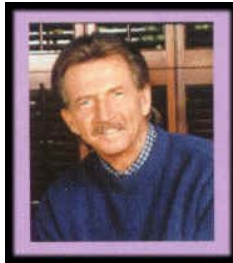


What is Prospecting

*It doesn't matter what you decide to do to get yourself noticed.
Just do it, and do it consistently.*

by Jim Britt

2449 words | 8 pages



You just picked up the mail and you receive an invitation to a big event. One of your current clients is throwing their huge annual party in a few weeks. You've always wanted to receive an invitation. Not only SHOULD you go, but many potential clients will be there and it's a chance to meet people and promote your business. Sounds like fun...but before you even have a chance to develop some enthusiasm, a little voice inside your head whispers in your ear, *"Wait a minute you! You'll walk into that fancy ballroom and see nothing but strangers! They'll all know each other, but no one will know you! Who will you talk to? What will you say?"*

Sound familiar? Well, rest assured you are not alone! It doesn't matter whether the event is large or small it's uncomfortable to walk into a room full of strangers, especially when you want to make a good impression. But it can also be one of the best opportunities to promote your business you'll ever run across.

**The benefits of being able to
"work a room" with ease and
professionalism are tremendous!
To be able to approach business
prospects with genuine
enthusiasm and confidence,
knowing that you will be both
comfortable and productive
requires training.**

If you aren't able to walk up to people, smile and put out your hand to say "Hi", those opportunities may be lost forever. This is why learning how to meet people, the art of asking questions and developing relationships are imperative to your network marketing success.

Anyone can develop the confidence to walk into any room and just shine - whether the event is a meeting, a fund- raiser or a seminar you've attended to expand your business knowledge and list of contacts. Experience is the key. How do you gain the experience you ask? By doing it...again and again!

If you were to start any profession you would have to go through a training period. It's no different when learning to build your network marketing business. The more you do it, the more you learn, the faster you grow and the faster your business will. Let me offer you just some helpful hints for meeting people and growing your network.

Develop Your Attitude

Your attitude is the starting point. Your attitude is the mechanism that turns on or shuts off the flow of ideas that can bring forth your success. With the right attitude, you'll become a powerful magnet for meeting the right people, pleasant experiences and the things you want in your life and your business.

Your attitude creates your mindset for success. Your attitude will open up the flow for the correct sequence of events to take place in order to move you toward your objective.

Your attitude toward people will determine their attitude toward you and your products or the business.

Your attitude toward your business will determine how the business provides for you financially. So it's vitally important to develop the right attitude...an aspiring attitude that you ARE successful.

Learn to Focus on Other's Needs

Even in today's busy world, there are events that you must attend out of

duty. Don't let that stop you from focusing on the benefits of meeting new people, exchanging conversation and bringing back new ideas, new contacts or helping others.

You don't have to be in the "recruiting mode" all the time. Relax. Get to know people. Network and meet people. Help people solve their problems. Give referrals. And most of all ask a lot of questions and listen to others needs.

Maybe your purpose in being present at an event is to increase your personal visibility. Maybe it's to meet and talk with new prospective clients in your real job?

Maybe it's to support someone else's cause or project? At any rate you can most often utilize any event to make new contacts that can further develop your network. At any event you attend you should make new contacts to expand your network of contacts.

Plan your Introduction

You may never meet another living soul if you wait along the wall or in a corner to be introduced. Even if the event has greeters present that will introduce you around, you don't want to limit yourself to their skills, their limited information about you or their lack of contacts or all three.

You should have a planned and practiced self introduction, if asked, that is clear and well-delivered. Tailor this introduction for the event you are attending. I call it an "elevator speech" because you should be able to deliver it in the amount of time it takes to travel between 2 or 3 floors in an elevator. Short and to the point!

If asked what you do, have a short, simple and to the point explanation.

Examples:

"I'm associated with a California based personal development company and I help people improve their life personally and financially."

Or...

"I have my own business. I show people how to develop second income streams."

Remember, it's not about YOU. It's about your audience. Tell them things about you that will secure THEIR interest. You have one minute to capture someone's attention. One minute to sell yourself and get them to listen. One minute before they stop listening. And remember, always carry your business card.

Make sure your business card looks as professional as you care to be remembered. I find a simple business card with your name, email and telephone to be the best. PLEASE, those cards with everything about your company, product and opportunity, that look like a brochure does not work. As soon as someone sees it, they know you are trying to sell them something or recruit them. Keep it somewhat of a mystery until you are ready to tell them more.

Ask questions and listen

Being a good conversationalist doesn't mean you have to do all the talking. You can't find out their needs and desires if you are doing all the talking. Good conversation includes a lot of listening. Ask questions that cannot be answered with a "Yes" or "No" and the conversation will last much longer and be more comfortable and you'll learn more about the person you're meeting and their needs.

The best introduction I have found is to put your hand forward and say, "Hi, My name is Jim Britt. How are you?" Wait for a response.

"I'm fine, How are you?"

"Just great! What brings you to the gathering?"

"I'm a business associate of Carol Robins."

"What type of work do you do?"

"How did you come to do what you do?"

"What do you like most about your job?"

Remember you are gathering information, sifting, looking for interest or a need.

Networking is an ongoing process. Becoming a networker and building a relationship will become the single most important skill you can learn to grow your business. Networking offers diverse benefits from finding business partners to meeting famous people with influence, to making new friends and more. Entering into a networking relationship with someone can provide many opportunities. Remember it's not who you know, but rather who knows you. And to take it even another step it's not who you know, but who they know. Everyone knows at least 200 people. If that's true then each of them knows 200. That gives you access to more than 40,000 people.

Here's a brief overview of four quick defining principles to help you create, cultivate, and reap the benefits of success through personal connections.

1. It's not whom you know but who knows you.

Plan your networking campaign as if YOU were the business. People buy YOU first. People will not bang down your door if they do not know what you have to offer. Your greatest sales agent is you! If they don't buy you first they will never purchase a product or join the business...or even listen to your story. If you don't market yourself, who will? Networking is not just a one-time event. It requires attention, consistency, time and developing your people skills.

2. Cultivate your relationships.

In today's fast-paced, ever-changing business environment it is important for you to keep your connections active. Become memorable by helping others get what they want. Always ask yourself when networking, "How can I help this person?" If you help someone else they will want to help you in return. You are as memorable as your last communication or point of contact. If you are not communicating who is going to remember you in this fast-paced world? Who is going to remember you if you don't make yourself memorable?

3. Be confident and be yourself.

Be confident. Being self-confident about what you're offering is essential to networking, even for the most outgoing individuals. Think of yourself as a product or resource that others need. Approach every contact as an investment. Trust your instincts.

Believe in yourself. If you don't, how will others? If going out on that limb is not your forte, attend more training, read books, hire a coach...do whatever it takes to develop the skill you need.

4. Continue to Improve Your skills With Training and More Training

Training should become an integral part of being effective and efficient in business and in life. Reading books, listening to CD's, attending seminars outside what your company offers should all be a part of your personal and business growth process.

Everyone in network marketing has one thing in common. It doesn't matter whether you're a salesperson, a coach, a dentist, an artist, a lawyer or a work-at-home-mom.

The one thing that we all need is to have people know about us. We can be the very best in the world at what we do, but if we haven't got any customers or prospects what good will it do us?

If you're just starting out or want to take your business to the next level, you're probably a lot like many others in the same boat. You've got a limited budget for promoting your endeavor and there are so many things you could easily spend it on. It's like being a kid in a candy store. The solution is very simple and it boils down to just one thing: networking. That is by far the least expensive and most effective method of marketing known today. If you're serious about becoming the success you know you were meant to be, I urge you to do two things now. First, STEP AWAY FROM THE COMPUTER and secondly, create some visibility for yourself because that's where it all begins.

Creating visibility for yourself is so important if you want to grow your business, and the sooner

you start getting noticed, the faster your business will grow.

That means leaving the safety of the confines of your home, office, or spare bedroom and getting out there to see and be seen over and over again. After all, when people are in the market for a product like yours, or they find themselves in a situation where they need to make some extra money, who do you think they'll think of to help them; someone they met once at a party 18 months ago or someone they see and speak to repeatedly?

One way to get yourself noticed is to set a routine and stick with it. For example if you think the gym might be a good place to meet prospective clients, go regularly at the same times and days. You'll get to talk to far more people--and form relationships with them--than you would if you went on a drop-in basis. And it's relationships, after all, that are the crux of networking.

Check out the supermarket. It's an often overlooked but excellent place to create one-on-one visibility. If you go at roughly the same time and stand in line for the same checker each time you go, you will find that you start chatting to the checker and before you know it, he/she will remember you and start calling you by name.

Over time, his or her memory will increase from the familiar question "paper or plastic," to what you do for a living, the name of your company, etc. Supermarket checkers come in contact with an awful lot of people and they share a lot of information with their customers too. Wouldn't it be nice if this person, who has access to probably several hundred people a day, knew you, what you do, and even better yet, became one of your associates and carried a supply of business cards and brochures or promotional CD's in his/her pocket? It can happen and it all begins with starting a routine and forming relationships.

BOTTOM LINE: It doesn't matter what you decide to do to get yourself noticed. Just do it, and do it consistently. You'll find it's a low cost way to build your business; you'll learn a lot from others and have fun at the same time.

For information on Jim's latest training program "Cracking the Network Marketing Code" go to: <http://networkmarketing1.com>

<http://jimbritt.com>

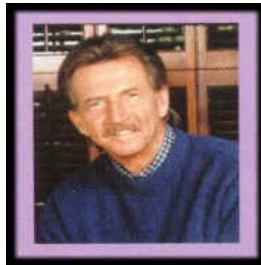
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Jim Britt is the author of numerous best selling books including "Rings of Truth", "Money, How to earn it, How to make it grow", "Unleashing Your Authentic Power" and "Do This. Get Rich" just to name a few. He is an internationally recognized leader in the business community and a highly sought after key note speaker for all audiences. He is a result producing success coach and one of the leading experts in peak performance training for the small business entrepreneur.

His background includes all levels of experience, research and education. Jim served as President of Dr. Denis Waitley's Psychology of Winning, Vice President of Jim Rohn's Adventures in Achievement and President of Dr. Maxwell Maltz's, Psycho Cybernetics International.

Jim has served as a human behavior specialist, performance educator and success coach, to more than 300 corporations throughout the United States, Canada and Europe, helping their employees improve their performance, access their true potential and to live lives filled with advancement professionally and personally. Throughout the world for over three decades Jim has presented seminars on The Power of Letting Go, personal achievement, entrepreneurship and small business success strategies, and all aspects of peak performance and personal fulfillment to audiences totaling more than 1,000,000 people.