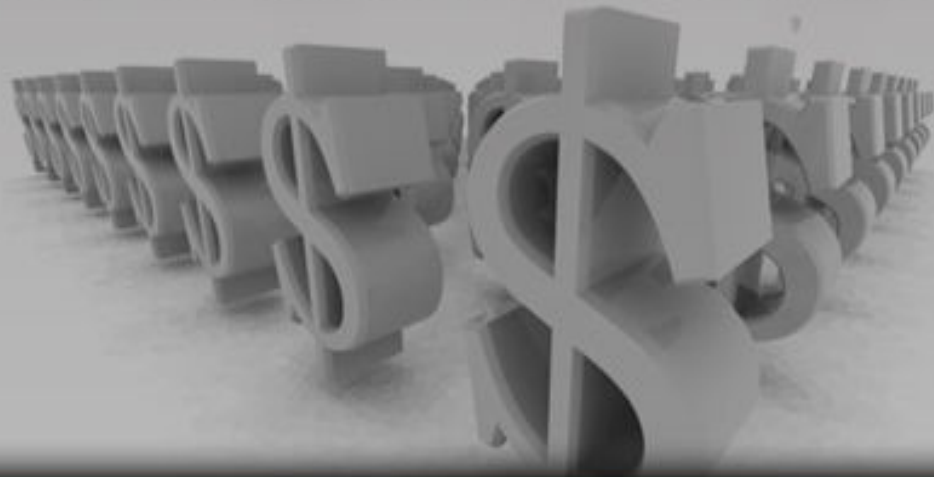


# 7 PROSPECTING SECRETS

FIND PEOPLE TO TALK TO—  
TALK TO THE PEOPLE YOU FIND....



**MICHAEL S. CLOUSE**

# **Seven Prospecting Secrets™**

## **Finding people to talk to— Talking to the people you find.**

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# Table of Contents

|   |    |
|---|----|
| Preface: The Story Behind <i>Seven Prospecting Secrets</i> .....  | 4  |
| The First Secret: <i>Ask Six People For Help</i> .....  | 6  |
| The Second Secret: <i>Are You Open To Any Offers?</i> .....   | 8  |
| The Third Secret: <i>Attending Trade Shows</i> .....  | 10 |
| The Fourth Secret: <i>Attending Business Events</i> .....   | 14 |
| The Fifth Secret: <i>Executive Recruiting</i> .....   | 17 |
| The Sixth Secret: <i>Your Approach Market</i> .....   | 21 |
| The Seventh Secret: <i>Prospecting Is A Game</i> .....  | 24 |
| About the Author: Michael S. Clouse.....  | 28 |
| MLM Success Store: <a href="http://www.nexera.com/mlm-tools-online">www.nexera.com/mlm-tools-online</a> |    |
| <i>The Fifth Principle</i> .....  | 29 |
| <i>Future Choice</i> .....  | 30 |
| <i>Learning The Business</i> .....  | 31 |
| <i>Getting Started Pack</i> .....   | 32 |
| <i>Total Success Pack</i> .....   | 33 |
| <i>Ultimate Success Pack</i> .....  | 34 |

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# The Story Behind *Seven Prospecting Secrets*

What if it's true? What if there really were a series of simple, easily teachable, and very duplicatable techniques you could learn to quickly build your Network Marketing Empire? A well-defined system so powerful, that if applied, it would literally provide a never-ending source of new prospects... What would knowledge of that magnitude be worth to you? What would it be worth to your growing organization? What would it be worth to your ever-fattening bank account?

Probably like you, I too was sponsored into our profession by someone who knew very little about the "how-to" aspects of actually building a business, and was told from inception that if my "Why" was strong enough, I would figure out the "How." And so I continued searching, hoping to discover a method of somehow building this "thing" I had gotten myself into.

I read all the books, listened daily to audiotapes and CDs, and mentally absorbed every idea shared at the seminars. I became Editor-in-Chief of Upline<sup>®</sup> Journal, interviewed the great ones, and applied into my own business all that I had learned. Odd, but looking back those words given to me by my sponsor, *Michael, if your "Why" is strong enough you will figure out the "How"* turned out to be extraordinarily true.

My first true year in the business (1988) I spent over \$10,000 advertising my opportunity to what can now best be referred to as *an interesting demographic*—those already *in* the business. Why? Because that's what I thought would work. It didn't. Along the way, I learned a new meaning for the word "*Junkie*" and that when the first question you hear from a potential business-builder is "*What kind of compensation plan does your company offer?*" this is most likely not your best prospect.

I did work my warm market—I worked it right into oblivion! When your friends stop taking your calls, you can assume with a reasonable degree of accuracy that your tactics aren't working—at least it's a pretty good guess. Let me just state for the record that if anyone, at anytime, had even suggested that "it" might possibly work—I've no doubt tried "it" and "it" usually didn't... Yet remarkably I stumbled upon a few little known secrets that allowed me to build a strong, vibrant, and rapidly growing Network Marketing business...

What I discovered were simple non-advertising approaches that allowed me—and will allow you—to quickly and affordably build a business in any city with a population of 100,000 or more people. And I have now successfully taught these methods to tens of thousands of distributors around the world. After all, if we're talking about acquiring a set of skills that only a *few* can follow, then very few will be willing to learn them. For maximum duplicatable success, we need to shift our thinking to "*If anyone can, then more people will.*"

Indeed, it has been said that when solving mathematical problems we are best served to reduce our work to its lowest common denominator. And if we are to consider this business as we would a complex equation—reduced to its minimum—it would look like this: *Network Marketing is about finding people to sponsor, sponsoring the people you find, and teaching those you involve how to do the same.* With this in mind, let us now consider *The First Secret*, reduced to its lowest common denominator...

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# The First Secret

## *Ask Six People For Help*

Whether you are 18 or 80, everyone knows six people. The interesting part is that every one of those six people knows six more you've never met. In turn, those six you've never met, each know six more that those six have never met, and on and on it goes until you have connected the entire world—that *six degrees of separation* thing. From the richest man, to the poorest urchin struggling to eke out yet another meal—from the most powerful person, to the lowliest soul on our planet. Six people can indeed completely and totally network mother earth. So if you're looking for slightly less than six billion people to join your company, this secret, if properly applied, will serve you well.

Try this right now. Go grab a sheet of paper, a pen, and jot down six names...that's right, just six. These people can be anyone you know, and this is important, they must be contacts that you've not spoken to about your business. Read over the script below, and become comfortable with the wording, add in your company information, changing the script only slightly if you must. Then pick up the telephone, dial the first number, and using your personalized script, experience the magic of *The First Secret*...

You: Dialing the first number. Ring...ring...ring...

Dave: Hello...

You: Good evening is Dave available?

Dave: This is Dave...

You: Dave, my name is \_\_\_\_\_. I don't know if you remember me, we met last summer at the company picnic down by the lake.

Dave: Sure, I remember.

You: Dave, have I caught you at a time when you can talk for a few minutes?

Dave: Yes, I have a few minutes... What's up?

You: Well, let me tell you why I'm calling Dave, I've recently connected with an international company out of (city, state). It's a (brief industry description) company that (time in business) ago launched the (benefit-driven product description). They're experiencing tremendous growth, and we're helping them expand the business into the (Dave's city) area.

You: Dave, there is some serious money being made here. As a matter of fact, this is the first (company or product benefit statement) that allows the average person to actually profit from the future growth of (top-selling product benefit)!

You: As I mentioned, we're helping them expand the business into the (Dave's city) area... Dave, this may not be for you, but you might know the kind of people we're looking for, and I was hoping you could help me out...

Dave: If I can...

You: Again, this may not be for you, but I'd like you to take a look at some information on our company so that you're familiar with what it is we do. And based on that, I'd like to see if you might be able to recommend a few people who are dissatisfied with their present income or employment situation. Those who would be more than interested in earning a solid five-, to six-figure income on a part-time basis. If you know anyone like that, I'd sure like to talk with them...

Dave: Well, let me think....

You: Well, before you put your reputation on the line and recommend anyone, again, I would like you to get a better feel for what it is we do. I can get some information to you in a number of ways... What would work best for you? (Depending on what your company recommends for a pre-exposure, you may want to offer Dave an opportunity to listen to your five minute prerecorded business or product overview, or ask him to visit a selected portion of your Website, or actually mail him your business information pack. Remember, you need to find out where Dave's interests are before you send anything. After all, if Dave wouldn't get involved, why would he recommend this to a friend?)

This approach works because it eliminates the possibility of personal rejection. Using this script on a good day, almost anyone can go six for six every time. Six calls, six requests for help, and six new exposures to your business. Now the magic is in actually following through and getting them involved, or having them give you six more names to contact—those they believe might be interested. Either way you win! Another six calls, another six requests for help, another six exposures to your business. And on and on it goes!

Using the above script, your six contacts will fall into one of two categories. First, they'll take a look, like what they see, and decide to get involved with you in the business. Second they may become customers and agree to give you referrals. How you follow-up on those referrals is, *The Second Secret...*

# **The Second Secret**

## ***Are You Open To Any Offers?***

Knowing how to contact a referral is one of the least taught areas of our business. And yet it is, without a doubt, one of the most powerful ways to grow your enterprise. With your six referrals in hand, read over the script below. Become comfortable with the wording, add in your own company information, again changing the script only slightly if you must. Then pick up the telephone, dial the first number, and using your personalized script, experience the magic of *The Second Secret*...

You: Dialing the first number. Ring...ring...ring...

Steve: Hello...

You: Good evening is Steve Smith available?

Steve: This is Steve...

You: Steve, my name is \_\_\_\_\_, and although we've never met, we have a mutual acquaintance in (first and last name of the person who gave you the referral). Tell me, have I caught you at a time when you can talk for a few minutes?

Steve: Yes, I have a few minutes....

You: Great. Let me tell you why I'm calling Steve. As I mentioned, we have a mutual acquaintance in Sue Williams. When Sue and I were speaking yesterday I mentioned that my company was expanding into the (Steve's city) area, and asked her if she knew of any sharp people in (Steve's city). Sue immediately mentioned your name as someone I should definitely speak with... Sue spoke very highly of you, and was impressed with your background. She gave me your telephone number, and I promised her I'd give you a call. Steve, I have a simple straightforward question for you... Are you open to any offers?

Steve: Well, I must say that I'm flattered. What kind of business did you say this was?

You: Steve, I'm working with an international company out of (city, state). It's a (brief industry description) company that (time in business) ago launched the (benefit-driven product description). As a matter of fact we've had such tremendous success that we're expanding our business into the (Steve's city) area.

You: Steve, there is some serious money being made here. As a matter of fact, it's the first (company product benefit statement) that allows the average person to actually profit from the future growth of (top selling product benefit)!



You: Again as I mentioned, we're presently expanding our business base into the (Steve's city) area... Steve this may or may not be for you. But based on Sue's recommendation, I'd like you to take a closer look at our company to see if there is a reason for us to talk further.

You: I can get some information to you in a number of ways... What works best for you? (Depending on what your company recommends for a pre-exposure, you may want to offer Dave an opportunity to listen to your five minute prerecorded business or product overview, or ask him to visit a selected portion of your Website, or actually mail him your business information pack. Remember, you need to find out where Dave's interests are before you send anything. After all, if Dave wouldn't get involved, why would he recommend this to a friend?)

Like *The First Secret*, almost anyone can go six for six every time. Six calls, six queries, and six new exposures to your business. Again, the magic is in actually following through and getting them involved, or if they are not interested, having them give you six more names to contact—those they believe might be interested. Either way you win! Another six calls, another six queries or requests for help, another six exposures to your business. And on and on it goes...

Working referrals is one of the best wealth-building techniques you can master in this business. And expanding your referral base, right in your own back yard, is another. How you grow this segment of your Network Marketing Empire is, *The Third Secret*...

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# The Third Secret

## *Attending Trade Shows*

Sadly, it is often the most common story told in our business... It seems Mary was in four different deals (and I'm using that word—"deals"—correctly) before finding the Network Marketing Company of her dreams. The problem is, Mary is trying to put together yet another warm market list—a list of at least 100 people for her to contact—just like her sponsor told her to do.

Warm market indeed! As our fictitious friend stares down at her yellow lined blank sheet of paper, she now understands what it feels like to be an official member of the NFL club—No Friends Left.

Frustrated with the knowledge that she has no one to contact, and with her sights set on success, Mary heads straight towards a cold cruel market consisting of expensive advertising, endless cold calls and worst of all, those dreaded opportunity seekers e-mail lists.

With no degree in marketing, zero background in advertising, and without even studying Brian Tracy's *The Psychology of Selling*, our friend Mary is doomed to fail. And the saddest part is she will probably blame her downfall on our industry, her new company, or a lack of upline support.

But what if there were a better way? Well, there is...

Years ago I discovered a *great* way to create a never-ending source of new prospects while I was attempting to reserve a booth at a local trade show. Unfortunately, I was a little late and the show had already sold out. Interested in learning all I could I decided to go anyway, do a little research, and determine if the next event would prove a profitable possibility for the future growth of my business.

My goal was simple: Randomly enter each booth, ask to speak with the person in charge, and start the conversation off letting them know I had tried to reserve space in the show, but I was too late. Next I would ask them about the show: Was this the first time they had exhibited here? Were the attendees just looking or were they buying?

Then it hit me: What if, after some light conversation and a little general rapport-building, I asked this question: "Do you think my company would do well at a show like this?" "I don't know," would come their seemingly scripted reply, followed by an apparently pre-programmed, "What does your company do?"

Got 'em! Hook, line and sinker... This was better than having a booth—and cheaper, too! Twenty-seven great leads later, I'd perfected the system. And, I might add, it has been working beautifully for years.

Knowing how to work the trade show is one of the best ways of generating new business contacts right in your own backyard. And it is without a doubt one more powerful way to quickly grow your enterprise. Read over the script below. Become comfortable with the wording, add in your own company information, again changing the script only slightly if you must. Then with your sights set on meeting as many new prospects as you possibly can, attend the next trade show in your area. And using your personalized script, experience the magic of *The Third Secret*...

You: I was hoping to speak with the person in charge of this booth.

Peter: How can I help you?

You: Well, I'm in business here in the community and I wanted to reserve space in this show... Apparently I missed the cutoff date and was unable to secure a booth. Now I'm wondering if this was a big mistake. I'm deliberating on whether or not to attend the next trade show. The problem is I'm not sure which event would be best. I was hoping you might be able to offer me some advice.

Peter: I would be happy to help.

You: Great... Tell me, is this the first time you have exhibited here?

Peter: Oh, no, we do this show every year.

You: Really, every year? It must be a good event for your company.

Peter: Most years it has been our best event.

You: Peter, do you use these events to generate leads, or do you actually conduct business here?

Peter: Generate leads mostly... We get the occasional on-the-spot-sale, but primarily we just use the booth for additional company exposure.

You: And have you had success with other trade shows in the area?

Peter: Well, we only do two shows per year. The Business Expo, and the Computer Electronics show at the convention center in the spring. That's a great show for us too.

You: Really... Peter, let me ask you another question. Do you think my company would do well at a show like this?

Peter: I don't know. What does your company do?

You: Well, I'm working with an international company out of (city, state). It's a (brief industry description) company that (time in business) ago launched the (benefit-driven

product description). As a matter of fact we've had such tremendous success that we're expanding our business into this area.

You: Peter, there is some serious money being made here. As a matter of fact, it's the first (company product benefit statement) that allows the average person to actually profit from the future growth of (top-selling product benefit)!

Peter: Really... (Let Peter respond, and then ask him for one of his business cards. Thank him for his time, and move on to another booth. Randomly repeat this process until you have quietly worked the majority of the trade show.)

Now here's the magic... Send Peter a "thank you" note for his time and advice the very same day. Wait two business days, then pick up the telephone and give Peter a call using the following follow-up script.

You: Dialing the first number. Ring...ring...ring...

Company: Thank you for calling the ABC Group, how may I direct your call?

You: Peter Johnson please.

Peter: Peter Johnson

You: Peter, it's \_\_\_\_\_. I don't know if you remember me, but I stopped by your booth at the trade show last Friday. I'm the one who was asking all those questions about which trade shows were best... You recommended the Business Expo, and the Computer Electronics show at the convention center in the spring. Do you remember our conversation?

Peter: Sure, I remember. What can I do for you?

You: Peter, have I caught you at a time when you can talk for a few minutes?

Peter: Yes, I have a few minutes...

You: Good. Let me tell you why I'm calling... First of all, I wanted to take a moment and say "Thank you!" for the time you invested with me on Friday. The information you provided was truly appreciated.

Peter: You're welcome... And thank you—I received your card this morning.

You: Well, I spoke to a number of people on Friday, and I must say I was impressed with the way you handled yourself. Which brings me to the second reason for my call... Peter, I have a simple straightforward question for you... Are you open to any offers?

Peter: Well, I must say that I'm flattered. What kind of offer did you have in mind?

You: Peter, as I mentioned on Friday, I'm working with an international company out of (city, state). It's a (brief industry description) company that (time in business) ago launched the (benefit-driven product description). As a matter of fact, we've had such tremendous success that, like I mentioned, we're expanding our business in the (Peter's city) area.

You: Peter, there is some serious money being made here. As a matter of fact, it's the first (company product benefit statement) that allows the average person to actually profit from the future growth of (top-selling product benefit)!

You: Again as I mentioned, we're presently expanding our business base in the (Peter's city) area... Peter, this may or may not be for you, but based on our conversation, and the manner in which you seem to conduct your business, I'd like you to take a closer look at our company to see if there is a reason for us to talk further.

You: I can get some information to you in a number of ways... What would work best for you? (Depending on what your company recommends for a pre-exposure, you may want to offer Peter an opportunity to listen to your five minute prerecorded business or product overview, or ask him to visit a selected portion of your Website, or actually mail him your business information pack. Remember, you need to find out where Peter's interests are before you send anything. After all, if Peter wouldn't get involved, why would he recommend this to a friend?)

Again like *The First Secret*, almost anyone can go six for six every time. Six calls, six queries, and six new exposures to your business. Now, again, the magic is in actually following through and getting them involved, or if they are not interested, having them give you six more names to contact—those they believe might be interested. Either way you win! Another six calls, another six queries or requests for help, another six exposures to your business. And on and on it goes....

Working trade shows is a two to four times per year lead-generating extravaganza! If you want 25 to 50 more prospects, grab 20 bucks, leave your business cards at home, and check out an appropriate trade show in your area. You'll walk away with all the hot leads you can handle! And if you're looking for a more consistent way of building in your business community, consider mastering, *The Fourth Secret*...

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# The Fourth Secret

## *Attending Business Events*

Like *The Third Secret*, this technique is as simple to learn as it is powerful to use. All you need is a little well-invested time online, and the necessary commitment to consistently explore the prospecting possibilities presently available in your local business community.

If you're interested in a fresh approach to prospecting that will generate four to eight exceptional leads every week, please read on...

Get online and search for the local business “newspaper” in your area. In Seattle it's called, *The Puget Sound Business Journal*. In Denver, *The Denver Business Journal*. Believe me locating yours (web search: *Your City + Business Journal*) is easy to do.

Locate the Events (or calendar) link and see what's happening in your area... Look for business events that interest you, and if possible, are free to attend. Here's just one example:

Discover Your Investment Potential  
Monday, August 20, 201X  
7:00PM to 8:00PM  
A.B.C. Investment Company  
520 Pike Tower, 12<sup>th</sup> Floor Auditorium  
Downtown Seattle—Free Parking Available  
Speakers: Peter Bucks and Steven Riches

Wow! Free parking, a free event, and because they have scheduled it close to the dinner hour, you can bet they will be providing free food! The question is “Who will attend this event?” The answer, “Anyone interested in learning what to do with their money, or how to create wealth, or perhaps how to retire a bit earlier...” Do you see a pattern here? This would be a *great* place to meet people. Confirm you're attending and continue looking for more events that interest you. Plan on attending one or two events every week.

Selecting the events you will be attending is step one. Step two is actually attending. Therefore dress appropriately, arrive 15 minutes early, and choose your seat carefully. You will want to sit in the third or fourth row; two seats in from the aisle. If the event is even modestly successful, you still want the highest degree of certainty someone will be sitting in front of you, in back of you, to the left of you and to the right of you. Your job is to meet those four people, engage them in light conversation, and leave the event with their business cards in hand.

Remember to leave your business cards and your passion for your business at home. Because this technique works best when you simply invest the brief amount of time before and after the event saying hello, engaging in small talk, and then asking for their card. That's it! That is, until we follow-up...

Step three—follow-up! Send those four new contacts a “thank you” note the very same day. Something along the lines of you enjoyed meeting them, hoped they enjoyed the event as much as you did, and that as promised, you are enclosing one of your business cards. Wait two business days, then pick up the telephone and give your first new contact “Jane” a call using the following follow-up script.

You: Dialing the first number. Ring...ring...ring...

Company: Thank you for calling the XYZ Group, how may I direct your call?

You: Jane Sampson, please.

Jane: Jane Sampson

You: Jane, it's \_\_\_\_\_. I don't know if you remember me. I'm the one who sat next to you at the investment seminar on Monday... Do you remember meeting me?

Jane: Sure, I remember. What can I do for you?

You: Jane, have I caught you at a time when you can talk for a few minutes?

Jane: Yes, I have a few minutes...

You: Good. Let me tell you why I'm calling... First of all, I wanted to take a moment and say how nice it was to have met you on Monday.

Jane: Why thank you—and thank you for sending me one of your business cards.

You: Well, I spoke to a number of people on Friday, and I must say I was impressed with the way you handled yourself. Which brings me to the second reason for my call... Jane, I have a simple straightforward question for you... Are you open to any offers?

Jane: Well, I must say that I'm flattered. What kind of offer did you have in mind?

You: Jane, I'm working with an international company out of (city, state). It's a (brief industry description) company that (time in business) ago launched the (benefit-driven product description). As a matter of fact, we've had such tremendous success that, like I mentioned, we're expanding our business in the (Jane's city) area.

You: Jane, there is some serious money being made here. As a matter of fact, it's the first (company product benefit statement) that allows the average person to actually profit from the future growth of (top-selling product benefit)!

You: As I mentioned, we're presently expanding our business base in the (Jane's city) area... Jane, this may or may not be for you, but based on our conversation, and the manner in which you seem to conduct yourself, I'd like you to take a closer look at our company to see if there is a reason for us to talk further.

You: I can get some information to you in a number of ways... What would work best for you? (Depending on what your company recommends for a pre-exposure, you may want to offer Jane an opportunity to listen to your five minute prerecorded business or product overview, or ask her to visit a selected portion of your Website, or actually mail her your business information pack. Remember, you need to find out where Jane's interests are before you send anything. After all, if Jane wouldn't get involved, why would she recommend this to a friend?)

Again like *The First Secret*, almost anyone can go, in this case, four for four every time. Four calls, four queries, and four new exposures to your business. Now again, the magic is in actually following through and getting them involved, or if they are not interested, having them give you six more names to contact—those they believe might be interested. Either way you win! Another six calls, another six queries or requests for help, another six exposures to your business. And on and on it goes....

Attending business events is an ongoing four-new-prospects-per-outing, lead-generating machine. So if you want more prospects, get online and locate your local business journal and, remembering to leave your business cards at home, check out a few appropriate events in your area. You'll walk away with four (or more) hot leads almost every time! And if you're looking for an even more aggressive way to conquer your marketplace, consider mastering, *The Fifth Secret*...

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# The Fifth Secret

## *Executive Recruiting*

**WARNING:** Due to the “Cold Calling Rules” and the “National Do Not Call List,” before using *The Fifth Secret*, you must thoroughly understand who you can *legally* call in your community—usually business contacts. For more information visit the “More Information” link at [www.donotcall.gov](http://www.donotcall.gov).

Executive recruiting is for those who would like to carve out, and then prospect a selected group of potential business people, right in their own back yard—say somewhere between 250 and 500 potential candidates. Executive recruiting can be very rewarding if done correctly. The process itself is simple. However, I must warn you this technique is *not* for everyone. In order to achieve the success you desire using *The Fifth Secret*, you must first possess a very outgoing personality, *and* a strong commitment to follow-up.

When using the executive recruiting system, you will simply leave a scripted message on your prospect’s voicemail—hopefully when they’re *not* in the office. If you actually reach someone “live” during this process, simply apologize, hang up, and call the next telephone number on your list. At this point in the process, you are *not* to speak with anyone! Your goal is to see how many messages you can leave on your prospect’s voicemail; and in turn, how many prospects you can get to return your call. And to only follow-up with those who do...

First, you will need virtual voicemail to handle all your return calls. If your company offers an 800 number voicemail system, perfect. If not, this service is offered by companies like *eVoice*, *American Voice Mail*, or *RingCentral* as well as many others.

Second, record a professional outgoing message such as, “You’ve reached the office of Sue Thompson. I’m sorry I can’t take your call right now. I’m either on another line or have stepped away from my desk. Please leave your name, telephone number, and a brief message, and I will return your call as soon as possible.”

Third, decide on which group of potential business people in your community you would like to contact. Your first choice may be to call people right out of the local yellow pages. However, if you can, using a membership directory such as the Chamber of Commerce, Rotary Club, or Business-to-Business Directory is much more effective, because you can ask for the “A.B.C. Company” Sales Manager by name.

Fourth, when leaving your messages, make sure you keep your voice controlled and professional; and remember to complete at least 25 calls per session in order to receive your best return call average.

With your names and telephone numbers now in hand, read over the script below. Become comfortable with the wording, add in your own company information, again changing the script only slightly if you must. Then pick up the telephone, dial the first number, and using your personalized script, experience the excellence of *The Fifth Secret*...

“Hello Mr. Johnson, my name is Sue Thompson and I’m an Executive Recruiter in the (your company’s industry) representing (name of your company). I’m calling because the company I represent is expanding here in the (your city and state) area, and I would like to speak with you personally about that expansion. My telephone number is 800.765.4321. And if I’m unavailable when you call, please leave a daytime number along with the most convenient time for me to reach you. I’ll look forward to speaking with you. Goodbye.”

Now depending on the area you select, the tone of your voice, and the company you represent, expect to get five to fifteen return calls on your voicemail. The best part is, the people who call you back are either looking for a career change, or just curious about how you acquired their name. By the way, they *will* ask, “Where did you get my name?” and when they do, simply respond with the truth: “I located you through the (Chamber, Rotary, Business-to-Business Directory, etc.). All you really need to accomplish here is to satisfy their curiosity and then move on...”

Next you will need to call back those who left a message on your voicemail. The purpose of your return call is not to discuss the business, or to really interview them; it is to create interest going forward in order to advance your prospect to the next step—in this case “The Luncheon Appointment.” When returning your calls, go through the following five step process:

1. Introduce yourself
2. Obtain information
3. Build rapport
4. Go through your script
5. Set up a time for your next meeting

Remember to stay in control of the conversation at all times by qualifying your prospect as follows:

You: Hello Mr. Johnson, this is Sue Thompson. I appreciate you returning my call. Is now a good time for us to talk for a few minutes?

Mr. Johnson: Sure, now is a good time... But I was wondering, how did you get my name?

You: Oh... I located you through the (Chamber, Rotary, Business-to-Business Directory, etc.).

Mr. Johnson: Okay...

You: Mr. Johnson, I would like to ask you a few questions about yourself, and then I would like to tell you a little more about our company's expansion, and what this might mean to you. Fair enough?

Mr. Johnson: Sounds reasonable.

You: Mr. Johnson, what is your position with your current company?

Mr. Johnson: I'm in management.

You: And how long have you been with them?

Mr. Johnson: About ten years now...

You: Tell me, what would you say are some of your strengths?

Mr. Johnson: Well... (let them talk here).

You: And what do you enjoy most about what you do?

Mr. Johnson: Well... (again let your prospect share as much as they would like while you listen quietly).

You: Are you currently looking for an increase in your income?

Mr. Johnson: Aren't we all? I mean, I suppose that would depend on the position.

You: Thank you for answering my questions. Mr. Johnson I don't have time right now to go into *all* the details, but let me give you a brief overview of our company, and what we're looking for... As I stated earlier, I'm a national recruiter for (your company's name). Are you familiar with us?

Mr. Johnson: No. I can't say that I am...

You: We are an international distribution and marketing company. We provide (your best product), along with a broad base of products, goods and services such as (fill in the blank) to the North American marketplace.

We are currently looking for five key individuals that can help us recruit, train and run an international sales organization. Mr. Johnson, you appear to have some of the necessary credentials... Does this sound like something that might interest you?

Mr. Johnson: It sounds interesting, but I would need to know more about the business and a little more about what I would be doing.

You: I agree... Mr. Johnson, in order to provide this information we are hosting an Executive Luncheon this Friday at 11:45AM. We will be serving lunch and providing a 45 minute overview on our company along with all the details regarding compensation. I think you would be impressed with what we will be sharing, and I would like to invite you to attend. Do you have a pen and paper available to write down the details?

Mr. Johnson: This Friday at 11:45AM... Yes, I would like to learn a little more about this.

You: Wonderful. (provide the necessary details) I'll look forward to meeting you on Friday.

Remember to confirm your appointment the day before the event. When you call, ask the receptionist to leave Mr. Johnson this message: "I am confirming my lunch appointment with Mr. Johnson on Friday at 11:45AM...and I am looking forward to meeting him."

Now if for some reason Mr. Johnson doesn't show up for the appointment, reschedule as follows:

Hello Mr. Johnson, this is (your name) with (your company). Do you have a minute? We had a confirmed meeting at 11:45AM Friday and we missed you. I wanted to call and let you know that I am still interested in meeting with you... I realize something must have come up at the last minute. Mr. Johnson, if you are still interested in learning more about our company, I'm calling to reschedule our meeting. We could see you on (new date and time) or would (alternate date and time) work better for you?

Executive recruiting works. And all the leads, as well as the telephone calls, are free! Again, if you consider your personality to be a bit on the aggressive side, give it a try. On the other hand, if you're looking for a simple prescription for finding great people to talk to—whenever you find yourself around new people—*The Sixth Secret* may be just what the doctor ordered...

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# The Sixth Secret

## *Your Approach Market*

Regardless of the prospecting processes you now have in place, every distributor in every city in the world should be tapping into the vast potential of their local community on a daily basis. Why? Well, the citizens you meet at the drycleaner, grocery store, and laundry mat—aren't most of these people potential prospects for your product? And what about the individuals you see at your corner coffee house, family restaurant, and neighborhood shopping mall—aren't many of these people potential prospects for your business too? Of course they are...

So if you're ready to learn how to easily and affordably take advantage of this huge, ever-changing pool of new people to talk to, please read on... Because by utilizing *The Sixth Secret*, you can easily create a daily method of operation that almost anyone can duplicate...

Now this technique does require a little preplanning... First, acquire your company's best CD or DVD—product, business, or both; whatever offering or message you're looking to get into the marketplace—along with a simple brochure that complements the CD or DVD presentation. Second, make sure you place a label on each CD or DVD and brochure, including your name, contact number, along with your Website address if at all possible. Something simple like this will work just fine:

Mary Johnson  
206.364.1890  
mycompany.com/mjohnson

Also, it's a good idea to include your company approved business card in the business pack as well. Third, take the CD or DVD (with your label applied) and wrap the brochure (with your label applied here too) around it, insert your business card, and then secure everything with a #32 rubber band. To save a little money, and obtain maximum results, order a sufficient supply of these tools—CDs or DVDs, brochures, business cards, and #32 rubber bands—enough to pass out two business packs a day, five days a week. Therefore a three month supply might look something like this: 120 CDs or DVDs, 120 brochures, 500 business cards, 250 labels, and enough #32 rubber bands to do the trick.

Using *The Sixth Secret* is one of the easiest to do because it simply allows you to place a business pack into the hands of someone you meet—your potential new prospect—while you're out and about in everyday life. Best of all, the number of contacts you and a small team can make using this simple approach can really be extraordinary!

If you will teach this simple daily method of operation to all those on your team, your business will certainly grow... After all if you, along with a small group of just 30

distributors, were to expose two people a day, five days a week—that would create 62 exposures a day; 310 exposures a week; 1,240 every month; 14,880 exposures in a year! So make sure you have the most current business packs available, and enough on hand to complete the task!

And remember when working your approach market, you are the messenger. The business pack is the message. Therefore, only focus on what you can control—getting the business pack into the hands of your potential new prospect. Because prospecting two people a day can bring freedom your way!

So whom should you approach, and what should you say? Well, when you leave home each day just bring two business packs with you. Then as you go about your day, look for people you feel might be interested in what you're offering... It's that simple. When you meet someone at the drycleaner, grocery store, laundry mat, corner coffee house, family restaurant, neighborhood shopping mall, or anyplace you happen to be, simply find a way to say hello, and begin a short conversation... Here are a few examples:

Look for sharp people (compliment them) and ask “Do you know anyone who would like to earn an extra \$500 – \$1,000 a month?” When they express an interest, or ask “Doing what?” hand them your business pack, ask for their business card; and follow-up using *The Third Secret*.

To a business owner: “I’m a recruiter in the \_\_\_\_\_ industry... (compliment them) Tell me, are you keeping your *business* options open?” When they express an interest, hand them your business pack, ask for their business card; and follow-up using *The Third Secret*.

To someone who gives you good service: “I’m a recruiter in the \_\_\_\_\_ industry... (compliment them) Tell me, are you keeping your *career* options open?” When they express an interest, hand them your business pack, ask for their business card; then follow-up using *The Third Secret*.

When asked, “What company do you represent?” or “What do you do for a living?” respond with: “I’m working with an international company out of (city, state). It’s a (brief industry description) company that (time in business) ago launched the (benefit-driven product description). We’ve had such tremendous success that we’re expanding our business into the (your city) area. There is some serious money being made here. As a matter of fact, it’s the first (company product benefit statement) that allows the average person to actually profit from the future growth of (top-selling product benefit)!” Then hand them your business pack, ask for their business card; and follow-up using *The Third Secret*.

When you expose two people a day remember to be *yourself* (the messenger) and let the message (your business pack) take care of *itself*. Your objective here is to simply bring the information to the people, follow-up using *The Third Secret*, and help those who are interested to the next presentation.

*The Sixth Secret* is truly as powerful as it is unique. And as you get better, it will indeed produce a nice supply of great prospects—right in your own backyard. And regardless of which of the before mentioned prospecting methods are best for your business, *The Seventh Secret* is the key to making all your dreams come true...

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# The Seventh Secret

## *Prospecting Is A Game*

We all want to succeed in Network Marketing, and most of us realize that those who consistently take action will get there over time. Indeed, consistent prospecting is critical to winning this game. Therefore, *The Seventh Secret* is, in and of itself, the procedures you must follow to stay on track long enough to achieve all your dreams. Now before we set up your winning game plan, we first need to talk about your goals—primarily the difference between your *productivity* and *activity* goals.

By definition, *productivity* goals are goals that might include the rank you desire to achieve by a certain date, the number of distributors you want to enroll, or the income you plan to earn. On the other hand, *activity* goals would include the number of calls you're going to make, the number of presentations you're going to give, or the number of meetings you're willing to attend.

The fundamental difference is this: While it's true you have *some* control over your *productivity* goals; you have *much more* control over your *activity* goals. The problem is, most distributors only set *productivity* goals, and when these don't materialize as planned, they tend to become frustrated and quit the business.

The irony is to effectively set up your winning game plan, you must first decide what your *productivity* goals should be... And once they have been committed to in writing, you must then backtrack to determine what action steps need be taken to achieve your desired end result. Only then can you correctly set your *activity* goals in motion, and focus on what you can control accordingly.

To better illustrate this point, let's follow a hypothetical scenario for a typical distributor we'll call Gail. Already an Executive with her company, Gail has decided she wants to become a Bronze Executive by the next business conference now just 120 days away.

Gail has set her sights on achieving this *productivity* goal, and already has plans for the increase in income that will accompany her promotion. But there's a BIG problem... You see if Gail sets her sights on Bronze Executive as her *productivity* goal, she will most likely miss the mark, and her promotion. Why? Because rarely does anything in life go as planned. Due to circumstances beyond her control, something will inevitably occur to prevent Gail from reaching her *productivity* goal. In fact, one thing I've learned over and over again in our profession is the best way to miss your goals is to actually *aim* for them!

To realistically expect to obtain the rank of Bronze Executive, Gail must increase her *activity* goal by about 20 percent. She must aim for the next promotion above Bronze Executive. In this case the title of Silver Executive. With that in mind, let's walk through



the math, and see if Gail's goal is achievable. If it is, we'll then need to backtrack in order to set her *activity* goals for the next 120 days.

According to her company's compensation plan, to obtain the rank of Silver Executive, Gail's business must generate \$20,000 in volume in a single calendar month. And to be conservative, for purposes of this exercise, we'll consider that volume is coming from new starts only—distributors beginning their businesses over the next 120 days.

Now it's impossible to predict with pinpoint accuracy how much volume each new distributor will generate. Therefore, we're going to simply decide that each new start is worth \$100 in volume. So, in order to generate \$20,000 at \$100 each, Gail's organization will need to collectively enroll 200 new distributors in the fourth month of her 120 day game plan. Is Gail's *productivity* goal reasonable? Can she accomplish all the *activity* necessary in the next 120 days? Let's take a look...

Let's say it's January, and Gail has four full months to hit her target. Let's further assume that with the handful of business-builders Gail already has (remember she's already an Executive), her organization will double every month. It may in reality do better or worse, but for sake of conversation we'll agree that Gail's goal is to double her business every month. If Gail needs 200 new starts in April, she'll need 100 in March, 50 in February, 25 in January, and would need to begin with about 12 active distributors. In this case Gail already has a group of 18, with 8 semi-serious business-builders on her team.

Our friend Gail must be aware, especially if she's just starting to build, that this may seem like agonizingly slow growth at first. If you've ever actually charted your own progress, you know that the growth curve can be relatively flat for several weeks, or even months. Just hang in there, because that curve can also—with the right company, products, and team—become a near vertical line as the power of duplication begins its awesome course.

Now, Gail will also need to decide how many distributors she will personally enroll over the next 120 days. Again, let's agree on 16, or one per week on average. And remember, it doesn't take a rocket scientist to realize with this type of compound growth, that five new starts in January are significantly more important than five starts in March. Therefore, Gail will want to enroll as many as she can, as fast as she can. For our *activity* planning, we'll set her *productivity* goal at four new starts per month. Next we need to determine Gail's ratio...

If you have ever watched the game of professional baseball, you are aware that a player whose batting average is .350 may earn ten times more money than a player who bats .250. Fascinating, because mathematically that's only about one additional hit for every 10 at bats! In baseball, and in your Network Marketing business, if you can work your ratio to .300 or better, you're destined to become one of the superstars. The problem is, unlike baseball, in this business only the top performers seem to track their ratios—from this day forward, make sure you're tracking your results too!

Keep track—on a yellow sticky pad, smart phone, or some other recording device—of the number of contacts you make monthly. At the end of each month simply tally them up, and divide that number by your new starts. Carry those numbers forward into the following month, repeat the process, and over time you will determine your “contacts to new distributors” batting average—your ratio! And what about Gail? Let’s say Gail is batting about .150, a 15 percent ratio. Since Gail wants to enroll four new distributors per month, she needs to expose at least 27 new prospects every month.

Let’s review... Once you have determined your *productivity* goal, realize you’ve got to take it up a notch. Then backtrack, do the math, and determine the step-by-step *activity* necessary to accomplish your primary objective. And in many cases you will need to make some assumptions based on the best information you have available—so do the best you can. If you have historical data to pinpoint your ratio, great. If not, like Gail you can use the figure of 15 percent to start.

Example: Bronze Executive between January and April. Goal increased to Silver Executive.

1. Your productivity goal now increased by 20 percent:

- Silver Executive: \$20,000
- Number of New Starts: 200
- New Start Volume: \$100
- Personal Ratio: 15 percent
- Personal New Starts: 16
- Number of Personal Contacts: 107

2. New Starts needed within the entire organization:

- 8 Business-builders
- 25 New starts in January
- 50 New starts in February
- 100 New starts in March
- 200 New starts in April x \$100 = \$20,000

3. Your productivity goal for new starts set at 16.

4. Using a ratio of 15 percent, contact 107 new people!

- 50 New contacts in January
- 30 New contacts in February
- 20 New contacts in March
- 7 New contacts in April

5. Focus your attention on the things you can control—YOUR ACTIVITY!

If Gail will focus on her activity over the next 120 days, and expose the business to 107 new prospects, based upon a 15 percent ratio of contacts to new starts, Gail will reach her personal goal. Furthermore, if she takes inventory of her existing team, and teaches

those who are serious about building their businesses this same process, Gail may even make her organizational goal—Silver Executive; which by the way was not her real goal at all! Remember Bronze Executive was Gail's original 120 day *activity* goal. We simply increased it by 20 percent, worked the numbers backwards based upon a 15 percent ratio, and sent Gail to work.

And now it's your turn to succeed...

It has taken over a decade of learning to perfect, and deliver to you *Seven Prospecting Secrets*. Take the information, learn it, share it with those on your team, and build for yourself, as well as all those you love, a life of magnificence!

All the best,

MSC

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Michael S. Clouse  
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<http://www.nexera.com>  
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# REQUEST MICHAEL LIVE

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If you schedule your team's conference calls, or live training events, and would like to request Michael S. Clouse as your keynote speaker, please visit [www.nexera.com/msc](http://www.nexera.com/msc).

**Michael S. Clouse** has authored over 50 published articles, along with several books, videos, and CD training programs on the subject of Network Marketing. Certified as a Network Marketing Professional by the University of Illinois at Chicago, Michael is recognized as one of The Top 25 Network Marketing Trainers in the world today. With a background that includes over 25 years experience in direct sales, MLM systems development, and team psychology, Michael is a sought-after business consultant, personal coach, and a dynamic keynote speaker. His weekly newsletter is read by tens of thousands of Network Marketing Professionals around the world.

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*"The Fifth Principle is a short, easy to read, and extremely effective book that you should get into the hands of every new distributor. In Network Marketing we all try to teach our teams how to build successful businesses, and now The Fifth Principle shows us a brilliant way to duplicate even faster. Do yourself, your business, and your bank account a favor—buy a case or two or three." —Orjan Saele, The #1 income earner in Scandinavia.*

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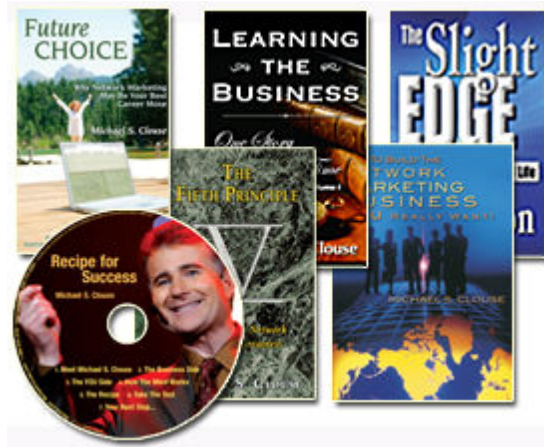
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*“The Slight Edge is the best personal development book I've ever read.”*

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