

Approaching MLM Leads

Another source of leads is the Person who has either been in, or is currently in the Network Marketing Industry. Genealogy Lists are available, predominantly for Network Marketers in the USA.

Before I go any further, I want to make one thing clear. We are not looking to recruit people from other Companies who are happy and successful where they are. The purpose of our approach is to enquire whether the prospect is 'open to take a look at information about another successful program?'. If they say they are happy with what they are doing, making as much money as they require, and are not interested in taking a look at your information, you should immediately say 'Thanks and have a great day!'.

So who are we looking for? We are looking for people who maybe are

- looking but didn't know they were looking
- between programs
- haven't had success in previous programs
- available because their last Company went bust
- disenchanted, because their last sponsor quit on them and left them an orphan
- and.....

There are millions of people who, for one of many reasons, have not, or are not, making a success of Network Marketing, but who were attracted to the concept and would be open to take a look at what you have.

The most successful market to recruit into, is the North American market. Why?... because:

- Network marketing has become a more accepted way of creating an income there, with over 11 million people (3.5%) involved.
- There are millions of leads available on lists, known as genealogy lists, which are readily available and inexpensive to purchase.

However, if live in Europe and you are going to recruit in the USA, there are a few things to consider:

- Time zones... If you are going to approach people, and you want to catch them in the evening. Remember, their evening is between 5 hours and 8 hours behind yours. Therefore, to catch them at home in the evening, you will have to make your calls AFTER 11pm UK GMT. [Click Here](#), to get a useful chart which lists all the USA and Canadian area codes, the State from which they emanate and their Time Zones.
- To recruit successfully, as we have said before, you need to follow up as efficiently as possible. Therefore, you will need to be actively making calls and follow-ups at least 3 nights a week.
- Most people in the USA do not make international calls and will NOT pay over a Dollar a minute to make calls to Europe. Therefore, it is essential you get a US telephone number and an economic calling plan for making International Calls to the USA. I can recommend a Company, which I have been using 3 years, where you can make telephone calls from your computer to a landline, which has both excellent rates with no minimum call charges plus, for less than £5 a month, you can have a US telephone number redirected to your own UK home phone number. This system is known as Voice Over Internet Protocol, or VOIP, for short. [Click here](#) to find out more about this service.
- If you are in my business and require Network Marketing Genealogy Leads [Click here](#)

There is some excellent material on recruiting from Network Marketing Genealogy Lists by a very successful Network Marketer, Tracy Biller. However, you must realise, that what he is saying is in support of a theory which he has made successful and, whilst it has great merit, I would advise taking his advice as PART of a strategy, not Exclusively so. For instance, Tracy suggests that the only way to build a Network Marketing Business fast, is to recruit solely from network marketers, and that recruiting from Friends and Family are a waste of time. However, whilst much of his theory is very sound, I have one main issue with it. Every Network Marketer is, and has always been, the friend and family member of someone else before. In other words, every successful Network Marketer, started working life at sometime, in the traditional world, was not at that time a Network Marketer, and was probably initially introduced to the industry by a friend or family member!

Below are some very informative audios from Tracy. In the meantime, let me provide you with a short script to use, when promoting the business to Network Marketers:

Suggested Typical Script for approaching another Network Marketer:

"Hi, may I speak with <John>?"

Well hello <John>, My Name is _____ and I'm calling you from my home in the UK. You don't actually know me, but the reason I'm calling you, is because I believe we have something in common and I wanted to ask you just one simple question. It'll take less than a minute. Is that OK with you<John>?"

Well<John>, I'm given to understand that like myself, you have been involved in, or are currently involved in Network Marketing.. and <John>, before you say anything, I've not come on the phone to give you some lengthy pitch about a new deal.. (Laugh).. but am I correct?"

My simple question is... If I were to email you a link to a website with some information about a business which is really rocketing right now, would the timing be right for you to spend a few minutes, within the next 24 hours, to review that information?"

Terrific <John>... so would this time tomorrow be a good time to check back with you, to find out whether you want to explore it further?"

Great <John>... I look forward to speaking with you... before I go, can you confirm your email address?"

Thanks <John>... my contact information will be on my email. However, if you wish to get back with me here's a US number you can reach me on, which will redirect to me at my expense. <John>... can you read that back to me?.. Many thanks for your time, I look forward to speaking with you tomorrow. Have a great evening."

As you will hear from Tracy... do NOT engage yourself in any other conversation or discussions about his past or current Network marketing experience or business. That's NOT the purpose of the initial call.. you must leave that for a second or subsequent call.