

WHERE TO FIND PEOPLE

1. IN HOME PROSPECTING:

Dear friend letter to everyone who knows you

Why use the “traditional” method of calling everyone you know to either invite to a “meeting” or to make an appointment to show them something you’ve just found and risk their rejection? Instead, send them a well-written, friendly letter announcing your new business and request they refer any potential prospects to you for follow-up.

This is a low-cost method of promoting your business, it is professional and it has a very low risk of rejection because interested people will be calling you.

When using this method, it is best to send out these letters in quantities of at least 100 for each mailing. Do not use mailing labels. Use postage stamps—all first class, not a mailing meter. Use quality stationary and make each letter an original (no photo copies).

A follow-up phone call will greatly increase the effectiveness of your letter. Simply ask people if they received your letter, if they have any interest in joining the mission. If not, ask if they know of anyone that may be interested in building residual income of \$2-6,000 per month in 12 months.

Telephone cold call to prospects

In terms of numbers of people you can contact in a given period of time, nothing beats the telephone. For the person needing to break out of their own circle of contacts, by just picking up the telephone and the local telephone directory, you can start to work. Local calls are free. The cost is right. Long distance calls, at today’s telephone rates are no longer so expensive that it deters someone from calling anyplace in the country. Please keep in mind that many people have signed-up on a National Do-Not Call List. If you call them you could face serious financial penalties. Instead, call business owners from the yellow pages. Contact your Team Leader for further information.

The cost is low to medium. The rejection factor is very high because of the sheer numbers of people being called in a given period of time.

Direct mail lead lists

Many Network Marketers have built their business mailing tapes, post-cards or other promotional material to a purchased lead list. It appears impressive to be able to say, “I mailed out 10,000 cards today.” The downside is it is expensive and takes lots of follow-up. We do not recommend this except for the person with good financial reserves or a successful background in direct mail.

As mentioned, the cost of this is high. The trade-off is the low rejection rate.

2. IN HOME INTERNET PROSPECTING:

Internet contacts

Max Steingart has developed a very effective system of recruiting over the Internet by making friends with people before introducing the business. He uses Instant Messages and AOL as his primary resource. You can find out the details of his program by going online at www.SuccessWay.com or calling 561-615-9770. Max also writes "Your Daily Motivation" which is an integral part of his system.

The cost of Max's system is \$199 plus your AOL connection charges. Other than that, there is little additional cost. The rejection factor is low as the Internet is impersonal for the initial contact. The personal relationship is cemented when you start using the telephone. By that time there is little risk of rejection.

Internet ads

Many people find when they have a website, they can induce people to visit by placing ads in ezines that target their desired market. You should want to target people who want to lose fat, people who are health conscious, people who are seeking a home based business, seeking a career change, etc. These ezine ads are less expensive than advertising in traditional media simply because they don't have the production costs of traditional media.

Your website should be designed to prescreen a prospect. Therefore there is little rejection involved and the cost is modest.

Internet ezine

Are you an "expert" in anything? If so, you can self-publish your own e-book or choose a niche and publish your own ezine. The e-book would be to use as a "freebe" you would promote to draw people to your website. Your ezine would be to promote your opportunity in a subtle manner. If you can build good circulation with your ezine, you also have the option to accept advertisers who are willing to pay real money to present their message.

The primary cost of either of the above is the use of your time. There is little rejection involved.

3. LIFE STYLE MARKETING :

Business Card distribution

Many Associates have received a substantial portion of their leads through aggressive use of their Business Card. Instead of having a listing of phone numbers on the back of the card, use it to offer an inducement to a Prospect to call you. For example, you can purchase the book, "You Were Born to be Rich" in quantity from suppliers for about \$2.00 each. Stamp

the back of your card with the following: "For your FREE copy of "Born to be Rich" call 1-800-xxx-xxxx". Every time you go to the store, restaurant, etc. leave one or two of your cards face-down on the table, counter, etc. When you give your card to someone, hand it to them face-down. Using your business cards and leaving them with people with whom you are doing business, the waitress, clerk, cashier or on the restaurant table with your tip, will not cause resentment. The rejection factor is low as people will be calling you.

Mall cruising

Mall cruising is when you go "shopping". However, instead of looking for merchandise, you are looking for people. You should be looking for clerks and staff who are exceptionally friendly, courteous and have a high level of initiative. You can spot them easily. When you find them, simply complement them for their abilities and ask them "if they are the owner?" You'll never fail to impress them with that question! Then ask them if they've ever considered owning their own business. Shut-up and listen. Never attempt to make a presentation to them during their working hours! This can cause them serious problems. Follow-up as appropriate.

The cost of doing this is low. The rejection rate is low. However, it takes a lot of initiative.

Street walking

Street walking is not what you think. It is when **two** people, working together, pick a street in a busy downtown area of a city where there is a lot of pedestrian traffic during the "going to work" time in the mornings, during lunch break or when leaving for home. Pick a likely looking prospect, tell them you've been asked to do a survey and ask if you could ask a couple of questions. Ask them if they like their job? Ask them if they've ever considered starting a business of their own? When you find a likely prospect, ask them for their business card. When you follow-up, make it VERY brief and simply ask them for a time and phone number you can call to follow-up with them regarding a business opportunity in which they've expressed an interest.

The cost of doing this is low. The rejection factor is high. The results are GREAT for those who choose to do this.

Surveys

Surveys are an excellent way of locating good prospects. You can conduct a house to house survey seeking people who are wanting to establish a home-based business, lose fat, etc. Or you can go from business to business surveying business owners for those who wish to diversify their business interests.

The cost is very low and the rejection factor is low.

4. GROUP PROSPECTING:

Breakfast Club lead exchange (“Swap Teams”)

Many communities have “Networking Clubs” which one can join if you do not have a business that competes with other members. Each week, typically a breakfast meeting, everyone gets together and lets each other know who may be a prospect for their business. Typically each person will have a supply of the other member’s cards to give out to a prospect for that business. This results in more business for everyone. You can also start your own “Breakfast Club” if you don’t have one in your area and you’ve lived there long enough to know a fair number of people. You can order “The A.M. Recruiter” tape set and instructional book from KAAS Publishing by calling 281-280-9800.

The cost of working this program is basically the cost of your breakfast. There is a low rejection factor and you’ll find you’ll be working with other highly motivated business people.

MannaRelief presentations

MannaRelief Ministries gives you a “cause” that you can become passionate about and people will be willing to support you in that activity. Seek out any organization involved with a humanitarian program and offer to show them what MannaRelief is all about. Contact local service clubs such as Rotary or Kiwanis, and offer to put on a program for them. There are several video’s from which to choose. The MannaRelief video is 27 minutes. Seldom will you make a presentation but what someone will ask how they can get that “stuff” for themselves or someone they know. Simply ask them for their card or phone number and get back to them. Do not attempt to talk about Mannatech and MannaRelief at the same function when in public.

The cost for this is only the cost of the video tape. Typically the service club hosting your presentation will pick-up your meal cost. The rejection factor is very low as people will be asking you questions.

Exhibit at tradeshow, local events and fairs

Exhibiting your products and opportunity at tradeshow, fairs or other local events can be very effective IF you understand the objective is NOT to sell anything at the event. The objective is to obtain LEADS—qualified leads if possible. It’s also important to target the typical person attending the event. A different emphasis should be taken when exhibiting in a show catering to business people instead of at a “Health Fair”. Manning an exhibit is time consuming and tiring. It can also be fun and exciting.

The cost is typically low to medium. The rejection factor is also low to medium IF you understand that you aren’t selling, you are only seeking leads. When the show is over, you will have to call each lead for follow-up. If you are not prepared to do the follow-up, you’ll be wasting money and time.

Public speaking

If you are an “expert” on any subject (self-styled or otherwise), get the work out to local clubs, associations, companies and government agencies. Let them know your topic and what you charge (yes, many speakers get paid for what they say). You may offer to give a speech “gratis” as a public service. Your speech (presentation) should be related to our product(s) or business. However, it is VITAL that it not be perceived as a commercial. Do NOT use Mannatech’s name or the name of any of its products in your presentation. MannaRelief makes a good subject. You can show the video and use it to appeal for a local project, to support a specific project someplace else or to raise money for MannaRelief.

The cost is very low. The rejection factor is also low. This is an indirect approach to building a list of friends and contacts for later follow-up.

Join local service clubs and business associations

Expand your circle of influence and personal contacts by joining your local Chamber of Commerce, Rotary, Kiwanis, Lions or other service club. Look in your telephone directory for “clubs” and “associations” or in your local newspaper for a listing of local meetings and events and you’ll find many organizations you can join that will enhance your business. People who join these organizations typically have wider circles of influence than those who don’t, they typically are better off financially and they are busy.

You’ll have a low to medium financial investment for annual dues. Since meetings are usually held at meal time, you’ll also have a meal charge. Be prepared to lend financial support to their projects and activities. Risk of rejection is modest. These are business people, either they are interested or they are not. Nothing personal is remotely implied if they aren’t interested and say, “no”.

Health Education Seminars

ProCare 4U (www.ProCare4U.org) makes available a program in which a licensed healthcare professional operating under a non-profit corporate “umbrella” without any ties to any product makes a public presentation addressing a specific topic. The topic may be cancer, arthritis, ADD or ADHD, etc. No product or company names will be used or referenced. The presentation will emphasize what a person having the condition being addressed can do to support their body’s own natural systems and functions to help overcome the affliction. Because this is a public information service free media is often available to help promote it. People who attend this event are often very good prospects for your products.

Costs can vary widely. If your community has public facilities available for such meetings costs will be modest. They will include the cost of your speaker and any transportation expenses. Rejection is low to medium.

Consumer Debt Resolution

A very large market exists for those who wish to help consumers become debt-free. To most effectively accomplish this requires the consumer to start a home-based business so they can convert what was once a personal expense to a tax-deductible business expense and then use the savings to help retire their debt. This approach is fully spelled out in Steve Buller's CD "The Financial Stress Eliminator—Discovering the Secrets to Living Debt Free" which is available from by DupliPack and Drake Business Express.

The cost of the CD is U.S. \$25.00. There will be a small or modest investment in promotional materials. Risk of rejection is low.

5. CROSS MARKETING

Fish bowl drawings at local restaurants

Fortunes have been made in network marketing by creative associates who have received permission from a popular restaurant to offer their patrons the opportunity to "win a free dinner for two" by placing their business card in a "fish bowl" for a weekly drawing. The restaurant owner is happy as he/she doesn't pay for the free meals and it helps build traffic. The Associate working this program will pay for the meals in exchange for all of the business cards. These cards are considered "leads". The cards (leads) of *greatest* interest are from people who are full-commission sales people, business owners, professionals—anyone who isn't guaranteed an income by just being at work—people who have to hustle to earn a living.

The cost is low to medium and the rejection factor is high as you must do the calling. It takes a lot of telephone work to get an appointment. However, for the person who's aggressively seeking to build a business, this works very well.

6. ADVERTISING

National co-op ads

Co-op ads are, by definition, ads that someone else helps pay for. Sometimes this may be other Associates (upline, crossline or downline), the company (Mannatech, but don't count on it), or other complementary products or services. Done right, these can be a good deal. However, doing a co-op ad takes a lot of work and time to put all the details together. As with any advertising, it's important to test, test, test, before making a major commitment.

The cost should be modest. The rejection factor is low as the prospects call you.

Marriage mail flyers

When you receive an envelope in the mail containing many small flyers advertising a variety of local businesses, it is called “marriage mail”. The cost of sending a nicely designed full color brochure is much less when it is included in a pack of other ads. These work. However, it is wise to have enough financial resources to be able to afford the cost if it doesn’t work. It takes a lot of testing to find the right message for any given market. An ad that might work well in one location may not work some place else. That same ad may not work at a later time in a market where it previously did very well.

The cost is medium to high and the rejection factor is low.

Newspaper ads

Advertising in the newspaper can be fickle. The first objective is to be seen. The second is to catch people’s attention and the third is to motivate them to call. Often a very simple, short, inexpensive classified ad will work wonders. At other times it will take a display ad (expensive) to work. The day of the week and where the ad is placed are all important. Before placing an ad, check out your options. Many communities have several newspapers. They also have “Penny Savers” or other less expensive media that exists to just provide advertising to the consumer. As a general rule, don’t advertise unless you have the financial resources to do it over an extended period of time. Be prepared to constantly test until you find something that works. Then stay with it as long as it works.

The cost of advertising can be low (classified ads) to high (display ads in major metro markets). The rejection factor is low. However, don’t depend upon an “automated phone answering system” to do all of your screening if you want to maximize your results. A real, living person will always outperform the best automated system.

Yellow pages

Once a year you’ll have a chance to obtain a Yellow Page listing from your local phone company. Yellow Page ads can be expensive, however a well designed ad can also be very effective. It is not necessary to take out a Yellow Page ad. You can simply pay for a bold listing in your phone directory as a “Mannatech Associate”. Under Mannatech’s heading, you’ll have your name and phone number listed as an Independent Associate.

The cost is low to high, depending upon whether you choose a Yellow Page ad and its size or simply a bold listing as a business. The rejection factor is low because people will be calling you.

7. TARGET GROUPS

Healthcare Professionals

Some Associates, with appropriate training, compile appropriate materials and call upon physicians, physical therapists, chiropractors, psychologists, etc. to introduce them to Mannatech’s products, science and business. Some Associates have done very well doing this. Much depends upon your ability to create a professional image and the strength of

your follow-through. Please remember, healthcare professionals are very busy. Your presentation has to be brief, courteous and professional.

There is a modest cost to the materials. You will need several sets. The rejection rate will vary with your background.

Career counselors

Statistics indicate that the majority of the American work force would like to have a home-based business. Contact (look in your local Yellow Pages) your local Career Counselors (talk to the manager of the establishment) and offer to provide them with materials on a career in Network Marketing. Be sure to have your name on the "for further information contact:". There are a number of very good generic books, brochures and videos on the subject. (Don't make the mistake of attempting to "sell" Mannatech. Your first step must be to arouse interest in owning their own home-based business.)

The cost is low and the rejection factor is equally low.

Other Target Groups:

Burned out Networkers

College Students

Stay at home Moms

Generation Y

People getting laid off

Small Business Owners w/no retirement

Hair Dressers, Massage Therapists, Nails

Seniors looking for Cash

School Teachers

Foundation/charitable org employees

8. VISIBILITY ADVERTISING

Vehicle signs

Some people use magnetic signs which go on their car-doors, some use bumper stickers, others use a decal in their rear window, a few will have a nicely designed decal on their rear quarter windows promoting their product or business. These work. There is something to be said for having signage that can be seen by a vehicle following behind as well as by someone seeing you alongside. By using vehicle signage and taking a picture of your vehicle with the signage affixed, you will also strengthen your claim for your vehicle's use for business purposes when tax time comes around.

The cost is low to medium and the rejection factor is low with vehicle signage.

Lapel buttons

Lapel buttons work! Their sole purpose is to arouse interest and curiosity—to get someone to ask you about them. If you don't wear more than one, they won't come across as "tacky". There is no "standard" source for these. When you are at a Mannatech National, Regional, or National Event, you'll notice some people wearing them. Simply ask them where they got them and follow-up.

They are very inexpensive. The rejection factor is also very low.

T-shirts & jackets

There is a reason why companies sell T-shirts, jackets and caps with their name on them—it creates more business for them. It's ironic that you would pay money to wear clothing with somebody else's name or business prominently displayed which provides them free advertising when you could just as easily wear something promoting your own business or product! Furthermore, by wearing apparel that carries the name of your product or company, it becomes a deductible expense! Think about it—you get a tax deduction to wear apparel prominently displaying your products or business, you get to cloth yourself and you get to build your business all at the same time!

The cost is low to medium (depending on how much stuff you purchase) and the risk of rejection is very low.

Community bulletin boards

Almost every grocery store and many other business establishments, especially in small towns, provide space for their patrons to post ads. These range from nicely designed flyers to some pretty crude ads. You'll find some people will place their business cards on these bulletin boards, some will design a flyer with "tear-off" phone numbers and some will have a flyer with a pocket on the bottom that contains their business cards. When you locate a business offering a community bulletin board, it is wise to first inquire as to their rules and then comply. After all, by making inquiry, you've just made another contact.

The cost of doing this is very low and the rejection factor is low. People will be calling you if there is an interest. The challenge is designing a flyer, poster or business card that will catch people's attention and arouse enough interest so they will actually call you.