



Boyer Marketing Team of America, LLC

## **TRAINING MODULE #2**

### ***FINDING PROSPECTS***

This is training session # 2 of 4. Each session is less than 45 minutes to review. Today, we would like to address how to ‘find prospects.’

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## FINDING PROSPECTS

The three steps to generating leads are:

- Step One: Plant the seed
- Step Two: Nurturing the seed
- Step Three: Harvesting

**Step One – Planting the Seed.** When developing your list it's smart to start with a warm list such as family members, co-workers or business owner you might be familiar with. Additionally you can find new prospects using the following strategies:

### SOCIAL MEDIA

Below are four examples of social media marketing techniques for business-minded and passionate shoppers:

**Example #1:** Affiliates Wanted! We are looking for self-motivated individuals that we can reward financially for generating business online; we train. Click here for more info:  
[www.vchase.com/yoururl](http://www.vchase.com/yoururl)

LINK EXAMPLE: [www.theclassyshopper.com/john](http://www.theclassyshopper.com/john)

Example #2: Affiliates Wanted! We are looking for self-motivated individuals that we can reward financially for generating business online; we train. Click here for more info:  
<https://www.osiaffiliate.com/vchase/sites/affilite#>

LINK EXAMPLE: <http://www.theclassyshopper.com/yourname>

**Example #1:** Market Your Program! Click here for more info: [www.vchase.com/yoururl](http://www.vchase.com/yoururl)

LINK EXAMPLE: [www.theclassyshopper.com/john](http://www.theclassyshopper.com/john)

Example #2: Market Your Program! Click here for more info:  
<https://www.osiaffiliate.com/vchase/sites/affilite#>

LINK EXAMPLE: <http://www.theclassyshopper.com/yourname>

**Example #1:** Would you like us to market your product for you? Click here for more info:  
[www.vchase.com/yoururl](http://www.vchase.com/yoururl)

LINK EXAMPLE: [www.theclassyshopper.com/john](http://www.theclassyshopper.com/john)

Example #2: Would you like us to market your product for you? Click here for more info:  
<https://www.osiaffiliate.com/vchase/sites/affilite#>

LINK EXAMPLE: <http://www.theclassyshopper.com/yourname>

**Example #1:** Would you like us to refer your product to passionate shopper? Click here for more information: [www.vchase.com/yoururl](http://www.vchase.com/yoururl)

LINK EXAMPLE: [www.theclassyshopper.com/john](http://www.theclassyshopper.com/john)

Example #2: Would you like us to refer your product to passionate shopper? Click here for more information: <https://www.osiaffiliate.com/vchase/sites/affilite#>

LINK EXAMPLE: <http://www.theclassyshopper.com/yourname>

### **SIGNATURE LINKING**

Here is a QUICK and EASY strategy to promote and effectively introduce your business. Signature links help promote your web site without any additional effect on your part. Depending on your e-mailing program, create a signature link similar to the one below in the body of your message when replying or sending an e-mail message. Also, don't forget to add your web site URL link:

*Your name*  
[www.yourwebstie.com](http://www.yourwebstie.com)

If your emailing program doesn't automatically activate your URL, this can be easily accomplished in two SIMPLE steps:

- **Step One:** After you have cut and paste the message into the body of your email, just place your cursor at the end of the text LINK, click the mouse.
- **Step Two:** Hit the enter key on your keyboard and your link will turn blue and be underlined. Now your link is **ACTIVE**.

Why is this important? If your link isn't highlighted the recipient(s) of your message will see it as plain text and not an **ACTIVE LINK**. As a result, they may or may not be willing to take the time

to cut and paste your text link into their browser and review your information. Translation lost opportunity.

### **REFERRAL**

Another strategy to recruit prospects is to ask. Even if someone turns down your business income opportunity, you should ask for referrals. Here a few examples:

- Who do you know that want to work from home? Forward this message and have them click here: <http://www.yourwebsite.com>
- Do you know of anyone that would be interested in an income opportunity?

### **BLOGGING**

Here are 10 Rules to follow when blogging –

- 1) Include your signature link at the button (first and last name, yoururl)
- 2) No rule how often (Post when you have something to say)
- 3) Make sure your blog is relevant to the readers
- 4) Content matter more than the number of words
- 5) Publish only facts that are true
- 6) Use bullet points or numbers
- 7) Add value to the readers life
- 8) Don't sell share benefits
- 9) Permit comments
- 10) Site your sources

### **THE 10 SECOND RULE**

If ask by a potential business owner or Platinum Member concerning your business, below is a 10 second smart response:

#### **Ten second business owner's presentation:**

I promote upscale products to passionate shoppers; do you know anyone who might like to know about a service like that?

#### **Ten second shopper's presentation:**

I market an online concierge service for passionate shoppers who want a 10% - 25% saving buying upscale products. Do you know anyone who might like to know about a service like that?

**The “If I could, would you” strategy for *business owners*:**

If I could expose your business to passionate shoppers would you be interested?

**The “If I could, would you” strategy for *passionate owners*:**

If I could get you upscale products between 10% - 25% saving, would you be interested?

**Step Two: Nurturing the seed.** This is the follow up stage. Contacting a perspective customer within the first 24 hours is very important.

**Step Three: Harvesting.** This stage is where you ask for the sell. We shared this point in week-one training but it’s important to share it again.

For business owner:

- ❖ If there is a problem lurking, one that would negatively impact your decision, would you be willing to share it with me?
- ❖ If I gave you a \$50.00 discount are you ready to move forward and secure your account?
- ❖ How soon would you like to start marketing your business with our campaign?
- ❖ If I am will to do this or that, would you be willing to move forward right now?
- ❖ Is there anything that prevents you from moving forward with this deal?

For Platinum membership:

- ❖ If we give you 60 days of free membership would you willing to move forward with your membership?
- ❖ Is there anything that prevents you from moving forward with this membership?
- ❖ Are you comfortable with testing driving the membership
- ❖ Would you like to test drive the membership for 60 days?

Set aside just a few minutes every day to follow up with your leads, find out where your potential customers mind is and ask if they are ready to move forward.

## **BUZZ CARDS**

An excellent tool to attack new affiliates is the buzz cards. These cards are the size of a regular business card.

Each buzz card will have a bonus number pre-printed on it. The bonus code is actually your affiliate number. Upon inputting your affiliate number the visitor will be directed to listen to a 14 minutes audio file. After listening to the 14 minute presentation, they will be asked to register as an FREE affiliate. At that point, they will become your sub-affiliate and you will start receiving commission when they make a sale.



How can you market your buzz cards? Carry them with you everywhere you go. For example, take them with you when eating out and when you leave a good tip, leave a buzz card behind. Your intention is to distribute 500 to 1,000 per week wherever you go.

How can you order your buzz cards? **Click here:**  
<http://www.boyermarketing.net/buzzcard>

**Below are three examples you might say when inviting prospects to attend your home party:**

**Face to face or over the phone:**

*“Susie, I am hosting an exciting home party for people just like you so you can spend time with your families and still earn a very nice extra paycheck. I’ll like to connect you with some awesome business associates of mine so you can look into this income opportunity. I can’t make any guarantees, but I sure it will be worth your time to explore the income possibilities. Snacks will be served.”*

**Inviting your social network connections:**

*“I am hosting an exciting home party for people just like you so you can spend time with your families and still earn a very nice extra paycheck. I’ll like to connect you with some awesome business associates of mine so you can look into this income opportunity. I can’t make any guarantees, but I sure it will be worth your time to explore the income possibilities. Would you like to attend this short meeting and we will be serving finger food? If interested, give me a call at (000) 000-0000 or e-mail: yourenail.com and I will provide you with the home party information.”*

**Hosting a Teleconference:**

*“I am hosting an exciting teleconference party with a number of with people that want to spend more time with their families and still earn a very nice extra paycheck. I’ll like to connect you with some awesome business associates of mine so you can look into this income opportunity. I can’t make any guarantees, but I sure it will be worth your time to explore the income possibilities. If interested, give me a call at (000) 000-0000 or e-mail: yourenail.com and I will provide you with the date, telephone number and access code.”*

**GET BUSY CRERATING A PROSPECTS LIST**

Who should you include on your list?

1. Business people
2. Successful people
3. People hungry for more in life

Below you can create a **WARM list** of 100 individuals you would like to invite to your home party. Let’s begin.

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