

A virtual Diamond Mine ~ The local business card 'Funnel Filler'

- Set up the Letter in your computer
- Purchase envelopes ~ business size or letter size.
- Purchase multiple denomination stamps.
- Schedule time to pick up business cards and drop off your card .
- The letter is to inform them you will be calling and raise their curiosity. Include your card, it's a second sighting for them.
- Schedule time in your day-timer to follow up by phone. Work with the letter in front of you and your upline.
- Just sell the appointment or a packet. Book a specific follow-up time. Use button down script.
- Learn the 15 minute presentation [45 year plan versus the 1-2 year plan - it's the exact same presentation we use at home kick offs except you are doing it on a piece of paper!]
- When meeting face to face if they say they want to see the 1-2 year plan, hand them a CD/packet and book a follow- up. Use button down script.
- Remember, you only have two enemies, the clock and your head. The leverage is in beating the clock ~ it will keep the funnel full and your head clear. Clarity is power
- Place business cards in dated envelope so you will know what date you picked them up.
- Benefits
- Builds rapport, it's not a cold call.
- Gives you 25 people a week to call in the daytime.
- People answer the phone!! No answering machines.
- Endless supply of leads ~ helps develop an attitude of abundance.
- You control the geography - closer to home is cheaper and faster.
- People open your letter first 90+% of the time
- You are sponsoring "up" by talking to business people.
- It builds confidence.

Eventually, you will feel more comfortable. Every time you repeat this process you will get better and better & sooner than you think. This is a great half step.

Hot Tips

- DO NOT work office buildings on days when the weather is good. Note where they are and go back to them when you are going to get cards when the weather is inclement. This lets you stay on track.
- Schedule the time to pick up cards, print letters, mail, & call 4 weeks in a row. This will give you 25 to 50 suspects every week.
- Do the work - no excuses. Routinely repeat and fear, doubt and insecurity will vanish.
- Follow up within 4 days of mailing letters with phone calls.
- Tear up cards that are in the 80% [not interested]. Remember this is an interest level check ~ we are fishing not hunting.
- **KEY:** Reward yourself at each step. Remember and teach yourself and those in your organization that rewarded behavior gets repeated. Just having a Latte or a Pepsi once you complete each task is enough! DO IT

The most important tip and biggest benefit of all:

Remember the 5 Ps.....**P**erfect **P**ractice **P**revents **P**oor Performance.

As with all things you dedicate yourself to with an earnest effort, improvement follows but the bigger benefit is you will become more comfortable with all forms of prospecting and your SQ [sponsoring quotient] will go up. [SQ= the ratio of people you sponsor divided by the number of people you complete the follow-up process with.]

Insert your return address here

Dear :

Owning your own business is time consuming. Employees, inventory, market trends, insurance and marketing can be extremely challenging. Some people have found a way to double their income without giving up what they do and lower their taxes at the same time

I am writing you because I found a business concept and a Publically Traded 18-year old Company that has solved my time and money challenges. I worked hard for over twenty years despite knowing that the path I was taking was not providing me with the time and the money I desired for my family and myself. [***change this previous sentence so it matches your story***]

I believe most people who feel the same or similar generally keep their business options open.

I will call you in the next few days to set up a short meeting, just 15 minutes. At that meeting I will give you a packet that includes a DVD and some printed information. After you reviewing the materials you may decide you want to set up a meeting to get more information ~ then again you may not. In either case I will be happy to see how I can help you grow your business by utilizing the several thousand contacts I have.

Thanks in advance, I look forward to chatting with you.

Sincerely,

Your name