

ONLINE RECRUITING SECRETS



'How I Went From Being A Jobless Father Of 4,
Living In A Trailer House To **Sponsoring An
Army Of Reps & Customers Online**, And
Becoming The **#1 Recruiter** & Income Earner
In My Network Marketing Company'

“As to methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.”

- Harrington Emerson.



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After reading this book and applying the principles it teaches, it's highly likely you'll experience a complete transformation in your Home Based Business.

As a matter of fact, you may get to the point where your fingerprints actually begin to rub right off your fingertips from processing such an incredibly high volume of enrollment applications for your business.

When this happens, you may have the overwhelming desire to share this book with as many people as humanly possible.

You may do this, so long as you share it in its original form, without any modifications.

Paul you inspire me every single day. You have no idea how much you've truly changed my life. I love you, I admire you and I'm blessed to be working with you, a true freedom crusader.

After I started working with Paul, I sponsored 122 new team members and made over \$52,000 in my first 5 months of working personally with Paul.

If you have a chance to personally work with Paul, I highly, highly recommend you grab the opportunity. It's hard to find a true mentor, and expert and leader like Paul Hutchings so grab the opportunity and you will be blessed and thank me for doing so.

Vitaliy Dubinin



Hi Paul,

Thank you so much for sending me this information. I have been on your coaching mastermind for the last year and half. I shed my tears every time I hear your story, I also laugh when you share stories about your children and the question they ask.

This mastermind has a great impact on my personal journey. Following the principles you teach, I have realized some of my goals that I clearly wrote on paper as follows:

1. To quit my corporate job and become stay home mom, help my kids with their homework and activities and never miss kid's game
2. To be great support for my busy husband
3. To have a Mercedes Benz
4. To take 2 month summer vacation

All the above has come true in the last 6 months.

Paul THANK YOU for changing my life and for building an amazing mastermind community.

Blessings to you and your family,



Filseta

INTRODUCTION

Dear Fellow Freedom Enthusiast,

(AKA: Network marketer)

Let me start off by saying this is **not** your ordinary book.

If what you're looking for is some cleverly disguised marketing pitch or some regurgitated '*parrot syndrome*' message that's been repeated a million times over because it sounded good (regardless of whether or not it actually works), this is *not* the book for you.

My intention with the information that is to follow is to share with you the most powerful ideas and principles '**The Truth**' (if you will), of what it takes to **personally sponsor ridiculous numbers of customers** and reps into whatever it is you happen to be promoting without ever leaving your house, ... (or favorite beach, laptop or wherever it is you happen to enjoy spending most of your time).

While the information that is to follow can work well for getting people to hotel presentations and recruiting over lunch dates, **none of that** is my goal for you with this book.

My real passion in life is **freedom**. For me, this means that my income production must not be tied to a physical location.

I didn't get started in home business because I wanted to be a network marketer or an affiliate marketer.

I got started in both of those professions because I saw them as pathways to freedom and thankfully, they've been exactly that.

Despite the fact that I started my very first business living in a 1984 single wide trailer house, while working a call center job in a cubicle making \$11.09 an hour,

(...where I started)



I've been able to use the exact principles & ideas you have in your hot little hands to...



- **Become job free** & stay that way since 2009
- **Personally sponsor well over 1,293 customers & reps 100% from home using the internet** (*I stopped counting some time ago*)
- **Become a top earner** and leadership council member

in my last 2 network marketing companies.

- Train thousands of home business owners and help to develop some of the highest paid earners in the home business profession.

And as grateful as I am for all of those results, none of them mean as much to me as **the lifestyle of freedom** they've helped me to build for myself and my family.

(My wife Corene and I)



(Our 4 boys)



Thanks to the information in this book, we've been able to...

- Buy our dream home in the country and pay off the mortgage.
- Eliminate all of our debt
- Save
- Invest for the future
- Have plenty of time to live, laugh and love together as a family



None of this happened overnight and none of it ever would have happened without great mentors along the way who taught me the best of what they knew so I could apply in my own journey.

I'm reminded of something Bob Proctor told me one time...



"I have license to brag because none of this stuff is mine." ☺

The Glory In The Story

One of the thoughts that has inspired me the most in my home business career is the truth that an oak tree never falls out of the sky and plops on the ground, poof there it is - a magnificent structure of nature.

The mighty oak *a/ways* begins as a seed and travels a long road of growth to get where it's going.

And in my experience, that's how the freedom tree grows.



Whenever you hear or see of any success (home business or otherwise) there's usually quite a story behind the glory.

And furthermore, it's usually in the story that you find most of the glory worth learning from.

It's easy to applaud the leader on stage getting the big check or being rewarded for hitting a new income level but where's all the applause when

that same person was crumpled to the ground, tears falling down, praying for the strength to get up and take just one more step?

It's in *those* moments, we're all faced with at one time or another, that real heroes are born.

It's in those moments, scattered throughout the lives of the men and women we admire most, where we find some of our best takeaways for moving forward.

And that's why, if you'll indulge me, I'd like to take just a little space here to tell you some of my own story, before we get into all the super dooper, nitty gritty Online Recruiting Secrets I have in store for you. ☺

My Home Business Breakthrough

There I was, tears streaming down my face as I knelt down next to my son's bottom bunk bed in the back room of our 1984 single-wide trailer house, praying for a miracle.

I'd just finished reading my 2 oldest sons their nightly bedtime stories and watched them drift off to sleep.



As I stared down at those 2 angelic faces, I started to cry because it hit me that I was failing as a husband, father & provider.

Life had punched me in the gut and dropped me to my knees, *literally*.

I'd been through 14 home business failures.

I wondered what on earth could be causing all of these struggles.

I had even come up with the idea that maybe I hadn't yet succeeded because I'd been trying to find my success part time, while holding down a full time job.

With the encouragement of my supportive wife Corene, I had decided to quit my job and go for my dreams full time.

Much to my surprise, in 6 months of going at it with everything I had, I found myself in an even worse position.

We were living off of savings, which were dwindling fast, and my network marketing income had actually decreased from its already meager amount, despite 6 months of full time and overtime effort.

I was sure matters couldn't get any worse, and then they did.

One day while I was feverishly working in my trailer-house office, surrounded by brown 70's style paneled walls, I heard my wife's suburban pull in the driveway.

She had just come home from a 2 week checkup where she'd taken our newly born 3rd son, Kyson, to see the doctor.

I arose from my office chair to meet her in the living room where she was in tears.

In between sobs and hugs she told me that our new baby had a head condition called Craniosynostosis which meant that the bones in his head were prematurely fused together.

He needed a \$50,000 surgery down at primary children's hospital.



I wrapped my sobbing wife in my arms and told her "Honey, everything will be ok," but the truth was, I was scared and had no idea what was in store for our little family.

And that's why I found myself down on my knees with tears streaming down my face that night, doing the only other thing I could possibly think to do in that moment, to find a solution for my family.

2 things happened as a result of that prayer that changed everything for me.

First, I distinctly remember a set of instructions that came to my mind.

I don't recall hearing a voice or seeing a vision or anything like that.

I just knew, deep down inside, that I was supposed to pull the book *Think And Grow Rich* off my bookshelf and begin a serious study.

This felt a bit strange to me because *certainly*, I'd read the book before.

Usually I'd finish it up, say to myself "Man that's a great book," throw it up on my bookshelf and then dive into the next read.

Suddenly I knew, that kind of read wouldn't do.

I was supposed to study, understand and *apply* what this book had to teach me.

Francis Bacon once wrote "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested: that is, some books are to be read only in parts, others to be read, but not curiously, and some few to be read wholly, and with diligence and attention."

I knew in my soul that this book, *Think And Grow Rich*, was one of those books that fell into the latter part of this description.

And so I set to work.

I marked the pages, I folded the corners and I highlighted passages.

I committed to follow each instruction as if my life depended on it (and in a sense, maybe it did.)

Each night beneath the Idaho stars, I would walk up and down my driveway repeating my Major Definite Purpose and Self Confidence formula.

After a few weeks, I began to feel something change inside me.

I was becoming someone different.

It used to be that I always hoped this business or that idea would work for me.

I wished it; I prayed it and I begged it.

This was different.

I knew, deep down inside, that that money was waiting for me with absolute certainty.

It was already in existence, in other people's bank accounts and all I had to do was perform the service necessary to transfer it from their accounts to mine.

I began to speak differently and show up differently in my business.

It was as if faith permeated my entire existence and a subtle *something*, had showed up to help me.

I remember hearing Jim Rohn say one time,

“Some people claim faith doesn’t exist because you can’t see it. That would be like saying radiation doesn’t exist. We know radiation exists because it has an effect, and it’s the same with faith.’ I felt like I knew exactly what Mr. Rohn was talking about.

My *mindset* had shifted and this was the first important change I needed.

The 2nd major secret in my breakthrough...

Right around this same time, I found myself online searching for answers to my home business problems. I knew there must be away I could use the internet to generate leads online and sponsor into my business so I could make money and be free.

One day I saw an ad that led me to a website.

I put in my contact info and began to learn about *marketing*.

I’m going to get into much more detail regarding marketing later on in this book but for now, let me just share with you 1 groundbreaking idea that helped to make a big difference for me in those early days.

Tapping Into Natural Demand

One of my early marketing mentors taught me that it's pretty difficult to sell steaks to vegetarians.

Vegetarians don't eat meat, so why try to sell them something you already know they don't want.

And yet, for 5 years straight, that's exactly what I'd been trying to do with my network marketing business.

I was trying to convince people who didn't want what I had, that they should.

What a painful way to build a business.

When I finally realized that every day, millions of people wake up with problems they're dying to have solved or dreams they're hungry to turn into reality a major lightbulb went off.

Through the awesome power of the internet, I could connect with *them* instead.

And that's when everything changed.

I continued to work on strengthening my mindset and mastering *marketing* and miracles began to happen.

The first miracle came when, in about 6 months, the exact amount of money that I'd been seeing in my mind's eye showed up in my bank account.

It was the strangest experience.

For 6 months I'd been visualizing \$1,500 from my network marketing business and \$1,500 from a system (AKA 'companion offer' – more on this later) I was promoting.

Then one day I got a check for \$1,500 exactly from the system.

I then logged into the back office of my network marketing company and about fell out of my chair when I saw the amount was \$1,498 (\$1,500 minus a \$2 check processing fee)

The miracles continued, the business prospered and new and exciting dreams were realized for myself and my family, one after another.

I became a top earner, speaker on stage, got a taste of what it's like to be viewed as a celebrity and was able to ride off into my sunset of freedom.

So many of my dreams have been realized and for that I'm profoundly grateful.

Part of my sincere heart's desire in writing this book is to inspire you with my story in the hopes that you can believe that if a jobless father of 4 living in a single wide trailer house can make it in this business, you can too.

So let's get to it.

First, a minor caveat.

I'm not going to give you some of the traditional advice and tell you to grind it out as hard as you can for X number of months or years while sacrificing everything that's important to you in the process.

I think those messages can be damaging.

Of course, success takes work and sacrifice but we want to be very careful that we don't sacrifice things that will make us sorry down the road.

Sometimes I hear leaders talk about how much money they make and how hard they grind from early in the morning to late at night.

In my mind, this defeats the whole purpose of building a business from home.

A business like that, to me, sounds worse than a job.

The things I'm going to teach you in this book are not about that.

I got into this business for the **freedom** it could provide and I wouldn't trade my current lifestyle for all the money in the world.

Often my mornings are started in the hot tub, meditating and thinking about what I'd like to do for the day as my calendar is usually totally blank.

(I kind of like it that way)

I actually work part time but have plenty of residual income coming in to buy or do anything my family wants to buy or do.

I guess my point here is, it's been my experience that success and freedom is much more of a marathon than a sprint.

If you can learn to be dedicated daily, for an extended period of time utilizing some of what I'm going to teach you in this book, the results will be that much sweeter when they come and you'll likely have much more fun and fulfillment along the way.

How would it feel if you could wake up and have the entire day to do whatever fulfilled your heart's desire?

How would it feel to have peace in your heart concerning money, knowing that you had plenty of it and that your future was secure?

To me, these feelings are priceless.

It's the lifestyle I crusaded for all throughout the ups and downs of my home business career & it's the lifestyle I'm still crusading for today to help others get there too.

The lifestyle of **freedom**.

And that brings us to **you** and **the major purpose of this book**.

The One Thing

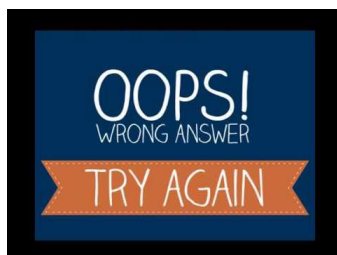
Let me ask you a question my friend.

If there were just **1 skill** that could ensure that the rest of your future in home business would be a prosperous one, what would it be?

If you could wave a magic wand and instantly be a master of any 1 skill, what would you choose?

Many would say "**Lead Generation**".

I would say...



What good are all the leads in the world if you can't convert any of them into customers or business partners?

What's better...?

More leads and fewer sales or fewer leads and more sales?

Freedom Fact: More leads ***do not*** equal more sales.

More leads equal more sales IF, and only IF – you know how to handle those leads and turn them into sales.

Others might say, “**duplication**”. That's the skill I want to master!

And duplication would be an AMAZING money skill to have if the power for it to work didn't lie completely outside of you, **but it does!**

You and I cannot control what someone else chooses to do or not do.

This is a hard lesson I've had to learn from over a decade of building my business from home.

I've built some pretty big downlines with lots of duplication and it was great while it was happening and horrible when it was falling apart due to attrition or my big leaders quitting to go do other things.

In times like that I realized that placing my destiny, freedom and income in the hands of others was *not* a good strategy.

Here's a great question...

'Do I want my income and my future to be defined by what *other* people choose to do or not do – OR – would I rather my income and my future be based upon what **I** choose to do?'

If you said “I want to be in control of my future”, then **this could be the most important book you’ll ever read** because if you read with intensity, *pay close attention* and **apply what’s about to follow** – you’ll be equipped with a skill that can pay you (and pay you well) for the rest of your life.

After years and years of building big downlines in network marketing and being a top earning affiliate in several online systems – I finally came to the conclusion that **recruiting is absolutely the #1 skill to master** if you want to create and sustain a lifestyle of freedom that you can count on being there for you regardless of what anyone else does or doesn’t do.

Being a master recruiter ensures that your future and your freedom is up to you.

Think about it.

If you’re building a network marketing team and your team doesn’t duplicate but you can recruit a downline yourself – what does it matter if your team ever lifts a finger?

Of course we still teach, train & coach the best we can because we want others to be free too – but if they don’t listen or apply... ?

We still WIN!

What if you’re building something that commonly has customers and reps quitting through attrition?

Freedom Fact: The best documentable network marketing company retention rate I’m aware of is 40% retention per year or 60% attrition per year.

Ouch!



"There's a hole in my bucket, dear Liza, dear Liza.."

This is 1 ugly fact of building a business from home they usually don't tell you about in the sales presentations.

Well if you can recruit and replace faster than others quit the race – then the leaky bucket in your business almost doesn't even matter.

(There are some other smart things you can do protect yourself against the leaky bucket which we may get into later)

For now though, the bottom line is this.

If there's just 1 skill to focus on and master, it's **recruiting** and fortunately, you are now reading **THE BOOK** written by someone who's done it and in **large numbers**.

Random Story: I remember being at an Eric Worre event a few years ago and the speaker from stage started asking the audience to... "Please stand if you've recruited over 5 into your company. Stay standing if you've recruited over 10 people... then 20, then 100, so on and so forth. When he got to

400 and I was the only one in the room still standing – I remember the whole audience looking at me with dropped jaws thinking “Who **is** this guy?”

Little did they know was out recruiting them all without ever leaving my house using nothing more than a phone, computer & an internet connection.



Top 6 Recruiting Myths, Lies & Half Truths

One thing you have to be aware of if you want to become a master recruiter is that there is a lot of **bad advice** out floating around out there in internet land.

For example:

#1 : Prospecting is stupid; you should only do ‘attraction marketing’.

This type of message usually comes from someone who is trying to sell an ‘attraction marketing’ system to someone who is struggling with their prospecting.

The reason this is bad advice is because the skills that make someone a great prospector are, in large part, the same skills that make someone a great recruiter.

If you can’t master the people skills necessary to prospect attractively & effectively – rarely will you be able to find success with more advanced ‘attraction marketing strategies.’

It’s also very bad advice because it deters the one who needs to learn effective prospecting the most – from doing it – just to get distracted with more advanced strategies. Not cool.

#2: Be An Attraction Marketer And Just Let Customers & Reps Come To You

Again, this advice comes typically from people selling attraction marketing systems to people who would prefer to avoid actually connecting with another human being and leads to the phenomenon of someone making tons of videos and posts about '*How To Recruit*' without ever actually recruiting anyone.

Also, not cool.

#3: Attraction Marketing is stupid you should only do 'prospecting'.

This assertion is just as ridiculous and comes from the well intentioned up line leader who thinks there is only 1 way to do something.

Attraction marketing works **AMAZINGLY** well when you're in the right position to use it effectively.

Just a couple weeks ago my partner and I signed up 15 new customers in 4 days using attraction marketing.



Like the Bible says it's a 'milk before meat type of thing'.

You just have to apply it in **the right stage** of your business and not before.

#4 : Just Get 2 Who Get 2 Who Get 2 Who Get 2

This is a very attractive idea to newbies who haven't been in the game long enough to know just how much of a pipe dream it really is.

On a flip chart or a whiteboard this concept looks awesome and super attractive because it plants the seed of **easy money** in the mind.

In reality, things work quite differently.

You've heard of a little thing called The Pareto Principle?

This is the idea that typically, 20% of your activities will produce 80% of your results.

In home business it means that 20% of your team will produce 80% of your results.

Flip that around and it basically says that **80% of your team will probably not do much at all.**

If your income plan rests on the hope that everyone on your team can just get 2 who get 2 who get 2, **prepare for an empty bank account.**

I know this might feel like bad news if you're learning this for the first time.

I get it.

My first few years in network marketing this was one of the most exciting concepts for me to think about.

"If we could just get 2 who get 2 who get 2... we'll be SO RICH!"

Finally, I faced reality and decided to put my head down and go to work and learn to recruit so many people it didn't matter what my team did and guess what happened.

I became the #1 recruiter **sponsoring over 400 reps**, *my downline grew to \$120,000 in monthly volume and I hit my first 6 figure income.*

I did the same thing in the next company I joined (personally sponsored over 500 in this company) and I hit my first \$20K monthly income and went on to earn over a half a million dollars with that company.

Of course these results are not average and are not meant to serve as a guarantee of income. Results do vary and you can see my average earnings disclaimer [here](#) but they're AMAZING nonetheless wouldn't you say?

None of that EVER would have happened had I placed my future in the hopes that 2 would get 2 who would get 2.

This can be great news for your future if you're willing to face the facts, *learn the skills* and *go to work* following the formula I'm going to lay out in this book.

#5: To Be Successful In Recruiting You Have To Be Pushy, Obnoxiously Aggressive or Totally Annoying And Spammy

Recruiting into a home business is TOTALLY different than selling a used car.

I should know, since I used to work at an auto auction and I get why some used car sales people have a bad rap.

One of the things I love most about the recruiting style I'll share with you in this book is it's totally laid back, non-confrontational and when done right, actually nourishes relationships and causes people to thank you for trying to recruit them even if they don't join.

There are enough people out there in the world right now who are starving for what you have to offer them; there is **zero** need at all to be annoyingly persistent or aggressive in your recruiting.

In fact, your results will be worse if you do things like that so please **pay attention** and learn a much better way...

#6 : Everyone Wants What You Have

No, no NO! They don't. Some people love their jobs. Some people would rather watch TV all day. Some people have successful businesses and investments and all the money and time they could possibly want.

So while everyone might be a **prospect** – most of them do not what you're selling and that's ok. Lack of understanding on this point leads people to ruin friendships and give network marketing & home business a big black eye.

Getting comfortable with this fact can also make the no's much more bearable because when someone says no – it simply means they're happy with what's going on in their life and that's something we should be excited about right?

All right let's get to the good stuff shall we?

I like to break down the online recruiting process into 2 different stages.

Phase 1 and phase 2 recruiting

Phase 1 is simple and phase 2 is advanced.

What most people do when they hear that is say to themselves "Forget the simple stuff – send me straight to advanced."

HUGE MISTAKE!

I'm not much a football fan *but*, one of my favorite success lessons comes from one of the greatest football coaches who ever lived, Vince Lombardi.

It was in July of 1961 and the packers had showed up for their first day of training after wallowing all through the off season from their miserable defeat in the super bowl the year before where they had blown a lead late in the 4th quarter and ended up the losing championship game to the Eagles.

The coach walks onto the field and addresses this group of professional championship level athletes and says...

"Gentleman, this is a football."

Despite the fact that these players knew plenty of advanced stuff, he wanted to start with the fundamentals because he knew that **if they mastered the fundamentals – everything else would automatically work infinitely better.**

And it's the exact same with recruiting online.

Skip the fundamentals and suffer.

Master them and learn to recruit like an unstoppable energizer bunny for the rest of your home business career setting yourself up to live the life of your dreams.

Phase 1 Recruiting

I remember one day way back when I was living in a single wide trailer house, it was winter time and my wife and I had just had our first son Kayden and brought him home.

It was snowing & freezing outside and the roads were bad. Nevertheless I had a company event to travel to down in Park City Utah.

It was early Saturday morning.

I got up, put on a shirt & tie and left my wife and newborn baby son to climb into my green Honda Civic with the paint peeling off the hood so I could drive a couple hundred miles to learn from people who knew more than I did about making money from home.

I'll never forget the lesson I learned that day from one of the company owners.

He said "If you want to be successful in this business, you need to **become a student of human nature.**"

I didn't know exactly what he meant that day, but – I learned over the years.

If you understand human nature – most or all of your fears about recruiting will dissolve AND you'll be able to easily guide others along the path to a better future and sponsor many of them into your company in the process.

The 7 Great Truths of Human Nature

Belief Is the Foundation

None of what I'm going to share with you will work if you don't believe in yourself, other people, what you're sharing and your better future.

This book is not about those things so I won't dwell too much on the topic.

I will tell you though, that even if you don't yet have the faith, all of that can change. I'm living proof.

The reason this is important in the recruiting process is because, like Zig Ziglar, said,

"Sales is not a thing in the world, but a transference of feeling."

Recruiting is not just *what* you say but also how you say it and how you say it has a lot to do with your underlying belief levels in...

1. Yourself
2. Others
3. What you're sharing
4. Your better future

My first network marketing company mentor told me to list out the top 10 reasons why our product was amazing. Same thing for comp plan. He then told us to memorize the list and say it over and over.

It wasn't so much so we could regurgitate those 10 points to prospects (although some of that was helpful at times), but rather so we could develop the unstoppable belief that what we were sharing with others was good for them.

Reading, taking action, persisting through setbacks, growing yourself and your skillset, getting results and getting around successful people who believe in you, *over time* - are my best tips for building belief in yourself and your better future.

Additionally, I like to think that every human soul is a seed in that we are all in a process of growth – which means where we are right now, is not where we are going to be in the future.

You can't look at an acorn and say "Gee, what a tiny, pathetic little thing" because what's actually in that seed (that you can't see with your eyes) is a strong and mighty oak tree that has yet to emerge.

It's also helpful to remember that people are more like movies than they are like pictures.

When we as people pass judgments on other people (ourselves included), it's like we're taking a photo and saying,

"This is it, that's all there is."

The problem with this is, people are more like movies than they are like photos.

A photo is a still shot in time.

People always have a next frame.

There's always more to the story, things to learn, changes to make, and new triumphs to be had.

There's depth and history and infinite levels to a human soul that can't be captured in a snapshot.

So maybe next time we have the urge to take that photo and judge it,

...we can remember that people are more like movies than they are like pictures.

This metaphor has helped me a lot with belief in myself and others and I hope it helps you too.

We All Have 'Yays' and 'Boos'

We **all** have things we want and things we don't want.

Anthony Robbins said it best when he wrote that the 2 greatest motivating factors of human beings is

1. hope of gain and
2. fear of loss

Understanding this great truth makes it so you can connect with each and every prospect knowing there is something they want and something they don't want.

For me, this gives me the confidence to connect with anyone and, as you'll see very shortly, the magic lever for unleashing consistent cash deposits into my bank account.

This simple truth, along with the 2 major human motivators is priceless knowledge to have for both phase 1 and phase 2 recruiting. You'll see what I mean here in just a bit.

We're All Pretty Selfish, For The Most Part

Human beings – most all of us – are selfish.

Not selfish in a mean, cruel, sinful way – but selfish in the sense that we care to think and talk mostly, about the things that impact our lives the most.

How does this relate to recruiting?

Brace yourself, this may come as a shocker...

Nobody cares about your business or your products.

They care about what **they** care about.

Successful recruiting is all about serving up your products, service or business opportunity in such a way that what you offer appears to be a great way for your prospect to get what **they** want.

What you offer has to appear to be important in helping your prospect to move toward that 'hope of gain' or away from that 'fear of loss' thing we mentioned above.

So if you've found yourself blabbering on and on about how great your company, products and comp plan are in one on one conversations or on social media, **stop it right now!**

This may just be damaging your ability to recruit.

There is a time and a place for some of this but; it has to come at *the right time* and in *the right way*.

We're All Pretty Prideful

We like to think we've got things handled and even though sometimes we need help from others, we often hate to admit it.

Most of us want to take all the credit for our decisions and usually dislike having ideas, products or plans forced upon us.

Example:

Guy walks into the electronics store looking for a new TV.

Sales person comes up and asks, "Can I help you?"

“Nope, just looking says the man.”

Wait, *what*?

Didn't this guy walk into the store knowing he was looking for and wanted to buy a new TV?

Why would he lie to the salesperson and say “I'm just looking”?

It's because, **people love to buy, but hate to be sold.**

If you can create an environment in your recruiting process where your prospect feels like **they are the ones** finding, choosing and deciding to buy, you've hit the jackpot.

This is easily achieved by proper invitation language and through patiently guiding someone along in **their** discovery and decision making process, not yours.

We Love To Buy From People We Trust

You've heard it said before right?

“People do business with people they know like and trust.”

I like to think of rapport as a warm feeling of comfort between 2 people where any walls of suspicion have melted away and been replaced with an open bridge of trust.

Rapport is an essential part of the recruiting process and the good news is, with the right skills – it can develop rather quickly.

That being said, if you already have rapport with people – odds are high they will be much more open to a direct invitation to look at your business, products & services.

This is why so many network marketing companies recommend that when you get started in business you make a list of your friends & family to give invitations to.

This is not a bad way to start a business as long as you remember that just because you have rapport with someone doesn't mean they have a desire or problem that can be served with what you're offering them.

This is why people you have rapport with still may tell you 'no'.

If you're going to be giving invitations to strangers – which you must learn to do eventually, if you want to expand beyond your warm market and have the ability to grow your business off into the future, you must learn to develop rapport with others.

This will be covered in much more detail in the 3 step online recruiting process but for now,

Here are 4 quick & dirty tips for gaining rapport quickly with others.

- **Be 'others' focused...** Ask questions, listen & express interest in *them* and the things they care about.
- **Relate...** when you hear something they tell you that is similar to you – highlight the similarity.
- **Make them laugh...** they say 'laughter is the shortest distance between 2 people and it's true. Tell em a joke – laugh at yourself – fill your voice with happiness & enthusiasm when you speak to them. Smile when you talk...
- **Honest & Sincere Compliments...** 'Recognition, babies cry for it and grown men die for it.' It's true. I believe that in today's fast paced world people are starving for someone to come along and say something good to them. That someone can be YOU. You can make

someone's day, week, month or even year just by expressing a good word. And yes, it happens to help a TON with rapport & recruiting too!



All right it's time to put the puzzle pieces together.



Would you like to know how to convert any lead into a 'yes' to look at your business and then into unlimited numbers of customers and business partners?

I've used the following process since I got online in 2009 and it's worked like magic and continues to work like magic whenever I use it.

This process works for **ANY** type of lead.

Warm – friends & family leads, YouTube leads, Facebook & other forms of social media leads – you name it – it works!

Why?

It works and always will, because it's based on **fundamental principles of human nature.**

Are you ready?

If you're ready say "I'm Ready!" ☺

The 3 Step Recruiting Process

Step 1 – Make A Friend

As I've already mentioned, over the years I've been blessed to sponsor quite a few customers, reps & affiliates into various projects.

Throughout my failures and successes, I started to notice **a simple pattern.**

Something that when followed, seemed to produce great results, and when ignored, not so much.

I call this the 3 step recruiting process.

Here it is.

1. Make a friend
2. Find a need
3. Suggest a solution

In step 1, the goal is to generate a feeling of warmth and trust, like you feel in those comfortable and familiar moments when you're talking to one of your best friends. (*Rapport*, like we mentioned above)

Surprisingly, when done right, this can be achieved in a relatively short amount of time.

Here are a few things that can help with this.

- *Ask sincere questions*

Sincere means you **really care** and want to know the answer to the question you're asking vs. simply asking because it's a question your mentor told you to ask in a script or asking because you want to hurry up and get to the part what you can ask them for money.

- *Really listen*

This means tuning out all distractions, being present and intensely focusing on what the other person is saying vs. thinking about what you're going to say next or paying attention to some distraction like Facebook or email.

I've found that having a notepad out while someone is talking and jotting down what they say can help with this.

- *Relate*

This means you do things during the conversation that make the other person silently say inside... "ahhh... this person is like me."

One way to do this is to occasionally, while you're listening, say things like...

"Oh you have 3 kids, I have ____ kid's myself. How old are your kid's?"

So what you've just done is highlight something they just told you and insert something about yourself that **relates** to what they just told you so they can have the realization that you're like them.

This tends to build trust.

For example, one of my friend's Francisco (who recently joined my business) is married with kids and I'm also married with kids.

- We both love home business.
- We both love personal development.
- We both love the idea of financial freedom.

- We both sometimes deal with criticism and doubt from people who are close to us.

Can you see how a bond is formed through each of us knowing these things about each other that we have in common?

Can you also see that I would not know any of those things had I not *sincerely listened* to what Francisco has told me in our conversations?

So yes, asking sincere questions, listening & relating are essential parts of the friend (trust) making process.

In a live conversation, after you relate briefly with something they've told you, It's important to ask another question to get the conversation off of you and back to them so you can continue to *listen*.

One other thing I've noticed helps a lot with the relate (or rapport building) part of the process is to laugh every once in a while at appropriate times.

It's been said that "Laughter is the shortest distance between 2 people."

When 2 people laugh together, it really seems to close the gap.

Have you noticed this yourself?

So that's part 1, of the process, **make a friend**.

Step 2 – Find A Need

The next crucial piece is to find a need/problem or desire while engaging in the relationship building process.

Here's a reminder.

People usually don't buy products and services because they want a product or service.

They buy because of what they perceive the product or service can do for them.

My 3rd son Kyson was born with medical condition called Craniosynostosis which meant the bones in his head were prematurely fused together at birth.

Because of this, he required a \$50,000 surgery at primary children's hospital,



...and a series of \$3,500 helmets to help shape his head after the surgery.



Here's the big question.

Did my wife and I buy the \$50,000 surgery and the \$3,500 helmets because we wanted the surgery and the helmets or because we wanted what the surgery and helmets could *do* for our child?

The answer seems obvious right?

We had a big problem/need that we needed a solution for and a desire for our son to be healthy.

Without that problem/need & desire... we could never have been induced to buy that surgery no matter how much we knew, liked & trusted the surgeon.

Similarly, it's important to remember that the relationship building process is only a *step* to a sale – not the entire sale.

It's also helpful to remember here that there *will* be people you have relationships with who do **not** have a need/problem or desire that you can help solve with your product/service or business.

This is why, when done right, rejection isn't really rejection... it's just discovering that someone is not a fit for what you're doing.

The next part requires us to find out if the person we are connecting with has a need/problem or desire that our product/service or business can be a solution for.

Many times, if we listen close enough while we're asking questions, these needs/problems and/or desires will naturally bubble up during the course of a normal conversation.

Other times we might have to ask some direct questions to solicit them.

Here are some questions I've found helpful in this process..

Questions about work/job...

What do you do for work?

How long have you done that?

How did you get into that line of work?

Do you enjoy it?

Are you earning the money you want to be earning?

(Be listening for clues here as to how the person feels about their job... Sometimes they'll come out and tell you they don't like it, other times you'll hear it in their voice.)

Questions about Home Business (if you're talking with someone who already has one – which is common in Phase 2 recruiting)

How long have you been in home business?

Why did you originally get involved?

What are you looking to achieve with your home business?

How's it working for you?

What challenges have you had or are currently having with building your home business?

Questions about Family

What does your spouse do for work?

Does he/she enjoy that?

How many kid's do you have?

****I've noticed that oftentimes many people's goals revolve around helping a spouse to quit a job or to help provide a better life & future for children.**

Notice that all of these questions can be asked during the **make a friend** part of the process.

So while you're asking questions, listening & relating with sincere intent, you're listening especially for those golden nuggets of the conversation where they tell you about **a need/problem** or **big desire** they have.

(Remember 'fear of loss' & 'hope of gain'?)

If a prospect tells you "I'd like to make some extra income", remember this is not the golden nugget you're looking for.

Why do they want the extra money?

How much extra do they want and what specifically do they want it for.

How will their life be different when they have created that amount of income?

These are questions that can be helpful in getting to their core desire.

If you're new to this process, having a list of questions to ask can sure help you get started.

After a while though, you'll start to engage in this process naturally and in ways that are much more effective than following a script.

With a sincere intent to get to know someone to see if there is an area of their life you can be of service to,

...you'll find that this process begins to play out naturally and you'll find that people will feel your desire to help them and be happy to tell you about their problems, dreams, goals & desires.

Once you have identified the specific thing you can help them with, the next step is to suggest a solution.

Step 3 – Suggest A Solution With An Effective Invitation

After you've made a friend & found a need, the crucial step is to "suggest a solution" or in other words,

...give an invitation for your prospect to look at whatever video you want to share that can be a potential solution for them.

Here are my 2 favorite ways to do this.

First, the irresistible invitation...

Mary, If I could show you _____, would you be open to _____?

In the first blank, you insert what they told you they wanted and in the 2nd blank you insert the action you want them to take.

Like this...

"Jennifer, If I could show you a way to build that \$5,000 residual income you told me you wanted so you can quit your job and stay home with your kids, would you be open to watching a video that could help you do that?"

This is called the irresistible invitation because, when done right, it's almost impossible to resist.

They've told you exactly what they wanted (a problem/need or a desire), they feel like they can trust you because you've followed step 1, and so when you offer a solution to their problem/need or desire, it would be insanity for them to say no, wouldn't it?

Second, the Hail Mary invitation...

This is for those times where you followed step 1 or step 2, but for some reason weren't able to uncover a problem/need or desire.

It would be a shame to have invested all that time and still not be able to give an invitation wouldn't it?

This is where the hail Mary comes to the rescue.

"It's sure has been nice talking with you Jennifer. Hey listen, I know this is probably a long shot but I've gotta ask. Would you, by chance, be open to taking a look at a way to generate income outside of what you're currently doing?"

If yes, send video..

If no, thank them and move on.

Notice the "*long shot*", and '*by chance*' phrases are carefully inserted to **remove pressure** which is an import part of the invitation.

This makes it comfortable for the prospect to say no which preserves the relationship now and in the future, an essential part of this whole process for me.

So there you have it.

The 3 step online recruiting process...

1. Make A Friend
2. Find a Need
3. Suggest a Solution

When done right, super fun, super rewarding and super **profitable**...

Bonus Tips & Insights

Bonus Tip 1 -The 3 Step Confirmation

After you've properly invited someone if they're open to looking at your project, it can be super tempting to just send them the link to the video and leave it at that.

Big mistake.

I recently paid \$500 for a series of training videos.

I've only made it through 3 so far.

Life's busy right?

If I'm having a hard time getting through videos I wanted to watch badly enough to pay \$500 dollars for, how much more difficult will it be for your prospect to watch a free video that (if you did a good job in your invitation) they just *kind of* want to watch?

This is where the **3 step confirmation** comes to the rescue.

Someone says "Yes, I'm open."

You say, "Awesome! If I send you the video now, when can you watch it for sure?"

They say, "hmmm... maybe tomorrow?" **(First confirmation)**

You say, "Ok great. So If I check back with you day after tomorrow, you'll have seen it for sure?"

They say, "Yes." **(Second Confirmation)**

You say – "Great. I'd love to check back with you after you've seen it to hear what you thought & answer any questions you might have. When would be the best time on (insert day) to get back with you?"

They tell you the best time that works for them. **(Third confirmation)**

You say.. "Awesome... I'll talk to you then. Here's the link to the video."

Now they've told you 3 times that they will definitely watch your video *and* they know you have a time set to follow up.

How much more likely do you think they are to actually watch your video?

A lot, right?

Going the extra mile with your invitations can save you a lot of wasted time.

Shout out to Eric Worre for teaching me this tip in his book Go Pro: 7 Steps To Becoming A Network Marketing Professional

It works wonders for affiliate marketing too!

Bonus Tip #2 - The 4 Step Facebook Launch Formula

In the old days we'd get started in a network marketing business and they'd tell us to make a list of everyone we know.

In the internet age, for most people, that usually comes ready made on Facebook. 😊

What if you already have rapport with a bunch of people, like Facebook friends, you start a new business and just want to give them an invite to look at your business without getting stuck in a long phone conversation or going through the entire 3 step online recruiting process?

I've helped to pioneer an audio invite that works like magic when done right using FB messenger that I'd like to share with you.

First – this has to be done using audio. Facebook will allow you to record your voice in 60 second increments.

There are 2 reasons this must be done using audio.

1. If you send the same message over and over using text – you'll get spam blocked.
2. When people can hear your voice and the sincerity behind it – it works a lot better.

It goes like this.

You record a 60 second message voice messages that employs the following 4 principles.

1. Express goodwill
2. Remove pressure
3. Arouse curiosity
4. Deliver the invitation

Example: Hey Liz, this is Paul Hutchings – I hope you’re having an awesome day! Hey this might be kind of a long shot but I wanted to run it by you just in case. Something came across my desk recently that looks like it could be pretty lucrative. I was curious to know if you might be open to taking a peek to see if it might be a fit for you or someone you might know. If you’re open, just message me back and I’ll send over a video to get you all the details. If not, no worries – please still message me back and let me know how you’re doing and what you’ve been up to. Thanks for listening and talk more soon!

This is a formula that works! The specifics of the language can be changed up a bit and as long as you include each of the 4 principles above – you should be good to go!

Keep in mind that the goal of this invite (as with all professional recruiting interactions) is to deliver the invite **AND** *nourish the relationship*.

Bonus Tip #3 - Relationships Matter

The prospect must feel we care about them whether they’re open or not.

This is so important for long term success and continued good relationships.

Amateurs care just about inviting and getting the sale.

Professionals care about nourishing relationships, adding value to other's lives regardless of whether or not someone looks or joins.

The professional approach has many rewards aside from money – but it's also my belief that it's a major factor in building goodwill in the marketplace that actually leads to prosperity in more ways than one.

Here are a few quick examples...

- I invited a lady a few weeks ago who initially said 'yes' but it then turned out she had too much going on in her life. I expressed interest in what she was working on – let her know I totally understood and wished her the best.

A few days later she introduced me to a podcast host who had recently interviewed her and that led to an invitation for me to be interviewed on that same podcast!

She didn't join but, the relationship led to some pretty amazing free exposure for my business.

- As you're talking to others, you can be learning about books, companies, strategies, and ideas to help you move your own life and business forward.

When I'm connecting with other home business owners I love to find out what products & businesses they're excited about and why – this is GREAT market research. You can find golden nugget keywords & ideas for content & videos to make that can help a TON in phase 2 recruiting.

- Referrals: Another lady I connected with using the 4 step audio invite already has a very successful company and was not a fit for what I'm doing *BUT*, she gave me a list of about 10 of her friends to connect with.
- One of the most oft repeated causes of depression I hear about is lack of connection and meaningful relationships. Engaging in the recruiting process consistently and with sincerity can help you develop connections that can ensure you have tons of great people around you and in my view, this is one secret to happiness. Not to mention you can provide this for others who might not have it – and offer words of encouragement or help to others who might be struggling along in their journey. This has its own rewards and also, I believe, can be a great contributor to happiness as well.

All of this to say that becoming a great recruiter is all about falling in love with people and the process.

If you do that – and stay consistent – the results seem to take care of themselves.

And now my friend, it's time to step into some more online recruiting goodies with, drumroll please....

Phase 2 Recruiting - *Marketing*

Thank you for being so patient and actually taking the time to learn the meat of what it takes to successfully sponsor and recruit people online.

Now that you've got a good grasp of the myths, important aspects of human nature and how to work with them in the best way following the 3 step online recruiting process – we can **supercharge** it all with some high tech online recruiting awesomeness!

It was a combination of what you've just learned and what I'm about to share that helped me to go from years of struggling in network marketing and living in a trailer-house to top recruiter status so let me just say, "I'm **SOOOOPER PUMPED** for you to learn this stuff!"

So what the heck is marketing?

I've heard many marketing definitions over the years but my favorite one is this...

'Marketing is selling the things that people really want to the people who really want them.'

It's about using technology and mass messaging to target a specific group of people and generate a response.

It's about letting the advertisement and or the system do the sorting, telling & selling so you can quickly get to your best prospects and, when you're good, have them running to you with credit card in hand, ready to buy or join.

The benefits to good marketing are literally unlimited.

For example – when I had my first big breakthrough to a six figure income in my nutritional network marketing company – I was getting phone calls each and every day – 1 to 3 people per day – from people telling me they were ready to fill out the application and get started with me.

I realize that may sound like marketing hype – but **it's 100% true**.

I had a blog post and a YouTube video optimized on page 1 of Google so anyone who was looking for information on the company I was promoting – was finding my content.

If you can imagine every sales rep in the entire company out there telling the world about my company – and the world rushing to the internet to learn more and finding **me** – that's marketing.

“Selling the things that people really want to the people who really want them.”

My website was filtering out all the people who were not interested and I was only getting phone calls or application requests from the people who wanted what I had.

Bingo!

That's marketing.

As awesome and amazing and bank account changing as it is – there *is* a dark side.

The Dark side of Marketing (*especially* for home business owners)

Marketing is an acquired skill and when I got started learning and implementing – it took me a full 6 months before I sponsored my first customer using it.

After I got the hang of it – I could sponsor & recruit at will but – it took a bit of time to get there.

Additionally – marketing tends to work WAY better if you have some results to speak of.

This is why phase 1 recruiting is so vital.

Phase 1 recruiting helps the newbie get results quickly so they can earn money right now, *before* they are a master marketer.

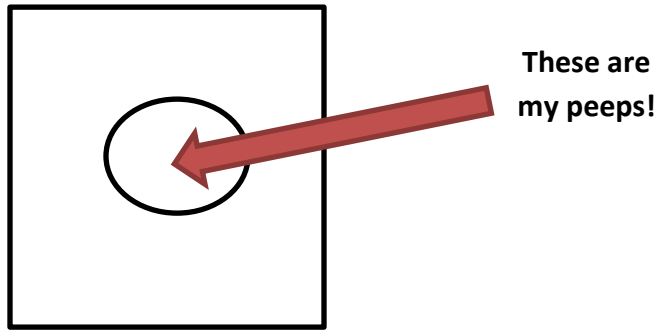
Additionally, the results they generate will help them tremendously in their marketing.

So let me give you some fundamentals of marketing and lead generation that can really help you with Phase 2 recruiting.

The Hungry Target Market

The first thing you want to do BEFORE you market anything is figure out who your target market is.

Imagine pulling out a white sheet of paper and drawing a big circle.



The sheet of paper represents all the people in the world and the circle represents the group of people you want to target with your marketing.

The question for you is – who should be in that circle?

One of the reasons it's so important to go through your warm market is to get a feel for who is NOT your target market. Lol. (I'm kidding - *kind of...*)

Seriously though, if you have prospected the people that you know, here's a scenario of what may have happened.

You possibly found a business partner or customer or 2.

If you have a good circle of relationships, you may have found a few leaders and saw a semi-explosion in your business.

I'm hoping that was the case for you.

Here's another scenario.

You ran into negative people.

You talked with people who are working a job for a big corporation or the government and are perfectly content to punch a clock and collect a check.

Maybe you even talked with people who are so apathetic about life that they can't even stand to talk about doing something bigger or better let alone actually doing it.

If home business consisted of spending your days convincing lazy people who had given up on life that there's a better way, I don't think I'd want any part of it.

But... What if there was a way to only talk to people who are like you?

What if you could spend all your prospecting time talking with people who already LOVE home business & personal development?

People who are positive, passionate, motivated... people who love business and residual income.

People who love masterminding with other people like them.

Now we're talking about some fun times my friend.

Well, believe me this is TOTALLY possible!

You just have to pick the right market to go after.

If you haven't yet figured it out, one of the best markets to target for us as network marketers is OTHER NETWORK MARKETERS.

EUREKA!

Think about it.

If you could find people who already love network marketing, don't you think your job would be 10 times easier?

No more selling people on the "little known" benefits of salvation with residual income.

Hallelujah brother!

No more fielding brain-dead stupid questions like "Is this a pyramid scheme?"

This is the Promised Land to sponsoring heaven my friend.

I focus most of my marketing efforts on finding other network marketers and you might want to consider doing the same.

The Awesome Power Of A Hungry Market

A quick little story to help bring the power of this into real focus...

Let's say you wanted to go into the hot dog selling business.

Option A: You buy the most premium, high priced, highest quality hot dogs, buns & condiments you can find. You then set up your stand by the back door of a steak house where you try to sell your hot dogs as people are walking out after their Friday night dinner.

How much will you sell?

Option B: You buy the lowest cost, lowest quality hot dogs and supplies but you set up your stand as the noon bell rings just outside a construction zone. The people walking by your stand are hot, sweaty and **starving**.

How many hot dogs will you sell to this crowd?

You'll be RICH selling hot dogs! The starving crowd wins!

Wait, what?

You mean to say that the lower quality product will actually outsell the higher quality product?

YES! Crazy right?

This is such a great lesson. Selling to a hungry market is much easier and way more important than having top of the line products and/or compensation plan.

2 more reasons it makes sense, if you're building a business from home, to target other network marketers with your marketing.

Of course network marketers aren't the only great market to go after, there are others, but this is one I know for a fact works!

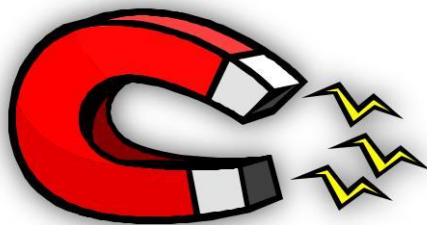
I'm going to stick with the example of targeting network marketers through the remainder of this book but if you do decide to target another circle on the paper (target market) just keep in mind the following 3 important points.

- The Group must have a clearly defined set of problems, desires or needs and be hungry for a solution. (Remember the truths about human nature above?) We're doing the same thing we did before just applying it to groups of people vs. 1 on 1.
- You must have something of value you can offer this group of people to attract them.
- If the group has made a purchase decision already that relates to the product or service you're wanting to share with them – even better!

The Bait

Ok, so let's say that other network marketers are the fish we want to catch.

The next question to ask yourself is how do you attract your target market to you?



How do you make em' stumble towards you with credit cards in hand like you're a master hypnotist and they're the willing subject?

I mean, we know where they swim (I'll cover that in a bit) so all we need to do is drop the line in the water and they'll come flocking to us like white on rice, right?

Wrong!

It totally depends on what type of bait we put on the end of that line.

BAIT IS KEY!

What if all we had on the end of the line was a big, fat, shiny hook?



What would the fish do?

Would they bite?

NO, they'd run, and who would blame them!?

Well, that's exactly what you're doing when you stick your company, products management team & compensation plan on the end of that line.

Sure, you might catch a fish or 2 here or there when one happens to swim by & catch himself on the hook, but you'll scare the majority of them away.

Network marketers, for the most part, are not looking for another network marketing company to join (yet).

They already have a company and unfortunately, many networkers are FAILING in those companies.

Their company is a **problem** to them. Ouch!

They lie awake at night thinking about how they can solve their problem and make that down line grow and produce the income they were told it would produce back when they first signed up.

Do you think they want another problem?

No, they don't!

They want solutions.

They want answers.

They want tools, strategies & systems that will help them grow their existing business.

They do NOT want another problem.

Stop and think about this for a second because it's a very, very powerful concept.

Put this kind of bait on the end of the line and you'll have those network marketing fishies practically jumping out of the water and into YOUR boat.

So What Is The Best Bait?

Aaahhh... Super fabulous question my friend. I'm glad you asked.

In the end, the best bait is when you develop yourself into the type of leader who can help people make money.



The leader with the people & marketing skills that home business owners desperately need is the guy or gal that the masses flock to.

When you become this type of a person, sponsoring becomes **EASY**.

I'm serious.

Sponsoring used to be the hardest thing in the world for me.

Now, I do it blind folded while riding a bike & jotting down recipes for new health shakes to make in my Vitamix. 😊

Ha ha...

Seriously though, it gets easy when you develop skills that other people want.

But alas... this may take a bit of time.

I had to go through my own growth process to get there and so will you.

You can't cheat the law of the harvest my friend.

Understand that & embrace the journey.

Just make sure you don't quit before you get there because I have to tell you that being a top recruiter is one of the funnest & most rewarding things in the world.

"That's great Paul, but what do I use as bait while I'm developing myself and gaining the skills I'll need to turn myself into the John Travolta of network marketing?"

~JohnnyNetworker

I'm glad you asked.

The next best thing to offering yourself as a solutions provider is to offer solutions that can help solve your target markets biggest problems and frustrations.

Things like...

- Tools
- Training
- Systems
- Information
- Etc.

These resources can be created by you or someone else. It doesn't really matter all that much who creates the solution – but more so, does the solution solve a problem your target market knows they have?

In Network marketing, one of the things people struggle with is sponsoring and recruiting.

So – If you can offer things that help with that – can you see how people would naturally be attracted to you and your message?

Can you see why this book is called “**Online Recruiting Secrets**”?

My target market, network marketers typically struggle with recruiting.

Online recruiting just so happens to be a skill I've mastered over the years.

So here I am – teaching some things that have been a tremendous help to my ability to recruit.

I get to share things that are helpful and my target market gets to learn things from me that can help them in their business.

In the process – people are attracted to me and hopefully, if done right, they'll get to know like and trust me which is all very helpful in the recruiting/sales process.

Make sense?

Getting Paid Even If They Say 'No'

One downside to the marketing and lead gen process is that it can cost money. There are a few basic tools required to make this process work and, depending on the form of marketing you select, there can be some advertising costs.

But check this out.

What if all of your leads were free, or better yet, what if your leads **paid you** so that your lead generation was actually profitable?

How cool would that be?

May sound too good to be true but it's not. Here's how it works.

Ideally in the marketing process, you'll give something away for free as bait to help attract the people you want to attract.

This is called **The Lead Magnet**.

It's usually something like an eBook, an audio or video training.

I've found that no matter how good your lead magnet is, there will always be additional coaching, mentoring, tools, community, information, support, so on and so forth that can be extremely valuable and helpful to your prospect.

So what if you were to offer something your prospect wanted, in *addition* to whatever you gave them in your lead magnet - that they would pay you money for?

Get this part right and you'll have your prospects actually paying you money before they ever join your network marketing company.

We'll call this The Companion Offer.

It's a companion to your network marketing products and business.

In addition to turning your marketing and lead generation from an expense to a profit center, here are a few other reasons this can be a very smart thing to do in your marketing.

- Since not everyone will be a fit for joining you in your network marketing business, offering something that can help them, regardless of whether they join you or not turns all of the people who may tell you 'no' on your network marketing business into dollars for your bank account.
- Having a solution to offer someone outside of your network marketing business turns you into **a solutions provider**.
 - Think about how you respond to the used car sales person vs. the trusted physician. Usually, your reaction to them is quite different, isn't it?

Why is this?

One reason is that you sense the used car guy or gal is just trying to sell you something whereas you perceive your doctor as actually trying to help you find the best solution for your problem.

When you begin to be seen as **a solutions provider** to your prospects, they will follow your suggestions because they know you're really trying to help them vs. just sell them something and make a profit.

Having a helpful solution like **the companion offer** that can help them with their business whether they join you in your company or not, really helps your positioning so your prospect will view you more as a welcome guest instead of 'annoying pest.'

- Selling something to someone that can help them, begins a customer relationship, ties them to you a little more and provides a great path for building more trust so that they'll be connected to you in such a way that they'll be much more likely to look at your business down the road when you offer it at the right time and in the right way.
- People who buy things can be much better leads for your primary business because they've shown they are serious about investing in themselves and their future versus eternally kicking the tires. This is a great way to protect your time ensuring that you'll be working more with people who are serious.

- **The companion offer also helps to fill a major gap in most network marketing compensation plans.**

Network marketing is designed to provide a highly leveraged long term income that compounds exponentially over time as your team gets bigger and bigger.

The benefit to this is that when you have a massive team, you can earn a massive amount of income. The downside is that when your team is small – you earn very little income.

If you have a companion offer you can sell to your target market that offers a high commission, this can be a huge help in earning money quickly and getting to a full time income while your network marketing team is in the early stages of development.

This last point is illustrated well in a concept I've been teaching for years called **The Law of The Measuring Cup.**

The Law Of The Measuring Cup

Let's say you want to bake a cake (an income cake) and the recipe calls for 2 cups of sugar.

You've got the sugar container to the left of you and the mixing bowl to the right.

You need to move that 2 cups of sugar from the container to the bowl.

The choice is this: Do you use a teaspoon to scoop the sugar in or a big glass (2 cups or more) size measuring cup?



If you want the job done fast, you **use the bigger cup** right?

Tea-spooning little bits of sugar over and over to get to your 2 cup goal would take a lot longer.

It's the same principle when it comes to building a home based income.

In my first company we built a team of over 600 active customers & distributors and that produced an income of \$1,200 a month.

You could say I was earning teaspoons of income (\$2 per customer).

I didn't even know this was a problem because it was the norm in the network marketing profession.

But then, back in 2010 or so, I joined a company with a very unique compensation plan that had a profit sharing feature.

This made it so that for each customer I earned *not* \$2 but **upwards of \$60.**

That's how, with a much smaller team I was able to earn a much bigger income from home.

And *that's* the law of the measuring cup.

The companion offer can really help to fill in the income gaps of your network marketing compensation plan so you can put the law of the measuring cup to work for you and reach your income goals much, much faster while you're waiting for that downline to grow.

How To Find A Great Companion Offer

Here are some things you may want to consider when looking for a companion offer.

Is it something that is actually good and will help your prospects?

Fulfilling this point can be much harder than you'd think.

There are millions of things you can sell to people to earn a commission but, *and here's the kicker*, if you sell something to someone that doesn't help them – you may gain a commission but lose trust and a relationship in the process.

A major realization I had several years ago is that there are things that may work in the short term that end up hurting you over time.

If your goal is to build a stable income that supports you far off into the future – it's important to build relationships of trust and choosing to **not**

sell anything and everything you see is a great step in the right direction here.

Is it something that will help and reinforce what you're doing in your network marketing journey?

I remember one companion offer I was a part of that would constantly be promoting new things to buy or new strategies to try.

As someone who was just trying to figure things out, it was so confusing

If you're trying to help yourself and others find success and win their freedom, distraction is not your friend.

Try to find a companion offer built by people who understand that what you're trying to do is actually help your prospects and team members win and not just monetize them to death.

There *is* a difference.

Are the commissions significant and recurring?

The major goal of all network marketers is to build a residual income.

Understand this, and you'll realize that one of the most attractive parts of any offer is a residual income aspect.

This is why I'd much prefer to have a companion offer that paid me again and again for a sale I made just once.

Additionally, remember the law of the measuring cup?

It's tempting to look at something and say, 'wow, this thing is so inexpensive – it will be easy to sell.'

The problem with offers that are very low priced is that the commissions are also low so you'll have to make way more sales and retain way more customers to make the same amount of income.

There's a line from the Bible that Napoleon Hill quotes in his last book, 'Grow Rich With Peace of Mind' that sheds some great wisdom on this topic.

"Not too much, not too little."

If you're companion offer is priced too high – people have to get loans and sometimes go deep in debt which can make sales much harder and maybe even worse, you run the risk of actually harming people more than you help them.

I like to offer things where the customer gets more in use value than they pay in cash value, even if they don't go onto make an income with it.

'Not too much, not too little.'

The sweet spot. ☺ That's where I like to be.

This makes it so I can earn a great income for the products I refer to people *and* continue to sleep very peacefully at night which is important to me.

Physical Versus Digital

Before Jeff Bezos took over as the world's richest man, Bill Gates (founder of Microsoft) held the title with a net worth of just over 91 billion dollars.

What kind of business did Mr. Gates build?

He built a software company which is, in essence, a business that earns income by selling information.

Software is code - or in other words, information.

One of the reasons this business model is so insanely profitable is because once the code (or information) is created, you can sell the same product again and again and again to different people - with no increase of cost of goods.

This means that after the expense of a business are paid - all new sales are PURE profit and in selling information, there's plenty of it.

But wait, there's more.

Not only is information marketing one of the most profitable business models on planet earth, most people intuitively know information (education) is valuable so they are willing to pay big money for it.

How else could you explain the fact that millions upon millions of college kids incur tens of thousands (and in some cases hundreds of thousands) of dollars in debt to go to college and consume information?

And this is totally normal and encouraged by most of society.

So we have a business model that's highly profitable AND everyone knows how valuable it is so they're willing to pay top dollar for it.

It's for these reasons that I much prefer digital or information products as companion offers than physical products.

The Mechanics Of Lead Generation

So now that you understand some of the most important principles and concepts behind both phase one and phase 2 recruiting,

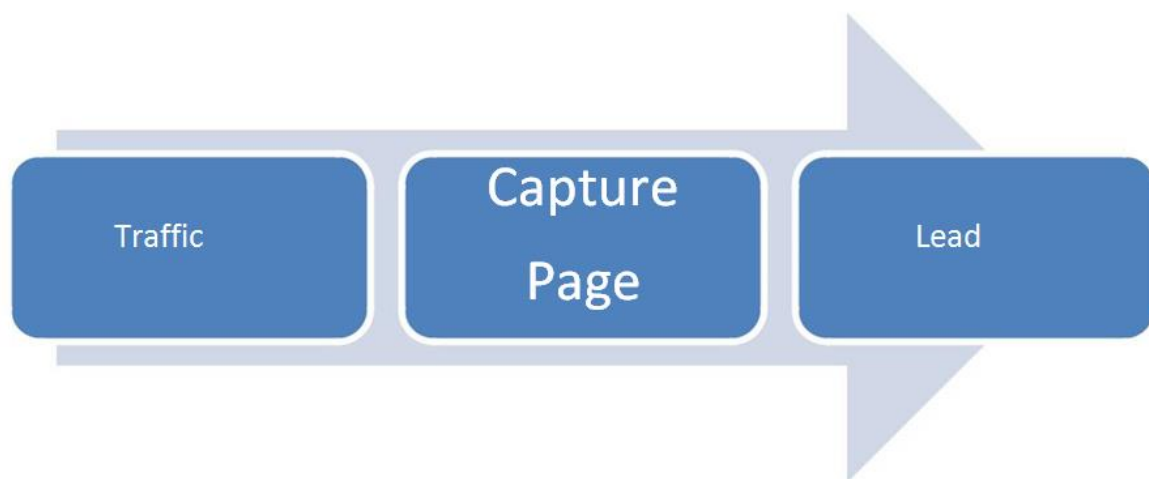
And, hopefully have a great network marketing business to promote and/or some sort of lucrative companion offer, the rest is pretty easy.

Lead Generation is a piece of cake to understand when explained in the right way.

So here we go.

How do you get a lead?

Surprisingly enough, the process is very simple.



Let's define each of these so we're crystal clear.

Traffic: People who come to look at your page.

That's pretty easy right?

Traffic is people.

The object of the game is to get as many people (traffic) to look at your capture page (web page) as possible.

Next definition...

Capture page: A simple 1 page website that has a place for the prospect to put their contact info in exchange for something of value (The Lead Magnet).

The Lead Magnet: Something you give your prospect or web visitor in exchange for them giving you their contact info.

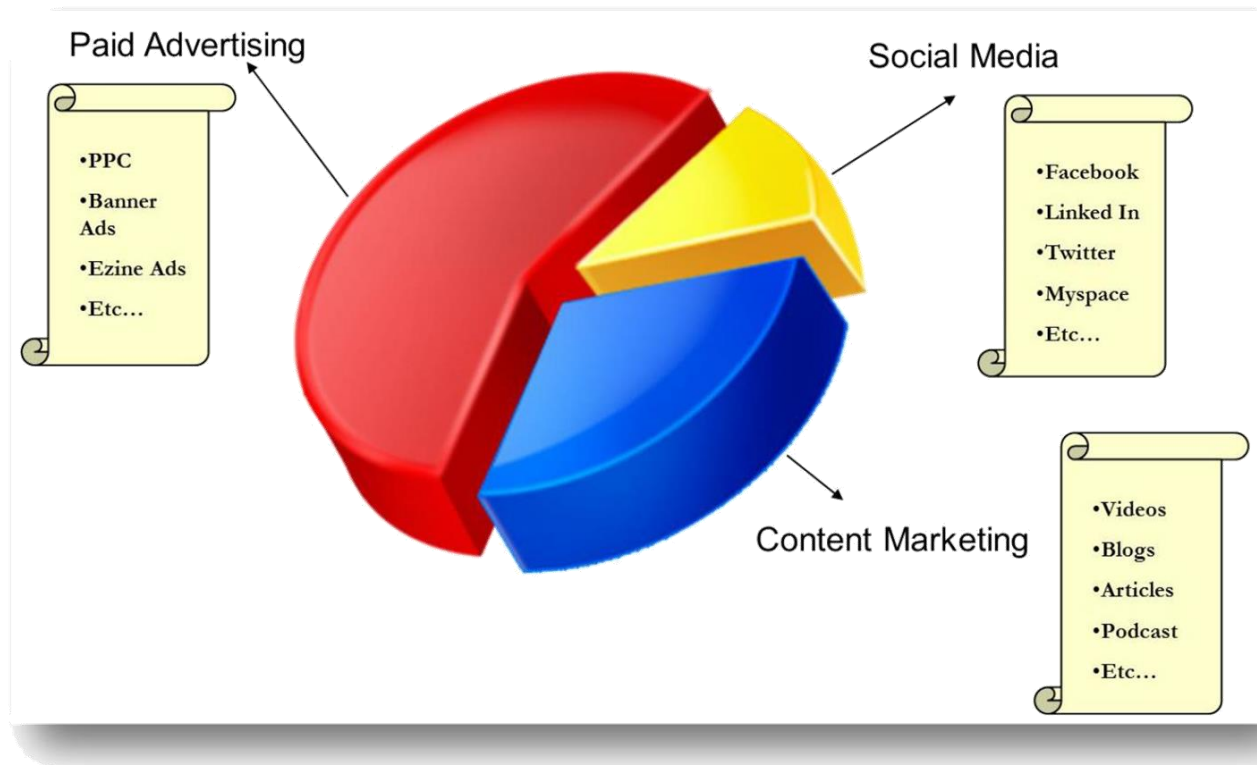
Lead: Someone who comes to your page and says – “Dang that lead magnet looks sweet! I want it! Take my name, email and maybe even my phone number, I’m filling out this form and clicking submit!”
BOOM! That’s a lead.

Say it with me now, “That was easy.”



So where do you get traffic?

It's really everywhere in unlimited amounts but here are a few of the common sources.



What do you do after you get a lead?

Phase 1: You call them up on the phone, or contact them on social media and apply the ninja recruiting skills you learned earlier in this book. Works like a charm.

Phase 2: 'Like a bum who gets paid' – Ben Settle

I still remember the day.

It was a Saturday morning in the midst of a frigid Idaho winter.

We had a hotel meeting scheduled for Saturday night and a 'big hitter' coming in to do the presentation.

I put on my shirt and tie, drove my used car to the biggest town around and with freshly printed flyers in hand started going door to door into local businesses, one after another.

I can still feel the chill of the biting cold, freezing my fingers and my heart as people smiled politely at my invitations.

Looking back on it now – I chuckle realizing I was acting like a bum – and getting paid like one too.

Fast forward to today, I never leave the comfort of my nice warm office.

No meetings, no lunch appointments or contact lists.

Write an email, hit send & have a few conversations a day.

Still like a bum – but one who gets paid.

Welcome to **Phase 2 recruiting**.

You send a simple daily email to all of your leads with the click of a button that gives them some info that helps them and entices them to like & trust you.

You add a little link at the bottom of the email to your network marketing company sales page or your companion offer sales page.

That's it.

Bam!

'Like a bum who gets paid.' 😊

The One Tool To Rule Them All

In phase 2 recruiting there is one tool you'll need to send an email to all of your prospects so you can follow up with them instantly and invite them all to join en-masse and that is **an auto responder**.

You may or may not be familiar with this tool so just in case you're not, I want to take just a moment and explain what it is.

In phase 1 recruiting when you want to give an invitation to or follow up with someone you do it one on one via a phone call or some kind of messaging system.

What if you could click a button and invite thousands of prospects to look at your business, or wave a magic wand and follow up with them all instantly?

That magic wand my friend, is a real life piece of wonder called an auto-responder.

This is nothing more than a little wizard in the sky who keeps track of everyone who ever enters their contact info into your lead capture page.

This wizard has an unlimited memory so he can accurately remember all of your prospects, names, emails and phone numbers. If you hire the right wizard, he can even remember details about your prospect you tell him to remember like names of spouses, kid's, birthdays so on and so forth.

I love this wizard.

Any time you want to contact all of your prospects you simply say, 'Hey Mr. Wizard, please send a note to everyone and tell them how much I love them and also ask them if they're open to taking a peek at getting started with my products or business yet.'

Wallah.

Mr. Wizard takes the message to all of them.

It's truly magical.

Phase 2 Recruiting Is Just 1 Extra Step

When I first got started in network marketing they told me to

1. Make a list of everyone you have a relationship with
2. Invite them to look at your products and/or business

When I started learning online recruiting, a millionaire mentor told me, the process is similar but slightly different.

1. Make a list of people you don't know
2. Build a relationship with them via emailing them great stuff
3. Invite them to look at your products and/or business

That process has been a goldmine for me over the years and I believe it can be for you too.

All you really need to make it work is...

1. Traffic
2. Capture page with Lead Magnet
3. An auto responder

Dang that's simple.

I love it!

Final Tips & Closing Words Of...?

I'd say 'wisdom' but you know...

They say wisdom is like underwear, essential until you begin to show it off then it becomes indecent. 😊

So let's just go with some closing words.

It's a simple business.

My very first mentor in network marketing told me, "Paul this is a simple business. It's not an easy business, but it's a simple business."

Funny how your mentors tell you things that you don't understand until years later.

I now know that this *is* a simple business.

Simple because the things required for mastery are well within the grasp of any serious student.

Once mastered, the only additional requirement is repetition.

And perhaps herein lies the first difficulty.

The unsuccessful mind says that repetition is boring.

The successful mind says that repetition is the road to mastery.

The sun rises and shines every day.

It never says “I’m bored”.

How sad would that be?

Maybe we should follow the sun’s example here.

It’s a simple business.

1. Make a Friend
2. Find a need
3. Suggest a solution

And

1. Get Traffic
2. Send emails

Rinse and repeat phase 1 and phase 2 just like Tim McGraw and Nelly.

“Over and over and over again...”

Have you heard that song? 😊

Oh well.

So that’s it my friend.

You made it to the end.

I believe that means you're a CHAMPION!

Thanks for spending some time with me in the pages of this book.

Have you learned some things that can help you in your business?

I sure hope.

Please feel free to send me an email and let me know your thoughts.

You can reach me at Paul@PaulHutchings.net

(that's *'.net'* for 'networker' of course 😊).

Now get out there, *take action* and whatever you do...

Always go for your dreams.

Thanks for reading!

To freedom and beyond,

Paul 'The Freedom Crusader' Hutchings

