428% INCREASE IN RECRUITING!?!

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48 Network Marketers yields astonishing results!

SPECIAL REPORT

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Yes! This is the answer so many business builders have been desperately searching for. Real results achieved by real people (not a bunch of 'super stars'). Best of all, these impressive results happened so quickly that everyone who took part in this breakthrough experiment was absolutely astonished at the dramatic increase in business.

In this experiment, we took 48 people who had varying degrees of experience in our profession and added one key element to their overall recruiting process. By adding this one important strategy, it multiplied their results by 428%.

But... before we get into exactly what we did, and why it worked, let's talk about what methods most recruiters are using now and weigh their respective positives and negatives. Then, we'll examine the one new thing that was added to their daily routine in order to multiply their efficiency and generate such explosive results.

WHAT THIS REPORT WILL DO FOR YOU

This report is divided into 3 sections.

The first section details the various methods available to build a business. We then examine the various PROS and CONS of each method.

In section two you will gain an understanding of the experiment we conducted and the results we achieved.

Lastly, you will get an analysis of what happened and why these 48 networkers were able to increase their recruiting results by well over 400%

SECTION ONE:

THE METHODS FOR RECRUITING NEW REPS.

In reality, there are only a few general ways to find, qualify, present, and enroll new reps into your business.

Soon, it will become apparent, as we progress through these different approaches, just why our breakthrough experiment was able to produce such outstanding results in a such a short period of time.

When you come right down to it, there really are only 4 basic methods to recruiting new reps into your business.

1. Warm Market
2. Social Media
3. Paid Advertising / Sales Funnels
4. Working Pre-Qualified Leads

We are going to discuss each of those in detail. Our focus will be on the pros and cons of each method.

WARM MARKET

"Warm Market" is nearly always the starting point for people in our profession. It is also the oldest, and most established method of building a team.

"Warm Market" simply means that you have a personal relationship or connection of some sort with the people in this category. Your "Warm Market" consists of all the people you already KNOW, plus anyone new that you MEET, at events, business functions, or social occasions.

The recruiting process is relatively simple. You start by making a long list of everyone you know. Common wisdom says the list should be at least 100 people. There are forms called 'memory joggers' to help new reps make their lists as complete as possible.

The next step is to grade the list with the purpose of determining who are the easiest people to contact. Who are the people that you think are most likely to have an interest in what you offer. And who on your list has the largest circle of influence.

Then you begin the long and slow process of reaching out to them.

Often you will reach out by phone to have a conversation that eventually works its way around to why you called.

The goal is to invite the person you contacted to take a look at what you offer.

This can take several forms. It is very common to have them watch one or more videos that are part of an online presentation. Prior to the social-distancing lockdowns, it was common to invite your prospects to a live meeting at your home, a hotel, or even getting together with them one on one, over a cup of coffee or a bite to eat.

The PROS:

- Working with your "Warm Market" is the oldest and best documented way for a networker to build his/her business. It has been proven to work, to one degree or another, for many generations of networkers.
- There is already a bond of trust established with a number of people on that initial list.
- There's no monetary cost in acquiring your list of people to contact.

The CONS:

- It can take MANY calls before you find someone who is receptive to what you're offering. There's a learning curve and it is not uncommon to 'turn off' a number of your best prospects because of your lack of skill in making your initial contacts.
- Many new networkers RESIST the idea of trying to sell their family and friends.
- When you call someone that you haven't spoken to in a while, it is easy to spend a long time on the phone catching up before finally bringing up the real reason you've reached out to them. This causes 2 problems. First it is a huge waste of your time to spend hours on the phone without talking business. Secondly, and perhaps more importantly, it is very difficult to make the transition from talking socially to revealing your real agenda without your contact taking offense, and thereby damaging the relationship.
- New networkers may resist calling friends and family for fear of damaging their own reputation. This is especially true if the new networker has been in a position of prestige and is now making calls like these.
- It is a common occurrence to be asked what sort of success you've already had with the program you're calling about. Many people are reluctant to join you, until you've had some level of personal success. But this is a kind of "Catch 22" when you're starting out. You don't have any success to speak about yet, and you can't achieve that success until you have people join you in your business.
- Many of your prospects who have professional business backgrounds will often ask where you get your leads to sell your products and recruit your reps. If you tell them they'll be calling friends and family, like you are doing, they will likely have a high degree of resistance to getting involved.

SOCIAL MEDIA

Using social media sites like Facebook and LinkedIn to build your business is an extension of the “Warm Market” concept.

You may already have an existing network of contacts from your social media sites and you can add many more from those with whom you have friends in common. You can also search to find others who may meet your criteria for being a good prospect for what you offer.

The goals and the process are very similar to the “Warm Market” approach. You reach out to people via the site’s chat/private message feature and work your conversation around to inviting them to look at what you offer. In nearly all these cases you will be sending your prospects to look at presentations that are online.

The PROS:

- You can learn a lot about the people you plan to contact ahead of time. In their profiles and posts you'll discover a great deal about their likes, dislikes, and point of view.
- You can greatly expand your circle of contacts. Because there are hundreds of millions of people on social media sites, you have access to connecting with people that you would otherwise never be able to meet.
- If your company does business in other countries, using social media is a great way to make connections around the world.

The CONS:

- It takes time, effort, and education to learn the right ways to use social media to build a business.
- There are a great many companies who have some level of restriction about whether or not you can use social media to promote your opportunity. This is due to the fact that so many people have previously done it very poorly and even caused problems for their companies with government regulatory agencies.
- Recruiting using social media is time consuming. It is not a simple matter of quickly making contact with strangers and launching into a presentation, as so many others are doing.
- Attempting to recruit a team using social media is not an easily duplicatable process. There is a great deal of knowledge that a person must learn in order to be successful with this method.
- There are some upfront costs to build your business with social media that are not immediately obvious. To have access to all of LinkedIn's features there are monthly fees and then there's the cost of the ongoing education necessary to become proficient with this method.
- Both Facebook and LinkedIn are constantly changing how their sites work. This means that in order to stay current with the most recent changes to both the technology and the strategies for making contact, you'll need to invest in ongoing education.

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PAID ADVERTISING / SALES FUNNELS

Traditional businesses use paid advertising to attract customers. Companies use paid advertising and search firms to build their staff. So, it is no surprise that many networkers attempt to use some form of paid advertising for the same reasons.

In the past, there were any number of top producing reps who would run classified ads in the "Help Wanted" sections of print newspapers. This meant having a budget for ads, trained people to screen resumes and answer phones, renting either hotel rooms or office space in order to conduct interviews, and someone who was a good public speaker to convert a percentage of the job seekers into becoming independent reps.

Obviously, a lot has changed since then. However, there are still plenty of people who run ads online, whether on social media like Facebook, online classifieds, or on YouTube, in the effort to attract both customers and representatives.

The most common way of handling those who respond to any of these paid advertisements is with a "sales funnel". That is where the person responding to an ad fills out some basic contact information on a "Capture Page". They are then automatically sent to a "Landing Page" where they will receive additional information about the company, product, and opportunity. They may receive ongoing emails or texts to provide more information over a period of time. Many times, the rep who originally ran the ad will attempt to personally reach out to those who responded in order to make a personal connection.

The PROS:

- When done correctly, and by people who thoroughly understand all the many components of running these types of campaigns, online advertising can be very effective. It finds the prospects, screens them for their level of interest, and delivers an automated presentation to them.
- A good online advertising campaign can work for you 24 hours a day, 7 days a week.
- If you really know what you're doing, using paid advertising can be a very cost-effective way to build your business.

The CONS:

- Using paid advertising is not for beginners. It is a very sophisticated process with many moving parts.
- You need a great deal of highly specialized knowledge in order for this to work. As a result, most people who do paid advertising have a team of people to help them with the writing of the sales copy, graphical layout of the pages, the technology issues with hosting pages and providing support for a website, the maintenance of everything from updating capture pages to the correct usage of your autoresponders... and much more.
- Doing paid advertising is clearly not duplicatable by the masses. While it can be tremendously effective when done by a knowledgeable team of people, it is absolutely not for a casual participant, or a part-timer just looking to make extra money each month. The reality of our profession is that in order to be successful, you must do simple things that can be easily duplicated by the majority of people.
- Doing a paid advertising campaign involves a great deal of time, effort and money. Once pages and ads are created, a significant amount of testing goes into determining which exact combination of words, images, and messaging works best. Add to that the cost of getting "Clicks" to your "Capture Page". This means that once you have an ad you believe will convert viewers into contacts, you must find ways to ensure that ad is seen by large numbers of people. All this can be very expensive, even when you have an expert team helping you.

WORKING PRE-QUALIFIED LEADS

There are a few, very smart people who have realized they can have others do a lot of the 'grunt work' for them upfront, and then reap the rewards. However, this seems to be the Imagine having as many pre-qualified prospects as you can handle delivered to your email inbox every day.

We're taking about getting the names, plus all the contact information (phone #, email address, IP address, and more) of people who have identified themselves as wanting to be in a home-based business right now.

Probably the least understood way to successfully build a network marketing business quickly is to use a reputable 3rd party to do all the PROSPECTING for you.

That means working with a company who will find legitimate prospects for you, and then verify that their contact information is accurate and that they have a genuine interest in looking at an opportunity right now.

Think about this. Both the "Warm Market" and "Social Media" methods of recruiting *eat up the largest percentage of your time* just trying to find people who are actually interested. It's a lot of effort hunting through masses of people searching for those with an open mind and who are currently seeking a new way to generate additional income by building a home-based business.

As you have surely discovered, prospecting can be the most frustrating and time-consuming part of your recruiting process.

Just think how much better your life would be if instead, you could spend the majority of your time reaching out to people who have already said they are looking for an opportunity, and then delivering your presentation to those people.

The PROS:

- It's huge advantage to be able to eliminate much of the time you waste prospecting and spend the majority of your time with people who have said they're looking for an opportunity.
- New reps who join your business from having previously been a Pre-Qualified Lead themselves already know that this method works. After all, that's how they joined, so it would only be natural for them to expect others will join too.
- This is THE most duplicatable system, because the learning curve is relatively short compared to the previously mentioned recruiting methods. That is because we're virtually eliminating several steps. A new rep can become productive quickly because they don't need to develop all the skills and techniques one needs to become a good prospector in order to begin making money.
- You immediately eliminate all the negativity you may hear from people who don't want to contact their "Warm Market" or those who are looking for leads.
- Working Pre-Qualified leads is both convenient, and cost-effective. You can have as many, or as few, leads delivered to you as you can handle. Also, there's no money wasted in doing unproductive advertising or trying "hit or miss" ideas. Here you're only paying for results.

The CONS:

- Because this is a relatively unfamiliar method for many people, there may be some skepticism as to how effective it is.
- There are companies out there who make big promises but don't deliver good quality leads. In fact, what many companies provide are little more than lists of names and phone numbers. So it's important to find a reputable source for your leads.
- You must take the appropriate amount of time to learn the scripts and psychology of how to work leads. Because this is not like the other recruiting methods, you need to learn the correct techniques for this approach. You can't just "wing it". The good news is that if you are using time-tested, proven scripts, this recruiting process is much faster and far more efficient than any other method.

SECTION TWO:

THE EXPERIMENT

In this experiment, we selected 48 networkers from several different companies. Some were in the health/wellness/weight loss field. Some were in companies that primarily dealt with skin care/beauty. Several dealt with services rather than products. And a few came from companies that had more specialized products, such as coffees and nootropics.

They all had some experience in our profession, but had varying degrees of success.

None of them were what you would call a "Super Star" or a "Top Earner", although some of them had done well enough that they were considering doing networking on a full time basis.

The object of the experiment was to analyze and determine which of the 4 recruiting methods were most efficient and yielded the best results.

THE EFFICIENCY FACTOR

The Efficiency Factor is made up of several elements that when combined together determine the overall productivity and level of ease by which each of the 4 recruiting methods can be compared.

Those elements include:

- the amount of time needed to learn the necessary skills to be effective
- the cost – if any
- the amount of associated 'busy work'/distractions that are a normal part of that activity
- how quickly a presentation can be made after the initial contact
- the number of presentations that can be made in any given time period

While it is obvious that any of those measurements can vary widely between different individuals based on their talent, work ethic, and level of organization, it should also be pointed out that, some methods are decidedly faster and better than others.

For example, a person can travel from one side of the country to the other by walking, riding a bicycle, driving an automobile, or flying in a jet plane. Certainly, there will be individual differences no matter which form of transportation is used.

However, it is also obvious that flying to the opposite coast by jet is far faster than the other methods listed, regardless of who does it.

It is the same here. Some methods will get you to your desired destination quicker and more efficiently than others.

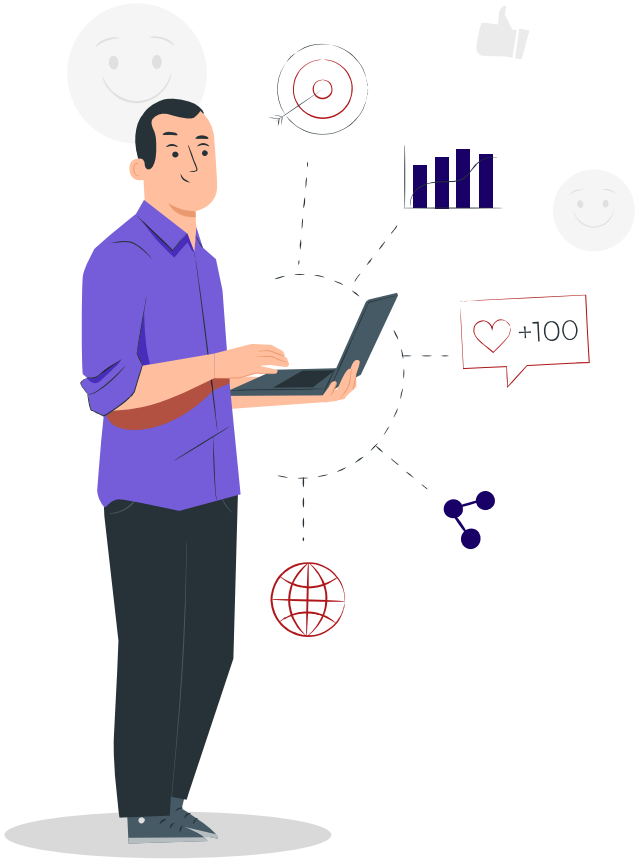
MEASUREMENTS

Below you will find a table that defines how The Efficiency Factor was determined for each of the 4 recruiting methods.

Based on real-world observation of networkers during the course of their careers, 90% of all recruiting comes from utilizing ONLY (1) ONE of the 4 recruiting methods that are analyzed in the four quadrants below. Once people develop the habit of using one method, they are reluctant to change.

However, some networkers who are a bit more open-minded will attempt to use a combination of two recruiting methods.

Still fewer will attempt 3 methods of recruiting.



"THE EFFICIENCY FACTOR" Quadrants:

WARM MARKET/ 3 FOOT RULE	SOCIAL MEDIA: Facebook, Linkedin, Instagram & Twitter.
• Easy to duplicate • High failure/quit rate • Slow team growth • Very time consuming – this is a slow process • Low credibility – Prospects know too much about your history • Too much wasted time talking about stuff not related to your real reason for calling • Too much time wasted talking to unqualified prospects • Difficult to practice your scripts and gain new language skills - Because friends/family know you too well • Low success rate – Typically only 10-15% are interested in starting a home-based business	• Long learning curve – it can take a lot of time to get & master the necessary skills. • Very time consuming: tools and courses. • Learning a lot of new skills that have to be updated continuously. • Competing with Top Notch Professionals in very popular niches. IE: Business Opportunity. • Competing with SUPER Affiliates who spend a lot of money in advertising and Media Boosts. • Fear of failure to existing friends. • Lots of messaging back and forth • Gets expensive if you want to advertise on the networks.
Efficiency Factor: 10%	***Efficiency Factor: 35%***
PAID ADVERTISING & SALES FUNNELS	WORKING WITH PRE-QUALIFIED LEADS
• Very expensive • Extensive preparation time and effort before any results • Competing with Top Notch Professionals, Super Affiliates and Agencies • Extremely long learning curve • Costly online tools needed • Training is expensive and time consuming • High overhead – generating a single lead can cost you $5 to $200 each • Possible to spend a great deal of time and money for zero results • Hiring professionals to do it for you is very expensive – they experiment using your money • Difficult (or impossible) to duplicate in the majority of your downline • Lots of Trial and Error	• Instantly talk to real prospects • 100% of your time is spent on presenting and following up • NO time wasted searching for prospects • Extremely easy to duplicate • People recruited by this method know it works, so they are confident when using it • Short/Fast learning curve • Free training available • Use proven, field-tested scripts • Low cost to purchase leads • Tremendous leverage - Within a few days you and your team could be talking to 100's – 1000's of people • 100% of your time is spent in revenue generating activities • Rapid team growth by using 'Lead Co-ops' • Most time/cost effective method
Efficiency Factor: 15%	***Efficiency Factor: 85%***

SECTION THREE:

RESULTS AND ANALYSIS

Each of our 48 participants came to this experiment with varying degrees of business experience, level of skill, amount of time available to work the business each week, and other individual differences.

Every one of them was used to utilizing one or two recruiting methods: “Warm Market” and “Social Media”. Only a few had unsuccessfully dabbled with “Paid Advertising / Funnels”. The few who did all lost time and money.

However, once we added just one new thing to their weekly routine, i.e. working “Pre-Qualified Leads”, their results were dramatically transformed.

Overall, in just a short time they enrolled more than FOUR TIMES the total number of new reps they ever had done previously.

Nobody stopped using their previous recruiting methods. They simply added a new one. While it took only a week to 10 days for the more experienced reps to become comfortable with learning and using the text/email/phone scripts to work with the pre-qualified leads, it took the less experienced reps another week or so to begin seeing consistent results. But the impressive end result was that everyone was able to find his/her own comfort level in a fairly short amount of time.

This is primarily due to these 2 important factors:

1. Excellent training was provided at no cost.
2. Each of the participants maintained a high level of commitment and motivation to be successful.

OBSERVATIONS

It is perfectly obvious that everything and everyone works at different levels of effectiveness. Many people have enjoyed great success in network marketing using any combination of the 4 recruiting methods.

However, as is plainly illustrated in the analytical quadrant diagram, there is one method that is far superior to the other 3 in terms of the ability to produce real results quickly. That is: by working "Pre-Qualified Leads".

Working leads puts you in the position of being able to build your business without the pitfalls and problems that are frequently experienced with the other methods.

THE CORNERSTONE OF SUCCESS: DUPLICATION

Above all, the cornerstone to achieving success in network marketing is that your process must be *duplicatable* by the majority of the people who come into your business. While people and personalities are not duplicatable, what can be replicated are systems and processes. In a nutshell, that is one of the biggest reasons for the explosive success achieved by the participants in our experiment.

Not only was there a clearly defined system to follow, with all the components already completed in advance (scripts and strategies), but because there was *no time lag* searching to find interested prospects, each rep was put into action immediately.

Rather than wasting time and energy prospecting, they were propelled into revenue generating activities, right away. They were able to make many more presentations, in a much shorter time frame, than ever before.

It wasn't merely that each of the 48 reps recruited more people… of course they did. But, by itself, that would not be an accurate indicator of success.

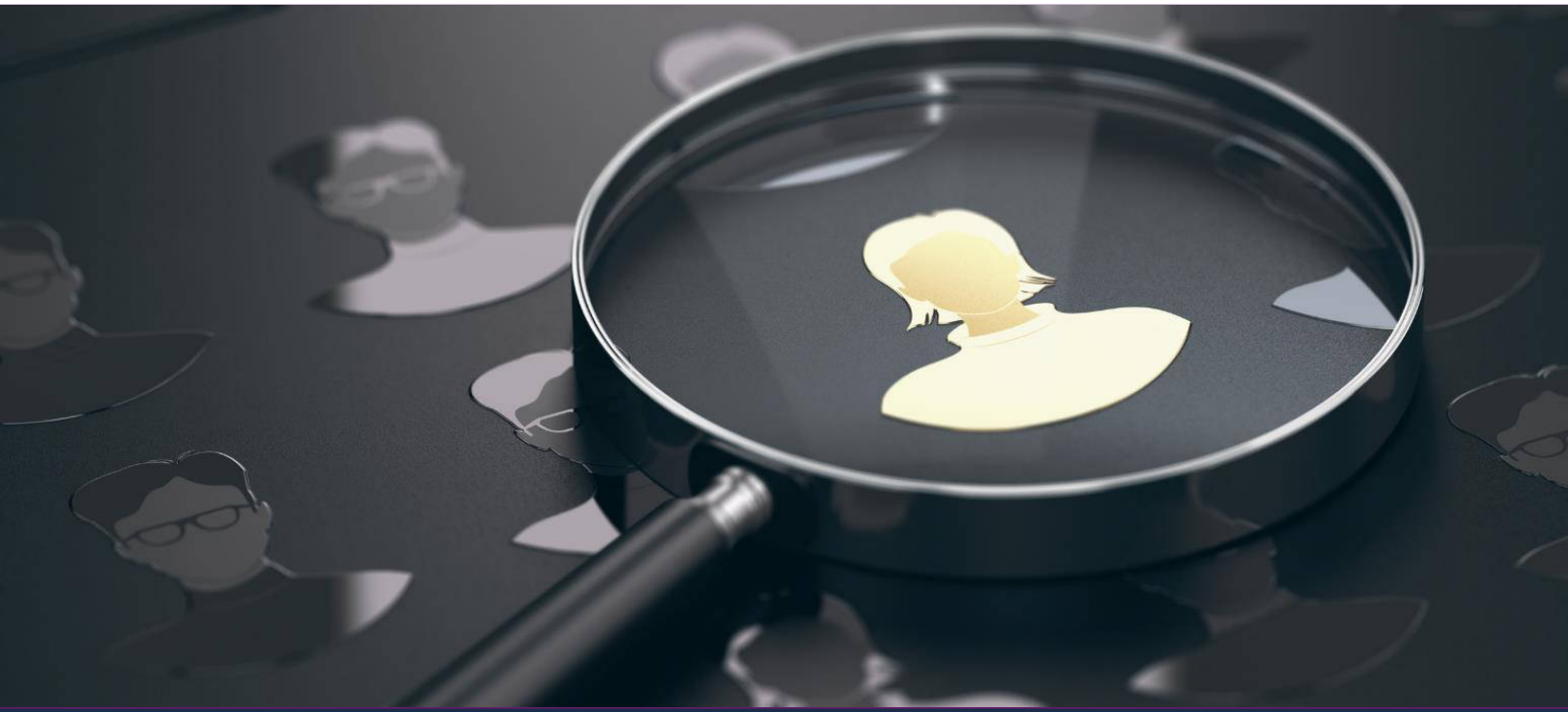
It was the fact that those new reps who were recently recruited through working leads were able to get into action and become productive quickly. In other words, duplication happened so much faster, and with a much higher percentage of people taking action.

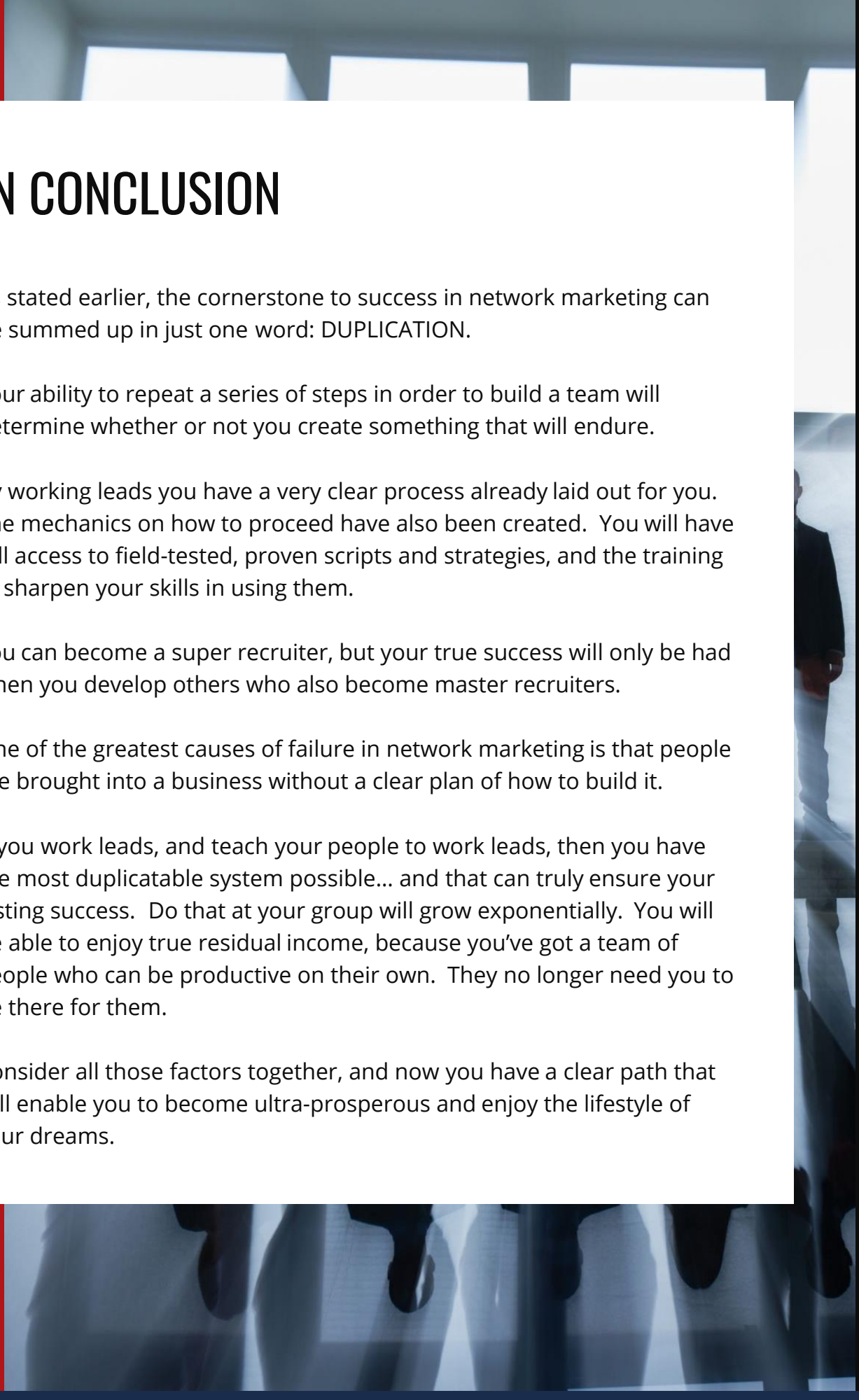
THERE'S NO MYSTERY

When you think about it, there really is no mystery as to why there was a 428% increase in recruiting.

It has been said that 50% of your training comes from reflecting back on how you got recruited yourself. No matter what you hear from the trainers and top producers, you'll always compare your own experiences to any advice you hear coming from the stage.

Therefore, it makes perfect sense that the amount of duplication was at record levels, because those who were recruited from the Pre-Qualified Leads already knew that system was effective enough to bring them into the business. So, their perception was that "I know this works… because it worked on me."





IN CONCLUSION

As stated earlier, the cornerstone to success in network marketing can be summed up in just one word: DUPLICATION.

Your ability to repeat a series of steps in order to build a team will determine whether or not you create something that will endure.

By working leads you have a very clear process already laid out for you. The mechanics on how to proceed have also been created. You will have full access to field-tested, proven scripts and strategies, and the training to sharpen your skills in using them.

You can become a super recruiter, but your true success will only be had when you develop others who also become master recruiters.

One of the greatest causes of failure in network marketing is that people are brought into a business without a clear plan of how to build it.

If you work leads, and teach your people to work leads, then you have the most duplicatable system possible... and that can truly ensure your lasting success. Do that at your group will grow exponentially. You will be able to enjoy true residual income, because you've got a team of people who can be productive on their own. They no longer need you to be there for them.

Consider all those factors together, and now you have a clear path that will enable you to become ultra-prosperous and enjoy the lifestyle of your dreams.

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