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Double your sponsoring through proven advertising techniques

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So, you've gone through your warm market and now it's time to prospect total strangers, huh? That is called "cold" prospecting, and contrary to popular belief, there are *easy* ways to do it. And here's how...

The first thing to remember is you cannot recruit a "cold" prospect. Before you recruit anyone, that person must be "hot" for your opportunity.

So the million-dollar question is, *"How do you turn a cold prospect into a hot prospect?"*

Here's the concept I've found that works virtually every time. There are three parts of what I'll be sharing with you. The first is how to advertise for "cold" prospects. The second is what your advertisement ask them to do (the "action" statement), and the third is how to compel your prospects to believe your claims and be "hot" for your opportunity.

And since everything really hinges on that last part – making your prospects *really* believe what you are telling them – let's focus on it first.

Turning A Cold Prospect Into A Sizzling Hot Prospect

Here's a quick illustration to show how to make your prospects believe your claims and get excited...

Let's suppose you want to purchase a car so you go to a used car lot. A salesman notices you looking at a particular car and starts to tell you all about it. He tells you it is only three years old and was owned by a little old lady who only drove it to church on Sundays, the grocery store and to bridge club every Wednesday. He then tells you that she also had the oil changed every three months whether it needed it or not.

Now my question to you is, "Do you believe him?" If you're like most people, your answer is, "Absolutely not!"

Why? (and this is the crux of the matter . . .)

You don't believe him because you *know* he is trying to sell you the car. He's a salesman so you unconsciously place a defensive barrier between the two of you. Everything he says is filtered through this barrier and is heavily discounted.

However, while he's talking to you, suppose an older lady in her eighties walks up and exclaims, "My car! Are you looking to buy my car?"

Suppose she starts telling you she bought that car new three years ago when her husband, a mechanic, had died. And because he was so meticulous with his automobiles and taught her the value of preventive maintenance, she had the oil changed every three months whether it needed it or not. Additionally, she goes on to tell you that since she wasn't involved in many activities, she only drove the car to church on Sundays, the bridge club on Wednesdays and to the grocery store every now and then.

Now let me ask my question again. "Do you believe *her*?"

Yes? Why?

It's simple, isn't it? You believe the little old lady because she is giving you her *personal testimony* about the car. She is a third party – not the salesman – and *you believe every word she tells you!* You believe her even though it's the *same* information the salesman gave you!

I know, I know. You're saying, "Yes, but she is an innocent bystander. She isn't trying to sell me the car!"

Maybe so. But even if she owned the car lot you would *still* believe her, even though you knew she was trying to sell the car. Why do you still

believe her? You believe her because she is giving a *real* testimony of her real experience. And, you will still believe her whether she has a financial interest in what you are looking to buy or not.

> **This is the point I want to make … *real people sharing real testimonies* will penetrate through your prospects' defensive barriers and convince them that what is being said is true.**

And that's the first step in turning cold prospects into hot prospects – making them *believe* your claims!

Once they relate to your testimonies and believe your claims (how much money they can earn, etc.), they get excited and *want* to know more! And that's the key! Getting your prospects wanting to learn more. And when you get your prospects there, you've got hot prospects you can recruit!

Basics To Successful Advertising

Okay, now that we've covered how to turn a cold prospect into a hot prospect, let's cover the other ingredients... advertising and where to send your prospects once they read your ad.

When you advertise, you want to **advertise in a location where your target market will see your ad.** In other words, if your target market is professional people earning $75,000 a year or more, don't run your ad in the *Thrifty Nickel*. Why? Because professionals earning that type of money don't read the *Thrifty Nickel*! I know that sounds simplistic, but you'd be surprised at how many people miss this first basic point.

Basic point number two is **always, always, always use a headline for your ad.** The headline is the "ad for the ad" and is *responsible for at least 80% of your ad's effectiveness!*

Why? Because your headline is what catches your readers' attention and compels them to read the rest of the ad. And if you don't catch your readers' attention... yeah, you get the point.

The last point on advertising is **what to say in your headline.** Your headline must sell a *specific benefit* to your market. It's not vague, esoteric or self-serving. Remember, your prospects are *only* interested in what's in it for them. So tell them!

What's In A Headline?

In the late seventies and early eighties a company ran an ad with the following headline...

Two-Thirds Bank Financing On Gold And Silver

...and they earned net profits of approximately $3,000 to $4,000 a month. Then they changed their headline. The new headline read...

If Gold Is Selling For $300 An Ounce, Give Us Just $100 An Ounce And We'll Buy You All The Gold You Want!

Was that headline a success? You bet it was! The company's sales soared through the roof and their net profits jumped to *over $100,000 a month*! That's the power of a great, specific headline!

Okay – so you've got the basics of where to run your ad and how to use a headline. We now need to cover... **what does your ad say or do?** And if you get this right you'll have mind-boggling results – and we've proven it!

Your ad says... basically *nothing*! Wait! Before you start throwing tomatoes, let me explain... written words only communicate approximately 7% of what you are trying to say, but spoken words communicate as much as 45% of what you want to say (why? because of tone, inflection, pace, enthusiasm, etc.). If that's true – and it is – doesn't it make sense to *talk* to your prospects rather than just giving your prospects a few sentences to read? Wouldn't you rather communicate almost *seven times* the information and excitement to your prospects?

Of Course You Would! And Here's How...

Your ad is a "teaser" ad. It is short, catching, provocative and compelling. It offers an *incredible benefit* for your prospects, leaves your prospects intrigued, curious, and wanting to know more. It then encourages them to make a phone call for more information.

And that phone call – to a special voice mail message with several, *exciting* testimonies of people who have succeeded in your business (we call this a "Testimony Line") – lights the fire in your prospects and makes

them *need* to get more information! So they ask you to call them back! (They really do!)

And the *most important* part of this voice message is it sells the sizzle of your opportunity – not the details!

The Key Ingredient – A Sizzling Hot Testimony Line
A Testimony Line is NOT a monologue message (just one person talking). Monologue messages just don't work when compared to a Testimony Line. Why? Because just as in the case of the used car salesman, your prospects *know* you are trying to sell them so they put up their defensive barriers. They don't believe a word you are saying – and if they don't believe, they never become *HOT* for what you are offering!

A Testimony Line, though, *briefly* explains your opportunity and then introduces your prospects to three, four or five *hot* testimonies from *real people sharing the real experiences* they have had with your opportunity. Your prospects listen to the testimonies, believe what is being said, get excited and ask *you* to call and tell them more!

Does it work? You bet it does! Many people using this technique experience as much as *an 80% to 100% sign up rate* with everyone they talk to, who first listened to their Testimony Line message!

Keys To A Successful Testimony Line
There are several keys to remember when creating your own Testimony Line.

> Keep the entire message under three or four minutes. If your message is too long, your prospects will hang up before leaving you their names and numbers.
>
> Remember you are *not* selling the details of your program. Your prospects do not care *how* your program works until they first understand *why* they need to know more. Your prospects must be sold *emotionally* before you start explaining the details.
>
> Keep the introduction to less than 60 seconds. Your introduction should welcome your prospects to the call, identify yourself (if you want), *briefly* explain what they are about to hear, and then introduce the testimonies (an example: *"I'd like to share information with you about a cutting edge company called XYZ Corporation. XYZ Corporation is turning the home business*

community upside down and creating massive wealth for people all over the country! But don't just take my word for it, listen to what these people have to say . . . ")

Timing Is Everything
Keep testimonies to 20 to 30 seconds each. Each testimony giver should answer the basic questions:

Who am I?
Where do I live?
What do I do?
What has this opportunity done for you?

If you were able to quit your job after just four months working your business, tell it! This is what excites your prospects. And keeping the testimonies short keeps the pace of your Testimony Line moving fast. Close your message asking your prospects to leave their name and number. DO NOT give them another number to call for more information – you will lose over 80% of them if you do! The way I like to phrase the last part is very non-threatening and *easy* for the prospect: *"If you would like to learn more, please leave your name and number at the tone and we'll get some FREE information to you immediately."*

Doesn't that sound better and less threatening than, *"Leave your name and number at the tone and a representative will call you back to explain all the details."* This sounds like a salesman is going to call me and try to sell me into the program. And if that is what I think is going to happen, I'm not leaving my name and number!

Beatty Carmichael is president of Success Products, a leader in recruiting and team building systems for network marketers. Mr. Carmichael first started in network marketing in 1984 while in college. As his business and career grew he changed companies in 1995 to a company with 1 million distributors. Mr. Carmichael and his business partner reached the highest promotional level in that company in 12 months and were among its highest income earners. The two parted ways and in 1997 Mr.

Carmichael formed Success Products to provide cutting edge recruiting tools and training to the industry.

Today, Mr. Carmichael and his company, with GrowthPro® system, are known for their straight forward approach to coaching and training plus their offline and online business tools to help networkers succeed. The success of their coaching and training clients has been so successful that Mr. Carmichael's company is the only one that offers a money-back guarantee of a minimum of 15 recruits.

For more information about Success Products and its services, visit their web site at www.GrowthPro.com