

Network Marketing - Mastering the 3 Easy Laws of Prospecting

By Russ McNeil

Promoting a business opportunity to people you don't know – called “prospecting” – is a unique type of activity. It's easy to get discouraged before your efforts begin to pay off. By applying the tried and true principles of prospecting, you can accelerate the learning process and get tangible results sooner. Your first step to success is recognizing the three laws of prospecting:

1st Law of Prospecting

The list of people who don't know you is infinitely larger than the list of people who do know you.

2nd Law of Prospecting

People who don't know you will take you more seriously than the ones who do know you.

3rd Law of Prospecting

Some of the people we pass in everyday life would be hugely successful in our business, but unless we prospect them, we'll never know which ones they are.

Let's take a closer look at these three laws of prospecting. First, once you form the habit of prospecting strangers, you will never run out of prospects. This law gives you a major advantage in building your network marketing business. After all, people are turning 18 faster than you have time to talk with them. This gives you **a major advantage in building your business – a nearly limitless list of potential prospects.**

Many reps will often get better results talking to strangers than to people they already know. Why? Ironically, you have more credibility with strangers than with your friends and family. The second law of prospecting spells this out. Besides, if you don't start meeting new people, what will you do when you get to the end of the list of people you already know?

Third, we pass people every day who are prime candidates for our network marketing opportunities. Unfortunately, that is exactly what most reps do – pass them by. Starting up a conversation with someone you don't know can be daunting. How do you begin? Is there a magic formula of what to say?

Prospecting vs. Recruiting

Prospecting is a vital aspect of building a network marketing team. Keep in mind, though, that it is only part of the process. **Prospecting is the process of approaching someone you do not know and using conversation to determine if he or she has an interest in exploring your opportunity.** In contrast, recruiting is the process of sharing the details of your opportunity with the intent of enrolling them as a rep on your team.

Asking Magic Questions

What in the world is a “magic” question? A magic question is the capstone of a prospecting conversation. **Magic questions determine whether the prospect wants to learn about your network marketing opportunity.** A few examples of magic questions are: Are you making all the money you can stand? Do you ever feel you're worth more than you're getting paid? An effective magic question makes it hard for the prospect to say “No,” and easy to say, “Yes!”

Catching the Prospecting Moment

A prospecting moment is the point in a conversation that represents the optimum time for you to ask your magic question. The goal of the prospecting conversation is to create a fertile verbal environment in which the prospecting moment can occur naturally and within the available timeframe. Once you have mastered the principles of prospecting, you will orchestrate prospecting conversations at will.

Signed, Sealed, and Delivered

With practice, the entire process of asking the magic question and having the prospecting conversation at just the right moment will transpire naturally. The prospect will never even realize what's happened. You will be an artist, and every conversation will be your canvas. Use the three laws of prospecting to bring success to your networking marketing business.

Russ McNeil has honed the skill of prospecting to a razor edge. Known as the “Guru of the Six-Foot Rule,” Russ puts into practical terms the step-by-step process to success in prospecting. To learn more the concepts that achieve prospecting results, order Russ's book, *Principles of Prospecting Magic*, today at www.pauljmeyer.com.

