
FIVE RECRUITING RULES
... a Lesson from Art Jonak

In the game of recruiting....

You will at one point in time, follow these rules...online or offline...I hope to help you INCREASE your RECRUITING by... APPLYING this training!

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**RULE # 1**  
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I. Get the prospects ATTENTION....with ads, fliers, referrals, lead programs, emails, websites, online/offline systems, etc..

ATTENTION GETTERS!

- A. Money...extra 300-500 week or month...depends on them
- B. Freedom....time w/children or w/o! Travel, stay at home
- C. Power...being the CEO, in charge, owning your own business

Ask QUESTIONS revolving around these TOPICS!

Could you use an extra \$300 a week or month?
How would you like to wake up when your done sleeping?
How would you like to own your own business?

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**RULE # 2**  
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II. EXPOSE, EXPOSE, EXPOSE...website, FOD, C-Calls, meetings, 3-ways, AR's

- A. The average prospect needs 3-5 exposures (don't recruit for others...READ again!)
- B. Use power statements...little time, no sales exp, low start-up, etc..

_____, this business requires LITTLE time, an extremely LOW overhead and experience is NOT even required! Let me tell you about a guy in....

(Share a Success Story!)

Stories SELL, facts TELL..WHY? Because we make decisions based on emotion....not always the facts. Cars...marriage... THE KEY is to find their WHY's and help them get into your vehicle to achieve them.

- C. Expose QUICKLY....3-5 times in a week or so...not a month or two.

- D. Avoid talking about YOU...instead...talk about the prospects goals...visions...

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**RULE # 3**  
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III. Sorting...is a process of allowing the law of averages to work!

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- A. Your looking for those who WILL, because anyone CAN
- B. Your locating people with reasons to work and are teachable
- C. Your looking for those who will participate...not procrastinate

REMEMBER, the laws of averages are on YOUR side...example.

Downline calls and has "Exposed" 10 people and sponsored 3... and they are actually upset!!!! In baseball...you are making a fortune batting .300 and it works the same here.

SECRET to SUCCESS!

Develop a Ratio....How many people do you have CONTACT to PRESENT to SIGN up a new recruit? Once you know... you can map out success like never before and YOU will have UNSHAKABLE faith In YOU!

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**RULE # 4**  
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IV. Follow-up....will make or break you in this industry...

- A. While exposing...work on getting to know your prospect...build rapport, get them to LIKE you...create some type of relationship if possible
- B. Be creative...be persistent....OVERNIGHT a handwritten note...be original...
- C. Stay in touch no matter how long it takes....they may join in a year or two...the question is Will YOU be here to reap the benefits? I hope so!
- D. Encourage the CREATION of a story...sooner they get started the better because you will share 1 of 2 stories when you build your own business...

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**RULE # 5**  
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V. Decision time.....Navigate your Prospect!

- A. I act like a consultant and use a summary close...You feel comfortable with company?
The product/Service? The Comp plan? How about YOU?

Do you see yourself making money at this? How soon do you want to start living your dreams?

Some will and some won't BUT the key is to....
Here is ANOTHER "SECRET" to Success!

- B. Allow the NO's to lead to fortunes...what I mean by that is start asking for referrals...Center of Influence....you will eventually FIND a new recruit and when you DO... go back and thank all the NO's.

You will be amazed at how many turn into YES's!

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**3 MAJOR Reasons people DO NOT join your business right away !**  
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TIMING...

may not be the right time. Divorce/bankruptcy...key is to ask!

MONEY...

Usually an excuse...use the word investment...if you only made \$1000 in six months and your cost to join was 500...100% return!

What bank can do that?

And That's exactly WHY you need to JOIN!

BELIEF...

You can convince a prospect all day on you opportunity but if they DO NOT believe they can do it...you have nothing. Some people LACK so much belief they end of joining the.....

WITNESS PROTECTION PROGRAM

SHOW A SYSTEM, SHARE STORIES & DO 3-WAYS!

A LESSON from one of the BEST....Art Jonak

Here it is...

BE MEMORABLE!

Many of you know Art of www.mlplayers.com
and if you don't- get to know his site/philosophies.

Last year, after doing much business with SO
many people- I can't even begin.....

I had ONE person out of thousands help me
THINK of ONE way to help increase all of
my business models and that was Art.

WHY?

Because I have "hand-written" thank you's
from things you would NEVER expect to
receive a thank you for...

Be MEMORABLE in 2002-
it could help you make a fortune!



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Try a few written notes to your prospects....

In closing...let me tell you
all the BIG secret is....

PLAY the GAME & STAY in the GAME....

Motivated Mike Lemire
Founder & CEO
www.mlmdevelopment.com
