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About This Report

It is my sincere hope and intention you will receive one of the following benefits from this report;–

- i) It may give you new ideas or inspiration for strategies you have tried before and you can now revisit them, **fresh and recharged**
- ii) It could introduce you to some **completely new ideas** about how you can attract customers and prospects to your business
- iii) It should identify some new business building activities which struggling members of your downline will be much more comfortable to work with and therefore **increase their chance of success**
- iv) It may just generally **revitalise and re-energise** you into believing how great an opportunity our business genuinely is for so many people, in these fast moving economic times.

Some chapters have '**links**' to external resources within them – mainly to provide examples of the strategies I am explaining.

I have also included a section with **all** these links **PLUS** many **extra resources** in an **Appendix** at the end - allowing you to find out more information about business building methods, which may be of interest.

Although the links and examples are mainly UK based - the strategies themselves are still relevant all around the world.

Introduction

If you have **just** started, or are thinking of starting your own Home Based Business, within the Network Marketing Industry... **I applaud you.**

It is very rare for someone just starting in our business, to be dynamic enough to be looking for ways to build their business - **outside** of those methods taught by their sponsor and up-line.

You undoubtedly can see the incredible potential of this booming business model, and are probably looking for ways you can make the opportunity work best for **you**.

If on the other hand, you have been with your Network Marketing company for a while, have not seen any real success yet, but are still determined to make it work...

...I applaud you even more.



Statistics show the vast majority of network marketers will give up or quit, within just **6 months** of starting their business. That really is a tragedy, because there are now **so many** ways of achieving success in our industry that almost **anybody** can find a way in which they can be **confident and comfortable** enough to succeed.

All the trends and latest indications are suggesting that our business could be about to experience **exponential growth**. Not just for now, but for the foreseeable future.

20 Proven Strategies to Sponsor Motivated Prospects....

Economically the world is changing – the days of a **“job for life”** and the **“security”** from working for a large corporation which was once taken for granted, is disappearing fast.

As a society our values are changing – we aspire to spend less time commuting and at work, and more time with our family and friends.

Most people would **love** the opportunity to work from home and ‘earn an income’ for themselves - rather than have ‘job’ and work for someone else.

If we accept this is the case for many people, what are the options?

Well, establishing and making a success of your own traditional, small business is **not** that easy and can be risky - with as many as **80% failing** within the first 5 years.

Starting your own franchise business does offer greater support and a much higher possibility of success. But with minimum start up fees around the £10k mark and the average probably around £20k+ - this option is beyond reach for most people.

As you are already aware, a Network Marketing business can really be considered as a **“Low Cost Franchise business”**. You have very similar levels of brand awareness, product development and training and support - but with a **minimal** entry fee.

So why do so many Network Marketers **not** go on to make a success of their business?

Well, one reason could be **because** it is so inexpensive to get involved.

20 Proven Strategies to Sponsor Motivated Prospects....

Probably in the past, most people did not appreciate that it **was** a proper business they were getting involved with, or did not treat it seriously enough if they did. Also in the past, our industry may have not had the level of credibility it is now developing.

In recent years, many influential businessmen and entrepreneurs have spoken out about how **“genuine and viable”** the Network Marketing business model is today.

Some, such as Warren Buffett, Donald Trump and Richard Branson have gone much further than that and invested in **their own** Network Marketing companies.



For these, and **many** other reasons, it looks likely that the Network Marketing Industry is on the brink of a **massive boom** all around the world.

But hey, you probably already know this – **don't you?**

You have already done your due diligence and understand this business presents an incredible opportunity – but you want to know how **you** are going to be able to grow and succeed in your business.

The fantastic news is that there are now **so many ways** – many more than the 20 that I talk about here – that **anyone** should be able find **at least one** they are confident to work with, and build their business.

20 Proven Strategies to Sponsor Motivated Prospects....

It wasn't intentional when I set out, but I found that these "**20 Proven Strategies...**" can roughly be split into three groups.

The first six are all methods to build your business locally and mainly at no, or very low cost. They are not necessarily all about finding prospects from people you already know, but mostly do involve face to face contact with people.

The next seven strategies are more "remote" methods of prospecting, in that you are attracting 'pre-qualified' people to you, through both local and even national advertising.

There are some costs involved in all of these methods, but for most they shouldn't be too expensive or beyond reach.

The final seven strategies are all free, bar one, and centre on one of my favourite mediums for attracting prospects and customers to your Network Marketing business – the **World Wide Web**.

In many ways, prospecting on the internet is still in its infancy, but it means that it is now **just** as possible to sponsor someone into your business from **America** or **Australia**, as it is from **Aldershot!**

Isn't that just **so** exciting?

What's more... if you do it right, you have the opportunity to build **even stronger** business relationships **online** than you can **offline**. This is because you will attract people that are **more** similar to you - in their goals, mindset, values and aspirations.

20 Proven Strategies to Sponsor Motivated Prospects....

Whichever of these proven strategies you use to attract customers and prospects to your Network Marketing business, you should already know that you are in the **numbers business**.

It is not your job to sell, persuade or convince..... but simply to **PRESENT** your opportunity.

Once you truly understand this and have **confidence** in this wonderful opportunity that you have to offer people – you will then start to relax and have fun with it.

Isn't that **really** what life should be about?

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the life you WANT to live**

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1. Talking to Friends, Family and Acquaintances

This is almost certainly where your sponsor and up-line will encourage you to begin, when you start prospecting for your new business.

“Write your list”..... “Who do you want to join you in your new business?”..... “Select your board of directors”.....

They will be able to help by working through your contact list with you and suggesting the best ways to approach people.



The majority of leaders will take part in **3 Way Calls** and do most of the presentation for you when you are first getting started. Your only job is to **‘INVITE’**.

Many people will be very confident using this approach straight off. They will follow their upline’s directions to the letter, and probably get off to a fantastic start.

But equally as many people will **not** feel confident in talking to their friends and family so early in the development of their new business – or they genuinely may not have many close people they can talk to.

In another e-book that I have written, “[How to Make It BIG in Network Marketing Without Losing Your Friends](#)” – which you can grab from the link - I talk about this whole topic in much more detail.

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