



the fastest way to gain confidence: you can make a mistake after learning at your own pace without blowing your chances. In fact when you have a good marketing system going and a little confidence under you belt, your warm market will pursue you!

What does all this have to do with technology? Simple: technology can enable you and your team to expand your business all over the country without talent, charisma, traveling, or selling to your friends and family. Expose hundreds, even thousands of people to your products and opportunity - without fear of rejection. Eventually, you'll learn how to consistently find business builders and expand your business and your income.

What kind of technology can you use? My favorite tools are "automated presentation systems." I quickly learned that mailing audio or videotapes around the country gets expensive and most of the tapes are

pitched without being listened to. We're having far more success with a well designed Web site in conjunction with toll free voice mail. This combination can deliver automated sales presentations 24 hours a day, costing only pennies. After seeing your advertising, your prospects can immediately visit your site or hear your sales message via toll free voice mail, without being "hard sold." If they want to know more, they can leave you a message via voice mail or hit the contact page on your web site.

Here's the real advantage of these two technologies: most good toll-free voice mail system will capture your prospects phone number and tell you how long they listened to your sales message. (Try to do that with an audio cassette). A good web site will capture your prospects information, too, by offering them a free report if they will out a simple profile form. Now you and your team can follow up with intelligence that is unmatched by any other technology.

How do you follow up with someone who did not ask to be called?

Simple. When you're walking the aisles of an expensive store if you don't hear the familiar words, "Can I help you find something?" you'll soon be out of there. It's called "service". You like it; everyone does. Unfortunately, service has never been practiced enough in our business. Until now.

All you have to do is call each prospect, tell him or her your name, and mention that you were notified that he visited your Website or called your toll-free number. Then immediately apologize for not getting back sooner (even if it was only ten minutes ago!) Say that you'd be happy to answer any questions or supply some more information. After that, it's all rapport building.

Tips for Effective Voice-Mail Prospecting

What goes on your automated, voice-mail prospecting message? Testimonials. Spend perhaps 30 seconds on why your product or opportunity is so great, then go right into one to three minutes of testimonials from your organization; play them, one after the other.

After the testimonials, your prospect will be in a responsive mode, so immediately ask him to leave his name and phone number so you can send some additional information. Do not ask for an address: you only want phone numbers for follow-up calls

Keep your recorded sales messages as short as possible - three to eight minutes is best. In most uses, you shouldn't give the caller any choices on the first exposure. If you offer even two options (such as product or opportunity), you'll reduce your results. Keep it direct and focused. When the call is answered, let your advertised offer start immediately, then take callers directly to voice mail. Once you've followed up, give people access to other messages with more information. Keep this simple.

Tips for Effective Web Site Prospecting

Information overload is your biggest hurdle. You have to give just enough information to get your prospects interested, but not bombard them with too many ideas. Focus is the key. If you are marketing a product, don't mess up the focus by blabbing about the opportunity to first-time visitors. If you are marketing your opportunity, then don't mess up the focus on thousands of words on products. Just offer them compelling reasons why visitor need to get the rest of the facts by contacting you. You can always give them access to the information they need after you've qualified them. When a prospect clicks on your contact link, I recommend asking him to fill out simple information card that will get emailed to you immediately.

Remember, use a free offer to encourage people to fill out the form. I also recommend using auto-responders that instantly return email to prospects, thanking them for taking the time to visit your site and promising them that you will contact them ASAP. I always return calls and build relationships with people who are interested. Often they are more interested in the system through which they have just journeyed than they are in the company, product, or pay plan attached. Based on that fascination, They are often willing to take the steps to duplicate the system right away! The winner is the one whose marketing pieces get the most people to respond, not the one who has the most expensive suit or the Rolex that sparkles from the stage. Keep in mind that advertising is a risky business that requires extensive testing and reworking. When you find an ad that hits, hold on. Your biggest challenge will be figuring out what to do with all the money.