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How to Make Your Business Irresistibly Attractive

An interview with Karen where she talks about how irresistible attraction is a natural way to create excitement and enthusiasm about what YOU are promoting.

an interview with **Karen Justice**

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In your book you talk about the notion of irresistible attraction and how it can create greater success for people in their businesses. What is irresistible attraction?

Irresistible attraction is a natural way to create excitement and enthusiasm about what you're promoting. Most people are very afraid of the idea of sales - statistics tell us that approximately 90 to 95 percent of the population are not sales types. But many of these people would like to be successful in Network Marketing.

> ***I believe the key to success is deciding to be successful, but when people have this fear, they never even reach that point.***

I did a survey into an area of my group and found out that one of the largest areas of resistance to building a home-based business in referral-based marketing was fear of being seen as salespeople. It's funny, because we've all been subjected to pressure from poor salespeople and we all hate it!

Since most of us feel this way, though, isn't it reasonable to assume that in referral-based marketing, this type of approach doesn't work? How successful can it be long-term? I'm curious about why most people feel that they'd have to act like that to be successful in Network Marketing. I find that the exact opposite is true, and that's the basis for the idea of irresistible attraction - finding out what kind of presentation *does* work for

the average person, and translating it into a formula that can actually get anybody excited.

My marketing premise is simply that average people are much more successful just being themselves. If you understand how to use irresistible attraction, you just educate people and they excite themselves. It comes naturally out of real world conversations, no canned or manipulative techniques.

> ***I believe that the average person in fact has an advantage over the sales type if they just learn to make natural presentations based on their own honest convictions.***

When a presentation comes from sincere belief, people pick up on that and get involved on a much deeper level. They see the presenter as being like themselves. That's very, very key, because that's what allows trust to develop. When I have a distributor who has trouble interesting people, I tell them to quit selling and go back to making conversational, sincere presentations.

You need to have people feel they could give the same type of presentation they've heard - that's the first step in duplication. If you can naturally share enthusiasm and excitement without expectation, you pass it on to others.

The result of that interaction is irresistible attraction.

Is this *response* accessible to *anyone?* Explain in *more detail, please, how people can* leverage their own excitement *to create* irresistible *attraction* in *a prospect.*
First, this is definitely something that anyone can do - provided you are in fact excited about your involvement in Network Marketing. Excitement creates a mysterious electric current that flows between people. It can't be seen any more than electricity can, but it can be felt. Enthusiasm is contagious. Your excitement alone is enough to pass the spark of excitement to other people.

You encourage that spark by learning to ask questions and really listen.

That's very important. You really have to learn to let people in, and if you do, it becomes easy to share excitement.

The first step in creating irresistible attraction is to make a presentation by asking casual questions in conversation. Questions just naturally get people talking, they create dialogue. If the person is even mildly interested in your story, you want to find out what caused that little bit of interest. What lit them up? You can even pick that up over the telephone.

By asking questions, you want to find out what it was that interested them. In most .cases, they will gladly tell you. Whatever caught their interest is the benefit they want, and if you're listening, you can align your presentation accordingly. You show them how they could receive those particular benefits, and since they're benefits they desire - they've just told you so - they are *naturally* interested.

It's really an educational process. Asking questions and listening carefully lets you create irresistible attraction by finding out what benefit they want, and then showing them how they can get it. Unlike in a sales process, they excite themselves.

But that only happens if you let other people talk. You have to give them the chance to get excited and express that. A lot of people are just involved in monologues. I call it shotgun marketing - they start talking and will say anything to get a little bit of interest going, but instead, they see people's eyes glazing over pretty quickly.

If enthusiasm is contagious, can it transfer in the opposite direction as well? Meaning, if you're fearful of rejection, can that inspire people to reject you?
Absolutely. Fear and neediness show, and if people perceive that when you're making a presentation, they definitely back up. I've seen it over and over again. A lot of times this happens to people when they're trying to get a commitment, when they want to take the order.

The conversation has gone well until that point, but all of a sudden, the prospect is confronted with a feeling of urgency and need. You know

what I mean? They start to get suspicious and resistant. Many people can make natural presentations that are enthusiastic, but as soon as they have to ask for an order, they get all panicky and nervous.

What do you think that comes from?
I think it's because that is the moment when they expect to be seen as a sales type. They don't know how to make a comfortable transition from the nice conversation they've been having with their friends to taking an order. They're afraid they'll be showing a very unattractive quality.

And so they do.
Right, and what I give them is a way to be able to bypass that in a nice conversational way that they can feel comfortable with. And it always leads towards getting the order, but without putting themselves in that uncomfortable situation.

What I teach people to do, if they perceive interest, is offer two positive choices.

Just say something like, *"Well, if you're interested, the best way to get started is the way that I got started which is by ..."* and then offer another positive choice, such as another way to get started, or becoming a customer, whatever fits your company.

This lets you bypass the need to ask a "yes or no" type question, like, *"So, do you want to do this or not?"* which is usually what makes people feel uncomfortable. You can memorize the phrase and still sound natural every time.

You won't seem pushy, and you can even say it early on in the conversation so that people have the two positive choices in their minds as they are listening to your presentation.

People love to make choices, and when you offer someone two positive choices, they are very likely to choose one. If you offer them a positive and a negative, they are also likely to choose one - but it's much more likely to be negative. You can increase your odds of a "Yes" dramatically by using this method. Many people have told me they've reached the top of their companies with this phrase.

So irresistible attraction is the ability to inspire enthusiasm in somebody else. Somehow it becomes about them and that's what makes it irresistible?
That's exactly true.

> ***When you give people the opportunity to tell you about their own values, the conversation is about them. As soon as it becomes about them, the person is very interested because people are always interested in themselves.***

If you've aligned your presentation accordingly, people get very excited.

There are so many people that come to me with a disproportionate number of objections, and what I've found is that these people have never seen that spark of interest in their prospect's eyes. They have never aligned their presentation in a way that responded to a prospect's personal interest. That tells me that they're not asking any questions, they're talking at people. These people are usually delivering monologues that include the answer to every conceivable objection they've ever come across.

Prospects become so bored and disinterested that price objection, for example, is an easy way out of the conversation - they give a price objection that really isn't one. So when I find a person who's getting a lot of price objections, I generally know they're not listening or making a presentation that has any value to the prospect. If you can identify the value for someone, even if they're broke they'll find the money to do it.

You also have to be careful that you offer benefits that are in fact benefits to your prospects. This is why listening is so important, because it is possible to create the opposite response from the one you want.

For example, you might be talking to a working mother of three children and assume that she wants to know how Network Marketing can allow her to work from home and be with her children more.

Never make that kind of assumption. For all you know, her happiest moment may be when her kids leave for school. If that's the case, then you are not offering a benefit that's going to inspire irresistible attraction; you're probably ensuring disinterest that way.

So one element of irresistible attraction, besides the basic distinction between benefits and features,* is making *sure you are offering benefits they're actually interested* in. *But what's interesting to me about the concept of irresistible attraction is that it goes further. It involves the actual transfer of enthusiasm and excitement. Is that something that one can act? Can you act really excited to cover up your nervousness and still have it work?
If people are very nervous, I tell them not to try to sign people up at first. Just to go out and spread their enthusiasm without the pressure of having to sign people up. By doing that without the pressure, they will see how naturally conversations develop, and how excited people get.

***Do you mean* just talk *about the products or the opportunity, not asking people* if *they want to try them or join the* business?**
Exactly. Just practice talking about it in a casual way. Show your excitement without feeling pressure to "proposition" them, which is usually the way nervous people are thinking about prospecting.

What about people who may be genuinely excited when they're talking to somebody who's already "in." They're psyched and ready to go, but when they get* in *front of a prospect, they're scared to death.* How can *they create irresistible attraction?
I'd say the same thing - get them out there just telling their story rather than signing people up at first. If they are coming from a place of honest conviction, they'll become comfortable over time. You don't want to "act" excited, because people *can* detect that.

Focus on what really excites you about this business and share that with people freely.

If you forget why you were initially excited, you need to go back to your upline or back to your group, to a couple of meetings, and get yourself honestly excited again. That's the only way to create a spark that communicates to other people.

And if you are an upline, you can put irresistible attraction to work in your group.

How so?
Well, there are bad days in Network Marketing just like in anything else. Sometimes, though, they seem to happen at an accelerated rate in Network Marketing because you're working with so many people. By drawing on my own natural feelings about my products and this business, and my knowledge of why each distributor is in the business, I can create excitement when those bad days are getting everybody down.

Occasionally one of the business builders in my group will call me about somebody who suddenly decided he doesn't want to do it anymore. He's run into something that has really upset him, somebody's made fun of him, his check wasn't as high as he had hoped, whatever the case may be. Some depressing scenario has occurred, and if you know what the person's vision is, what their hopes and dreams are, you can pick the person up. Dust them off and get them looking towards their dream again.

If you have no idea why they were doing the business in the first place, it's very unlikely that you'll be able to help them get back on track - which is a tremendous service.

The way you find out is the same way you find out what will interest a prospect - by asking casual questions in natural conversation, and really listening to the answers.

Within any successful group, real conversations are going on at a deeper level than the mechanics of the business. That's so important for creating real bonds between people. It's also what creates a lasting business.

So in a way, irresistible attraction is really the ability to create* in others *an irresistible attraction between them and their own dreams?
Exactly. And it creates benefits for everyone, because in Network Marketing, of course, you get closer to your own dreams when you help others get closer to theirs. That is one of the reasons the average person actually has an advantage over a sales type in this business.

> ***When you're just in natural conversation with somebody coming from the heart, even if it's a stumbling, fumbling presentation, they'll recognize your sincerity. So you never have to be needy in a presentation. just relax and be yourself.***

And if the person looks at you like you crawled out from under a rock, change the subject. You don't have to have everybody in your group. There are certainly people I wouldn't want in mine.

You bypass the neediness because you're very clear on the kind of people you want in your group?
Yes. Of course, it's harder for brand new people to stay clear about this when they usually really *are* desperate to sign up the people they talk to, but what I've found is that if you are just willing to have natural conversations, a lot more people become involved. And your friends won't make the sign of a vampire crossing when you enter the room.

That was one of the things that used to bother me about Network Marketing before I got involved. I knew I could never be like that.

> ***Generally, a person will be interested if you've asked enough questions and found out what aspects they might be interested in, but if you can tell they're not, talk about something else!***

You can approach them another day. Presenting to negative or disinterested people can be devastating for new builders, so it's better to just change the subject. Everyone hates to feel pressured – like the

saying goes, a person convinced against their will is of the same opinion still. I believe that. You might get them to join you by putting overwhelming pressure on them, but they're not going to take your calls. They're not going to be part of an interactive group that really gets something done.

We seem to have come completely full circle, Karen, because you started off by saying that you felt the key to success is really the personal decision to be successful. But that's also the key to not being needy, because you know it doesn't matter who joins your business since you're going to get there no matter what.
Exactly, and people can see that. Everybody knows and comes in contact with so many people, some *will* be interested, especially as you gain more confidence talking to them. And what you'll find is that over time, a lot of the people that weren't interested at first will see you becoming successful and jump on board. A lot of people come into the business that way.

I also remind people that everything they're doing is actually helping build their business, because each presentation they make helps them become more effective at making future presentations. See it as a learning experience if you're having trouble in the beginning, and you'll gain tremendous personal growth in the process.

> ***The difference between people who make it and people who don't is how they handle the bumps in the road - what they do when they encounter obstacles or problems.***

Do they give up at the first bump or do they grow from the challenge? Now, instead of shying away from challenges or pretending that they don't exist, I've learned to look them right in the eye.

What I've learned in doing that is that obstacles can also contain opportunities. So yes, for me, success is first deciding, something will occur, but then also having the commitment, the determination and the tenacity to see it through.

Karen Justice is a cartoonist, a successful entrepreneur and has been one of the top earners in the Network Marketing arena. Her alter ego is a hormonally altered chicken with an attitude, who by the way is not aging gracefully. Karen is the author of *Barracuda In Bunny Slippers* and is a popular trainer and speaker. She's also the creator of www.myfreebirdclub.com – an e card and training site for the Direct and Network Marketing industry.