

Create a Profitable Habit: Caring for Prospects

By Jeff Neil

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We have a lot of terms we use when it comes to "How to Succeed in Network Marketing".

Things like, closing the sale, building rapport, creating excitement, getting the decision, and blah, blah, blah.

All kinds of different things many people lose money and sleep over.

But when you get right down to it, this is networking. For most of us it's not just selling. It's about connecting with people. And for some, even making friends.

If you were to read the textbook NWM 101 on How to Succeed in MLM, you would read about building rapport. Getting them to trust you. And you would read to gain trust by asking questions.

Questions like "What do you do for work?"; "How do you like it?"; "Why do you want your own business from home?".

Good questions. But do you really care?

Unless you are Mr. (or Mrs.) super salesperson, you should. You need to care because there are people out there wanting to start their own business right now. They are just looking for the right one.

And they won't be joining just because of the company's product. They probably won't be joining because of the great

pay structure.

Nope. They'll join because of you. They will join you and your business if they trust you. And they will trust you if they believe you care about them.

Of course you've already been told that. That's old news. But the trick is knowing how to truly care about someone you don't even know.

Hopefully you are different. Hopefully you do care about every person you see and truly care that they are having a great day.

Hopefully that's you. But you'd be rare.

Most of us go through life without thinking much about the people around us. Most of us are too deep in thought about our own lives to hardly even notice people we don't know.

As an experiment, go to Wal-Mart and just stand in the middle of an aisle. Don't move. Just watch.

You will get run over!

If you are the person who ran me over in Wal-Mart without even saying "excuse me", it's time to change your habits. At least if you want to do well in this people helping people business.

You can begin by practicing on your friends, your family, or even the people you work with.

"Good Morning." Has anyone said that to you lately? Did you ignore them or grumble morning in return? Or did you respond with the question I used to ask...

"What's good about it?"

You can change that attitude and create a profitable habit.

Let's say John says good morning. look at him, smile and say "Good Morning John". Say it like you mean it. Even if you don't yet.

By making it real, like you really mean it, you connect to John. Even if no other words are said. The very next time that John says good morning, do the exact same thing.

Over time John looks forward to seeing you. John will say good morning to you with more enthusiasm than he used to because he knows he will get that in return.

You can look at this anyway you want to. But what you have done is created a joint venture. A win-win situation for both you and John.

And you have created a habit of caring.

Since you already know John that first step should be fairly easy and within your comfort zone. The next step is to try this caring stuff out on strangers.

There is no secret strategy here. No hocus-pocus magic. As a matter of fact if you were to share this with your mother, she'd probably just call it manners. Because that's what it is. Just manners.

For example, when you are at a crowded shopping mall. When you hold the door open for someone.

You do that, right?

In the exchange of the thank you's, and the your welcome's pay attention to how you honestly feel when you say it. If you could really care less, you only do it out of habit.

Change your habit. Just as in the "Good Morning" exercise, put some real feeling into it. You will get some real feeling back.

OK, I confess. Not everyone you try this with will become super friendly. To be honest, most of the people you come in contact with will still run over you in a department store.

Not everyone you talk to is going to join you and your business, either. Truth is, most won't.

But by developing a habit of caring, *more* people will. And it will be more of the kind of people you want to do business with.

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