

I shared with you my approach to finding prospects - focus on developing communication skills first so that you'll have the confidence to speak with both warm and cold market contacts.

Developing your inviting skills is the second step in the success formula - and this goes hand in hand with being an effective communicator. Master these two first steps and your M.L.M business will take on a life of its own - you'll be amazed at how fast your business can grow.

Remember, I was making high five figures per month after only two years working the business part-time and I didn't have any previous M.L.M experience. But what I did have was a commitment to learn what was necessary to succeed.

Now, when it comes to presenting an M.L.M opportunity to prospects, (the third step in my success formula), I discovered early on that a lot of people view the industry negatively. How many times, for example, have you been asked, "is this one of those pyramid schemes?"

**The "M.L.M objection" is the most common you'll run into and it can be maddening to deal with unless you're prepared. You need to have presentation tools that address this objection head on - and then overcome it every time.**

### **The Best Defense is a Good Offense**

Typically you're either going to invite your prospects to a business opportunity meeting where someone else is doing the talking, or you may get on a 3-way call with one of your upline. Or . . .you're going to use some form of video or audio presentation to help your prospects see that what you have will help them get what they've said they need, want or don't want.

**Using third party credibility, whether in the form of someone else speaking i.e., a successful leader or upline in the company, or in the form of video and/or audio, is key to your recruiting efforts.**

Using third party credibility accomplishes several things.

First, it takes you off the hook! You don't have to worry or be concerned with doing the presentation. You can rely on others and on recorded presentations to get the job done for you.

**It also establishes in the mind of your prospect that M.L.M is for real, that it is a viable way of doing business and that it is in fact an excellent vehicle for them to achieve whatever it is they say they need, want or don't want.**

Perhaps most importantly, it sets up a process of duplication that your downline can easily follow. Eventually they may use you on their 3-way calls depending on how successful you become. But until then, and even then, they'll be trained to use third party presentation tools as part of their recruiting arsenal.