

Seven Keys to Effective MLM Online Prospecting

By Darrell Finkeldei

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As a seven year student of Network Marketing I've had great success with online prospecting. After more than two years of trial and error I've come up with seven key points that'll make your prospecting efforts more effective.

KEY #1 - USE A "GENERIC" PROSPECTING WEB SITE

Why a generic site and not your company's site? Simply put, you can't effectively offer your opportunity as a solution to a prospect's problems until AFTER you know what those problems are. Let me explain...

As Network Marketers we believe that our industry can offer financial freedom and time freedom to those with a great enough desire. But, we also know that if a person doesn't have strong and compelling reasons to get involved, they're just not at the right time in their lives to have much chance of success.

Look for and visit some generic online prospecting sites. Choose one that forces YOU to revisit the reasons you joined your company. Choose a site that you feel will pull a deep emotional response from a visitor.

A good online prospecting site will do that and more. It will act as a "filter" causing those not yet ready to click out, and compel those who are to take action and inquire about what you have to offer.

KEY #2 - PROVIDE A FORM TO CONDUCT AN INTERVIEW

From my experience I have found that the greater the emotional response, the more information she will be willing to give you about herself. And the time to get that information is RIGHT NOW!

Your prospect has just emotionally confronted the problems she is experiencing in her life. She hopes you can help her. Now is the time to ask her questions and LOTS of them. Her answers will show you exactly how to present your opportunity as a solution to her specific problems.

Therefore, the online prospecting web site you choose MUST have a response form that asks her questions that will provide you with the information you need. Preferably, this form should be set up in the form of an "interview" and ask PROBING questions.

Aside from the basic information you'd always ask for (name, address, etc.), here's a few examples:

-Does she have large credit card debt? How much? -What would an extra \$500 per month mean to her? -What would she buy with the extra money? -How much time could she devote to a business? -What about her would make her a good candidate for owning and running a business? -How would she feel to have more free time? -What would she do with it? -Does she have children? How many? -What is her current occupation? -Does she like it? -Has she ever owned a business before?

This kind of response form can be a further filter for sorting good prospects from bad, as well as good from great. A person willing to give every piece of information you ask for is a good prospect.

The form should also provide text area for "Additional Comments". The really great prospects (the ones for whom the time is exactly right) will use this area to share exactly what they want to change in their lives and WHY.

KEY #3 - YOU MUST MAKE PERSONAL CONTACT WITH HER

While the Internet is the perfect medium for online prospecting of potential Network Marketers, it's also a very impersonal place. And we all know that our business is built on "personal relationships".

So, when someone fills out a response form from your site do yourself a great big favor - CALL HER! This ONE thing alone will separate you from EVERY other online prospecting web site she's visited before. (And believe me, she's visited many!).

And your call has another very positive effect on her. She'll feel that what you have to offer may also be real and worth her consideration.

The call should be very short, but friendly and courteous. Just introduce yourself and tell her you are following up on the "interview" she submitted at your web site. Use this call to verify that the email address she gave you is correct.

While making this call DON'T try to recruit her or bombard her with your opportunity. And don't answer questions about your opportunity. Now is not the time. You keep control of the conversation.

DO inform her what the next step is....

KEY #4 - AUTOMATE A POWERFUL PRESENTATION

Your next step can be whatever you currently do with offline prospects. Send her to a nearby opportunity meeting, company web site, etc. But, the true power of online prospecting is in the use of email.

I use a "smart autoresponder" to automatically send out a series of emails to present my network marketing opportunity. The emails are set up to go out at different intervals depending on what was presented in each email. All I have to do is enter the prospect's name and email into the system.

The KEY for these follow-up emails is that they be personalized. They must appear like you wrote each and every one of them specifically for her. You must use her name often and like she is an old friend.

KEY #5 - PERSONAL FOLLOW-UP

After there has been enough time for her to have reviewed the email presentation make a personal follow-up call.

The follow-up call is the perfect time for a three-way with your upline or another mentor. The third-party lends credibility to you and your opportunity. It also lets her know you're serious, that you care, and are ready to help.

Pay special attention to the few prospects who contact you DURING your presentation process. These people are showing you they're motivated and are likely ready to join your program!

Without exception, I have sponsored EVERY prospect who contacted me during my email series. And every one of these people are "a step ahead" of the rest of my downline.

Call these people immediately and answer their questions. Then SPONSOR THEM!

KEY #6 - TIMING, TIMING, TIMING!

The personal contact phone call, the email presentation, and the follow-up call all need to happen quickly. Again, it is important to remember that your online prospecting web site caused an emotional response that got your prospect to fill out the response form. Don't let that emotion die.

The personal contact phone call should happen within 24 hours of receiving the prospect's interview.

Your presentation needs to get into her hands immediately. If you're using an info-packet, send it overnight. If you're using email start them immediately.

The follow-up is not quite as critical (unless she contacts you first). Your prospect needs ample time to get through the information. Since my email series takes about a week to be complete, I wait around 10 days.

My sponsor and I make calls one evening a week. I follow up on my own with those we can't reach on that night. When I get an answering machine I ALWAYS leave a message.

You will be surprised how many people are screening their calls and pick up when you mention your online prospecting web site. If they actually aren't at home I want them to know that I am trying to reach them.

KEY #7 - CONTINUE FOLLOWING UP

Don't take anyone off of your list. If the timing wasn't right for her now, it might be in the future. Put all your prospects into an email file and send them updates and information periodically.

Keep an open eye for good information on Network Marketing, your company press releases, and your company's new product launches. Compose friendly and short emails and send them out to your list periodically. Every now and then someone on your list will stick their head up and join your program.

Remember not to SPAM. If someone requests that you stop sending info remove her from your list immediately.

CONCLUSION

Network Marketing via the Internet provides a way for many people to overcome obstacles that have prevented their past success in our industry. Prospecting, recruiting, and duplication has never been easier than with the automation made available via the Net.

By the way, are you wondering why I write in the female gender? My experience shows me that women out-number men about 4 to 1 when it comes to looking for home based business.

Darrell Finkeldei spent six years as a Regional Director with Excel Communications. Currently he and his wife, Mona, are Advisors with AdvoCare International. Visit his web sites at:

<http://www.homebusinessgo.com/loseweight>

<http://www.Homebusinessgo.com/affiliates/main.asp?id=16145>

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