

The Secret to MLM Speed Recruiting Revealed

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## REVEALED



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# The Secret to MLM Speed Recruiting Revealed

*How to Be Unique, Recruit More Distributors, and Beat the Competition!*

Whenever I speak at home business or network marketing events, one of the main questions I get asked is, “**How do I deal with competition?**” After all, network marketing breeds competition between distributors. Successful companies often have hundreds of thousands of distributors, with the same products, same marketing tools, and without any protected areas. For many distributors, it seems like a game of “who can get to the prospect first”. For prospects interested in joining a particular company, it’s more like “eeny, meeny, miny, mo”.

**In marketing, there’s something known as a “Unique Selling Proposition” or USP.** This is what makes your product, service, or opportunity unique and sets it apart from the competition.

A USP basically answers the question: “**Why should I do business with you over your competition?**” The answer to that has to be a unique benefit that can’t be found with other companies. For example, in network marketing, a special “juice” might come from a hard-to-find berry with the promise of certain healing properties that other juices don’t have. Or a travel program that gives you greater discounts than online travel sites. Your product can be cheaper, faster, easier-to-use, one-of-a-kind, or better. Individual network marketing companies create their own USP’s, which their distributors can then use to promote the product and opportunity.

**In non-MLM companies who hire and train their own in-house sales reps, each rep normally has their own protected area.** So when John goes to Dallas to promote XYZ company’s product, he doesn’t have to worry that another rep in the same company with the same pitch has already hit Dallas - or is still lurking there, stealing business.

**Network marketing distributors don’t have that benefit.** If you’re part of a successful network marketing company, especially one that’s been around for decades, there could be hundreds, even thousands of competing distributors in your local area. There could even be distributors promoting the same opportunity through magazines, direct mail, and online.  
**So what’s the solution?**

## Create Your Own Irresistible Offer

**The solution is to create your own “irresistible offer”.** Basically, you’re going to create your very own USP that is unique to you.

One way to do this is to add items to your company’s offer in order to separate yourself from the rest of the herd. However, that’s not always necessary to make your offer substantially different from what everyone else in your company is promoting. And, in some instances, it’s not allowed by corporate headquarters.

One of the mistakes I see network marketing company’s make, over and over again, is giving their distributors a laundry list of “features” that a distributor will get once they join the opportunity. Look at many replicated websites created by huge network marketing corporations - and you’ll see wimpy bulleted lists of what new distributors will get when they signup.

**For example, here’s what one network marketing company tells new distributors they will get when they join the opportunity.**

- Replicated Website
- Marketing Tools
- Customer Support
- 30-Day Guarantee

Whoo hoo! Hold me back. Where do I sign up?

**Let’s get real:** Unless the juice, travel deal, or whatever you’re promoting is sizzling hot, this list of 4 items doesn’t make you want to jump up and join the company. And when you’re competing with thousands of others, in the same company, offering the exact same opportunity to prospects, how are you supposed to stand apart from the rest?

Actually, it’s very simple. **You reposition each of these items and you “sell” them more effectively.**

You see, these four items... replicated website, marketing tools, customer support, and the 30-day guarantee... are features. They’re the “what you get” of the offer.

**What’s left out is the “how will they help me?”.** HOW will these four items help you start your own home-based business? HOW will they help you create an income in just a few hours a day? HOW will they help you create a life-time income that will give you the income and lifestyle of your dreams?

So you’ll put on your “marketers hat”, determine how to re-position these items, and spend a little time selling them correctly.

**Before we re-position and “sell” each item to show you how it’s done, let’s go over how you can make an opportunity’s features more unique:**

- **Change the Name:** One of the easiest things to change is the name of the item you’re promoting. Companies tend to give boring, ho-hum names to the features they’re listing. A simple name change can make something dull seem fresh and new - and different than what everyone else is offering (even if it’s still the same).
- **Give Benefits:** Don’t just tell the prospect WHAT they’re getting, tell them HOW it will positively impact their life. What benefit will they get from a feature? What will the person gain by getting this feature? What’s the positive “end result” they’ll achieve by using the feature? Keep the feature... but then follow up by explaining the personal benefit they’ll get from that feature.
- **Add Actual Dollar Values:** While an item might not have a specific dollar value associated with it, you can compare what you’re offering to the cost of buying the item individually or creating it from scratch. For example, a replicated website may be free to distributors, but if the distributor were to have their own website built from scratch, they might spend \$2,500 to \$5,000 or more. While you’re not attaching a specific value to the site, you’re giving the prospect something to compare the item to. This increases the overall value of what you’re offering, even if it’s no different than what everyone else is offering.

**Now let’s jump in and see how ordinary items can be given a unique twist.**

## *Turning Features into Benefits*

**In this section, all I’m doing is adding a “marketing twist” to what new distributors will already get.**

It’s about “selling” the prospect on why this item... this feature... has value to them. After all, people buy the VALUE they’ll get. So as we build up the value of each item, distributors get excited and join.

**Here are a few examples of plain features turned into exciting benefits:**

### ➤ **Replicated Website**

“Once you become a distributor, you’ll get your very own ‘Online Marketing System’ that takes orders for you by Visa, MasterCard, Discover, & American Express 24-hours a day, 365 days a year. This lets you generate orders and income, non-stop, even while you’re asleep or on vacation. The site features all of our hottest-selling products, designed to make you maximum sales - and create long-term repeat

customers. This helps you build a passive residual income – that grows with each passing month.

Best of all, the system takes and processes all orders for you... then ships them directly to your customers, automatically. And, if a customer has a problem or question, they can contact the company directly for fast, friendly service. With this system, you can be proud to share your products with others.

Your “Online Marketing System” is your key to creating the home-business income and lifestyle you’ve been looking for. Other website design companies charge from \$2,500 to \$5,000 for a website, without products, shopping cart, or credit card processing. Trying to do this yourself from scratch could cost you tens of thousands of dollars. But you’ll get your very own “Online Marketing System” set-up and ready-to-make-money within 5 minutes - just by becoming a distributor today.”

### ➤ **Marketing Tools**

“You’ll also get a complete library of professionally-designed marketing tools created to help you put immediate profits in your pocket. Company headquarters has an entire department focused on designing the most powerful sales materials - to help you quickly and easily build your residual income. You’ll always have the latest, most up-to-date marketing materials... DVD’s, CD’s, magazines, banners, and more... to generate an endless stream of customers and orders. And more orders means more cash in your bank account each month.”

### ➤ **Customer Support**

“Need Help or Advice? Our fast, friendly ‘Customer Care’ staff is available 24-hours a day, 7 days a week, to help you build your business. Whether you need help getting started as a new distributor... or help taking your full-time business to the next level, our professional, highly-trained support staff is dedicated to helping you reach your goals. With other companies, you get stuck on hold for hours... or leave message after message with no reply. With our company, our goal is to answer every call... live... within a minute or less. You’re the key to our success, so we’re focused on getting you the help you need, when you need it.”

### ➤ **30-Day Guarantee**

“As a new distributor, you’ll be fully-protected by our 30-Day Risk-Free Guarantee. Become a distributor today and take a full 30 days to review all of the materials we’ll ship to you. You can even try the products, use your “Online Marketing System”, and check in with our 24-hour support team. If, after 30 days, you don’t honestly believe that this opportunity has the power to help you achieve all of your income and lifestyle goals, simply call the toll-free hotline at 1-XXX-XXX-XXX and

you'll receive a completely refund of every penny you paid - within 24 hours. With this 100% Money-Back Risk-Free Guarantee, the only way you can lose is if you don't take action and join our team right now."

**Doesn't this copy "sing" a little more than just 4 bullet points?** Isn't this copy a little more motivational, when it comes to "selling" your company's opportunity? Imagine that 99% of the people in your opportunity simply give the four bullet points, but you've got killer copy explaining each item in detail - and how it'll help them. This will definitely convert more prospects into distributors than a plain ol', ho-hum list of "here's what you get". And it'll put you miles ahead of your competition.

**You'll also find that it makes your prospects say "Yes" faster than you can imagine.** Remember, prospects who are researching MLM companies are looking for benefits. What they're confronted with, over and over again, are long lists of benefits and overviews of complicated compensation plans.

If you'll take the time to create "benefit statements" around your company's existing features, you'll create a "Unique Selling Proposition" that will get your prospects to say "Yes" to you faster than your competition.

**Crafting this type of irresistible offer is the secret to speed recruiting.** Put what I've shown you into action in your marketing (verbal or written) and you'll increase the speed at which you recruit prospects into new distributors.

*\* Oh Yeah...*

**Of course, it's also likely that you'll have to get any copy you write approved by your company's legal department.** Your company probably has rules regarding what you can and can't say about the opportunity in your marketing materials. Check with your company to see if you have to run any self-created sales copy past the company's legal team for approval. However, it's worth it - because most marketing materials created by the company don't sell enough. If you'll put some sales "oomph" into your marketing materials, you'll convert more prospects into distributors - and give yourself a powerful advantage your competition doesn't have.