

How to Get Into (And Stay In) Massive Recruiting Mode

By Laura Kall

I write this article for those of you who share a goal of developing a lifetime of residual income and a business that can eventually go on with or without you.

I can tell you from first-hand experience that this can happen only if you have a large network of individuals all using and selling a lot of your network marketing company's products or services. Pretty basic, I realize, but this truly is the only way to accomplish the goal. Bottom line: your group must be in *massive recruiting mode* long enough for you to build a solid foundation.

And guess where that all starts? *With you!* Your group will do what you do, not what you say. You do set the pace for your organization. When I was in the building mode of my networking business, I asked myself every night, "Would I be happy if my entire group did exactly what I did today?" If the answer was "No," it gave me the motivation to increase my activity the next day.

One of my favorite sayings in this profession is, "It's not a matter of when you get into your networking company, it's when your networking company gets into you." For those of you who are already there, you know what I mean. For those of you fairly new to our profession, you'll soon come to know what this means; it truly can be the defining point that takes your business to a new level.

When your "networking company gets into you" means you begin to eat, live and sleep the business. It means you start to look at people as if they have the word "prospect" written all over their faces. It means you have a hard time shutting off the business, because you genuinely believe you have gold in your hands, and you want to try and share it with everyone you come in contact with. It's at this point that your business begins to really take off.

The Three Faces of Prospecting

I am a big believer in a three-prong strategy to maximize your recruiting efforts:

- 1) Warm Market and Referrals: people you know and people they know.
- 2) Walking and Talking/Situational Prospecting: new people you meet by walking up to them and in every day life.
- 3) Lead Generation: people you meet from newspaper ads, internet, flyers and so forth.

Taking an eclectic approach to your prospecting efforts is crucial to the long term viability of your business. You want your prospects to know that there are many ways to build the business, just in case they can't relate to the way in which you prospected them.

I can't tell you how many times I've seen this happen over the years. Someone comes into the business with a dynamic warm market and starts to build a huge business. Eventually,

Courtesy of Team Elite

someone comes into their group who doesn't have a warm market. If you don't have a solution for this person, they may assume from the get-go that they could never be successful—and thus they don't have the confidence to join. However, if they knew you could direct them to successful lead generation sources, or teach them how to walk and talk and get leads for free, they may well join your team.

The same thing applies to the other end of the spectrum. I've seen people build this business strictly from "walking and talking" who then scare prospects from joining because those prospects think, "I could never walk up to a stranger and prospect him!" Sometimes, people who build strictly from lead generation frighten others from joining because they can't afford the cash outlay to invest in lead generation right from the start.

It's so important that you show your prospects that your team supports all three ways to prospect, and that there truly is something for everyone who has a desire to succeed and a strong work ethic to match.

Your Powerline

In all three ways of prospecting, the key to being a master prospector is always to have a prospecting line, or "powerline," at the tip of your tongue. You will use variations of this same powerline with all three forms of prospecting efforts.

So much of what you say when prospecting someone depends on how much time you have and the depth of your relationship. However, here is a brief outline of what your prospecting ideally should include. Keep in mind that while the basics are always the same, this will vary from situation to situation.

- a) Greeting: introduce yourself and what you are doing.
- b) Mention the industry or trend you are penetrating.
- c) Validate the trend with a statistic or media blurb.
- d) Highlight a benefit or two they can achieve.
- e) Ask a question that can get a "Yes."
- f) Remove their fears or objections.
- g) Call to action: get their business card, invite them to a presentation.

For example:

(a) Hi! My name is Laura Kall and I happen to be expanding a (b) revolutionary new technology in the area. (c) In fact, the Wall Street Journal recently had an article where experts predicted this industry is going to become a \$20 billion market by 2010. (d) Our company is on the cutting edge and is expanding in this area, looking for people who might be at the right place and time in their lives to explore a new business and potentially earn a fortune. (e) Do you ever keep your eyes open for alternative ways to supplement your income

(f) assuming it didn't jeopardize what you currently do? ... (g) Do you have a business card? I'd love to shoot you an e-mail with some info.

If you were to do this 10 to 100 times a day (depending on whether you are part-time or full-time), there is no doubt that you could start a recruiting frenzy.

Once you start increasing your prospecting numbers, you will create a buzz in your group that no amount of training can beat. Your team will know something is going on if they hear you are sponsoring. Excitement is contagious in this business—so lead by example and have fun with prospecting. Make it a part of your everyday life and watch your business explode!

To learn more about Prospecting, please join me on my webinar entitled:

Prospecting Your Way To The Top