

Who Needs Charisma?

USE THE RIGHT TOOLS AND GET THOUSANDS OF COLD LEADS

BY JOHN VALENTY

I got into network marketing to make money. A whole lot of money, I had to. I had major debt, and I was cursed with big, big dreams, that would not go away. I found out at an early age that to an above average income, I needed to own my own business. I also found out at an early age that I was not going to get rich with a traditional business-I tried! When I was 22, I had an automotive dent-repair business that left me with \$100,000 in high-interest credit card debt and personal loans. I had to work at least 15 hours a day to keep up with the credit card interest. I needed a better financial vehicle-fast. One insomnia filled night, I was inspired to purchase Don Lapree's mail-order system from a TV infomercial. I began a mail-order business. I didn't make much money, but through that business, I learned about computer databases, mailing lists, and direct marketing. I also got on a zillion mailing lists myself. As a result I started to receive lots of enticing offers, mostly from network marketers. I was intrigued with the apparently huge income potential, so I began to research the industry. I started at the book store. I responded to several ads and attended several meetings. Things got interesting. These meetings all had a common denominator: a charismatic speaker in an expensive suit at the front of the room exhorting people to join an opportunity and buy some products. That just wasn't me! I knew that if I had to be as good a speaker as that guy, I didn't have a chance. I also learned that people were supposed to make a list of their friends and family, then try to sell them products or invite them to a meeting. This didn't excite me, either. If I had to do that, I was positive I would fail."

In search of a System

One of the books I read was Richard Poe's wave 3. Poe taught me that some of the techniques I'd learned in

the mail-order course were used for lead generation in network marketing. This idea excited me. But in meeting after meeting, no one seemed to have the system I envisioned. I kept up with my pursuit for several meetings until I found what I was looking for. It came from one of those charismatic front-of-the-room expert types. His name was Bob. I approached Bob and asked him, "how long have you been in this business? How much money are you earning? I expected to give me the run around. To my surprise he looked at me in the eye and said,

I knew that if I had to be as good a public speaker as the charming guy in the front of the room, I didn't have the chance.

"I've been with this company for about five months. Last month I made about \$3,500 part-time. My income is growing about 30 percent per month. I'll be earning six figures in a few more months. In the last company I worked with, I earned several hundred thousand in one year. My sponsor earned over a million." Then he said, "I wouldn't be doing this if I weren't convinced I could earn a seven figure income, when are you getting involved?" I asked him if he had experience in direct marketing or lead generation. He said, no, he'd never needed to because he had 25 years experience. I started losing interest real quick-but then he said something that caught my attention: "Here's an audio cassette." He said a new distributor with a good sales tool could out perform an expert network marketer without the tool every time. That was all I needed to hear. It wasn't a system but it was hope.

I joined the company, even though there was no cold-market generation system. I figured I'd make my own and figure out how to make it work.

I learned that Bob was right. A motivated new guy with an effective sales tool and a good system could out perform the most experienced network marketer, and that's what my team and I did.

I started in August 1995. By November my income reached \$8,200 a month. One month later, it more than doubled, and I became the number one income earner in my company. Within eight months I was earning more than \$100,000 per month, and my team was right behind me. Keeping my creditors at arm's length, living in the same ratty \$900-per-month rental house and carrying that \$100,000 of high-interest

debt, I reinvested in advertising. In May of 1996, I took a month's income and got out of debt. The next month I wrote another check and bought the house of my dreams. The beauty of network marketing is that today, I am still earning a seven-figure income from my efforts two and a half years ago. Incredible!

Smart Tools for Working Smarter, Not Harder

The moral of the story: if you want success in network marketing, you need to acquire the traditional skill of a successful network marketer. But if you massive success and you want it rapidly, I recommend in the process, you plug in a cold-market lead generation system.

John Valenty is the top distributor for New Vision, International and founder of Earnware, a technology service company for network marketing and other businesses.

The best way to learn is by repetition; cold-market lead generation can give you and your team scores of qualified leads. It's