest Scripts in MLM." These are conversation guidelines for you, for what to say and how to invite in a variety of situations. I'll summarize a few of them for you in the next pages, but the full scripts are at the end of the workbook for you.

Inviting: Hot Market

The most important thing you need to remember is to respect your family. Don't just assume they will join your team, or disrespect them with a guilt trip if they don't want to join your business. They will often support you, and also let you practice your invitation.

Support invitation: I would say, "Listen, I just got involved in a company, or I've been involved with a company. I'm really excited about it. I think it's a great solution for me and my family. And, don't worry, it's not important to me that you become a distributor, you become a part of my business, or anything. But one of the things that I appreciate about you more than anything else is the fact that you support me. You're my family. You support me. You've got my back no matter what. And let me tell you what would mean

MODULE 2: FILLING THE FUNNEL

the world to me. Would you be willing to be my customer for even just a short period of time, to use my product for 30 or 60 days, and maybe give a testimony if the product worked great? And if it doesn't, if you don't get a great product experience from it, I'm never going to bother you about it again. But if you do get a great product experience with my product, then I'd be happy to show you how to continue to be a customer, and if you end up finding enough people that would like to have that product too, and you maybe think about the opportunity, then we can talk about that, too. But don't worry about that. No pressure, no drama. If you'd be willing to be my customer, it would mean the world to me. I've got a goal to get x-number of customers in this month. Would you be willing to be one of them? It costs \$__ (whatever it costs)."

Most people invited this way would say, "Sure, no problem." But if you approach them hard core with, "You've got to join my business. You have to," their response will be more like, "Whoa, whoa, whoa, tiger. Take it easy." Make sure you understand the difference.

Practice invitation: I would say, "Hey, I got involved in a business. I'm super excited about it for me and my family. I know you're busy doing your thing. Would you do me a favor? Could I practice my spiel on you? Could I practice my pitch on you? I just need a friendly face. Can I sit down? It takes 15 to 20 minutes. Can I just tell you the story the way I'm supposed to do it with somebody else? Can I do that? Because that would really help me get more comfortable with what it is that I'm doing, and it would mean the world to me. If you would support me by just sitting there and being an audience for me, I'd really appreciate it." And most people are going to say, "Sure. Yeah. Why not?"

Combined Invitation: So now, I can combine the two. "Hey, I love the fact that you support me, you're my family, you got my back. Could I practice on you?" And then through that process you say, "Hey, one of the ways you could support me is just be a customer. That would be fantastic."

Inviting: Warm Market

There are different approaches for warm market: direct, there's indirect, and super indirect.

Direct Invitation

These are people who may look up to you. You're going to say, "Hey, listen, I have an opportunity for you. You told me you wanted to move into a new house/get rid of that crappy car/take the kids to Disney Land but you couldn't afford it, I think I've got a way for you to do that." Or, "I have an opportunity for you. When I saw this opportunity, I thought about you. When I thought about who could make a lot of money with this, I thought about you."

MODULE 2: FILLING THE FUNNEL

Indirect Invitation

Indirect is, "Hey, listen. I need your support. I need your advice. I need your input. I need your guidance. I need your wisdom. Would you look at this and tell me what you think? I have this project I want to bounce it off you and see if you think it's going to work in this local market, if it's going to work in this city." You're asking for advice, support, guidance, direction. You're going to get together with them and educate them to the point that they understand it, and then ask them for their expert opinions.

Super Indirect Invitation

These are people of very high influence, either very high net worth, or they've got a certain amount of "celebrity". They are big deals and very busy. You go to those people and you say, "Listen. You're not a prospect; I know you're not a prospect. But I know you know a lot of people. I know that you're very influential in this town. I'm doing this project. I'd like to explain what I'm doing, and if you can help me with some of your influence and make some connections for me I can make it worth your time." So what you're saying to them is like, "You're not a prospect at all. I wouldn't even consider asking you about this. But I do want you to understand it because you might know some people that are desperately searching for what I have. I'm expanding a business in this local market and your influence and contacts and my opportunity might be able to come together and create a great situation for you."

Inviting: Cold Market

How do you convert a cold market to a warm market? Sometimes, if it's 20 in 30, you can just be willing to be outrageous for 30 days. Contact everybody, and just go to that cold market and say to those people, "Look, I'm involved in a project this month. And I keep seeing your posts, I keep seeing the things that you put out there, and I think you've got great energy, I think you've got this, I think you've got that," you compliment those people. And you say, "I've got something and I just have a wild idea, and would you be open to sitting down and having coffee with me?" But give everybody an opportunity.

MODULE 2: FILLING THE FUNNEL

How to Invite

Inviting face to face changes the game. It changes relationships. Proximity matters. If you're close to a person, it matters. Did you ever have somebody email you an apology versus making an apology face to face? It's a huge difference when it comes to impact and connection.

Phone calls are not effective anymore. Most people don't like to talk on the phone. Texting has become the preferred method of communication worldwide. This is actually a breakthrough.

So if you want to schedule 100 appointments, just to make the numbers easy, you're going to have to send out approximately 200 text messages. And how long would it take to send out 200 text messages? One day. You can schedule your entire 30 days of appointments in one day.

Here are some ideas for messages you can text to get appointments:

"Coffee?"

"Hey, I've been thinking about you and I'd like to get together with you sometime face to face over the course of the next week. What does your schedule look like?"

"Hey, we haven't connected in a while. What's up?"

"Hey, I'm working on a project. I'd like to bounce it past you. Do you have time to get together in the next couple of days?"

If you haven't already, download the 30 day calendar. Here's a challenge for you, and it will help you fill your calendar in 30 days. Choose a month to fill with appointments. The month before that, send out 200 text messages, all before the end of that previous month. Fill your calendar. Pick a meeting spot, and make 100 appointments with prospects.

MODULE 3: PRESENTATION

Part 2: What you didn't like about it.

A series of horizontal dotted lines for writing.

MODULE 3: PRESENTATION

Part 3: You found a solution.

A series of horizontal dotted lines for writing.

MODULE 3: PRESENTATION

Part 4: How you feel about your future.

A series of horizontal dotted lines for writing.

MODULE 4: CLOSING

After you've gone through your presentation, you've told your story, done the thing—what do you do then? You've got somebody who is now thinking about it, what do you do then? There's a simple process.

Closing: Questions to ask

1. What did you like best?
2. On a scale of 1 through 10, what number would you be? If 1 is you have zero interest, and 10 is you're ready to get started right this moment, just give me an idea of where you're at on a scale of 1 to 10?
3. Hypothetically, how much money would you need to earn part-time to make this worth your time?
4. How many hours per week could you realistically commit to developing that kind of income?
5. How many months would you be willing to work 5 to 10 hours a week while you were developing a part-time income?
6. And then question 6, the number one question in network marketing. If I ..., would you?

For example: If I could show you how to develop \$1,000 monthly residual income, working 5 to 10 hours a week, over the course of the next 6 months, would you be ready to get started? If I could show you how to develop a \$5,000 monthly income working 20 hours a week over the course of the next 12 months, would you be ready to get started? If I could show you how to get everything you wanted, if I just asked you, what's your dream situation, and if I could show you how to get it, would you be ready to get going with me?

NOTES

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

MODULE 5: MOTIVATION & ACCOUNTABILITY

You've made it all the way through the home study course. I hope you know how extraordinary you are! Most people who begin courses don't finish. I'm super proud of you. I'm proud of you for being involved in network marketing—that's a given. But the fact that you purchased this course, the fact that you watched it all the way through, the fact that you are ready to do something spectacular, tells me something about you. It tells me that you and I are so close to being the same it's unbelievable.

I remember being 22 years old, and totally desperate. I'd had 18 jobs up until that point, and figured my life was passing me by. And then I found a vehicle to allow me to develop myself. And guess what the greatest prize of this 30-day challenge is going to be for you? It's not the 20 recruits that you're going to get; that's a bonus.

The greatest prize is the person you're going to have to become, the fears you're going to have to face, the actions you're going to have to take, the determination you're going to have to show to the world. The person you're going to become in the stretch to getting these 20 is the prize.

And if you end up with 5 or 10 or 15, I'm still proud of you. Don't be embarrassed or upset about it if you don't get to 20—you're still extraordinary, but stretch for the 20. The 20 is worth it. Some of you can do a double 20. Some of you have two people in the household, and each of you can do 20. Stretch it. Do something outrageous.

Your dreams are worth it. Don't ever let anyone convince that you're not worthy of all the great things this profession can give you, because you are. You're special. You're extraordinary, and together, we're helping change the world, one distributor at a time, one product experience at a time—helping people see a better way for themselves, their families, and the people they care about. Contribution and growth are the two things that fire me up more than anything else.

I'm glad you got value. And I hope to see you at some point soon face to face. We can shake hands. You can tell me your 20 in 30 story. That will be incredible.

Your friend,

A handwritten signature in black ink that reads "Eric J. Wone". The signature is written in a cursive, flowing style.

NOTES

A series of horizontal dotted lines for writing notes.

THE HOTTEST RECRUITING SCRIPTS IN MLM

STEP 1: BE IN A HURRY

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

Here are some "In a hurry" script examples:

For warm market prospects:

"I don't have a lot of time to talk, but it was really important I reach you"

"I have a million things going on, but I'm glad I caught you"

"I'm running out the door, but I needed to talk to you real quick"

For cold market prospects:

"Now isn't the time to get into this and I have to go, but..."

"I'm have to run, but..."

Get the message? Set the tone with some urgency.

THE HOTTEST RECRUITING SCRIPTS IN MLM

STEP 2: COMPLIMENT THE PROSPECT

This is critical. The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say.

Here are some sample compliment scripts:

For warm market prospects:

"You've been wildly successful and I've always respected the way you've done business."

"You've always been so supportive of me and I appreciate that so much."

"You're one of the most connected people I know and I've always admired that about you."

"You're the most (or one of the most) important person/people in my life and I really trust your instincts."

"You have an amazing mind for business and can see things other people don't see."

"I was thinking... who are the sharpest people I know? And I thought of you."

"You're one of the most positive and energetic people I've ever met."

"Some people are very closed-minded which limits their opportunities, but I've always admired the fact that you're open to looking at new things."

"I need someone to find the holes in something I'm looking at and absolutely nothing gets past you."

"You're one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness-minded/financially intelligent/etc.) people I know and I've always respected that about you."

"You're one of the smartest people I know and I really trust your judgment."

"For as long as I've known you I've thought you were the best at what you do."

For cold market prospects:

"You've given me/us some of the best service I've/we've ever received."

"You are super sharp. Can I ask what you do for a living?"

"You've made _____ a fantastic experience."

The key to the compliment is it must be sincere. Find something you can compliment your prospect on and do it.

THE HOTTEST RECRUITING SCRIPTS IN MLM

STEP 3: MAKE THE INVITATION

In this situation one size does NOT fit all. I've provided a list of Direct Approaches which you will use when you're talking about an opportunity for THEM specifically, Indirect Approaches which you will use to ask for help or advice and Super Indirect Approaches which you will use to ask people if they know others who might be interested.

Most people use a Direct Approach for all of their prospects. Usually it goes something like this "I found a way to get rich and let me tell you all about it. Blah blah blah." I understand the passion, but really... who's going to get excited about that, unless they're getting the call from a millionaire?

As you become a Network Marketing Professional, you're going to find that you use the Indirect and Super Indirect approaches much more, but that doesn't mean Direct Approaches don't have an important place.

Direct Approach Scripts

(and remember, you've already done step 1 and step 2)

For warm market:

"When you told me _____, were you serious or were you just kidding around?"

(Wait for answer).

"Great! I think I've found a way for you to get it/solve the problem/make that happen/etc."

(This is for situations where you know an area of their dissatisfaction)

"I think I've found a way for us to really boost our cash flow"

"I found something you really need to see"

"I'm launching a new business and I really want you to take a look at it"

"When I thought of the people who could make an absolute fortune with a business I've found, I thought of you"

"Are you still looking for a job (or a different job?). I've found a way for both of us to start a great business without all the risks."

"If I told you there was a way to increase your cash flow without jeopardizing what you're doing right now, would you be interested?"

"I've teamed up with a company that is opening/expanding in the _____ area"

THE HOTTEST RECRUITING SCRIPTS IN MLM

"I've found something exciting and you're one of the very first people I've called"

"When I thought of quality people that I'd really enjoy working with I thought of you. Would you be open to hearing what I'm doing?"

"Let me ask you something... Would you be open to diversifying your income?"

"Let me ask you a question, off the record. If there were a business you could start working part-time from your home that could replace your full-time income, would that interest you?"

"As you know I've been a (insert occupation), but because of (negative factors) I've decided to diversify my income. After considering my options, I've identified the very best way to make it happen."

"I found an exciting business, and together, I think we could do something special. 1+1 might add up to 10."

Or you could try the shocking approach used with great effect with my good friend Randy Gage:

"With your skills, you could make \$100,000 a month in a business I've just started".

(This works good when you are respected by the prospect.)

"This is the call you've been waiting for your whole life." (I've used this one with great success.)

For cold market:

"Have you ever thought of diversifying your income?"

"Do you keep your career options open?" (An oldie but a goodie)

"Do you plan on doing what you're doing now for the rest of your career?"

You can follow any of these cold market scripts or any variation with the following: "I have something that might interest you. Now's not the time to get into it but..."

Indirect Scripts

The Indirect Approach is another powerful tool to helping people get past their initial resistance and understand your opportunity. This approach is best used when you're just getting started and it's simply asking people for help or guidance. I used this approach extensively and with great success when I first started out. Because of my lack of credibility at age 22, I couldn't get much success with a Direct Approach so I learned to play myself down and play up to the prospect's ego. It worked incredibly well and I still use it from time to time today.

THE HOTTEST RECRUITING SCRIPTS IN MLM

For warm market:

"I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?"

"I'm thinking about getting started with a business I can run from my home. Would you help me check it out and see if it's for real?"

"I found a business I'm really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy and let me know if you think I'm making the right move?"

"A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?"

For negative and cynical people "I've started a business and really need someone to help me poke holes in it. Nothing gets past you. Would you be willing to examine it for me?"

For cold market:

I've found this approach doesn't work very well because it doesn't really make sense for you to show this much respect for someone you've just met. Direct and Super Indirect work best for cold market.

Super-Indirect Scripts

Super-Indirect Approaches are incredibly powerful and play on a number of psychological levels. This is a networking approach that asks the prospect if they know someone else that might benefit from your business. I use this approach all the time with great success.

For warm market:

"The business I'm in clearly isn't for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?"

"Who do you know that might be looking for a strong business they could run from their home?"

"Who do you know that has hit a wall with their business and might be looking for a way to diversity their income?"

"Do you know any sharp people who live in _____? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there."

"Do you know anyone involved in a serious job search?"

"I work with a company that's expanding in our area and I'm looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?"

THE HOTTEST RECRUITING SCRIPTS IN MLM

In most cases, they're going to ask you for more information before they give you any names (behind that request will be curiosity and intrigue thinking this might be for them... but they're not going to admit that to you yet). When they ask you for more information first, just respond like this. "That makes sense. You'll want to know about it before you refer some of your contacts" Then just move to step 4

For cold market:

Cold market is exactly the same as warm market for Super Indirect. Just use the scripts above or any variation that's comfortable for you.

STEP 4: **IF I _____, WOULD YOU _____?**

You're not going to offer your 3rd party tool, unless they agree to do something in return. This has been my secret weapon for a very long time.

Let me offer you some examples:

"IF I gave you a DVD that laid out all the information in a very professional way, WOULD YOU watch it?"

"IF I gave you a CD that described the business, WOULD YOU listen to it?"

"IF I gave you a magazine (or some other prospecting printed piece), WOULD YOU read it?"

"IF I gave you a link to an online presentation that explained everything, WOULD YOU click on it and watch it?"

If you've done the first 3 steps properly, the answer will be yes.

If they ask for more information first, just respond with "I understand that you want more information, but all of what you're looking for is on the DVD, CD or in the Printed piece or Link. The fastest way for you to really understand what I'm talking about will be to review that material. So, if I gave it to you, would you review it?"

If they say no, they won't review it then thank them for their time and move on. Also, review steps 1-3 to see what you could have done better. Do NOT still give it to them.

THE HOTTEST RECRUITING SCRIPTS IN MLM

STEP 5: GET A TIME COMMITMENT

"When do you think you could watch the DVD for sure?"

"When do you think you could listen to the CD for sure?"

"When do you think you could read the magazine for sure?"

"When do you think you could watch the link for sure?"

Don't suggest a time for them. Ask the question and have them give you the time. If it's not definitive "I'll try to do it sometime", then tell them. "I don't want to waste your time or mine. Why don't we just try to lock in a time you'll have seen it for sure?"

The key is to get them to say YES a second time.

Saying yes to step 4 is NOT a commitment.

STEP 6: CONFIRM

If they tell you they'll watch the DVD by Tuesday night your response should be:

"So, if I called you Wednesday morning, you'll have seen it for sure right?"

If they say they'll listen to the CD by Thursday morning your response should be:

"So, if I called you sometime on Thursday, you'll have listened to it for sure right?"

If they say they'll watch the link by July 1st your response should be:

"So, if I called you on July 2nd, you'll have watched it for sure right?"

The key to step 6 is they've now said 3 times that they'll follow through and they've done it all by themselves. They've set a real appointment with you for the future.

THE HOTTEST RECRUITING SCRIPTS IN MLM

STEP 7: GET A TIME AND NUMBER

"What's the best number and time for me to call?"

Now they've said yes 4 times and the chances they'll follow through has been increased from less than 10% to over 80%.

Note: Please put this appointment in a place you won't forget.

STEP 8: GET OFF THE PHONE!

Remember, you're in a hurry right? The best thing is to say something like

"Great. We'll talk then. Gotta run!"

So those are the 8 steps with tons of the hottest scripts in MLM on what to say. Now let's put it all together by showing you some examples.

THE HOTTEST RECRUITING SCRIPTS IN MLM

EXAMPLE 1:

A person you know hates their job using Direct Approach

Prospect Name Prospect Contact Info

Insert "In a hurry" script *Hey, I don't have a lot of time to talk, but it was really important I reach you.*
.....
.....

Insert compliment *Listen, you're one of the most financially intelligent people I know and I've always respected that about you.*
.....
.....

Insert invite based upon the approach you've chosen *When you told me you really didn't like your job, were you serious or were you just kidding around? Great. I think I've found a way for you to create an exit strategy without jeopardizing your family.*
.....
I have a CD that you have to listen to. It describes what I'm talking about better than I can.

"If I *gave you this CD*, would you *listen to it*?"
.....
.....

"When do you think you could *gave you this* for sure?"
Tuesday? So if I called you Wednesday morning, you'll have it reviewed for sure, right?"
..... "What's the best number and time for me to call?"

Date: Time: Number:
Great. We'll talk then. Gotta run and thanks!
.....
.....

THE HOTTEST RECRUITING SCRIPTS IN MLM

EXAMPLE 2:

To a good friend with Indirect Approach

Prospect Name Prospect Contact Info

Insert "In a hurry" script *Hey, I'm running out the door but I needed to talk to you real quick.*

Insert compliment *You've always been so supportive of me and I appreciate that so much.*

Insert invite based upon the approach you've chosen *I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?*

Great!

"If I *gave you a DVD that laid out the information in a professional way*
would you *watch it*?"

"When do you think you could *watch it* for sure?"
Thursday? So if I called you Friday morning , you'll have it reviewed for sure, right?"
Fantastic! "What's the best number and time for me to call?"

Date: Time: Number:

Great. We'll talk then. Gotta run and thanks!

THE HOTTEST RECRUITING SCRIPTS IN MLM

EXAMPLE 3:

To a highly successful person using an Indirect Approach

Prospect Name Prospect Contact Info

Insert "In a hurry" script *I know you're busy and I have a million things going on too, but I'm glad I caught you.*

Insert compliment *You've been wildly successful and I've always respected the way you've done business.*

Insert invite based upon the approach you've chosen *I've recently started a new business and I'm looking for some sharp people. It's clearly not for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?*

I understand that you'd want to know more before you recommend people. I have a DVD that explains exactly what I'm doing and the kind of people I'm looking for. It's brief.

"If I *sent one to you*, would you *watch it*?"
I know you're extremely busy and I'm so grateful for your help. Thanks for agreeing to look at it

"When do you think you could *view it* for sure?"
So if I called you after that, you'll have it reviewed for sure, right?"
Alright, I'll check back with you then "What's the best number and time for me to call?"

Date: Time: Number:

Thanks again. I appreciate it so much. I'll talk to you then.

THE HOTTEST RECRUITING SCRIPTS IN MLM

EXAMPLE 4:

To a cold market prospect who's done a fine job selling you some shoes

Prospect Name Prospect Contact Info

Insert "In a hurry" script *Now isn't the time to get into this and I have to go but*

Insert compliment *You are super sharp*

Insert invite based upon the approach you've chosen *and I happen to be looking for some sharp people. Do you plan on doing what you're doing now for the rest of your career? No? Good. I have something that might interest you.*

Now's not the time to get into it, but I have a DVD that explains it all in great detail.

"If I *gave it to you*, would you *watch it*?"
I know you're extremely busy and I'm so grateful for your help. Thanks for agreeing to look at it.

"When do you think you could *watch it* for sure?"
So if I called you after that, you'll have it reviewed for sure, right?"
Alright, I'll check back with you then. "What's the best number and time for me to call?"

Date: Time: Number:

Okay, here it is. Thanks again for the excellent service and I'll talk to you soon.

THE HOTTEST RECRUITING SCRIPTS IN MLM

INVITATION WORKSHEET:

Network Marketing Pro Invitation Worksheet

Prospect Name Prospect Contact Info

Insert "In a hurry" script
.....
.....

Insert compliment
.....

Insert invite based upon the approach you've chosen
.....
.....
.....

"If I, would you?"
.....
.....

"When do you think you could for sure?"
....., you'll have it reviewed for sure, right?"
..... "What's the best number and time for me to call?"

Date: Time: Number:
.....
.....
.....

HOW TO
RECRUIT
20 PEOPLE IN 30 DAYS
MASTER COURSE



Toll-Free US & Canada: 855-66GOPRO
Telephone: 316-854-3304
Fax: 316-854-8675