

How to Find Hundreds of People Who Are Perfect for Your Network Marketing or Direct Sales Business



A Special Report by

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Congrats – Here's Your Free Report: How to Find Hundreds of People Who Are Perfect For Your Network Marketing/Direct Sales Business

**These 3 simple steps will help you find hundreds of high-quality leads,
and convert them into new customers and business builders!**

Hello there!

Thanks for downloading this free report. If you're like many of the gals (and guys) I've coached in network marketing and direct sales, I bet you're excited to build your business BUT....

...you may be struggling to find the “right prospects” – people who take your biz seriously (and are truly committed to build a large team)...

...perhaps you've worked through your 'warm market' and have completely run out of leads?

...OR, maybe you feel uncomfortable because you've been “bugging” the same list of contacts (including your friends and family) and now people are avoiding your calls?

If so, I want you to know you're not alone. Finding an on-going source of great leads is CRITICAL to your business success. It's the **one thing you have to master if you want to generate on-going income in your business** (and be able to help your team be successful too) and yet, very few people have been taught how to do this effectively. That ends today!

In This Free Report, You'll learn:

- The #1 mistake everyone makes when looking for leads (this is definitely killing your team growth and costing you valuable time)...
- Why you've been approaching the “wrong people” and WHO you should focus on if you want to recruit strong new leaders...

- Where to find hundreds of people who are hungry for what you offer (both locally and on the internet)...
- A simple 3-step plan that will not only help you find leads NOW (it will help you find customers and biz builders for years to come)...
- What you need to say to prospects so they say YES to hosting an event, buying your products and joining your team...

WHY it's important to take a few minutes to read this now!

I know how busy you are; even so, I strongly encourage you to carve out a few minutes to read this report now. (It won't take long, but it's definitely worth it)!

Why? Because the approach you learn in the following pages can **save you YEARS of frustration, trial-and-error (and perhaps even keep you from giving up on your business and your dreams)**.

When you use these 3 simple steps, you can create a "lead generation machine" that can not only connect you with high-quality prospects right NOW (but set you up to find new business builders for months to come).

This is more than just a "report" – you're about to learn a new approach to building your business. This specific strategy is the **reason I've built a network of 200,000+ leads and customers in my own business**. Frankly, anyone doing well in business is using some form of this strategy; they are generally blowing away their competition and creating big momentum as a result.

You'll never run out of leads again when you use this simple approach, and the time and energy you invest in finding new connections today will pay off for years to come.

So grab a cup of coffee or tea, turn off the phone and dive in!

To your success

Sonia Stringer

Hello!

If you're like many women in network marketing and direct sales, you likely launched your business by sharing your products and opportunity with friends, family, co-workers, members of your church, business contacts (and anyone else who was within arm's reach)!

Once you've worked through your warm market and connected with the majority of people you know, you may find yourself staring at your phone, wondering "who ya gonna call?"

Finding people who are perfect for your products and business opportunity is a lot easier than you might think. In fact, if you follow this **simple 3 step process**, you are guaranteed to not just find hundreds of super-qualified leads, you'll also be able to turn many of those into new customers and business partners.

The Common Mistake: Trying to Sell and Sponsor EVERYONE

When I coach women in network marketing and direct sales companies, I'll ask them "what types of people do you think are the BEST fit for your business?" They often tell me enthusiastically *"ALL of them! EVERYONE should be using my products and be involved in this business!"*

No doubt, your products and opportunity can help MANY different kinds of people, but if you're trying to sell or recruit "everyone", you're going to work harder than needed (and not have a lot to show for it).

Your business building efforts will be too unfocused with this shot-gun approach. You'll waste valuable time, tripping around trying to sell



or sponsor everyone who comes across your path, and not gain traction in any particular direction.

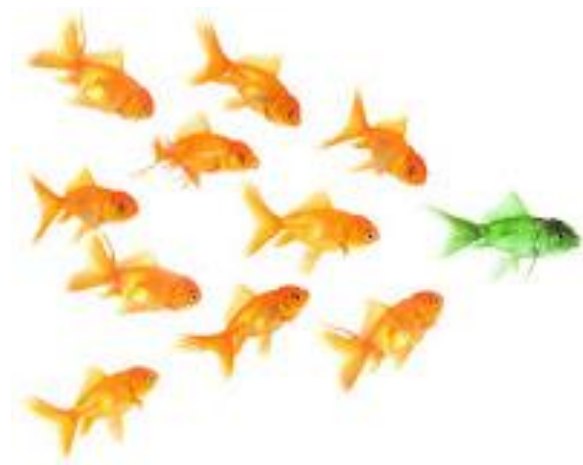
That all changes when you adopt this simple 3-step approach to business building. By utilizing these 3 steps, you'll have the blueprint to a "lead-generation machine" that will not only generate high-quality leads NOW, but will produce superb results for you over the long term.

Here's a simple metaphor that explains this 3-step process and why it works:

Building Your Business Is a Lot Like Fishing!

Have you ever gone fishing with your children?

Imagine yourself getting prepared for a day of fishing and fun, and as you ask your children what kind of fish they want to catch, they excitedly reply "ALL of 'em!"



You have to admire their enthusiasm, but without knowing what kind of fish you're after - seriously, where would you even start?

You'd waste time wandering from pond to lake, fishing hole to fishing hole, trying your luck in every spot and likely not

having much luck in the process.

A more successful plan would look like this. Instead of jumping from pond to stream to lake, attempting to catch 'anything,' what if you focused on trout, and then did a little research to locate the very best streams or lakes in your area where this particular kind of fish thrives?

And what if you also used the "bait" that works especially well for trout (so it's easy to attract them to your line)? Just by being more strategic, your odds of success have already improved greatly.

When fishing, there are **3 key steps that make all the difference in your results** (as well as how much fun you have!)

You need to:

1. Decide what kind of fish you want to catch.
2. Determine in which nearby lake, pond or stream you'll find this fish (especially in large numbers).
3. Use the bait that works for this specific fish (so you can get the most bites on your line).

It sounds so simple, yes? Well, **building a business is a lot like fishing!**

Just like in the example above, you may not be clear enough on the kind of “fish” or prospect you’re trying to catch. You wander from fishing hole to fishing hole, attending this networking event or that local meeting. Maybe you jump on Facebook for an hour before moving on over to Twitter, LinkedIn or Pinterest. You make a few calls, and then call it a day. You might be putting in the effort, but you likely won’t find the people who are truly a fit for your business, using this approach.

Even if you do come across great prospects, you probably aren’t yet **using the kind of “bait” that will get people to sit up and pay attention.** When people don’t see value in your products or biz opportunity, they’ll tell you “no thanks, not interested” and then slip away without a single bite.

This is the very reason so many people get frustrated in this business and quit.

Most network marketing and direct selling professionals don’t have a strategic plan to put you in front of high-quality leads on a consistent basis. This isn’t



your fault, by the way (as most of you probably haven't been introduced to these simple but oh-so-important lead generation ideas - until now)!

If you want an easier way to build your business, here are **3 simple keys that make a huge difference in finding high-quality leads and growing a strong team.**

You need to:

1. **Decide what kinds of prospects you want to catch.** *Which kinds of people are the BEST fit for your products and business opportunity?*
2. **Find out where your ideal prospects are gathering in groups** (both on the internet and in your own local area) and start fishing in these ponds regularly!
3. **Use the "bait" (or message) that will easily attract these prospects to you.** Learn how to talk about your business so it's easy for others to "get" how your products and business can truly help them (so they are excited to buy from you and join your team).

Another Way to Look at This 3-Step Process is "WHO – WHERE – WHAT"

To create an effective "lead-generation" machine, you first need to know **WHO** your best prospects are, and focus the majority of your lead generation time in that direction.

Once you're clear on WHO you're after, it's much easier to find **WHERE** they spend time (both in your local areas and on the internet). Put yourself in these places, and it's easy to get connected with many great prospects.

And finally, you need to know **WHAT TO SAY** to your prospects (the bait) so that they see value in what you're sharing, and get excited to buy from you or join your team.

Let me take you through these 3-steps in more detail:

STEP ONE

Your Target Market: WHO Are Your BEST Prospects?



Instead of attempting to sell and recruit "EVERYONE" you are smart to look for the people who are the BEST fit for what you offer. The moment you narrow your focus in this way, you put yourself on the path to greater success and faster team growth.

How do you know which prospects are PERFECT for you? That can depend on a few factors, including what kinds of products you sell, who you already know, how your business is structured, and even your own personality and background. However, with a little thought and reflection, it's not difficult to identify who are your "perfect prospects" or in other words, your "ideal target market".

Entrepreneur.com defines the term "target market" as "*a specific group of consumers at which a company aims its products and services*" (the key word here being "specific").

The more specific you are in defining your target market, the better. (Just like when playing darts, it's easier to hit a bull's eye if you know exactly what you are aiming for).

Success leaves clues, so to clarify who should be included in YOUR target market, look around your own company and make a note of the following:

- What kinds of people are already succeeding in your organization? What is the personal/professional background of the top leaders? (For example – do you see many stay-at-home mom's, baby boomers, teachers, corporate professionals, or wellness experts already succeeding in your company)?

- What kinds of personal qualities/traits do many of these leaders have in common?
- What kinds of people are YOU already naturally attracting into your own team?
- Who do you LOVE to work with – who is a natural fit for you (based on your own professional background or personal experience)?
- What kinds of people are a great fit for both your products AND your business opportunity?



By asking these questions, common threads will emerge. For example, perhaps some of the most successful leaders in your company are stay-at-home or working moms, who are super motivated to build a business because they want to make a great income AND be home with their kids.



Or perhaps you'll see many baby boomers are active in your company, both because they love your products and because they are also very motivated to generate extra income for their retirement.

You may also see health or wellness professionals who love and use your products, but also like the idea of having a secondary income stream alongside their current business.

Your target market could be comprised of baby boomers, stay-at-home moms, working moms, college kids, realtors, health and wellness professionals, teachers, nurses, Gen X'rs, pharmaceutical reps, corporate execs, mortgage professionals, triathletes, trainers, salon owners, estheticians, or similar kinds of people.

This gives you a good place to start, and then you can narrow down your choices from here, **focusing your time and attention on the kinds of prospects you can find and connect with the easiest.**

STEP TWO

Discover Where Your Prospects are "Hanging Out"

Once you know WHO you're looking for, it becomes more obvious WHERE you can find these specific kinds of people. You'll be able to create a plan to connect with hundreds (even thousands) of your exact targeted group, and start building out your network.

Here are some of the best places to start:

1. Live Networking Groups

This approach is probably not new to you, but this tried and true method of prospecting is still the most effective. Nothing beats getting out and meeting people, face to face, to create the kind of solid relationships that can lead to new business.

What can make a big difference in your results, however, is WHERE you are networking live.

Instead of schlepping to your nearest leads group, take some time to **research your area, and find the groups where you are most likely to find YOUR target market.** (This way, you'll only 'fish' in the places where you'll connect with the people you want in your business).



Here are some great resources that can help with your research:

- Le Tip Leads Group – <http://www.LeTip.com>
- Business Networking International - <http://www.BNI.com>

- US Women's Chamber of Commerce - <http://www.uswcc.org/>
- EWomen Network – <http://ewomennetwork.com>
- Craigslist <http://www.Craigslist.org>
- Chamber of Commerce (they often have a ton of great info on business related groups in your city).
- Community Clubs (such as the Rotary Club, Lions, PTA, or Elks Club)
- The Business Journal – most of the major cities in the US publish a "business journal" (like the San Diego Business Journal, Miami Business Journal, etc.) which lists all the major business groups and networking events for your area. You can find more info here: <http://www.bizjournals.com>
- Meetup.com and other Social Groups: Search on-line to find more socially geared clubs (like mom's groups, singles groups, investment groups, ski clubs, triathlon clubs, etc) which might also be great places to find your specific prospects. A fabulous resource for this is <http://www.meetup.com/>.

Ideally, look for the groups most closely connected to your target market.

For example, if you're looking to recruit more moms into your team, search out the local "moms" groups on MeetUp or in your local area. If you're looking for baby boomers or business professionals, you may want to check your local golf clubs or country clubs to see what social groups they offer.

2. Use Social Media Sites to Find Thousands of Leads Online

With so many people plugging into the internet these days, social media sites such as Facebook, Twitter, Linked In, Pinterest and others are fast becoming hot places to connect with new prospects. The major advantage to all of these sites is they **make it fairly easy to find large GROUPS of your ideal prospects**, which is obviously a lot more time-efficient than tracking down people one at a time.

Here are some tips to help you navigate the on-line ocean.

Facebook: www.Facebook.com

Still the largest and best place to connect with people, Facebook is growing steadily. Do a search for your target market by name (in the search bar at the top of their website) to find the groups or pages that exist for your target market.



Looking for a stay at home mom? Put those words in the search bar, and you'll find plenty of groups, 'fan pages' and even blogs where hundreds of these women are already gathering.

Do the same for terms like realtors, chiropractors, lawyers, baby boomers, financial planners, small business owners, or just about any other target market you can think of, and I know you'll find several places where these kinds of people are getting connected through Facebook.

Twitter: www.Twitter.com

Twitter is another enormously popular social media platform, and another place you can connect with new leads on-line. Use the search bar at the top of the page on Twitter (looking for your target market by name) and you'll find more of your

ideal prospects here. Use <http://www.Twello.com> to extend your search further (this directory is a virtual 'yellow pages' for 'Twitter').

LinkedIn www.Linkedin.com

This is an amazing site if your target market is from the corporate world or a business professional. As with the other sites, you can search and join groups made up of hundreds of your ideal prospects, and expand your network quickly.

Pinterest: www.Pinterest.com

Pinterest is becoming one of the most popular sites on the internet (and one of the best places to connect people with brands). You can create boards and share information about your interests (including your products/business opportunity) to attract new leads). Pinterest has over 700 million users (80% of which are women who have a household income of more than \$100,000 annually).

3. Attend Expos & Tradeshows Focused on Your Target Market

Attending conferences or tradeshows gives you the opportunity to do some very "leveraged" networking, and the possibility of meeting hundreds of people in your exact target market, all in one place. It's quite astonishing how many different kinds of people or demographics have their own formal "association" and conferences or tradeshows connected to them.

Here are 3 great websites that also provide very detailed information on the tradeshows and conferences going on in different markets:

- www.Biztradeshows.com
- www.TSNN.com
- www.ConventionBureaus.com

4. Build a "Life Network" vs. Just a "Business Network"

When looking for great leads for your network marketing and direct sales business (whether “live” or over the internet) I encourage you to keep this intention in mind; rather than just build a network for your business, build a large “life network” instead.



A “life network” is a network of people who you just enjoy having in your life. This would include your friends, family, and all the new contacts you’ll be making along the way.

Imagine how fun it can be add 500 to 1000 new people into your “warm network of contacts” in the next year or so, and how having access to some new, interesting people will enrich your life?

This approach **takes the stress out of having to sell or sponsor everyone you meet**, and will make your networking a lot more fun. Having a large network of any kind is a huge asset (and one that can definitely generate new business too).

As people get to know you, like you and trust you, **you’ll naturally attract new customers and business partners from within this group**. By putting your focus on relationships first (business second) you’ll be a lot more attractive to others, and promoting your products and business will come more naturally.

STEP THREE

WHAT Do I Say to Attract New Customers and Business Builders?

Once you've accomplished step one and two in this lead-generation plan, you'll find yourself connected with many new people who are a great fit for your products and business.

Now the challenge becomes *"What do I say so they'll be interested in what I have to offer?"*

Or you may wonder, *"What can I say so these people will be excited to set up a meeting with me, or host a class or party?"*



Going back to our fishing metaphor, **what you say to prospects is akin to the kind of bait you use on your hook**, and in many ways, this is the most important step of the lead-generation process.

If you get it wrong, it can feel as frustrating as if you're standing in a stream full of fish, but with the wrong kind of bait on the end of your line. There might be plenty of fish to catch, but you won't get many bites.

However, the opposite is true as well. **If you have the right message when connecting with new prospects, the experience can feel as easy as "shooting fish in a barrel"**. You'll get plenty of bites and people will be hungry to hear more about what you do.

If you want to get people's attention (and generate more sales and business builders in the process) you need to know exactly **WHAT TO SAY** when connecting with your new leads. In fact, **if you aren't creating the results or making the**

money you want in your business, it's probably not because of what you're DOING.....it's probably because of what you are SAYING!

What vs WHY!

One of the reasons people struggle so much in this area is because as they talk about their products or business opportunity with others, **they focus on “what” instead of “why”.**

Let me explain.

When you have great products and a business that can literally change people's lives (which you do) it's easy to get caught up describing “what” you are offering.

For example, you may share a lot of details about your products (including any unique or powerful ingredients they contain, details on how they are formulated, specifics on how they work, etc).

You may also share a lot of information or stats regarding your business opportunity (how long your company has been in business, the backgrounds of the people involved, current market conditions, how the comp plan works, etc).

When you talk about “what” with your prospects, it helps people UNDERSTAND what you're offering, but it doesn't usually motivate them to TAKE ACTION!

For people to get excited and BUY your products, they don't just need to know what's in your products, they **need to know what your products can DO FOR THEM.**



The same is true for your business. Your prospects not only need to understand what your business is (and how it works) - they **need to know what your business can DO FOR THEM.**

In other words, they **need to know WHY they should buy your products or join your team!**

What kinds of benefits or results might people experience when they use your products? (For example: can they lose weight, get in great shape, have younger looking skin, sleep better, have more energy, be more productive, etc)?

What benefits or results might your prospects experience if they joined your team? (For example: Make more money, pay off debt, have more time freedom, create a higher quality lifestyle, retirement security, time for family, send kids to private school, travel the world, etc)?

WHY is the MAGIC word that inspires people to take action!

WHY is the reason people purchase from you and join your team.

Sadly, most people get so caught up describing WHAT's involved with the products or opportunity, **they forget to clearly communicate WHY people should buy or join their team.**

So how DO you communicate WHY more effectively? Here's a simple tip you can use right now:

The next time you're in front of a prospect, ask yourself, "WHY would this person buy my products? What results or benefits might be important to him/her?"

OR "WHY would this person join my team? What kinds of results or benefits would he/she want to achieve by taking part in this business?"

Just by asking that question, **you'll be able to identify (or at least guess) what's important to the prospect in front of you**, and then be able to speak about those specific benefits when sharing your products and business opportunity.

Bottom line, **when you can communicate WHY, people BUY!**

Of the 3 steps, **what you SAY to prospects makes the biggest difference in your sales and sponsoring results.**

When you do this effectively, it's like having the perfect bait on the end of your fishing line; you'll catch a lot more customers and business partners when you can help people see WHY your products and opportunity are so valuable to them.

Bonus Training - Become Skilled At Communicating WHY!

How you communicate to prospects is so important to your success, I put together a bonus training that will help you master these skills.

If you'd like to **learn some more detailed ways to talk about your business so that people can see WHY they should buy from you (or join your team)** – this will definitely help.

I periodically lead a **webinar session** that covers this exact topic in a lot more detail. It's called **"The Magic Words to Selling and Sponsoring"** and it's free to anyone in my Savvy Women community (that's you!)

This training is one of my favorite things to share, because it makes an instant difference in people's sales and recruiting results. (Many **people report an increase in bookings, sales and even new biz builders within days of attending this free webinar**, so I'm sure you'll find it very helpful too).

Here are comments from people who just attended the Magic Words session:

Sarah - Caledon

Fabulous!!!! I won't be able to sleep tonight I'm so excited!

Julie - Inverness

Wow, light bulb moment after moment

Rae - New Orleans

OMGoodness! This is AH- mazing!

Sarah - Bellevue

This is great and seems so SIMPLE!

Carrie - Seattle

My mind is racing trying to figure out how I can incorporate this

Rachel - Goffstown

I think this is absolutely phenomenal - so glad that I signed on today

Fredrina - Swansea

Total eye opener for me, thank you so much...

Vicki - Nashville - Thank you for the valuable and truly usable strategies... .

Sheri - Nashville

This is like reading the baby whisperer for Network Marketing!

Nadine NC

definitely business altering info!

Jessica - Mechanicsville, VA

This is awesome. I always struggle with how to talk about my business and this will help me a ton!



**Find Out When the Next
Magic Words Webinar
Is Taking Place and
Register Here:**

www.MagicWordstoSelling.com

Good luck implementing these 3 steps to find great leads for your biz. I'd love to hear about your progress, so feel free to send me a message with an update. You can also **get access to other free resources to help you build your business (including free video training and other reports) on our community page on Facebook here:** www.facebook.com/savvynetworkmarketingwomen.

Until we connect, keep dreamin' big and believing in yourself, because what you do makes a difference!

See you soon.....

A handwritten signature in black ink that reads 'Sonia Stringer'.

Sonia Stringer

PS – That webinar I mentioned above tends to fill pretty quickly, so I recommend you go here now to ensure you get a spot. <http://www.MagicWordstoSelling.com>



Sonia Stringer is a professional speaker and business coach whose been working with women in network marketing and direct sales for over 20 years.

She is the founder of "Savvy Network Marketing Women.com" — an on-line community that **currently supports over 200,000 women (from every major company and all levels of experience)** to "make more money and a bigger difference for other people" through their network marketing/direct sales businesses.

Sonia is known as **THE expert in "elegant influence"** and has helped thousands of women **become extremely effective at selling, sponsoring** and bringing out the best in their teams (without having to be pushy or sales-y). Her heart-centered, authentic approach resonates deeply with savvy women who want to create financial freedom and a high-quality lifestyle for themselves and their families.

A former **National Sales Trainer** with peak performance expert **Anthony Robbins**, Sonia is a regular contributor and faculty member of "Networking Times" magazine, and has also spoken at several national company conventions. She is also **the catalyzing force that launched "Women United for Change"** — a **movement led by women in network marketing and direct sales companies** that is helping women in developing countries change their lives through entrepreneurship.

Find out more at www.SavvyNetworkMarketingWomen.com and www.WomenUnitedforChange.com

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