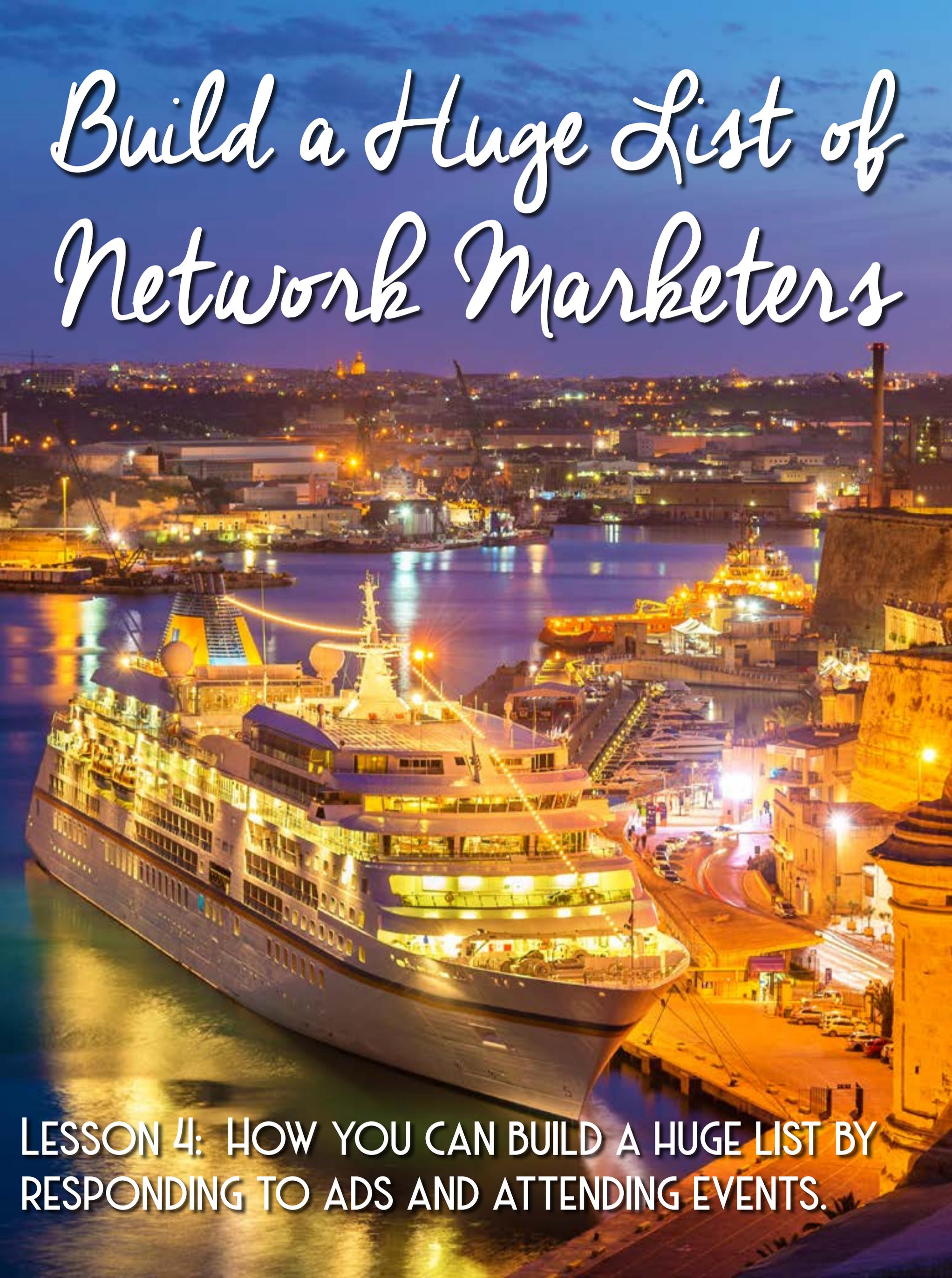


Build a Huge List of Network Marketers

A large cruise ship is docked at a harbor at night. The ship is illuminated with warm yellow lights, and its reflection is visible in the water. In the background, a city skyline is visible with various buildings and lights. The sky is a deep blue, suggesting twilight or early evening. The overall scene is vibrant and captures a busy port at night.

LESSON 4: HOW YOU CAN BUILD A HUGE LIST BY RESPONDING TO ADS AND ATTENDING EVENTS.

Meet New People

If you don't become good
at meeting new people,
you will never build a
significant business.





Your Objective

Whether you're at a network marketing event or responding to ads, your objective is the same: to grow your list and establish rapport with a growing number of influential network marketers.

Responding to Ads

Step 1 – do a _____ search for “home based business _____”

Step 2 – fill out the _____ request form.

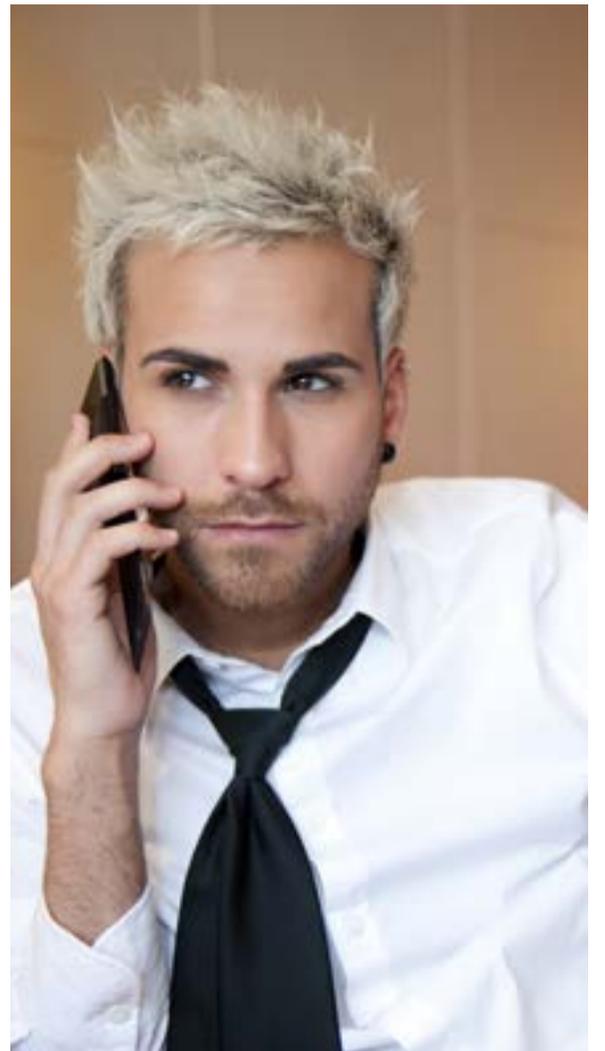
- Take at least 5 minutes and _____ the website (if it's a squeeze page or a funnel, all of the information will be on 1 really _____ page)
- Take _____ so that you can _____ the web sites you visit with the people that call you back.

Step 3 – receive the call and take _____.

- “Hey Steve, thanks for calling, which web site are you from?”
- “I requested information from 4 web sites this morning (yesterday, etc) and I wanted to make sure I put my notes from our _____ in the right place.”
- I'm glad that you called me back, but I am in the middle of something important.
- Is there any additional information that you can send me that I can review before I call you back? My email is tommy@tommy.com
- Great, I can call you back in 2 hours or at 9am in the morning, which works best for you?

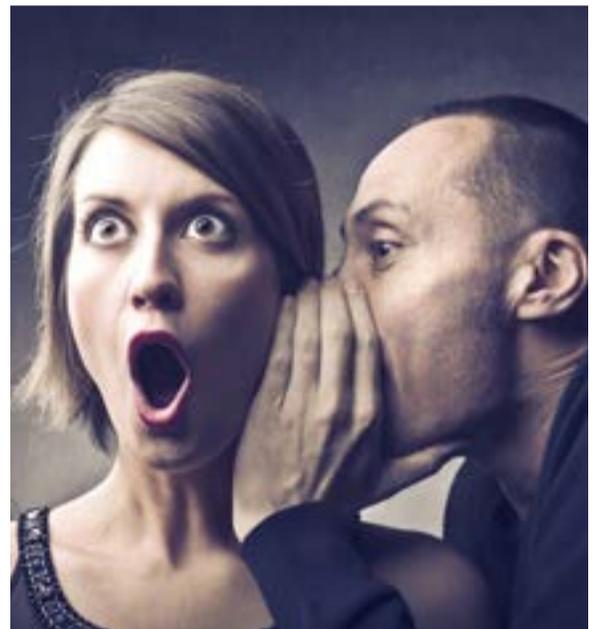
Step 4 – return the call & setup the

- Hey Steve thanks for taking my call, I've been through the information you sent me, it looks interesting – so will you take a minute and tell me how things are going for you?
- Ok great, I'm actually a network marketer, I love the concept of residual income and I'm also interested in multiple streams of income.
- Would it be ok if I spend some time with this and get back to you in a couple of days?
- Is this your best number?



Step 5 – follow up & keep them in you.

- Hey Steve, I wanted to follow up with you from our last conversation
- Has anything changed since we last spoke? Any new technology? Any announcements?
- I'm not ready to commit to this, but I've enjoyed (past tense) our conversations.
- Would you contact me if there are any significant developments in your company? New products? A new cutting-edge marketing campaign?
- Would it be ok if I follow up with you in a month or so? I'd like to keep tabs on how you're doing and make sure I don't miss anything.



You're at an event with other networkers - there are only 4 things you need to do:

1. Get into the _____
2. Talk about _____ first, THEN
3. Talk about _____
4. Get _____ of the conversation
(in a way that they _____ to talk to you again)

Simple as that





Step 1: Opening & Joining Conversations

OPEN A CONVERSATION (Individual)

- “Hi, I’m Tommy”
- “Hi Tommy, I’m Dan.”

GET INTO THE CONVERSATION (group)

- “Mind if I join you?”
- If a group is having a _____, don’t _____ in with “Hi, I’m Tommy.”

You can use, “Mind if I join you?” in every open-looking situation

Step 2: Talk About Them



It's polite. A lot of good networking is _____.

Start with “_____” questions

- What do you do?
- What _____ are you with?
- How _____ have you been with them?
- How is that going for you?
- Chit Chat questions only serve to _____.

TRANSITION TO _____ FOCUSED QUESTIONS

- You want to find out the future the other person is looking for:
- What's your _____ game?
- What are you guys (if you approach a group) looking to _____ this year?
- What are your _____ right now?
- What are you responsible for on your _____?
- What _____ do you bring to your organization?

Is there anyone in particular here at this convention that you'd like to meet?

- This is a VERY important question to help you _____ of the conversation gracefully and with charm.

Step 3: Talk About You

Your elevator pitch

Say it in an _____ way.

Make your pitch about how people are in a _____ after they work with you.

Talk about what you _____.

- I help people _____ better at night (Nightfall).
- I help people feel better during the day (Thrive, Daybreak, O2 Drops).
- I help people to _____ when they lose weight (Thrive, Daybreak).
- I help people to make more _____ than they thought they could make.
- I help people to _____ better than they ever thought they could.

Make it relevant to the person (people) you're talking to:

- Leader – I help leaders to have the _____ they want
- Networker – I help people make _____ than they thought they could ever make.

Your elevator pitch depends on who is in the elevator with you

Why are people better off working with you?

Step 4: Get Out of the Conversation

THIS IS THE ONE THAT MATTERS



Either you _____ to see them again or you don't.

Make sure you end nicely.

- “I’ve _____ this conversation (past tense).”

The other person will reciprocate ...and then you say:

- “Remember how you said earlier that you wanted to meet so & so, if I come across them would you like me to _____ them your way? I’ve really _____ our conversation.”

If you want to keep the _____
going _____ the event, YOU want to
be the one who has _____ to
call them.

Ask for their _____.

- “I’m enjoying (present tense) our conversation – it would be great to keep going about X & Y at another point. Would you give me your business card? I’ll give you a buzz.”
- Yes – Get the card.

Don’t _____ them _____ card

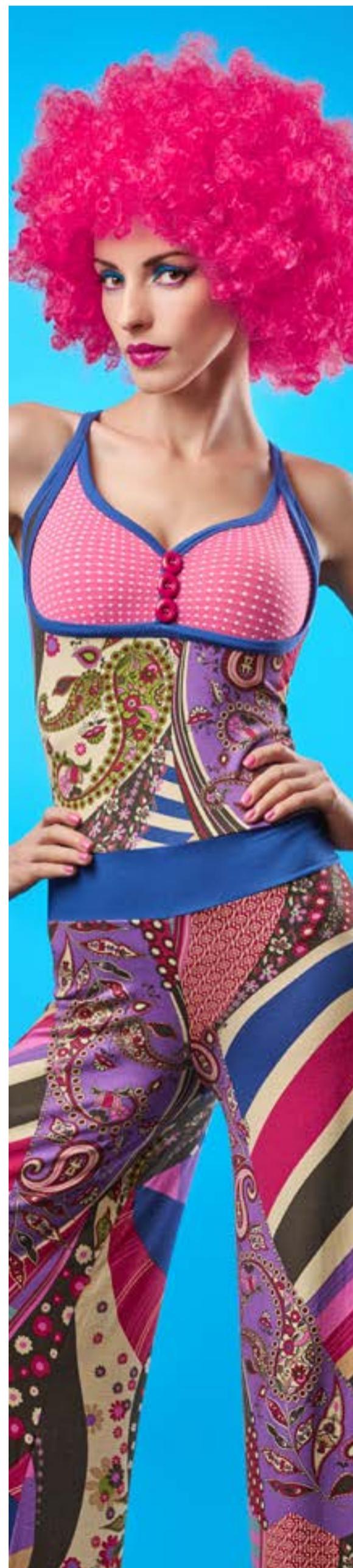
- YOU: “Let’s avoid phone tag, when would be a good day to give you a call?”
- THEM: “Yes, let’s talk Thursday.”
- YOU: “Would you _____ if I wrote that on the back of your card?”

You’ve both _____

It’s an _____ contract

They have _____ you write it

NOW you say, “I’ve enjoyed (_____
_____) our conversation – I look forward
to talking with you on Thursday.”



When you call them back ...

1. **If you get through to them:** “Hey Dan, my name is Tommy, we met at the event, you asked me to _____ you today.”
2. **If you get their assistant:** “I met Dan at the event on Friday, he _____ me to give him a call today.”
3. **If you get voicemail:** “Hey Dan, it’s Tommy we met at the event on Friday night, you _____ to give you a call. I will call you again in a little bit, here is my number in the meantime and you can text me if that works better for you before we talk.”



