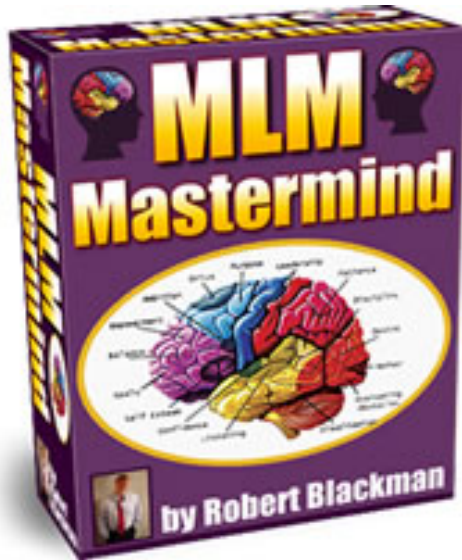


How to Make Money Giving Away Free DVDs!



Brought to You by Robert Blackman of MLM Mastermind

How to Make Money Giving Away Free DVDs!

The purpose of the “50 FREE DVDs” program is to get you and your downline off to a fast start.

Yes, I believe in Warm Marketing...it is the best way to get people to become either a customer or a distributor.

I ran out of Warm Market leads in my first 90 days. So, I’ve spent the last 26 years converting Cold Leads into Warm Leads.

It’s not difficult and it’s quite fun.

In fact, most people approach their Cold market entirely wrong as well...but that’s another training. Today, you are going to be taught how to PROPERLY contact your Warm Market.

First a definition: What is a Warm Market Lead?

“Anyone who knows you by name. Family, friends, neighbors, co-workers, class mates, church members, club member, etc. If someone knows, likes or trusts you, they are a Warm Market lead.”

There are two problems with Warm Marketing, though.

They are...

- 1) Most people REFUSE to contact anyone they already know. They have either done it before (improperly, mind you), or they are afraid to contact their family, friends, neighbors and co-workers until they start making money. So, that puts us in the “which comes first” syndrome. Which came first, the chicken or the egg? So, in Network Marketing, which comes first, the contact or the commission check?
- 2) But, if you do conjure up the courage to step out on a limb and talk to people you already know you do it the WRONG way! You tell them too much on the front. You don’t create any curiosity. You don’t have any posture. You beg them to come to a meeting or buy the starter kit. You try to SELL instead of SOLVING.
- 3) Nobody gets referrals from their Warm market leads. If you have a list of 50 people and only 5 say yes, then your business dies a slow death there. Your goal is turn that list of 50 into 100 or 250! Then, you teach your downline to do the same for an endless supply of Warm market leads.

Get your list of 50 prospects and you can choose to either mail them a letter or pick up the phone and call them. I've attached a sample letter for you to use for your MLM Mastermind business at the end of this report. You can basically take this same letter and put it into an email, which I've also provided for you at the end of this letter. If you prefer to call your top 50 contacts, which gives you the BEST response rate and I highly recommend you do, here is what you say to them on the phone, or in person:

"Hi John this is (your name). How are you doing? Hey, I wanted to know if you can do me a favor and help me out? I just got involved in a new business and I'm really excited about it and I'm looking for a couple of key people with leadership and management abilities and I naturally thought of you. I have no idea John if you'd be personally interested, but I know you know the right kind of people that I'm looking for. What I need you to do is watch a short DVD and tell me who you know that I should contact. Should I drop the DVD by your home or your office? (of course if they live out of town either offer to mail the DVD to them, or get them to your website so they can even get back to you with referrals the same day!)"

Here are the reasons why this approach works when you are looking for distributors:

1. If someone you know is excited about something human nature says you want to know what it is that has them all pumped up and motivated. So, they are curious and will be opened minded to find out what is exciting one of their friends.
2. You also just complimented them by saying *"I'm looking for a couple of key people with leadership and management abilities and I naturally thought of you"*. You just stroked their ego and patted them on the back as well.
3. Now, you're going to relieve any potential stress and tension or where your friend would tell you NO by saying: *"I have no idea John if you'd be personally interested, but I know you know the right kind of people I'm looking for"*. You can almost hear the sigh of relief on the other end of the phone, or if you are in person you can see the expression on their face show "relief" when you say that statement. You've given them an out, or what we call in sales a "takeaway" and you've postured yourself to the point of almost guaranteeing they'll give you some great referrals.
4. About 9 out of 10 people will say *"sure, I'll watch it for you and let you know who I can recommend you contact"*. You make it easy now for your 50 family and friends to tell you YES, rather than NO. Don't try to overcomplicate this process. It works because it's simple. It works because trying to convince your family and friends to join a Network Marketing program with you doesn't work...the data after almost 60 years shows that. So, use this approach and teach this to your downline so they can start seeing more "YES's" than "NO's" in their first 30-days of business with you in MLM Mastermind!

Even if your best friend says: *"No thank you, I'm not interested."* You go ahead and say: *"I didn't think you would be interested, but I still need your help. I need you to watch this*

DVD and tell me who you know who might be interested because I'm very excited about this and would really appreciate you doing me this favor!"

Some people might say: *"I really don't know anybody"*. You go ahead and say: *"John, I don't expect you to know anybody until you see the DVD. Should I drop it by your home or your office today?"*

Always try to deal with any objection by agreeing with them and then how can you get the DVD to them, at their home, their office, mail or website.

- Agree.
- Get DVD to them.

Also, if they try to get you to tell them about it over the phone, don't. That never works. You only give them some ammunition for them to say everyone they know wouldn't be interested in that and you ruin your chance for getting them in or getting referrals from them.

If they do try to get you to tell them more on the phone or in person go ahead and say: *"John, if I tried to do that it would take me over an hour and the DVD does it in a much shorter amount of time"*.

You've got to get the DVD in their hands so it can go to work for you. You're not trying to be evasive, you're just letting the tools do their job for you. Duplication occurs when everyone on your team is passing out DVD's and not saying very much on the phone or in person.

The less YOU say in this business the more money YOU make.

If you are TALENTED and you can sell an Eskimo Ice Cubes, that's great...but your downline won't or can't.

This process isn't about you and your talent.

It's about creating a DUPLICATABLE SYSTEM where everyone can succeed.

Recruiting is about creating and maintaining curiosity.

As soon as you say skin care, nutritional product, a red flag immediately goes up with your prospect and a pre-conceived notion (good or bad) then comes flying back at you with a *"I wouldn't be interested in that, and neither would anyone I know, but thanks anyway"*.

You want ZERO preconceptions when they pop that DVD in their player and sit down and watch it.

I know that might be against what you've been taught in the past, but the tools are a 3rd party endorsement of you and MLM Mastermind...let them do their job for you!

Your friends are much more likely to believe a person who they don't know on a DVD than you anyway. Why? Because they are too close to you. They know too much about you. Let the tools do the talking for you and spend your time contacting more people!

Follow-up:

What I recommend is that you make a list of 50 people and call and mail 10 DVDs per week.

Don't mail all of them at once...that will result in overwhelm and you won't follow up quickly.

Mail 10 a week for 5 weeks and get your downline to do the same.

Now that you got out at least 10 DVD's in the marketplace you and your sponsor can do a 3-way call together by saying the following: (or you can call yourself, but get help, if you need it)

"Hey John, this is (your name), I just wanted to follow up with you about the DVD I dropped off for you to watch and I have my business partner (your sponsors name) on the phone with me."

Don't say another word...be quiet.

You are then waiting for your prospect to make the first move and whatever they say, you remain quiet and your sponsor then answers questions.

The reason why you remain quiet is if you say something your friends are not as likely to believe you as they would a stranger.

Your friends and relatives will be harsh with you on the phone, but they usually won't be harsh with a stranger...it's human nature.

Your sponsor then will say something along these lines:

"Hi John, this is (their name). We don't want to take a lot of your time tonight we are just calling to see if you've had a chance to watch the DVD or not."

Your prospect is going to say one of three things:

- Yes, I've watched it
- Yes, I've watched it and I don't think I would be interested.
- No, I haven't watched it yet

That's the only three things they will say.

Here's how you respond to each one of those:

➤ **Yes, I've watched it:**

Your sponsor says: *"Great, are you open for more information?"* If they say yes, then you want to take them to the next step which could be a local meeting, a one-on-one meeting at a coffee shop, a conference call or a website. To get them to your event you say: *"Great, what are you doing Monday night? What we would like to do is dial you into our conference call, our meeting, etc."* That's how you turn a yes into getting them to the next step. Make sure you say: *"What are you doing Monday night"* instead of: *"Great, I need to get you to a meeting or I need you get you on our next conference call."* If you do it that way, they'll always have a reason they can't make it. Ask them what they are doing first on the night of your event so the logical conclusion is if they aren't doing anything they can attend with you.

➤ **Yes, I've watched it and I don't think either I or anyone I know would be interested.**

You sponsor says: *"No problem. Let me ask you a question. If you were going to do this business who'd be the first person you'd talk to?"* They might say Mary. Then you say: *"Why Mary?"* Get as much information as you can about Mary (phone, address, email, etc.) and contact Mary the same way. You then say: *"Who'd be the second person you'd talk to?" "Who else do you know that we should contact?"* Again, the odds of the person who you know being the one you are looking for are slim. But, the odds of them knowing someone who you are looking for are much higher. So, don't try to do what every other unsuccessful Networkers do. They call up all their friends and tell them they have to join with them in a new MLM program. That doesn't work. There's a 99% chance their window is closed the day you call them. That's why we also recommend that you get all your family and friends on the FREE 30-Day Trial. Let the product help you open up their window. I know that not everyone in your life is in perfect health—so get them on the free trial. By only contacting your list of 50 people one way and one way only, via getting them in the opportunity as a distributor you are severely limiting your exposure. Get referrals! Get referrals!

➤ **No, I haven't watched it yet:**

Your sponsor is going to say: "Hey, no problem. Do you have a pen? Great. The DVD is very informative, could you watch it tonight and just give me a call when you are finished? I'm going to up late and it doesn't matter what time it is." A lot of times people will say yes. Other times they will say they have other plans and they can't watch it tonight. And, if they say that and they can't watch it your sponsor says: "You still have that pen? Could you do us a big favor? We have someone else out of state that's waiting for this DVD, is there any way you can drop it in the mail to them and I'll have (your name) drop another off to you once he gets his next shipment in?" Fear of loss is a motivating factor here even if their window is just cracked open a little bit. So, if they won't do you a favor by watching it tonight you go ahead and take it away from them and then you'll get one to them later. You now have regained posture in this process. If not, here's what happens. You start to beg and plead for them to watch it. You call night after night until one day you get so frustrated with them it gets in the way of your friendship. You don't want that to happen. So, kindly ask them to watch it tonight and call you back, or ask them if they could do you a big favor and mail it to the next person on your list who is waiting for one. I know that might seem "rough" to some people, but I'm telling you from experience that this is the way to do it for maximum success.

Then, what your upline will do is get on the phone with the referral from one of your contacts that they are going to mail the DVD to.

They say this:

Hi James, this is (your sponsors name), you don't know me, but we have a mutual friend in (your name). (Your name) and I have got involved in a new business together and we are looking to expand into your area. I just wanted to let you know that we've got a DVD that we've sent to you and you should receive it in the next couple of days. And, when you do, go ahead and watch and we'll call you in the next week or so."

Fear of loss.

Maintain curiosity

Sense of urgency.

These are three key factors in getting those people on your name list to make a decision.

Don't chase people. Don't beg them to watch the DVD or come to a meeting. You move them to action in an excited and professional way!

NOTE: If you satisfied someone's curiosity there is no reason for them to come to your local meeting. There's no reason for them to get on your conference call. There's no reason to watch the DVD. There's no reason to meet with you at a coffee shop or come to your home meeting.

If you can't get people to a local meeting and you can't get people to a conference call you and your organization are telling the prospects too much information!

Don't be evasive, just tell them that all their questions can be answered at the "meeting" or on the "DVD" and that you have other calls to make.

Again, the less you say the more money you make!

The biggest fault of excited Networkers is that they want to tell everyone how excited they are about the product, the company, the pay plan, the online system.

Remember, what excites you about MLM Mastermind may not interest any of the 50 people who you first contact.

There are only three types of people you'll ever contact about MLM Mastermind:

- Someone with no prior Network Marketing experience
- Someone who was in a program before but they aren't now
- Someone who is in one or more programs now

Each of these three types of people will be looking and listening and gathering information differently. Let the TOOLS do the work for you.

Let the meeting, the DVD, the conference call, the brochure, the website make the initial impression for you.

Then, answer their questions. And, if you're concerned they'll ask you a question you're not ready to answer yet, get your upline to help you.

Repeat this process on all of your 50 prospects.

Repeat this process on all of your downlines 50 prospects.

Get referrals.

This is a proven duplicatable system.

Get help from your upline leader to implement this program.

I want you to understand that if you call and follow up with five people one of them is probably going to have an interest in getting more information about the business.

But, four of them won't be.

As soon as they say: *"No, I don't think this is for me."* They are expecting a hard sell from you. They are expecting someone to try and close them into the program. But, when you get an objection and you say *"no problem"*, it almost stops them in their tracks to where they wonder why you're not trying harder to get them to join. (You mean you don't want me?)

Get a referral for the product and the business.

Ask them who is the first person and the second person who they can think of who would like to make an extra \$700 to \$3,500 a month or more!

I've even had people tell me: *"I'm not going to give you any of my good people!"* And, I'll say: *"Well, I thought you weren't open for more information?"* You'll be amazed at the number of people who put their guard up if they think you are trying to sell them something.

Just go into a department store and you get hit up by a salesperson who says: *"Hello, can I help you?"* What's the most likely answer you'll give them? *"No, I'm just looking?"*

The same goes with this business. Nobody wants to be sold.

A lot of times people's natural reaction is to say that this business isn't for them, when they don't even know what the product or this business is!

I've attached on the next page a sample text that you can email and on the page after that, a sample letter you can mail. The mailed letter will be more likely to get read vs. the email. Plus, with the letter you mail a DVD along with it!

The reason is obvious...most everyone gets 100 to 500 emails a day. Nobody gets 100 to 500 pieces of mail at their home. So, when they get home, they grab their mail, sit down at their kitchen table and sort their mail. If you handwrite the outside of the envelope there's a greater chance they will open up your letter!



123 Main Street

Any Town, USA

(555) 000-0000

Hello John,

The purpose of this letter is to let my friends, family members and business associates know that I have started a new business that I am VERY excited about!

I'm looking for a couple of key people with leadership and management abilities and I naturally thought of you. I have no idea John if you'd be personally interested. But, I know you know the right kind of people that I'm looking for.

What I wanted to know is if you can do me a favor?

Would you watch the enclosed DVD and tell me who you know that I should contact?

The gentleman I am working with is Robert Blackman and he's on the DVD doing a presentation of how his marketing system made him over a million dollars in just one year!

If you know of anyone who would like to make an extra \$700 to \$3,500 a month part-time, please call me ASAP!

I'll be calling you in a few days to see who first couple of people you've thought of that I can contact.

Thanks!

Sincerely,
Your Name
Your Phone

PS What's great about this program is that it just costs \$49.95 for your first full month, which almost everyone can afford!

SAMPLE EMAIL:

Subject: I need a favor

Hello John,

I need a quick favor from you.

I have started a new business that I am VERY excited about!

I'm looking for a couple of key people with leadership and management abilities and I naturally thought of you. I have no idea John if you'd be personally interested. But, I know you know the right kind of people that I'm looking for.

I would like for you to watch a DVD for me and let me know who I should contact.

The gentleman I am working with is Robert Blackman and he's on the DVD doing a presentation of how his marketing system made him over a million dollars in just one year!

If you know of anyone who would like to make an extra \$700 to \$3,500 a month part-time, please call me ASAP!

I'll be calling you in a few days to see who first couple of people you've thought of that I can contact.

Thanks!

Sincerely,
Your Name
Your Phone

PS What's great about this program is that it just costs \$49.95 for your first full month, which almost everyone can afford!

SAMPLE PHONE SCRIPT TO MAIL TO YOUR LIST OF ACTIVE NETWORK MARKETERS!

"Hi is this John? My name is Robert Blackman and I was just on your website about XYZ company. I'm also a Network Marketer and I'm calling today to find out if you're really making money with XYZ Company or if you're open to looking at other options?"

This is a fork in the road call.

Go left for your primary.

Go right for MLM Mastermind.

Option I: If they are satisfied with XYZ Company say this:

For the FREE 23-Page Report:

"That's great, I've heard good things about XYZ company. Let me ask you a question what are you and your team doing about leads and training? I've been using MLM Mastermind leads, have you ever heard of them? They are great and I can send you a free 23-page report that explains how it all works. Can I send it to your email that's on your website?"

For the FREE DVD:

"That's great, I've heard good things about XYZ company. Let me ask you a question what are you and your team doing about leads and training? I've been using MLM Mastermind leads, have you ever heard of them? They are great and I can send you a free 58-Minute DVD that explains how the entire program works. What's your mailing address and I can drop that into the mail today?"

Option II: If they are NOT satisfied with XYZ Company say this:

Insert your own script here of how your upline tells you to promote your primary program. Remember that if someone's window is open, it doesn't really matter what you say or send them. But, if their window is not open, it doesn't matter what you say or send to them. If someone is rude, says no, or they never answer their phone, be sure to send them your website link anyway...you never know when their window of opportunity may be open for them!

HOW TO GET 50 FREE DVDs MAILED OUT ON YOUR BEHALF!

Okay, here's how you get 50 FREE DVDs mailed out on your behalf.

What we do is get the address from you, customize the above letter and mail a DVD on your behalf!

We cover ALL the costs.

Why are we doing this?

You've heard the power is in the list?
You've heard it's not what you know but who you know?
You've heard the lifetime value of a customer?

Well, you get my drift...we're in business because of not what we know exactly, but who we know.

Plus, we focus on RESULTS...not hype or theory.

We put our money where our mouth is, so to speak!

Go online here:

<http://www.mlmmastermind.com/askme.htm>

Fill out that form with one or more names that include:

First and Last Name
Mailing Address
City, State, Zip (U.S. only please)
Phone number

We will CALL your referrals first to verify their information and let them know the day we are mailing the DVD you recommended.

This makes you look great and it gets them excited everyday "looking" in their mailbox for this mysterious DVD they've heard so much about.

This system works.

Any questions, call me at: (405) 833-6899.

Or, email me at: mlmmastermind@msn.com