

*"Indeed It's A Goldmine"*

# NETWORK MARKETING TACTICS

TOP 20 ULTIMATE NETWORK MARKETING TACTICS YOU NEED



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BEST SELLING AUTHOR



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# NETWORK MARKETING TACTICS

Welcome. You made a great choice here if you are looking to build your business and want to take your business to the next level.

I'm going to share some inside secrets that work for me, and I speak through proven experience. The key is work — no matter what you do in network marketing, it will work to some degree; some things work better than others.

I've been very fortunate to have had tremendous success in network marketing, and I have used it to build teams of over 100,000 distributors, and not just in one company.

I have done this in three different companies over a 30 year period.

In this e-book, I will provide you with a key to what areas to focus on:

- Scripts: These are very important to learn, and you need to use the right language when talking to prospects.
- A simple follow-up letter that works very well.
- Voicemail drop messages.

I have seen and witnessed thousands of people having tremendous success in network marketing, and I have also seen firsthand thousands of people that have failed. The most common denominator for why people have failed is they have **quit**.

They quit themselves and they quit the business; in other words, they have given up. If you can stick with this business and focus on the areas that will make you a better person, a smarter distributor, and a better leader, then you will have success. Success is not just the financial success — you'll be a much better person as well.

I have heard every excuse for why this business doesn't work, but remember they're just excuses and all they are is someone justifying their actions.

There are thousands of reasons why this business can work.



There was a study done over 100 years ago on why people succeeded and why people failed. Here is a list of the most common excuses used for failure:

1. I don't have enough time.
2. I don't know the right people.
3. I don't have an education.
4. I have to support my family.
5. I don't have enough money.

This was done as a study guide for **Think and Grow Rich**, the all-time best-selling book ever written on success.

What's amazing today, one hundred years later, is that people still use the same excuses. That's never going to change. People always have a reason why they will fail or don't succeed.

Why network marketing? Network marketing is a business opportunity that requires very little capital and that is available to the masses, whether you have an education or not — it makes no difference.

In network marketing, the leadership within companies provides complete training. Getting outside training is also a good thing. Companies hire trainers to come in and help with their company, and it doesn't mean they don't know how to do that job. It just means that someone from the outside sometimes has more influence on their people.

Network marketing is a game of numbers. Remember that the law of large numbers will never fail you. There are three types of people out there:

1. People you know (100 PEOPLE). Your warm market.
2. People you don't know (LOTS).
3. People that you don't know that are looking for a business opportunity (THE MOST IMPORTANT GROUP).

Social media and the internet have changed the way we communicate, and this has also affected how network marketing works. In the past, we called friends and family to invite them over or schedule a one-on-one appointment for a presentation or to show more product.



We still do pretty much the same things because the only way you can recruit new distributors is by showing them the business opportunity and/or showing them how the product works; however, we now have a lot of different methods of getting our information to them. These methods are more efficient and less time-consuming, as well as more effective.

Currently, over one billion people are using some form of social media worldwide: YouTube, Facebook, Twitter, and many other forms. This has been the biggest single significant change in network marketing over the past 50 years.

Network marketing is a business of communications and all that has happened is it's easier to communicate with people, to get your message across, than ever before.

Do we still have to talk to people? Absolutely. That will never change and in order to build leadership, you have to have communication skills, and the communication skills are developed by speaking and communicating with people.

Network marketing is about time leverage. To generate time leverage, you need to have a lot of people on your team doing the business. In other words, if you had 250 members on your team putting in 10 hours a week part-time, you would get paid on 2500 working hours. Now that's time leverage in its best form.

Now, there are a lot of ways you can generate prospects today. You can run ads, you can pass out business cards to people you meet, you can pick up the phone and start calling everybody you know.

Everything works; there are just some things that are more efficient than others. Now you can work within Facebook — you could run ads, and you can learn social media to become an expert. At the end of the day, however, it's a lot of work to generate a few free leads.

A lot of people have spent hundreds of hours scouring Facebook and Twitter, or making YouTube videos, trying to recruit prospects to their business opportunity. At the end of it, you have to ask yourself what's the most efficient way to contact people that are looking for a business opportunity.



**Here's the secret:** Buy leads. I've been buying leads long before I was in the leads business. I used to buy thousands of leads weekly and I passed them out to my team to make calls. It was all about massive action, but I didn't leave it up to my distributors to figure out what that was. Everyone hears all about massive action, but what does that really mean? When someone asks me that question, I say, "Working 90% of your time in the areas that make you money in network marketing. Either presenting your business or selling product."

Every business in every industry depends on customers to make money, and customers always come in the form of a lead before they purchase a product or service.

What is a Business Opportunity lead? These are individuals specifically looking for a home-based business to start. There are different types of leads: real time leads, fresh leads that are usually up to three days old, and aged leads.

They all vary in price, but the bottom line is you're talking to people that at some point were interested in making some additional income.

You need to develop your skills and start talking to prospects, not developing your skills in finding and generating leads. Focus on the activities that make you money and that's talking to prospects.

Anything else is considered busy work; it will not pay your bills. If anything, it will cost you a lot of extra time and wasted effort.

Most importantly, it's not duplicatable. To have success in network marketing, you have to have something that is easily done by a lot of people on your team if you want them to duplicate their efforts.

I have provided you with some great scripts that work. These scripts have worked for me in the past 30 years and they continue to work as we speak.

1. Initial calling script: This is the script to use when you first make contact with a prospect. It's about sorting, not selling. This is a quick, get-to-the-point script asking the prospect if they're looking for a part-time or full-time income.
2. Voicemail script: Often, you will get someone's voicemail and instead of hanging up and calling back later, they're probably watching you call them and they don't recognize your phone number so they'd like to see who you are or what you have to say. It's important that you leave a compelling message, and we have a script that gives you the details. You need to have a call to action so they either call you back or visit your website.



3. Email follow-up: When you have left either a message or tried calling a prospect, it's important to send them an email that identifies you and your business opportunity and lets them know that you've been trying to get a hold of them. Give them a brief outline of your business — very, very brief, only try to pique their interest.

With these three forms of follow-up and follow-through, you should make contact with 99% of your prospects. Use all three. Do not take any shortcuts. Remember one thing: Network marketing is the shortcut to wealth and we do not need to take any further shortcuts within network marketing.

If you don't like talking to people, that is a clue. That's what you need to do a lot of, and on average people don't like to do things that they're not comfortable with or are unfamiliar with.

I've heard it said so many times: "I don't want to speak to anybody. I just want to send emails." This works in Internet marketing but it doesn't work in network marketing.

Network marketing is about building leadership. It's about building trust and at some point you have to speak to people because that also builds your skills as a leader and identifies the areas that you need training in.

Becoming good at network marketing takes a lot of practice. I said practice, not education. You take education and put it to use. Education is good but without applying it to your business, it's worthless.

At first, you're not going to be very good, but that's what practice is all about. You become better. At first, you'll say the wrong things to all the wrong people, but that's how you learn. There is nothing wrong with making mistakes; mistakes are the key ingredient to learning.

Consistency is very important. You must commit to spending a certain amount of time in your business every week. In other words, let's say you have decided a 20 hour commitment is something you can do. Multiply that by 52 weeks of the year and that's over 1000 hours of committed time.

Spending your time in the right areas is very important. You need to plug in to what your leadership is doing. Do not reinvent training, websites, etc.



Become an expert at duplicating, not re-creating. You can always make something better, but will it make a difference? Is your time better spent somewhere else? The answer is yes. The only thing that pays in network marketing is doing the activities that make you money, and that's recruiting.

Here is where our company fits in: Our focus is on generating online leads. These are people that are looking to make extra money, some full-time, some part-time, some spare time.

Use leverage. Our company is already doing the effort. We're producing over 5000 leads weekly and this is your opportunity to tap into this huge resource and leverage our experience.

We have some excellent lead packages that are designed to create consistency.

- 1 . 600 Telephone Interviewed Leads at the rate of 30 daily for 20 days. (\$135)**  
**<http://www.mlmlleadsclub.com/services/telephone-interviewed/>**
- 2 . 300 Real Time Short Form Leads at the rate of 15 daily for 20 days. (\$97)**  
**<http://www.mlmlleadsclub.com/services/real-time-short-forms/>**
- 3 . Local leads. These are our combination of telephone interviewed leads and real-time short form leads. (50 cents/lead)**  
**<http://www.mlmlleadsclub.com/services/local-leads/>**
- 4 . Live dials training. We do a free training twice weekly where we're actually calling the leads. This is a live conference call and the lines are muted so that the recipient can't hear everybody on the phone. The best part is that you get to listen firsthand to how we speak to the leads. To sign up, go to <http://mlmlleadsclub.info/livedials>.**
- 5 . We have a training website with over 20 video modules and workbooks. This is a complete course on network marketing. We have a free sign-up rate to get the first four videos and PDF workbooks for free. To sign up, go to <http://mlmwealthtraining.com>.**

These are our most popular packages. Why are these packages so popular? Because they work and they're very consistent.



Just think of it this way: If you had 10 people on your team using these leads, your team would be contacting 300 people daily in the three different forms that I've mentioned here. Now that's powerful.

Let's say you had 20 people on your team using the telephone interviewed leads. That means 20 people would get 30 leads a day; that's over 600 people that are being contacted by your group. Can you see the potential of this?

Your people are doing what makes the money in network marketing, and that's talking to people and sharing the opportunity and sharing the product.

The law of large numbers will never fail you in network marketing. You can always lead a horse to water but you can't make him drink it! Wouldn't it make more sense to find thirsty horses?

In the pages to follow, I'm going to provide you with a series of scripts that work very well. You can slightly modify them — slightly.

Here's what I recommend you do: Take the initial calling script and read it out loud 50 times. This may take you an hour or so; you can take a few breaks in between. At the end of the 50 times, the words will be very natural and you will be able to communicate with a prospect without ever having to read your script.

Scripts are a very important way to teach your people what to say. Practicing this script is just as important because the last thing you ever want is to appear as if you're reading something or mispronouncing certain words because you've never read them before.

Network marketing is not an easy business, but you're capable of learning how to become successful in network marketing. If it was easy, everyone would be successful.

Unfortunately, most people are not willing to pay the price to learn, to practice and keep practicing and practicing until they become good. Do you realize that in the next two to three years, network marketing can change your life completely, both financially and in making you a much better person?

Success is built on inconvenience, not convenience; however, working the next 30 years of your life paycheck to paycheck is not very convenient either. You make the choice. You either accept where you're at or be willing to change things so that you have something better.



## HOW TO LEVERAGE INDECISION AND LEARN HOW TO TAP ROOT

Deciding to start a home-based business can be a big step for some. While there are those who make a quick decision to jump in with enthusiasm, others will remain indecisive.

These individuals are toe dippers; they need to test the waters to make sure it's safe before making a full commitment. With these individuals, your job is to emphasize how your business can help them meet their goals.

Of course, your initial contact with this person has already revealed to you this person's reasons for wanting to look for something better — in other words, their goals. Now, you have to encourage the prospect to take the first step to making their dream a reality. To do this, you need to understand that the power of helping someone make a decision is realizing that the possibility of gain is a bigger motivator than loss. Think about it.

Most of your prospects are middle class and lead an average life where not much changes from day to day and year to year. So, as long as they are maintaining the status quo, they are going to feel a loss for something they've never had. But if you show them what they have to gain by trying this opportunity, they will be much more likely to take a conceived risk.

If someone is sitting on the fence, your continual contact can make the difference. You can make the decision easier for your prospects by affirming these three questions.

- 1. Is it simple?**
- 2. Does it work?**
- 3. Can I do it?**

These are the three most important questions you always have to answer in order for someone to make a decision to join your business.

It doesn't matter how big your opportunity is — all a prospect is looking for is the answers to these questions: Is it something I can do? Is it simple to learn? and Can it work for me?

Success stories don't mean anything to someone who doesn't believe it can work for them, so your focus needs to be on showing your prospects how simple this business is. People hear about success stories everywhere on television and from other individuals. But they seldom believe they can do it.



Focus on your prospect, identify with what they're looking for, then offer them your business as a solution to that. Everybody has a different reason for joining. We can sum up the four main reasons as follows:

1. They have no job security so they are looking for an alternative.
2. They are not making enough money at their job.
3. They have no time.
4. They looking for a job.

Your job is to identify the individuals that are looking to make a change now. 90% of the people will join your business based on those three keys above and they will only join your business if these three questions are answered. Is it simple, does it work, and can I do it? Focus on your prospects, not on yourself.

Remember, you are in the sorting business, not the convincing business. You are looking for thirsty horses.....

Network marketing is a form of personal development. The more you develop, the more income you will make. The only way you can fail is if you quit. A lot of people quit; it is just part of life, but a lot of people quit a lot of different things so network marketing is no different.

If you look at your past, you may have quit something and regretted it later, so this is a fresh start.

Good luck, work hard, work smart but, most importantly, work.

One of the main reasons people don't take action in network marketing is fear. Fear is a huge emotion that governs a lot of our activities. Let me give you a small example: Let's say I offered you \$1 million to walk between two buildings that were 100 stories in the air. Between the two buildings there was an eight inch wide plank of wood that was 30 feet across, so you had to walk across this piece of wood between two buildings, and if you slipped you could kill yourself. 99.99% of the people wouldn't do it!

But what if I put that same piece of wood on the carpet in your living room and I asked you to walk across? You wouldn't hesitate! The two examples really haven't changed much, except in your perception of failing or fear.

So when it's time to make calls, when it's time to do the follow-up, when it's time to talk to people, you need to take out the fears that are driving your inactivity and do the work.



By doing the work, you will gain confidence, and the more confident you get, the better you become and the more likely people will join you in your business. People want to follow someone with confidence. Leaders have confidence. Confidence is not learned, but it's through your experience that you gain confidence.

This is how you develop strong leadership — through practice. Not every leader was good when they first began, but after constant practice and continuous effort, they became better at what they do.

It's easy to look at a top leader in network marketing and say no wonder they've had success, they're polished and very good at what they do, they're smooth and they have all the right qualities. But you didn't see them the first day they signed their application as a brand-new distributor! What you see is what they have become after years of development.

Good Luck and Good Practice.....



*Ron Malezis*



## HERE ARE THE SCRIPTS:

### INITIAL CALLING SCRIPT:

\_\_\_\_\_, My name is \_\_\_\_\_. I'm calling you because you recently expressed an interest in making some additional income by working from home!



1. Are you interested in a Part Time Or Full Time Option?
2. Would you be interested in a job or becoming an Independent Business Owner, where you can set your own hours and income?
3. Provided you qualify, how much time would you be willing to invest in a business venture?
4. Based on finding the right business, how much income would it take to get you committed to working (     ) Hours.

### WRAP UP!

I think I have something that could fit what you're looking for! I need 10 minutes of your time to watch a video that will explain everything that we do! This should give you a really good idea of what's involved and will allow you to go further in your search.....Would now be a good time?



## FOUR BASIC OBJECTIONS:

### 1) DON'T HAVE ANY MONEY!

- A. I can appreciate that...Tell me, how many years have you been in the workforce...15...20? So you mean to tell me you have been in the workforce for xx years and what you are saying is that you don't have (\$500-\$1,000) to invest in a business that could create true wealth in the next 3-6 months? How does that FEEL?
- B. Isn't that the EXACT reason you should be looking at doing something about it? Something unique, out-of-the-box, and that YOU own?
- C. Let me ask you this: If your hot water heater (refrigerator, furnace, tires on car, etc.) were to give out and you needed \$600 to replace it immediately, how long would it take you to FIND the money?
- D. Is there anything you can sell or pawn to create the startup capital? (livestock, old car, furniture, Joe Montana Rookie card, jewelry, etc.) How important is it for you to create a stable income stream?

### 2) I DON'T HAVE THE TIME!

- A. What is your short term plan to overcome that situation? And your long-term plan?
- B. If I could show you how you could begin leveraging your time off toward the efforts of a marketing team that I will assist you with building, would it be worth your TIME to take a serious look?
- C. If you continue doing what you are doing, how long will it take for you to get your time back?
- D. Do you enjoy having no time? Do you enjoy what you are doing that leaves you with no time? If I could show you an exit strategy to that situation, would take a serious look?



- E. Do you feel like your life is not your own? When will you be ready to take your life back? I can show you a way.

### 3. I'M LOOKING FOR A JOB!

- A. How long have you been looking for a job?
- B. B) Have you ever considered operating your own business where you can create the kind of income you would expect from a job, but have no ceiling on the level of income you can create?
- C. Have you ever considered taking the skills and talents that you bring to the marketplace and utilizing them to create an income stream through your own business?
- D. Have you ever considered having the freedom to create as much income as you want based on your effort in operating your own business (from home) rather than being confined to an income cap inside of a job?
- E. Have you ever considered what it might be like if your commute was down the carpeted freeway from your bedroom to your home office, instead of the asphalt freeway to someone else's business 15, 30, or even 60 minutes away?

### VERY IMPORTANT POINT TO REMEMBER:

**Always ask an either/or question. For example: Are you looking for full-time or part-time income?**

**Don't ask if they signed up online; assume they did or else we wouldn't have their information.**

**Basic Objections:** Sometimes a simple answer can solve someone's thinking indecision. Learn the responses to these objections and you can use them when appropriate.



## HERE IS A VOICE MAIL DROP MESSAGE: (1ST MESSAGE)

*Hi, \_\_\_\_\_. This is \_\_\_\_\_ calling from \_\_\_\_\_, Florida. You asked for information, saying that you had an interest in learning more about our home-based income project.*

*I just wanted to follow up and help you get all the information you need, and to answer any questions. Could you please return my call? (leave your phone number here)*

*I really think you'll like what we have, and I'm looking forward to speaking with you for a few minutes.*

*By the way, if I happen to be busy on another call, please leave your phone number and the best time for me to call you back. Once again, this is Ron and my phone number is \_\_\_\_\_. Have a great day...*

=====

**Voice Mail drops are very important: People have call screening on their phones and if they don't recognize your phone number, they may let it go to voicemail. So it's important that you have a brief, concise message that has a call to action. This needs to be very short and to the point. It is not an opportunity meeting.**



## THE FINAL MESSAGE SCRIPT: (2ND MESSAGE)

*Hi \_\_\_\_\_, this is \_\_\_\_\_ calling again from \_\_\_\_\_, Florida. I'm leaving you a second and final message as a reminder that you requested information, saying that you had an interest in learning more about our home-based income project.*

*I wanted to try you one more time so that I can get you all the information you need and answer any questions that you may have.*

*If you're still interested in a home-based income, please return my call. I really think you'll like what you see and I'm looking forward to speaking with you. Once again, my phone number is \_\_\_\_\_. I hope we speak soon.*

=====

**A final call voicemail drop is also a great last step call to action. Leave a brief and concise message.**



## I TRIED TO REACH YOU EMAIL LETTER

Hi, John. This is Ron from Tampa, Florida.

I believe you recently requested information about an exciting and profitable home-based income project.

I just wanted you to know that I've been trying to follow up but unfortunately haven't been able to reach you by phone. The reason I called was to get you any information you might need and answer any questions.

I'd really like the opportunity to learn more about you and what you're looking for, and of course, to see if our project is right for you.

John, could you do me a small favor? Would you mind responding to this email (or give me a return call) and let me know if you're still looking for some extra income? I'd really appreciate it.

If you already found something else or are no longer interested, no worries. Just drop me a quick email and let me know so I can take you off my list.

Thanks again, John. I hope we get to meet. Please drop me a quick email or leave me a phone message either way.

Thanks in advance,

**Leave your contact info here!**



## TOOLS AND RESOURCES:

1. Leads: <http://mlmleadsclub.com>
2. Self Serve Leads: <http://selfserveleads.com>
3. Training Registration: <http://www.mlmleadsclub.info/livedials>
4. Daily Local Leads: <http://www.mlmleadsclub.com/services/local-leads/>
5. 10 Free MLM Leads: <http://www.mlmleadsclub.com/free-leads/>
6. Training Modules: <http://mlmwealthtraining.com>



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