

Five ways to heat up cold distributors

Distributors in suspended animation? Heat them up with the Sponsoring Rule of Five

by **Michael S. Clouse**

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Water has always fascinated me. Freeze it, thaw it out and watch it return to its original form. Liquid to solid to liquid once again... Now try that with an egg!

Indeed, this wonderfully refreshing "two parts hydrogen one part oxygen" nutritional chaser is incredible stuff.

For example, did you know that water never freezes at exactly 32 degrees?

It's true. And here's the amazing part—ice at 32 degrees will never thaw! Seems as though water is in some sort of suspended animation at 32 degrees.

Ever have any distributors stuck at 32 degrees? You know, the ones who attend your business briefing every week and never bring a guest? They're in, and yet not in-terested enough to do anything. They don't quit, and yet they don't work the business either. They just seem, well, suspended at 32 degrees...

I'm not sure if Yogi Berra, the great New York Yankee's manager, knew about this 32 degree thing when he said, "Nothing happens until something happens." But I'll bet even Yogi faced this same dilemma with his players.

What do you suppose he did?

Although we'll probably never know for sure about Yogi, I have prepared a surefire way to heat up your 32 degree distributors. It's called,

The Sponsoring Rule of Five. And if you're serious about your success, give it a try—because the results will astound you...

1) Only sponsor those people with whom you would like to become friends.

This is simple and to the point. After all, if you don't want them in your home, why would you want them in your business?

2) Invest your time with those you personally sponsor.

Get to know them for who they are, and for who they want to become. You should understand the circumstances, needs, and dreams of everyone you personally bring into the business.

3) Set up a game plan—and follow through.

Without the architectural blueprint, or plan, the building would not be built. And without your commitment to complete the task, even the smallest goal is wasted. Prepare a game plan with those you enroll, and then commit to partnering with them to achieve their desired end-result.

4) Talk with those you sponsor every week.

Successful business-builders talk with their team. They're interested. And over time, this simple talking-with-your-team technique will have you doing business with those you know well.

5) Become close personal friends inside and outside the business.

People may choose to leave a business, but nobody chooses to leave a friend. Because Network Marketing is about creating a fabulous lifestyle, make sure you enjoy yours with those you sponsor along the way.

The Sponsoring Rule of Five... Now that's how to create some heat!

All the best,

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P.S. And if you're looking for a game plan that will help you heat up your cold distributors, click [here](#)!

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All the best,

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