

HOW TO BUILD A HUGE ORGANIZATION WITHOUT PROSPECTING

By Hilton Johnson, The MLM Coach

Making prospecting calls is about as much fun as hitting your thumb repeatedly with a hammer... it only feels good when you stop.

Being told to make cold prospecting calls is worse-it's like a long prison sentence.

People ask me all the time to teach them how to make cold calls. They say, "Hilton, I've run out of people to call in my warm market, will you teach me how to make cold calls?"

The trouble is, most people won't make the calls even when you hand them the perfect script. Why is that so?

Let's face it, making prospecting calls of any kind invites rejection and who likes getting rejected? Not me, how about you?

But, what if there were some ways that you and I could attract qualified prospects without any prospecting? Would that be a little better? ("Duh" you say.)

Okay, here are some of the ways the most successful entrepreneurs on earth make millions without prospecting.

(NOTE: Keep in mind that some of the following activities take time and some training to learn but once mastered, they can attract prospects to you like flies at a family reunion. And don't fret, you too can learn to do these things.)

1. Write a Monthly Email Newsletter.

(It's easier to do than you think.)

A newsletter that contains valuable information (health and wealth) that is emailed month after month (no spamming) to a list will allow you to develop new relationships all over the world. As these relationships develop so will the trust with your subscribers. Your subscribers will begin to identify with you and eventually contact you to do business.

I call this, "Marketing By Attraction."TM

There are endless ways to get people to subscribe to your free email newsletter without prospecting them. (I'll cover some of the strategies in a future MLM SalesCoach Newsletter.)

Oh, by the way, I no longer have to prospect to get business because of the newsletter you're reading right now.

2. Be a TeleClass Leader.

Today, you can unite like-minded people from all over the world with low cost teleconference bridge systems. You can train, build relationships, create community, hold mastermind sessions, give presentations, create cassette albums and a host of other things with "TeleClasses."

If you want to see some examples of what you can do when you learn the art of leading lively, interactive TeleClasses, go to:

<http://www.teleclass.com>

<http://www.teleclasscanada.com>

3. Be a Public Speaker.

(Again, a lot easier than you think.)

Whenever you stand in front of an organized group of people, you will almost always attract people to you. Many will buy whatever you're selling.

Speaking in public can be one of the most powerful ways to build a business--ANY business.

The trick to being a successful speaker is not being a "great speaker," the trick is to have an audience.

4. Build Alliances.

Instead of making miserable prospecting calls each day, make calls to people who can make you rich overnight. I'm talking about Centers of Influence. This is professional marketing big-time.

Who do you know (or would like to know) who has a relationship with your ideal prospects? Maybe it could be health club owners, entrepreneur magazine editors, websites that market to people who want to work from home. The list is endless.

Remember this: You must have something worthwhile to offer your centers of influence when you contact them. They will not endorse you or expose you to their lists if there is nothing in it for them. (There's always a catch, ain't there?)

5. Be a Coach.

Professional coaching is a burgeoning new kind of consulting that is perfectly suited to network marketers. Coaching allows network marketers to use the people and business skills they take for granted every day to attract prospects and develop their downline members. (Hint: You offer to coach them-not to motivate or persuade them.)

Professional coaching can also generate an additional, significant income stream while complimenting a network marketing business.