

Five SECRETS of the *MASTER RECRUITERS

By Simon Baxter

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Simon Baxter
webmaster@netincomesite.com

Affiliate Resource Center <http://www.netincomesite.com>

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1. Follow up with your Prospect, time and time again...

Just because you think it is the right time for your prospect to sign up for your Affiliate Program, it might not be the right time for them.

There is no way of hitting your prospect with your proposal at just the right time in their lives, so to boost your success rate, follow up with them regularly. Persistence has always been the key to recruiting and with the birth of the Internet it is even more important now.

Your prospect might have said no to you this week, but next week when they feel totally fed up with their job and fed up with the lack of time with their family, they just might sign up with an Affiliate Program and it may as well be yours than someone elses!

2. Master the secret of the best attraction in the World...

Curiosity!

Curiosity is a killer for most people, make sure your headlines, ads and sales copy increase peoples curiosity in what you are offering.

Use curiosity to lead people to read your ad.

Use curiosity to lead people to click on your ad to your site.

Use curiosity to lead people to ask for more information.

And then follow up until they sign up or tell you to bu**er off!

3. Personalization is a winner!

Make sure EVERY email you send to your prospect is personalized in some way. If a prospect has provided a name as well as an email address, USE IT!

Nothing is more powerful, than using someone's first name in communicating.

Make sure that when sending out follow up emails, use a mail merge program that allows you to personalize your emails and newsletters.

SIDE BAR -----

The service we use for sending out unlimited follow up emails and our weekly newsletters and is hard to beat, as what you pay for is what you get NOT the other way round:) is...

Postmaster Online, for a one months trial period for only \$1 visit the link below:

<http://www.postmasteronline.com>

END SIDE BAR -----

4. Another powerful attractor is *Caring*

Care about your prospects problems.

Care about their feelings.

Care about what you are offering.

Care about value for money.

And the only way of caring is by first observing and really listening to your prospects fears and worries, then answer their questions as honestly and as thoroughly as you can. Do not keep shoving your opportunity down their throat, lead them gently to your opportunity and you will have more success.

5. The most powerful force of all is

Visibility

The more visible you are on the Internet the more success you will have in recruiting. People will flock to you in all manner of ways.

Get your name seen on message boards, in forums and chat rooms. Get your name seen in Ezines by writing articles.

You need to create security in your prospects minds, they need to know that you will still be there helping them in 3 months time.

So, keep you name out there as someone who knows where it's at!

Simon Baxter is a Internet Marketer and reviewer both online and offline. He is a peoples man and derives great pleasure from helping people reach their goals.

His web site *Affiliates Resource Center* helps affiliates to do just that.

<http://www.netincomesite.com>

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