

There are many ways to find people to talk to about your opportunity. The bigger challenge is this - what do you say once you're with them? Knowing what to say and how to say it is vital because you never (or rarely) get a second chance to make a good first impression. And you don't want to blow people off.

When I first started, I was simply told to make a list of all my friends and relatives and then go sell them on the idea of my M.L.M business. Well, some people will be successful working their warm markets while others will fall flat on their face.

I've also seen some people build a business almost entirely from advertising in newspapers. Answering an ad in the Washington Post is how I got introduced to the industry. But again, this is not for everybody.

And then I've seen some people be successful using direct response (post cards, door hangers, internet) and others with the ability to talk to strangers on the streets of New York.

Ultimately, there are a variety of ways to find prospects and you'll likely end up with several ways you go about doing this. The key is to know how to communicate with them once you're on the phone or face to face.

### **Learn to Be an Effective Communicator**

**My point here is that any method that makes your business and/or your products known and desirable is a good method.** After all, the definition of marketing is "to make known in such a way that your product or service appears desirable."

So. . .rather than get all hung up on how to find prospects, focus on developing the communications skills that will enable you to get prospects interested in your opportunity. Because what you say and how you say it matters. And when you have confidence in your communication skills, you'll be more effective with all your prospects, whether from a warm or cold market.

Plus, having good communications skills is what you want to duplicate through your downline because everyone will have their own best approach to doing the business. You don't want to limit your new distributor by telling them they "must" work their warm market, or they "must" put ads in the newspaper, etc.

**Rather, teach them a system of communication and your business will flourish.**

### **Master the 10 Communication Qualities**

I discovered there were 10 Communication Qualities that the most successful networkers all had in common. I was determined to develop these qualities in myself and equally determined to show my new distributors how to do the same.

My organization grew like wildfire once I had these qualities down pat. I also created a training tool my downline could use to master these qualities themselves. I encourage you to become familiar with these qualities and decide you're going to master them as well.

Here's a quick list of all 10 qualities -

1. Be interested in the prospect

2. Do not be distracted by anything
3. Have a sincere, friendly facial expression
4. Use the correct amount of assertiveness
5. Communicate easily - No tension, strain, fakeness, sounding rehearsed, stuttering or hesitating
6. Make sure your body doesn't distract the prospect
7. Tell the truth
8. Know what you're talking about
9. Communicate at the prospect's level of understanding
10. Have the intention to make the person's life better

**I encourage you to make becoming an effective communicator one of your top professional goals. I say this because your success will largely be proportional to how quickly you develop these 10 communication qualities.**