**How to Design an Approach in 5 Simple (and Comfortable) Steps**

**1. Introduction - How did you get their name and the reason for the call?**

**2. Eliminate the thing you’re concerned about that the person you’re talking to is thinking.**

**3. Give an appealing description.**

**4. The Referral Approach**

**5. Set the appointment**  
  
**Example 1: If you don’t know the person, you MUST create a common link.**

**(Introduction**)  
Mr. Smith, this is Eric Henderson.   
  
You don't know me personally but a mutual acquaintance of ours Joe Jones recommended that I give you a call.  
  
I was telling Joe about the product brokerage business that we are expanding in the Boston area and that we need 2 people that are well connected to help set it up. After describing to Joe what we were looking for, he mentioned your name. Joe says you know everyone in the area and that you have an astute business mind.   
  
**(Eliminate the thing you’re concerned about that the person you’re talking to is thinking)**  
He says that you may or may not be interested but most certainly you would probably know the right people.  
  
**Example 2: if I already know Mr. Smith – tell them the reason you’re calling.**  
Mr. Smith, this is Eric Henderson – a voice from your past. Remember me from IBM?  
  
I know you are probably wondering why I'm calling because I haven't talked to you in over a year.  
  
I realize that you're very successful at what you do and you don't have a lot of time - and I'm not looking for your money. I'm looking for you to help in identifying the 2 right people.   
Something came up that brought your name to mind and I just had to give you a call.  
  
**(Give an appealing description)**   
  
We are bringing a new company into the Boston area. The name of the company is Market America. They are a 24 year-old product brokerage company.

We identify emerging products and hot Trends.  
Have it manufactured under exclusive contract.  
And brokerage it through our Revolutionary binary marketing method - which is more powerful than TV has ever been.   
  
I really can't get into all the details right now   
  
**Example 3:**  
  
Mr. Smith, I don't know if you ever heard why I left IBM.  
  
I did so because I found a company with an unbelievable opportunity. The company is Market America and it's a product brokerage company. I became an executive coordinator on a part-time basis and made enough to go full-time - and I'm on my way to making $100,000 per year by the end of next year.

**(The Referral Approach – asking for help)**Mr. Smith, you may or may not be interested but if nothing else you probably know the right person for the position, and if you can help me out and refer the right two individuals, I'll work something out with you that will be mutually profitable. This could amount to thousands of dollars in royalties for you. The individuals who we work with in the area should make between $100,000 - $300,000 per year.  
  
**Or**

At any rate Mr. Smith, we're just expanding in the Boston area and are looking for two well-connected people who know the area. In that you’ve lived in Boston your whole life and probably know everyone, your name popped into my mind. I thought you might be able to help me out. If you could help me locate the right people, it could mean $100,000 to $300,000 a year to them and a sizeable royalty to you and myself.   
 **(Set the appointment)  
  
Make a statement that precludes them asking any questions.   
Make it logical and convenient.**Mr. Smith, I realize that to recommend anyone, you need more information about what it involves. I'm going to be in the Boston area on business on Thursday and I'd love to get together with you for coffee to explain the marketing strategy and what it involves.   
  
**(I’m AGAIN precluding him trying to pressure me now for the answer.)**   
It shouldn't take more than 30 minutes **unless you're interested yourself**. Then maybe you can recommend some of the right people and we can work out something that's mutually profitable. I can meet you during lunch or after 5 o'clock. Which would be better for you?  
  
**Another Example:**

I realize you need to know more in order to evaluate it and to recommend anyone. I'm going to be in Boston today on business and I thought we could get together briefly so I can show you some **charts and diagrams** and explain the strategy. Then if you know the right people, we’ll work something out that will be mutually profitable. It would be good to see you again and I’d appreciate you getting together with me. I can meet you now or I can do it later this evening after my appointment. Which would be better for you?  
  
**If they ask questions:**  
  
I know you have questions and I'll cover these when we get together. It's easier to explain them from the **charts and diagrams.**  
If they ask more questions and insist on you sending some information, tell them:

Listen - it really requires explaining, but I will send you a video that gives you an overview.  
**(You must then book the follow-up RIGHT THERE on the spot to answer their questions, etc.)  
  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  
  
**WHEN IT COMES TO THE SYSTEM ABOVE, IT ALL STARTS WITH YOUR POSSIBILITIES LIST**

You do not necessarily need to know people at all, or very well to add them to your possibilities/names list.

But, I would recommend you start with the people you know who are of the following qualities:  
  
-helpful  
-organized  
-open-minded  
-coachable  
-well connected  
-motivated  
-goal-oriented  
-entrepreneurial  
-like helping others  
-have a passion for health and nutrition, weight management, skin care, cosmetics, online shopping, etc.   
  
Ask yourself, 'Now that I am in business, who/what type of people do I want to work with? Who comes to mind that I know would be a great partner that has the QUALITIES I am looking for? Think of it like you are hiring (partnering) with a few vice presidents for your new company.   
  
Start with 100 possibilities. That's a great place to begin. I recommend you just go through your phone, as well as your Facebook friends/contacts to start. This should get you a solid 100+ people on your possibilities/names list.   
  
Okay, so this list of 100 possibilities are exactly that - possibilities.

Possibilities are NOT prospects for your products or business - YET. They are suspects. They are simply possible people who will:  
  
-be interested in your products or business  
-refer you to folks who will be interested in your products or business or both  
-not be open to helping you at all (In my experience, this very rarely happens). Most people are very helpful and happy to help you.  
  
DO NOT pre-judge anyone - because you just never know who they might know and can lead you to!   
  
The best approach I recommend you use to start talking to your 100+ people about your business/Shop.com web portal/products is the **third-party approach**. We will do this TOGETHER in the beginning.  
  
So, after you have your list of 100+ possibilities, we are going to identify your top 20 TOGETHER.   
  
Now, over the next 90 days to 1 year, TOGETHER we are going to sort through these people (just like any fortune 500 company would do) and find the best candidates to possibly partner with in your business or have them lead you to the right people you are looking for to expand your business with.  
  
Once we have identified your top 20 possibilities, TOGETHER we are then going to go over how to best approach these folks and what is called the Inviting Formula.  
  
**(ONE KEY POINT HERE: Along with your 100+ initial possibilities, you are also going to add 2 new possibilities to your names list daily. This ensures you never run out of potential people to talk to.**T**OGETHER, we will be identifying the sources (Facebook, Networking, Offline, LinkedIn, etc) that will be consistently adding new possibilities to your names list and continually updating your Top 20 possibilities as this changes all the time when you are constantly adding new possibilities. )**  
  
The best approach that is proven to work so effectively is what is called the third-party approach - Ask your list of possibilities: “Who do you know that would like to be their own boss, spend more time with their family, earn unlimited income, etc., etc.?”   
  
The third-party approach is important because it takes all the pressure off of you and it takes all the pressure off of the prospect.   
  
When you go up to somebody and they’re your friend, and you’re all excited and you want to bring them into the business, and you start 'throwing' up all over them about what a great idea you have and what a great business you’re in and how much money you can make, you’re setting yourself up for them to say no. You’re also putting the prospect on the spot because all of a sudden, you’re asking them to do something.

But if you use the third party approach, what happens is there’s no pressure on them. You’re not asking them. They don’t have to accept or reject anything and you don’t have to feel like you’re rejected. What happens when you ask somebody,   
  
Hi NAME, I was hoping you could help me out. I am expanding my (new) business and am looking to network and connect with folks who may be able to help me out. Your name came to mind immediately.    
  
“Do you know anybody that would like to be their own boss?” Or, “Do you know anybody that’s fed up with their job?” The first thing they’re usually going to say is:   
  
**“What is it?”**  
  
**Side note (This is important that you have some good answers to this question when people ask you. Have you started to write your answer to 'What Is It' and your 2 minute Commercial out on 3x5 note cards or piece of paper yet?) Some examples can be found in your Getting Started Guide.**  
TOGETHER we will work on these two. They will make things easy for you when people start to ask you what you are doing.   
  
Next, regarding the third party approach, I set the appointment and we meet to talk. So once again, I try and take all the pressure off of them. I say:   
  
“Hey, look, I know this isn’t for you.” What happens then is that this takes all the pressure off the prospect. He’s no longer concerned that he might be setting himself up to be talked into something. Once the prospect is relaxed because he has nothing to fear, he (she) is more inclined to listen with an open mind. Then I follow up by saying, “I know you’re happy where you are. I’m looking for someone like you…(insert the adjectives that apply, examples follow) someone who is highly motivated, has good organizational skills, a self-starter but who is concerned about…(list all the things that you know he’s concerned about himself, examples follow), downsizing, loss of pension, a cut in pay, time away from your family, concern for the future, etc. Does this make sense?   
  
Here’s another example: “Hey, I’m looking for somebody just like you who’s highly motivated but who’s concerned about downsizing.” I know in my own mind that he’s concerned about his job. But yet I plug him in by saying “somebody that’s highly motivated” because I know that this guy is highly motivated. If this guy doesn’t like his boss, I’ll say, “Hey, I’m looking for somebody like you, only I want somebody who doesn’t like his boss and is looking to get away from his boss.” I’m always trying to twist that around the third party. What happens is that it takes on an almost comedy appearance to watch the expression on a prospect’s face change from one of curiosity to the realization that everything you’re saying applies to them. They don’t think you’re talking about them, but they’re relating to it internally.   
  
Now, only 4 things can happen from this approach:  
  
1. They become a customer  
2. They give you a referral  
3. They become a business partner of yours  
4. They tell you that timing is not right (not now)  
  
Summary:  
  
-Make your list of 100 people  
-Come up with your answer to 'What Is It' and 2 minute Commercial.  
-Then, TOGETHER we will identify your top 20 people from that list of 100 possibilities - and develop approaches to start to sort these people.