

This is a reprint of a really great issue of the weekly newsletter from Cutting Edge Media. This week's e-zine was by Mike Litman. Mike hosts the World's #1 Personal Development Radio Show and has interviewed millionaires like the authors of Chicken Soup for the Soul, Rich Dad Poor Dad, and Multiple Streams of Income. You can hear him worldwide at <http://www.mikelitman.com> He's also the author of the best-selling new book, **Conversations with Millionaires, What Millionaires Do To Get Rich, That You Never Learned About In School!**  
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## 5 Simple Reasons Most People Will Never Get Rich ...and How To Make Sure You Do!

*By Mike Litman*

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What did I learn about getting rich by interviewing over 51 self-made millionaires? Well, after interviewing one famous self-made millionaire after another I realized many of the secrets that make them rich while others continue to struggle. When you understand and do what self-made millionaires do, you get to become one of them. If you don't understand and do what they do you don't get to become one. It's really that simple. Here are 5 simple reasons most people will never get rich and how to make sure you do:

**Reason #1 - Waiting to start:** Most people don't want to wait for success. But, at the same time, they are willing to wait before getting started on the road to success. Do you see the problem here? The longer you wait to get started, the longer it will be before you get the money, success, and lifestyle you want. Many people are waiting for everything to be perfect before they get going. Therefore, they never get going and never get the rewards. No race has ever been won (or even finished) by someone who never left the starting line. Don't wait to get going. Start today on the road to success.

**Reason #2 - Being financially illiterate:** The cornerstone of all wealth is understanding the difference between assets and liabilities. The difference is this: Assets put money IN your pocket. Liabilities take money OUT of your pocket. Most people think their home, car, and other possessions are assets. But, the truth is that in most cases those things take money out of your pocket. They COST you money. They don't MAKE you money. Therefore, by the true definition above, those things are liabilities. They take money OUT of your pocket each month. When you have more money coming IN from real assets than you have going OUT to pay for liabilities, you will be financially free. There is only one way to do this. Which brings us to...

**Reason #3 - Focusing on linear income instead of passive income:** One of the millionaires I interviewed said it simply. He said, "if you're not making money while you sleep, you'll never be rich." Linear income is what you get from a job. You work for an hour and get paid only one time for that one hour's work, and that's it. Passive income is when you work once but continue to get paid over and over again from work you're no longer doing. Investing in or creating true assets that provide passive income for you is your ticket to wealth.

**Reason #4 - Not understanding or using systems for making money:** A system for making money is anything that allows you to make money without your own effort. In other words, it's an automated way to make money. All true assets are simply "systems" of one sort or another. Once you create or invest in a proven system for making money, there is no limit to the money you can make. Becoming a master of money systems can bring you riches beyond your dreams.

**Reason #5 - Not being persistent or patient enough:** To finish any race you have to leave the starting line and follow through to the finish line. Most people create their own failure by either not getting started or not following through, or both. To get rich, successful, and happy you must have the patience and persistence to cross the finish line. You must not only get started, but also follow through. This may sound obvious, but it's still the cause of most failure. Only by joining the small percentage of people who are willing to do the 5 things mentioned above will you have the greatest chances for wealth and success.

It's really quite simple...Decide to do these things and you can get rich too. If you don't do them, then like most people you may never get rich. Decide now to master the ideas mentioned above and begin your road to success now. Then follow through and watch the difference it makes.

# The Seven Secrets To Having It All

*"The only limit to our realization of tomorrow will be our doubts of today."*

--Franklin Delano Roosevelt

We begin with the above quote by Franklin Delano Roosevelt; because that is the main reason people never reach their goals; never realize their dreams. Afraid to take the actions that will change their lives. Harsh reality is approximately 95% of Americans reach old age at, or below, the poverty level. That says, if you don't begin doing what the 5% do, then you will become a very sad statistic. O.K. The problem is identified; now what is the Solution? How can you have it all?

In this report we will begin to explain some easy-to-follow steps that will open the door to prosperity. These steps have been proven to bring personal and financial achievement for many ordinary people, just like you. Now could be the time for you to start learning how others have achieved the success you desire for your own life, and take control of your own destiny. Starting now, you can learn from others the short cuts and techniques to achieve your level of success. It's not that difficult; but the secrets lie within YOU. You must change your thinking, belief and attitude. So, let's take it one Secret at a time.

## **SECRET #1---A Clear Vision** (Your future the way you want it to be).

This is where it starts. You must determine you are ready to make a change in your life. Everyone has dreams, and everyone would love to have their dreams come true. Some dream of owning a beautiful home, more time to spend with their family, or money for their kid's college education. For others, it may be to retire while still young enough to travel and healthy enough to do all the things they dreamed about while waiting to retire. Whatever the dreams may be, we all have them.

It takes more than just a dream. Take that dream and give it life; give it substance. What is it you really want to achieve? It's more than money; it's more than getting out of debt. Money is just a vehicle that allows you to do the things you want and gives you the time and freedom to do them.

If money were not an issue:

- Where would you live;
- What would your home/homes look like;
- What kind of car would you be driving;
- What would you be doing with your time.
- What if you were completely out of debt;
- Would you have a financial portfolio that was drawing compound interest?
- What if you had a home business that earned you a solid, residual income, 24 hours a day/7 days a week?
- How would you feel to have that kind of freedom?

Get a clear vision of what you want. Man can only receive what he SEES himself receiving. If you're going to dream, dream big!

## **SECRET #2---Belief**

Do you believe you and your family deserve to have all that? Do you believe you can earn the kind of income that will allow you to live that lifestyle? Can you step outside your old belief system that has perhaps prevented you from achieving big goals? What if you had a Mentor that had achieved success and was willing to take you by the hand and show you, step by step, how to do the same? Would that make a difference?

## **SECRET #3---A Plan**

You must determine you are ready to make a change in your life. You must be committed to achieve what it is you desire. We all have the free agency to take control of our lives; we have the option to change. You must have the desire to do better; then a plan to get you there. What has been your plan to date? Is it the 40-40-40 plan? That's what the bulk of America is doing. They work 40 hours a week for 40 years to retire and live on 40% or less; when they had a hard time living on 100%! You must have a NEW PLAN! And working a job is Not going to give you that independence; that freedom. You will never achieve that freedom working for someone else. You must find a business that is legitimate, lucrative, residual, solid, stable.

Here is some more criteria to put on your "ideal" business. What if you could find a business like that and it also had low startup costs; low overhead; you could work out of your home; no employees; no inventory? Sound too good to be true? Well, it is true. There are opportunities that fit that to a "T". Not a job; but a business; your business. Do your due diligence. The icing on the cake

would be if what you do helps others to improve their lives. Be able to make a contribution to society. Your business must also be in line with the trends. Services and/or products that are in growing demand. It is ideal that the products are consumable. The company should be financially strong and have a good track record. Beware of startup companies that are less than 2 years old.

You do not want to spend your resources of time and money only for the company goes out of business. So, you decide what your future looks like; how much money you must earn to live that; then find a business opportunity that looks as though it can fulfill that; do your due diligence to ensure it can deliver. You already have a plan... If you don't have a plan to Succeed, you are planning to Fail.

#### **SECRET #4---System**

If you are to achieve your goals; if you are going to have that freedom and independence, you **MUST** have a system for your business. Now we're not talking any system; it must be a system that **WORKS!** This system must take you from A to Z in setting you up in your business through to making the dollars. Make sure a Complete system is available to any business you set up. The reason McDonalds has been so successful is their System. It makes no difference if a restaurant is in Biloxi, Mississippi; Seattle, WA; or New York City, they all know exactly what to do and when. That's a System.

#### **SECRET #5---Attitude**

If you are passive, your best bet is to work for someone else. **Success is 80% Attitude. Failure is Not an Option. Your Comfort Zone is Your Failure Zone. WEIT--What Ever It Takes. Start thinking like a Millionaire. Long-Term thinking vs. Short-Term. Be Fear-Less rather than Fear-Full. Your attitude determines your altitude. You are in control of your Attitude.** All these are not just catchy phrases. It is true and it is real. Your attitude and your thinking will affect your current life and your future. Either positively or negatively---you choose. There are some things that are not in your control, such as acts of God. But you can control how you react to them. Have you ever noticed how several people can be under the exact, identical circumstances yet react totally differently? Some will become stronger while another may become weaker as a result.

#### **SECRET #6---Action**

O.K., now you have a Clear Vision of what you want. You **KNOW** you deserve to achieve your highest goals and have independence and freedom. You have a solid Plan and a Complete System to guide you to success. You've got your Attitude on straight; now it's time to take Action and put it all to work. You are now set to "Have It All".

Develop a strong work ethic if you don't already have one. You are your own boss now. Develop the discipline to keep yourself on track and stick with the system. Your action will correlate to how quickly and solidly your business grows.

How much are you willing to spend on your freedom? Take calculated risks. Dare to be wrong. You will make mistakes---only those who do nothing make no mistakes. Do not take advice from those who have not achieved their own goals; or to those who did not dare to dream. Stop doing those things that have not helped you, that are not working to help you reach your potential. You will have to sacrifice some things temporarily. Use your time wisely. The more focused you are on the correct actions; the more successful you will become.

#### **SECRET #7---Enjoy**

To have it all, you must enjoy the journey. Celebrate your successes. Always look for new, positive, uplifting things to help motivate you. Cherish and respect your family, friends, and acquaintances. Each time you come in contact with someone; bring some light with you, even if it's only a smile. Remember; change is a life-long process, one step at a time. With every change we make comes double the motivation and rewards that will make each step easier along the road to the ultimate you. As you begin to change, you will be able to teach others what principles you have learned and help them to make the changes they want.

There you are. You now have the 7 Secrets of Having It All. You have the ability within yourself to reap the rewards of time and financial freedom; all you have to do is tap into it.

*"Hell begins on the day when God grants us a clear vision of all that we might have achieved, of all the gifts we wasted, of all that we might have done that we did not do." ----Composer Gian Carlo Menotti*

*Success Can Be Yours...!*

## **10 KEYS TO BECOMING A LEADER**

**KEY #1: Never quit.**

Don't expect to build a large income in a couple of months. With constant work habits, follow up and patience, you can expect to build a solid foundation in six months to a year.

**KEY #2: Learn everything you can about websites and the internet.**

Learn about your company and the network marketing industry. Ask questions of leaders. Learn other success stories. Facts tell, stories sell. Read articles and books to improve your skills. Language of the industry is the master key to learning.

**KEY #3: Form a working relationship with your sponsor and upline.**

Call your sponsor for help, suggestions and 3-way calls. When you are UP call your downline, and when you are DOWN, call your upline. Never get this backwards!

**KEY #4: Tell...Don't sell.**

Top money earners don't sell. They do a 3-way call with their prospects and a leader. Your job is to tell your prospects about Coastal vacations.

**KEY # 5: 3-way calls, 3-way calls, 3-way calls!!!**

You can always tell people who aren't doing well. They're the ones that haven't been on 3-way calls with you. 3-way calling is the smart way to build your business. It creates credibility and is very easy to duplicate.

**KEY #6: E-mail your downline at least twice weekly.**

You could spend hours on the phone with them, or five minutes e-mailing them. Use e-mail to promote 3-way calls, conference calls, business briefings and special events.

**KEY #7: Take responsibility for your new people.**

Help them to become a Director as fast as possible. Make it a goal to get everyone to that level.

**KEY #8: Participate in conference calls.**

Conferencing is the easiest and most duplicatable way to hold a business briefing. Topmoney earners are always on the calls and all you have to do to receive a raise is to call in with a prospect on a 3-way and let the leaders tell the story. Let the "experts" do your job for you.

**KEY #9: Build for events.**

You should have at least one major event quarterly. People look forward to impending events with top money earners.

**KEY #10: DUPLICATION.**

Encourage every new person to follow the outline for goal setting, and teach DUPLICATION. The most important success factor in Network Marketing is DUPLICATION. Duplication will build leaders. And leaders are the measuring stick for your success.

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# 50 Top Reasons Why People Fail In Network Marketing

1. **NO WRITTEN GOALS.** Doesn't know what they want out of life. No direction or dreams. . Confused and lost. Wants to sponsor TOP PRODUCERS instead of learning HOW to BECOME ONE. It is better to be sponsored by a Top Producer than to sponsor one. That way, you can learn HOW a Top Producer achieves. Mentioning that your sponsor is a Top Producer is a great recruiting tool.
2. **No COMMITMENT.** No action.
3. **UNORGANIZED.** Wastes too much time looking for documents. Cluttered desk.
4. **Poor RECORD KEEPING.** Doesn't keep accurate record of transactions.
5. **Only interested in PERSONAL PROFITS.** Doesn't care about the needs of his customers and distributors.
6. **No ANSWERING MACHINE** or service. Can't be reached easily.
7. **Doesn't RETURN CALLS promptly.**
8. **UNINFORMED** on HOW to succeed in network marketing. Not interested.
9. **Fails to keep AGREEMENTS, APPOINTMENTS** and doesn't explain.
10. **Doesn't FOLLOW-UP** on prospects and customers. Doesn't show they care.
11. **GIVES UP** too soon. Usually quits in the first 90 days.
12. **Gets DISCOURAGED** by small problems and inconveniences. Slows down.
13. **BAD MOUTHS** other companies. Loses credibility as a positive person.
14. **Not really SERIOUS** about MLM.
15. **Lacks SELF-ESTEEM.** Drives around in a messy, dirty, unpolished car. Doesn't realize that prospects see this person as a person with a poor self-image.
16. **LAZY.** Wants to reap the rewards of his downline's efforts without working.
17. **Distributes UNPROFESSIONAL, sloppy, poor copies of information.**
18. Doesn't establish a **RETAIL** base with companies that have retailable products.
19. **A poor EXAMPLE** of the benefits of the products they represent.
20. **Doesn't handle CUSTOMER or distributor COMPLAINTS.**
21. **Doesn't RECOGNIZE or PRAISE** downline achievers. Too self-oriented.
22. **Doesn't WORK** their business daily.
23. **RESENTFUL** of upline earnings. Stops producing to prevent upline from receiving bonuses on their production. Self-defeating.
24. **BLAMES** the company, the products, the marketing plan, lack of support from upline, etc. Doesn't realize that if others can succeed under similar environment, they can too. Doesn't take responsibility.

25. **Unrealistic EXPECTATIONS** for the little effort they put out.
26. **Hangs around NEGATIVE speaking people**, instead of top earners. Birds of a feather flock together. Beware!
27. **Too IMPATIENT**. Wants to make big money too soon without being willing to put out the necessary effort.
28. **Doesn't pass TIMELY INFORMATION** downline immediately.
29. **COMPLAINS too much** and acts like an immature cry baby. A non-producer.
30. **Keeps SWITCHING to other MLM companies** without first achieving some degree of success. Never makes money.
31. **Gets involved in CHAIN LETTERS, illegal pyramids, and other schemes.**
32. **Depends on SPILL-OVERS** in matrix programs, instead of personal effort. Wants something for nothing.
33. **Unwilling to TAKE RISKS** such as investing in advertising, brochures, flyers, training, etc. Too security-oriented. Waits, watches. No guts, no glory!
34. **Takes "NO" personally**. No . . . only means not now. Give me a good reason to say "YES". Stops calling people.
35. **Can't cope with CHANGES** from the company. Not flexible in thinking.
36. **Doesn't believe in or USE the products regularly**. Just in it for the money.
37. **Easily INFLUENCED by negative comments** from family members, relatives and friends. Doesn't listen to positive side. Can't think for himself or herself.
38. **Spend too much TIME getting organized** and too little time talking to prospects and customers. Avoids people.
39. **Expects PERFECTION** from a new company without realizing that it takes time.
40. **Doesn't PLAN to succeed**. Plans to fail.
41. **Has unprofessional APPEARANCE.**
42. **Always gives too many EXCUSES.**
43. **Thinks they KNOW EVERYTHING.**
44. **Doesn't READ** or keep up with the latest happenings in the industry.
45. **Physically UNFIT**. Lacks energy.
46. **Doesn't strive to do their BEST.**
48. **Believes in RUMORS**. Doesn't check the facts. Gullible about any program.
49. **LIES to look good.**
50. **Most importantly, doesn't truly believe that "IF IT'S TO BE, IT'S UP TO ME"!**

# "The 10 Overlooked Online Sponsoring Sins"

There are more than 10 sins, but these are the "biggies." They're in no particular order and are interconnected with one another. I suggest you read this entirely through once. Then go back and carefully study each sin again. Look at how one connects to another. They will make more sense and have more impact on your online sponsoring efforts when you see how they all interrelate. Ask yourself, how you can apply the collective lesson here into your sponsoring efforts.

This might sound over-simplistic (the great ideas usually are) but make sure you write down your ideas as they come to you. Write them down and design a game plan to implement the top 3 to 5 over the next 21 days. If you'll do that, you'll surprise yourself with the ideas you come up with and how much more effective your every effort will become. So, let's get to it.

## **SIN #1: Fail To Capture Attention With A Benefit Centered Headline**

This is probably the most important part of your email or web-site. You've got less than 3 seconds to capture your prospect's attention. If you don't, they'll click to another website or delete your email faster than car salesmen pounce on you at a dealership. Headlines are the single most important factor in the success of your marketing. Did you know you can take a salesletter (by sales letter I mean your website, email, postcards, voicemail messages - any marketing situation) and just change the headline and have it produce as much as 21 times better results? That means you can sponsor 21 times more people by testing a few different headlines - and that's without changing anything else!

So many websites have no headlines... or, worse yet, the head-lines are selfish. They don't appeal to the reader. Ask yourself, "What are you trying to accomplish with your site or in your email? Are you trying to sponsor and find business builders? Or, are you looking for retail customers?" Depending on what you're trying to accomplish, your headline should offer a specific benefit about that. Think about it. Say you're looking for business builders... don't make the mistake of using a headline like "The First And Only Wave 5 Company." That means nothing and has no appeal whatsoever. Why would anyone keep reading? Instead, you could use something like "Discover How To Fire Your Boss."

Why say, "Have You Ever Been Taken Advantage of?" when a headline like "How You're Getting Taken To The Cleaners - And Don't Even Know It!" builds enormous curiosity and promises the reader immediate benefit? Instead of "Our Associates Get Paid Everyday" use something like: "Click Here And Discover How You Can Earn A Full Time Income In Only A Few Hours A Week." Or "How To Make Yourself A Fortune Supplying Something That 43,567,453 People Desperately Want!" See how the rewritten headlines build curiosity and directly addresses the prospect?

There's so much more to writing headlines - a ton more! Countless marketing books have been written about how to write a compelling headline. Two of the best are "Tested Advertising Methods" by John Caples and "Cash Copy" by Dr. Jeffery Lant. Both are probably available at Barnes and Noble or Borders Books. I highly recommend both.

## **SIN #2: Way too much emphasis on "OUR company" - "OUR story" - "OUR products" - Not enough about the PROSPECT.**

When you say "Our associates" or "Our company" or "Our compensation plan," you're talking about you. Your prospect has no interest in reading about you. When you write of those things what you're really saying is "you should read this because we are great." How many of us like to hear someone talk about how great they are? Not many, right? Nothing bores me and sends me running for cover faster, how about you?

Instead, your marketing should say "Here's what's in it for you if you listen to me." (By the way, this is important in ANY sponsoring conversation you ever have.) Your prospect WILL, however, read every word of your website or email if it's all about them - if it applies to... their life, their situation, their problems, their wants and desires. And, remember, the problems are probably the most motivating. Sometimes (most times, in fact) people will come to your site not even be aware that they have a problem (after all, they've been living with it for a while and may have given up hope of ever solving it). Often times you've got to remind them they have a problem and then they'll be open to hearing about your solutions.

### **SIN #3: No Seduction -- No Romance -- Too much "Yelling" at The prospect.**

Sponsoring is much like dating. It's about the fine art of seduction. You've got to let it evolve. I have an Aunt who discovered the man of her dreams was hiding inside someone she thought she hated. At first she wouldn't even give him the time of day, let alone go out on a date with him. Yet today they have been happily married for decades. In fact, they've got one of the best marriages around. So how did he win her over? How did he go from a zero to a hero in her eyes?

He was patiently persistent - but not a pest. He could afford to be. You see, he was CONFIDENT. He knew he had the goods. He knew that once my Aunt got to know him, she'd fall in love with him. So he patiently built a relationship with her over time. He never rushed or pushed her. He gradually turned her around. Then she was willing to see what a great guy he was.

It's the same thing when you're sponsoring someone. I know this might come as a surprise (not), but not everyone coming to your website (or reading your email) is doing so with an open mind. In fact, it's a safe assumption that (at least initially) they will doubt almost everything you say - until you break down their walls of resistance (just like my Aunt).

Yet people still write the copy assuming that people get online saying to themselves, "Maybe today is the day I will find someone to sponsor me into that great network marketing company I've been dreaming about joining." Unfortunately, most of your prospects will not be actively looking to join an MLM. Most people have a negative impression of MLM and will only be open to hear about it after you've seduced them into it. You've got to romance them.

How do you do it? Lead with the emotional benefits they want for their life, build some rapport with them, and stop clobbering them over the head with meaningless platitudes like, "The Best Compensation Plan In The Industry." Speak to their heart.

### **SIN #4: Not understanding or using a USP**

Look at all the sites and oodles of email people send out trying to get you to join their opportunity. Your prospects are completely saturated. Not only that, most of that stuff says exactly the same thing (plus or minus 1%). Your prospect is inundated with tons of offers each claiming almost the same things. The bottom line is if you're trying to compete with the same message (plus or minus 1%) you'll sound like everyone else out there competing for your prospect's attention. Prospects automatically tune out thousands of these messages - it's a knee jerk reaction that they often aren't even consciously aware of.

If you want to be effective, your sponsoring message has got to be different. It has to be head and shoulders above all the other stuff out there. You've got to stand out in the mind of your prospect. You've got to have a USP. What's a USP? It stands for "Unique Selling Proposition." It's more than just a competitive advantage.

What benefit(s) - SPECIFICALLY - will your prospect get by joining your opportunity and downline that they can't get anywhere else? The proposition must be something that your competition can't, or doesn't, offer. And this proposition must be so compelling that people feel a loss if they pass on it. It's got to be irresistible. That's a USP.

This doesn't have to be about the company or the products, by the way. It could have to do with the team and unique support system that your organization may have developed. Often times which organization you join or who your sponsor is, is more of a USP than anything else. A strong sponsorship line is more important than the products, or even the compensation plan. Spend some time on this. Really think about it. Research what your competition is doing (fortunately this is really easy online... just do a search engine search and visit as many sites as it takes to get a feel for what you're up against.) It may take some time, but it's time well spent. And it will allow you to leave your competition in the dust.

### **SIN #5: No Quid Pro Quo**

This is probably the most important key to online marketing. You've got to provide value to the people surfing by your site. Why? Because people don't go online with the intention of buying or of being sponsored. They get online with the intention of LEARNING. The secret to online success is to turn that yearning to learn into a desire for your USP.

How? It's easy. All you have to do is provide value... for free.



Take a look at my website (and this newsletter for that matter). I've gone out of my way to create as much value as I possibly can. If you printed out the entire site, it would total over 50 pages of FREE information. And every month I put all I can into this newsletter in the hope of making it an indispensable tool for all the subscribers. Why do I do it? Quid Pro Quo. Value for value. If I take the first step and PROVE my worth to you - for free - then you will be more inclined to trust me. If you trust me, then we start to build a relationship based on value and truth. And if you find value in my info, then you'll introduce my website and home study course to everyone you know... which will eventually translate into more sales as everyone in your organization also finds value in being associated with me. And, who knows, maybe you'll hire me to do a training or to design a turnkey lead generation system for you or your company at some point in the future.

See how it works? It all starts by creating value and proving your worth! So brainstorm how you can create value for free to every prospect who views your email or stops by your site. What can you do for them, even if they never sponsor into your group or become a retail customer? (By the way, whatever exchange of value you come up with can become your USP.) This will create a ton of positive word of mouth referrals.

Trust me, it's an investment that pays off many, many times the costs of implementing it. Plus, you'll feel good about yourself and the way you conduct business, which gives you confidence. And that confidence is very enrolling. People will want to be a part of your team.

### **SIN #6: Too Much "COOL" - Not Enough Marketing**

I'm continually blown away by how many people create masterpiece sites and never spend any time promoting them. They just put the site up and wonder why they aren't generating any sales from it yet. Then (as if that's not bad enough) they throw their hands in the air and exclaim the Internet isn't effective. That's like opening a retail store in a zero population area, never advertising it, and then getting mad when a customer never walks through the doors. You've got to keep your eye on the ball. A great site does nothing if nobody ever sees it. The world's greatest salesletter won't sponsor a soul if no one reads it. Shuffling business cards or updating the site doesn't make money... getting people in front of the sponsoring message does. Sound simple? It is!

### **SIN #7: No Third Party Stories For Credibility & No Fear Removal**

Here are two fundamental marketing facts that most understand but hardly apply: 1) Anything you say directly in a sponsoring situation (written or otherwise) is automatically suspect in your prospect's mind - but if a third party makes the statement for you, your prospect almost always accepts it as fact; and, 2) The more you remove the fear your prospect has about taking a risk (i.e., sponsoring in), the more people will respond to your offer. So, make sure you never neglect the awesome selling power of testimonials (real testimonials) in all your marketing efforts. They really drive home your claims and make them believable. As for removing the fear, simply brainstorm and test different better than risk-free offers. I've found a very effective way of overcoming the fear of responding is to turn the tables on the prospect. Let the prospect know you're very selective about the people you work with. That not everyone qualifies, but they are welcome to apply and see if they qualify... that you'll rush them a complete info package so you can see if they are right for you and if this is right for them. This usually will move people to action because people generally want what they can't have.

### **SIN #8: Not Walking A Mile In Their Shoes**

Your website or email message (any type of salesletter for that matter) is the lowest pressure form of salesmanship there is. It's not interactive so you have to make sure you answer all their questions and handle any possible objections ahead of time. You don't have the luxury of customizing your presentation for each specific prospect. Your prospect will, at the click of a mouse, jump to another site or trash your message. So you have to anticipate their every move and stay one step ahead.

One of the most valuable things you can do is sit down and brainstorm all the reasons you can think of why someone will NOT take you up on your offer. If you were to look at your opportunity objectively, what would your objections be? What concerns would you have? What questions would you have if you were the prospect? Try to come up with 15 questions and write them down. Then answer them one by one and incorporate them into the copy.

## **SIN #9: Wasting Time Trying To Sell Non-Prospects**

Have you ever heard the saying "you can't say anything right to the wrong person"? Many people waste so much time and energy trying to sponsor non-prospects. This carries over to the way people design their online sales messages. They try to address the masses instead of writing specifically for the ideal prospect they'd like to sponsor. Done right, your marketing should turn away as many people (if not more) than it attracts. You don't want to waste time with unqualified people.

Who's your ideal prospect? Think about it. Get into your prospect. Who'd be your fantasy new enrollee? Write directly to that one person and make it a passionate personal letter just to them. Remember, a prospect will NEVER be bored in print. So every word you write should be exciting, relevant, and necessary to prove your case... and never be boring.

## **SIN #10: No Follow-Up**

It's online suicide! And the sad part is 999 in 1,000 don't even know they are committing it. "What is it?" you ask. The number one online mistake is failing to build a bonded relationship so that your prospect can trust you, and believe in your opportunity.

Let me explain.

Trust and Rapport are two of the hardest things to create online. They come from building a bonded relationship with your prospect.

To successfully sell or sponsor online, you've got to have a system that gets your sales message in front of people, turns surfers into readers, readers into friends, friends into believers, and finally, converts believers into buyers.

In other words, before you can sell anybody, anything, you've got to get them to like and respect you, (by proving you're trustworthy, reliable, and believable), and, there must be logical reasons for the prospect to do business with you.

"I already knew that, Joshua," you might be thinking. Well, here's something that you may not have given much thought to- This process takes time! And this where most people fail. They set their business model around a one time sponsoring effort, and leave the potential for future enrollments behind while they move on. No follow-up, No relationship building over time. Just wham, bam, sponsor in now ma'am/man.

How long it takes to build enough of a relationship with your prospect for them to sponsor in varies with the individual prospect. Some will trust you immediately and sign up the first time through. But most - the majority - will not! It takes time for them to like and trust you. Some people are slow to believe, and require proof over time. Their motto is, "Talk is cheap, prove it!" That's why the richest and most savvy marketers in the world will follow up with a prospect 7 to 10 times before giving up on them. They stay in contact with them on a frequent basis, constantly reminding the prospect of the benefits of doing business with them. They invest time and money in the follow-up process because they came to the realization that 75%+ of all their sales came after the 6th time they asked them to buy.

**Follow-up is the key!**