

STEP-BY-STEP SOCIAL PROSPECTING GUIDE for Network Marketers

Think about this: depending on your business, it might only take 3 or 4 of your new distributors doing this process consistently, then teaching their 3 or 4 new partners to do this consistently... In the course of a couple months that can turn in to thousands and thousands of people in your organization, doing nothing more than this.

- 1.) In Facebook, search any topic (preferably self-improvement niche), pick a popular profile or page, and find someone who commented on any post.
- 2.) Like their comment and send them a friend request.
- 3.) Send them a direct message that is relevant to their comment or the post they commented on (message should end with a question).
- 4.) Have a sincere conversation with them, with no agenda.

Ask them about them. Get to know them. Be friendly. Just decide that this person is interesting, that you care about them, that they just might be one of the best friends you ever had in your life, if you just get to know that. Forget about business for the time being. Just have a conversation (This might be 2 minutes or 2 weeks, depending on the speed of response and the course of the conversation). Again, the conversation has NOTHING to do with you selling, with you pitching your business, with making money... *NOTHING*. Just talk to them the same as you would if you met while sitting next to them as you were both waiting for a hair-cut.

- 5.) After some rapport exists, ask them, **“Hey could I ask you for a huge personal favor?”**

(They will ALWAYS say something like, “Okay...” or “That depends on what is..”, etc. Anything other than “No” and you’re good.

- 6.) Ask them, **“Who do you know who might want to make a change in their life?”**

They are probably going to say something like, “What do you mean?” or “Like how?” or “What kind of change,” etc.

If they need clarification, clarify it for them: **“I mean, who do you know who might be dissatisfied or unhappy with their current situation in life?”** Again, they are either going to continue to ask for clarification (“I don’t get it. What are you really asking?” etc.) or they are going to ask what it is, or how. So you’ll ask #8 and they’ll say something like, “By doing what?” or “How?”

7.) Ask them **“Why? Are you interested in making a change?”**

Usually they will say something like, “Depends what it is,” or “Like what?”. Many of them have never even looked at this possibility before.

YOU ARE NOT PITCHING THEM OR SELLING THEM ANYTHING RIGHT NOW. YOU ARE ONLY TRYING TO GAUGE WHETHER THEY HAVE A LEVEL OF AWARENESS WHICH ALLOWS THEM TO REALIZE THAT THEY COULD HAVE A BETTER LIFE. THAT IS ALL YOU ARE DOING. YOU ARE NOT YET TO THE POINT WHERE YOU EVEN HAVE A PERSON WHO IS QUALIFIED TO OFFER THEM ANYTHING. THAT ASPECT OF WHAT YOU DO IS NOT IN PLAY AT ALL YET, AT THIS POINT.

8.) Ask them to tell you about what they would like to see change in their life.

For example, **“Well, what would you most like to change about your life?”** or, **“Did you have something in particular you thought you’d like to change when I asked you that?”**

At this point they are either going to spill their guts and tell you all about the crap they don’t like in their life, or they are going to go “on guard” and press you for info like, “What is it? What are you trying to get from me? What are you selling something?”, etc.

If they are pressing you like that, and they are not yet willing to talk openly with you it means one of two things: Either you didn’t have enough rapport established beforehand and they don’t trust you enough, or... you worded something in a way that came across like you were interested in the conversation for YOUR benefit, not theirs.

But if they are pressing you, you can just say, **“Well, I’m working with this guy (lady/girl/group) who’s expanding his business and I’m helping him, and we’re looking for some good people who want to make a change in their lives. Do you know anyone like that?”**

At this point, they are either going to:

- Point you to someone else
- Tell you that they *themselves* are looking to make a change
- Or they will tell you “No”.

If they say, “no”, that means you’re done. Just tell them, **“Okay, cool. No problem. I was just curious and thought I’d ask. If you happen to bump into anyone like that be sure to tell them to contact me, okay? “**

9.) If they say that they *themselves* would be looking to make a change, ask

them what it is they are looking to improve.

For example, the response might be, **“Okay. What exactly is it that you would like to improve?”** or, **“Anything in particular you’d like to see change?”** (Or any variation that fits. This is not a word-game. It’s asking the question that is appropriate.) You just want them to tell you about their situation. This could take a bit of time or it could be fast.

If you want to completely and utterly master this part of the process, really digging in and getting that person to tell you exactly what their pain is, and how to fully handle all the considerations they will have that will prevent them from taking action in the direction which will handle that aspect of their life, I’d suggest that you get inside the [Recruiting Masterclass HERE](#). I cover this in full detail inside.

Otherwise...

10.) Once they’ve told you what it is they’d like to change, send them to whatever you’re going to send them to.

That could be a short video, a live Hangout, a 3-way call with your up-line, etc. It would go something like this: **“I understand. Well, I think we could help you with that. It may or may not be for you. That’s really for you to decide. But I’d like to shoot you a link to a short video right now, so you can have a brief overview, so you have some idea of what we do and whether it might be for you. Then if you’re willing to learn exactly how it works, I’ll (whatever you’re going to do... introduce them to your up-line, invite them to a live Hangout, get them the full info, etc.). Would that be alright with you?”**

Button down a time when they can look at it and get back to them after that time period. For example, **“Would you be able to look at now? If so, I’ll get back with you in (15 minutes/18 minutes... whatever the length of the video is).”** If they say they can’t watch it now because of ____, tell them, **“That’s totally fine. I’ll check in on you tomorrow at (whatever time today you started chatting with them). Cool?”**

If that is not cool with them, you are done. You do not chase them. You do not present another time. If they give you another time, you can note it down and agree to it. Otherwise, move on to another person. This is numbers game.

11.) After that time has elapsed, hit them up on the chat again and just write something like, **“Hey ____, are you here?”** If they affirm that they are there ask them, **“So what did you like most about that (video/info/etc.)?”**

If they say they didn’t like it, you’re done. If they say they. “liked _____,” acknowledge

them...

12.) Then get them to more info... *whatever* that is.

For some of you that will connecting with with your mentor. For others that will be sending them to a full rundown of your program. For others that will be inviting them to attend a live Hangout or a Zoom hangout or a telephone conference call, or just have them call you if you are comfortable on the phone. Again, the [Recruiting Masterclass](#) will prepare you for handling the phone conversation, if you want to do that.

That might go like this, **“Very cool. So what I’d like to do now, if you’re willing, is (whatever you want them to do next). Would that be okay?”**

Depending on what your program is, how many products you have, how in-depth your website is, how long the Hangout is, etc. it can take varying amounts of time for them to get through it to their satisfaction. They may have questions. Answer the ones you can. Refer them to the videos or other resources that answer the ones you can’t, or which will take too long for you to answer. At this point it’s really on them. If they are not interested enough at this point it doesn’t do much good to chase them. They will see event invites that you post in FB if they have confirmed your friend request. You can always come back later and invite them to things. You can always ask them if you can add them to your email list so they will see updates about it as they come out, etc.

The idea here is not to pressure them, to sell them, to “bug” or “prod” them. You’re just having a conversation and then when it’s clear that you’re friendly together, you ask them for a favor and go from there. It’s light. It’s fun. It’s easy. It’s relaxed. Don’t worry about “making sales”. You have to make contacts and develop rapport before anything else will happen.

Contact, contact, contact, contact, contact... response comes in... converse... converse... (waiting for next response)... Contact, contact, contact, contact, response comes in... converse... Contact, contact... Get it?

Notice that each step of the way it is *THEIR* decision. You are working with *their* willingness. If they aren’t willing at every step of the way, there is nothing under the Sun, Moon and stars you are going to do that is going to get them into your business.

You are ONLY interested in putting people into your business who are WILLING. This isn’t selling vacuum cleaners, where you can “box someone in” with trick sales questions. You are looking for business partners. People don’t start businesses because they are pressured into it. They start because they want to make a change in their life and they see that there is a good vehicle to do that, that fits them. If they are not willing to communicate with you, they are never going to be willing to do these steps themselves.

If you stick to this process there will be no “rejection” ever, because you’re never offering

them anything unless they've already agreed and qualified themselves for the offer. The only way you can experience rejection doing this is if you are not doing it properly.

If you are getting hostility and people getting irritated with you it is because you are not doing it properly, you are failing to get rapport established, or you are failing to acknowledge them, or you are trying to push something past what they are willing to do at that moment.

You ask for willingness, and only if they are willing do you proceed.

Again, it is a numbers game. The more people you contact, the more conversations you have, the more ears and eyes you'll get on your program/offer.

This will not work if you contact one person per week, or even 3 people per day. You have to get the numbers in. This is why I'm giving you the process. The process should be ingrained into your mind so well that you don't even have to think about the next step.

The good news is, since you are using a chat/message function for most of this, you don't even have to spend any time memorizing or drilling before you start. You can just start and follow the process. After the first day or two you won't even have to think about it any more.

Get the numbers in. Contact 100 to 200 people per day and just run them through the process, just as you would if this were a job. You'd show up, you clock in, you'd sit down and you'd just do the job until it was time to clock-out. That is exactly what you should be doing here, with your business. Set a schedule. Adhere to it.

If you just stay on schedule and work the process, AND you pay the process forward and get your new team members doing the same thing, your organization can explode in size. The only place it breaks down is in people not doing it. Anyone can do this. Your Grandma can do this. 10Th-grade drop-outs can do this. It is simple and duplicable.

And don't forget to have fun while you're at it! Any anxiety or "worry" you feel about starting this will be gone in about the first 30 minutes if you just get into it. From there, it will become real to you how simple and easy and light this is. And you'll begin to realize that if you just keep running this process, not only will you get better and better at it and you'll develop skills with putting your own personality into the steps, but you'll realize that just doing this can take you to ridiculous levels of income in any network marketing business model, especially if you get your teams doing it.

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