

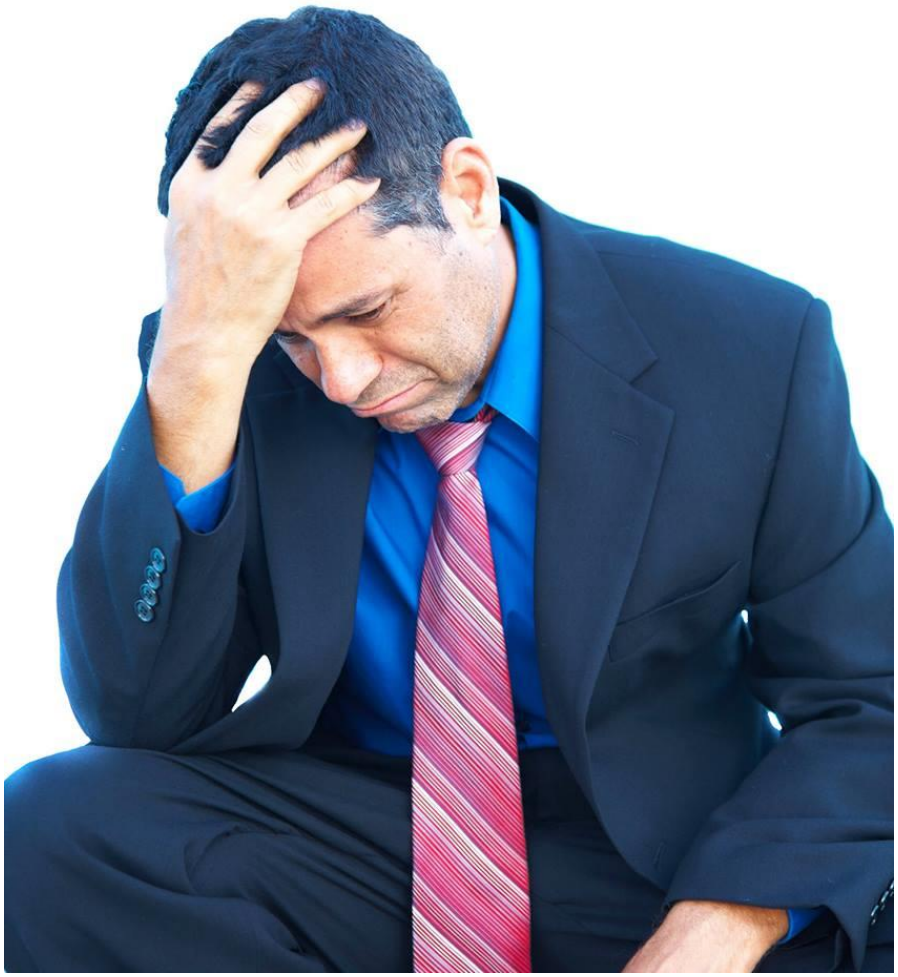
Always Get a YES!

The Secret for Inviting People to
Your Network Marketing Business
And for Motivating Your Team

By Bess McCarty
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Always Get a YES! 20-minute video
https://tinyurl.com/hqs4hrw
(Good to watch first, then scroll down…)



Have you ever felt stuck and frustrated?

Not seeing the results you'd like?

You know you should talk to people, but you're not doing it?

You're not sure what to say? Or how? Or when?

Are you afraid they won't like you for selling something?

Do you worry about intruding? Or not being liked?

Are you sure they will avoid you forever when they find out you're in MLM? ☺

Are you scared to hear NOs? And discouraged by so many NOs?

So you'll put it off one more day?

Then this book is exactly for you!

1st of all,
You are NOT alone!
Just about every network marketer has felt this way,
or feels this way, some after years of experience.

2nd,
There is a solution, a way past this stuck feeling.

3rd,
This condensed book will help you get to that solution quickly and easily, so you love talking with people about your business,
and they also love it!
So you can make a difference in their lives too!
And they are EAGER to learn how you can help them!
This book gives you the shortcut, from my experience…

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I was 23 when I joined my first network marketing business. I was on a mission to heal the world with nutrition. Problem was, I was very shy. I was so shy that as a child, I would hide in my room when company came over. I was scared of people!

In public, I preferred to be invisible. I was afraid I wouldn't be liked, or pass their approval, or get criticized. I didn't feel good as good as them. Or that I really belonged. I felt lonely, but safe. Can you relate?
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So, to accomplish my mission, I had to get past this. My WHY was a good motive for me to learn how to talk with people. Without it, I'd still be stuck! It seems I'll do unusual things, like talk to people, for my mission. So I learned… ☺

I went door to door with my product full time, taught classes, spoke on stage, trained people, and won awards. My favorite was a cruise to the Bahamas.

Best of all, it helped me be home full time with my young son as a single mom! Now I have a ball as a teacher, coach, and trainer. So glad I didn't miss out on a fulfilling and thrilling life! I can help you too….



(1) "Favor Script"

The first thing I want to share is a method I learned from Jeffrey David Gamble on how to Always Get a Yes! when you invite family and friends. It is the best method I've ever seen! I love it because he has not gotten any no's or objections with it! The goal is education. I call it the "Favor Script." (Advice: If your upline or company want you to use their methods that work, do that.)

Text (preferred), call, or Facebook message 10 people you know:

1)"Hi John! I need a huge favor! (or, Can I ask you a huge favor?)
I want to (or I'd love to) let you know something (new) I'm working on, so, if you come across the right person, you can refer them to me.
Are you free to talk right now?"

(This script has never gotten a "No" when used with over 1,000 people, because they like to help, they are curious about what's new with you, and they are not worried about being pressured. They listen now, or later.)

2) Then do your 10-minute presentation, which you can read.
Research shows 1 to 1 is the most effective type of presentation.
It should cover 3-6 bullet points each about:

- Your company's name, location, history.
- The need for the products or services
- The products or services
- The simple version of the compensation plan
- Why the timing is right for this

3) Then ask, "Now that you know what I do, are you (A) likely to refer someone to me, or (B) have an interest yourself?

If (A), you can ask, "Is there anybody that comes to your mind right now that I should call and talk with about this?"

Ask them for a 3-way text introduction to you. You can text, "Hi _____, nice to meet you! How are you?" …. Our friend John thought you might like to know something I'm working on, in case you come across the right person, you can refer them to me. Are you free to talk right now?"

If John says, “I really can’t think of anyone.” You can say, “Thank you SO MUCH for learning about what I do in case you run into somebody!”

Also give them your card and/or friend them on Facebook.

If (B), you can ask, “What interests you about what I told you: the product or business?” (You look for “both”: that is 80% sold!) And on a scale of 1-10, 10 being you are ready to (try the product/do the business), where are you?” …. “What would it take for you to move to a 10 to be involved?” or “Is there anything you need to know before you get started?” (They will usually ask how you find people to talk with.)

4) Use 3rd party tools to validate. “The best way to answer your questions is”: 3-way call (3-way text introduce John to Mr. Jefferson.), video, meeting, or story, such as “I understand how you feel. I felt the same way. This is what I found…”

If a video is your next step here, I suggest you watch it with them; or wait on the phone while they watch.

If you SEND a video:
“What number shall I text it to?”
“When do you think you’ll watch it?”
“What’s the best time for me to call you after that?”

When you call to followup on a video or info link:

"What did you like best?" (Never ask if they saw the video or read the info. 90% won't have, and could feel bad about that and start avoiding the conversation.)

If they tell you they haven’t seen anything or haven’t watched it yet:

"No problem: Let's watch the video together now before I introduce you to my friend."

(Assuming they already heard your 10-minute presentation.)

This method works because it is simple, instant, and easy. It is works with all 4 personalities, it duplicates, and it Always Gets a YES! You can even go back to ALL your friends and family you've already talked with*.

To duplicate: teach your front line to text, call or message just 10 people. Likely 1 or 2 will sign up. (Keep it 10 at a time to keep it simple and avoid overwhelm.) Write your 10 -minute presentation and give it to your team to personalize and use themselves.

***Tip:** If the person has already said no to you about your current business, say first, "I know this is not for you, but can you do me a huge favor? (Etc… as above.)"

Tips: For the best 10-minute presentation get 3-6 bullet points for each category below from your company's website. Make sure it's true, has specific helpful details, and is compliant with your company's policies. Leave out any words they won't understand, such as product names, ingredients, rank titles, etc. and details that distract.

1) Company: Name, location, how it started, how old. How it is known, solid, legit, and lasting.
2) Need: "You know how (people have this problem?) That's what we (solve). Or "Have you ever/ do you know anyone who (had this problem)?"
3) Products: Show how they can use it to solve their problem, it's legit, the cost makes sense, how others want to buy it and use it, how they can sell it.
4) Comp Plan: The basic ways they can make money in this company. Retail, customer, business. Say how much it costs to get in, how they get in, and how easy is it to get their money back or pay for their own product. Keep this simple. Later they can learn details from a video or meeting.
5) Timing: Why now. How many countries it's in. For example:

"Most people in this country retire in poverty. This economy has closed other options. Economic experts say you must have a business to survive, and that network marketing is the best business to be in: it has the greatest return on investment, unlimited income, freedom of time and location, tax deductions,

and free training. So, I feel pretty secure with (company name)!"

People want to make money, have fun, build security, and help people. Edify your experts' success, background, and income until you have your own success to tell. Mention the people you are looking for, for referrals. Be specific.

This is where you can infer that your company helps people with certain diseases without getting into trouble. You can say: We're looking for people with arthritis, chronic fatigue, insomnia, etc. Or we work with people who have these....

In your 10-minute presentation, Appeal several times to each of the 4 personality types:

Ambitious: Give examples of big ideas, big goals, big money, how they can run and control.
Fun: Show how they can build an amazing team, influence people, travel, and run events.
Secure: Speak of security, long-range residual income, friends for years, and team support.
Careful: Include facts, figures, and data about best products, price, and technology.

We can help you perfect your 10-minute presentation with individual coaching. Give us a call.

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Tip: To avoid people guessing in Step 1 above, "What is it? Is it _____? Or _____"

You could text, "What time are you done with work today? Call me then, I have something to tell you." When they call you, say the Step 1 script above. They may be driving home, so they listen to your 10-minute presentation. It is a way to get people on the phone. If they ask before they get off work, "What is this about?", you can say, "It can wait until you call me."

Tip: If you want to make the 4-step method super easy for yourself, ask a
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friend, “I’m learning this new way to invite people to my business. May I practice with you?” Then do the 4 steps above.

Bonus Audio:

http://mlm-teleclasses.s3.amazonaws.com/favor.mp3

You will hear details of the 4 Step Favor Invite on a previous MLM Millionaire Club call. Plus, tips for your 10-minute presentation, plus a role-play and feedback for the whole process.

NOW, what about people you just met?

Do FORD first. Ask them about their Family, Occupation, Recreation, or Dreams. Then use the Favor script above.

If you meet a professional, “You’re a (real estate agent)? Can you do me a huge favor? I’d love to be able to share with you what I do, so if you ever happen to run across the right person, you can refer me? And I can do the same for you?”

Or “You’re a realtor? Can we learn about what each other does so if we run across the right person, we can refer to each other?”

Or, “You are sharp! I’m recruiting for my company. Are you open to doing something outside of what you do now?”

Then do your 10-minute presentation and follow-up as above.

What about Leads? Click here for Leads Training:
https://www.bessmccarty.com/the-art-and-science-of-recruiting-using-leads-class-for-network-marketers/

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(2) 3-Way Text Favor Script

The second Script I want to share with you is Jeff Gamble's 3-Way Text Favor Script that saves time by introducing your friend John and your upline, Tom Jefferson, right away.

"Hi John, this is Jane.

I want to introduce you to a friend of mine, Tom Jefferson. We are working on a project together outside of what I normally do and...

I need a favor!

We want to share with you what we do... so if you run across the right person, you could refer them to me."

Tom texts: Hi John, how are you?

John texts: What's up?

Tom: Jane tells me you (teach….) How long have you done that? … Oh, wow that's really awesome! Well, we actually wanted to share with you what we are working on. When's a good time to talk by phone? Or are you free right now?

Tom calls: Hi John, this is Tom. Jane connected us by a text. I just wanted to reach out and say hi and ask you how you know Jane? … (Bridge the gap, gauge how long they've known each other helps you know how to proceed.) We are working on something across the country. I am in Indiana. Where are you? … What I want to do really quick is just share with you what we're working on. The main purpose is we are trying to get the word out, and let people know what we do, and what we are looking for, so if you ever happen to run across the right person, you can refer them to Jane. Jane is new. She actually just got started with us. So, I just wanted to give you a little bit of information.

This is basically what we do. (Then does his 10-minute presentation. At the end, he says:) So that's what we do, that's why we do it, we are just trying to

get the word out. So, can I ask you a question? Are you: (A) you'd be able to help us refer, or (B) do you have some interest yourself?

John: I think I could refer someone.

Tom: Fantastic! I'll have Jane send you over to the website. It shares the details and how to get back in contact with her. I really appreciate you for actually listening to what we do and how we do it, you would be referring directly to her, so she will get credit for it, and I'll be there to help out.

John: OK

Tom: OK! Thank you so much for taking the time.

Tom hangs up and texts Jane: You're doing an amazing job! Congratulations! That's your first presentation. John said he will refer, so all you have to do is give him your contact information and say: At any point if you ever run into someone, basically just give them my number, and I'll be able to give them the information of what we do. (Or follow the refer steps above.)

If they want to refer, but can't think of anyone, prompt them to think of someone: in PTA, neighbor, etc.: people that you mentioned in your 10-minute presentation.

When they refer, ask them for an introduction by three-way text or call.

Now if John has an interest himself, Tom gets Jane back on the line so John can hear why she joined. And ask John: Are you interested in the product or business or both? And on a scale of 1 to 10, what is your interest level, 10 being you're ready to get started?

Five? OK what I'd like to do two things. I'd like to get you some information so that you can actually visually see, because right now it's all verbal. I don't know about you, but I'm kind of a visual person. I like to see something and get some validation, and after you see that, I'm sure you'll come up with some things you'll want to know. So why don't we send it over to you and watch it with you now? (Or you watch it later and then we'll get back together and go from there to see if we need to move forward? When is the best time for us to talk again?)

Closing:

Jeff uses only ONE CLOSER:

"Is there anything else you need to know before you get started?"

(It identifies any holdups, and positively assumes they are going to get started.)

If they need something else, get them on the phone with someone more confident and competent than you. (The #1 fear is that they won't be able to sponsor anyone.)

Then you can say, “Did you get your question answered? ----- Great, is there anything else you need to know before you get started?"

If they do not need anything, "Great! Is now a good time to get started, or is payday better?"

This takes any pressure off them. Also clarify if they want to be a customer or distributor.

Advanced Method: (This has allowed Jeff to recruit 9 people in one day.)

Now if they are still not ready to go, and IF your company comp plan allows this, you can also say: "Jim, if you are not ready to get started right now, I'll hold this position for you, and if I run across someone who wants to do this, I'll come back to you and allow you to get this spot. I'll put this person under you."

Then, even if it's months later, "Hey, Jim, what's happening? What's new? .... Hey, John is starting. (You can describe how experienced or motivated John is.) You can have the position before him. I'm also calling 14 (or more) people. I will place any below you. I'm giving you first right of refusal for this position." So, you are selling the POSITION, rather than network marketing.

We teach more about inviting, presenting, closing, and all the skills of Network Marketing in the MLM Millionaire Academy.
https://www.bessmccarty.com/mlm-millionaire-academy/

Now I'd like to share with you my advanced, powerful, PHSYCHOLOGICAL method to Always Get a YES if you are a feeling, empathic type, and you are also talking to one. This is about 30% of people. It is used in prospecting and also in motivating your team, such as to attend events.

It moves people a great deal, IF they are of the personality type to BE moved! This may not work with people who are ambitious, fun-loving, or fast paced. But it works wonders with the people who are thoughtful, run deep and loyal, like to connect with others, and who do not shy from talking about their feelings. It works best between people who are both like this.

It can be used when prospecting people you just met, if it seems they are open to telling you about themselves. Or if they lead with a problem.

I also works with people you know: Your nephew complains about his student loan. Your co-worker confides that they are looking for another career. Your neighbor wishes she could stay home with her kids rather than work full time.

Here's my secret about this: Build their HUNGER. 99% of Network Marketers hear a problem and rush in with a solution: "Let's get you into my company!"

It's too fast. They feel like "Whoa!"

I recommend instead that you first take a few minutes to help the person become aware of their huge NEED for your solution.

My Secret Ingredient, not taught anywhere else to this extent, is EMPATHY.

After you hear the problem, give a few rounds of empathy. It can sound like:

“I can imagine how it must feel to miss your kids. How is that for you?”
“How is that for your kids? Your husband?”
“I don’t know if I could do that…”
“Do you worry about them?”

That’s my secret in a nutshell.
Below, I’ll go more into detail of each beautiful step of this method.

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Build relationships with Asking Questions, Listening and Empathy.
Only then, when you know the problem they would like to solve,
do you offer your product or business as a solution.

Consider yourself a problem-solver.



The word “selling” comes from the Norwegian word “selje”, which means “service”. We serve by solving people's problems, don’t we? Supplying them with something they need…

*“Be the answer to their prayers, but **first** find out what their prayers are.”*
~ Larry Kendall

Be the solution to their problems, but **first** find out what their problems are!

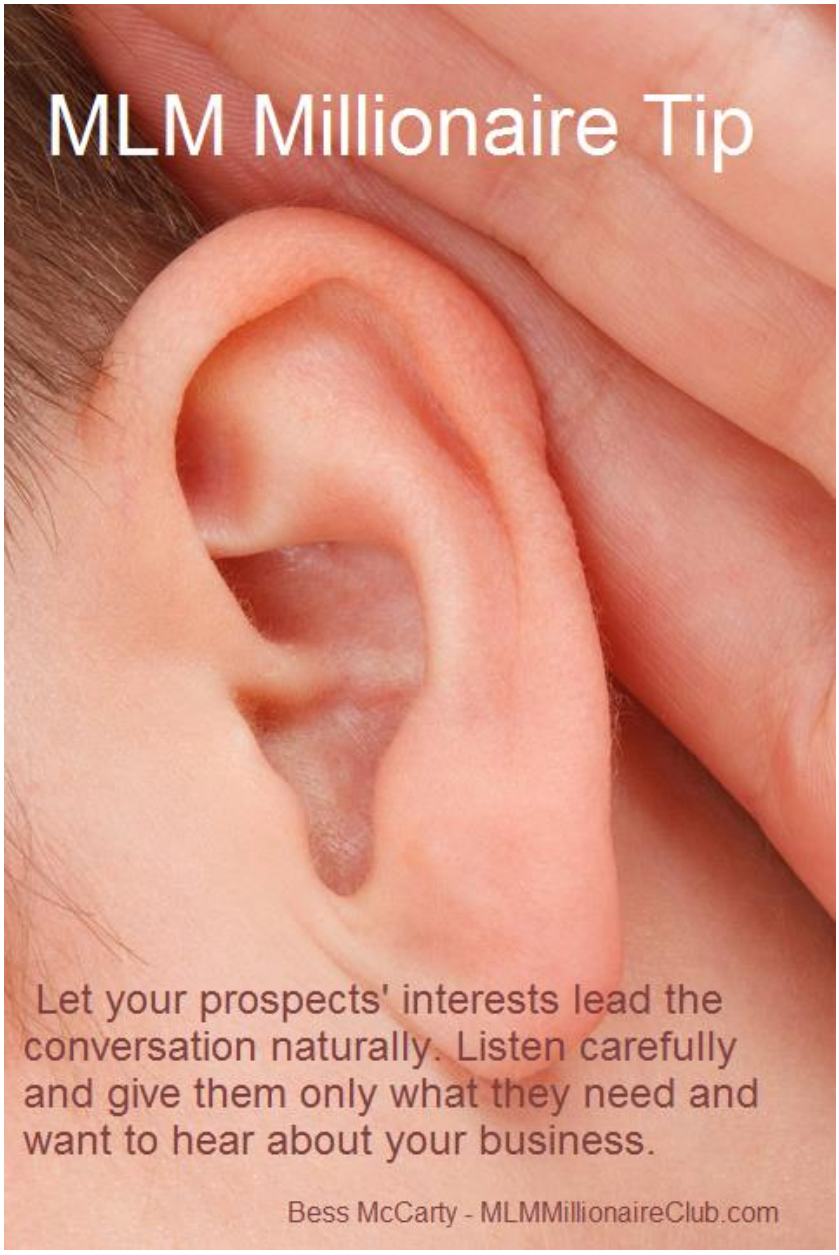
Here’s How:

Take a minute to write down what problems your product, service, or business solves for people:

Miss their kids’ events due to a job
Can’t stand their boss
Dislike office politics
Inflation eating up retirement savings
Huge student loan burden
Not enough time for loved ones
Home nearing foreclosure
Want money to help parents
Want to retire their mate
Want to afford a vacation
Want to contribute to a charity
Etc.

Read this every morning, so when you talk with people you will recognize a problem you can help with. So that problem won’t go past you, unnoticed!

Listen to people’s concerns and needs. What they like, and don’t like. Ask, care, be interested (NOT nosey, but curious and respectful). *Especially* let your ears perk up when you hear a problem you wrote down!



Listening is a gift that people rarely experience. If you listen, you will stand out. People love it! Listen more than you talk. After all, we have two ears and one mouth! 😊

Here is how you can get the conversation around to discovering the problems they have that you can offer help with:
Start by asking them about **FORD**:



Family
Occupation
Recreation
Dreams

I originally learned about FORD from a friend, and a realtor named Larry Kendall, who wrote a book called *Ninja Selling*. When you are breaking the ice with a person you just met, pick just ***one*** of these topics and begin to ask interested questions. When you are meeting with a person about your business, you may cover all four areas:

Family: *"How is your daughter doing in her new job?"*
"Is your wife feeling better?"
"I just saw your cousin. I was able to help him with an idea for his student loan."
Or to a person you just met, *"Do you have a family?"*
Or *"This is my son, Jason. Do you have children? What ages?"*
Or to a person you are discussing business with, "Are you married?"
"What does your spouse do?"

Occupation: *"How's that job treating you?"*
"Has the economy affected your business like it has for so many?"
"What do you do for a living?" "Do you enjoy it?" "What don't you like about it?"
"Do you see yourself at your current job 5 years from now?"

"If you could do anything, something you loved, what would it be?"

Recreation: *"How was your vacation?" "How was Europe?"*
"What do you like to do for fun?"
"What do you like to do outside of work?"
"I love golf. Do you have a hobby?"
"Do you exercise?" "Eat healthy?"
"Do you like cars? Travel?"
"Can you recommend a good movie/ concert/ book/ vacation spot?"
(This is also a good social media post to find common interests and comment on.)

Dreams: *"What do you want to do after college?"*
"Do you have a college fund?"
"Do you own your home?"
"Where do you see yourself in 10 years?"
"Do you have a retirement plan?"
"If money was no object, what would you be doing?"
"Do you plan to pursue your love of theater/ art/ dance/ architecture?"
"When are you the happiest?"
"Are you happy?"
(A great way to start a conversation, when appropriate, or a variation such as:)
"Are you happy with your work /career?"
"Are you fulfilled in your life?"
"Are you doing what you love?"

Continue to be an interested listener and ask the next natural (not prying) questions about their life. Such as:

Family:
"What does your daughter like best about her new job?"
"Is there anything she dislikes there?"
"Does she know how to handle that?"

Occupation:
"How has the economy affected your work?"
"Has it affected your employees too?"

Recreation:
"What was your favorite part of your trip to Spain?"
"So you really love walking by the sea? How often would you like to go back?"

Dreams:
"Do you know how to enter into your chosen field after college?"
"Do you expect it to pay off your student loan?"

You can hear a potential problem in each of the above examples.
Continue to ask caring questions until it is clear to you both.

You may hear these problems:

Family: "I think my daughter will be looking for a better work situation."
Occupation: "Yes, my employees and I will be in hot water if our supplier shuts down."
Recreation: "Sadly, I'm not sure we will ever be able to afford to go back to Spain."
Dreams: "I can't see paying off my student loan before 10 years…"

Then:

EMPATHIZE to learn more and help them be aware of their problem, and of their need for a solution.

The magic ingredient here is EMPATHY. 99% of network marketers go briefly over it, or skip it all together. **Big mistake!!**

When you hear a problem, and you jump right to your solution (your business), they don't value your solution. It doesn't "take". Why? Because they are not fully aware of the NEED for your solution. They are not HUNGRY for it!

The French say that a good meal starts with Hunger.

If you *feed* them (your solution) before they are *hungry* (want your solution), it doesn't taste as good. It doesn't go down so well. It may even taste bad, or repulsive. You may get feigned or half-hearted interest, and are more likely to be rejected and get a NO when you invite them to look at your business. You may even encounter their anger.

But doesn't a fitting meal taste super wonderful when you are hungry? You WANT it! And you ENJOY it! People will more likely WANT and LOVE what you offer when you help them grow their appetite first!

So how do you help a person get a good appetite for the food (solution) you have to offer them? EMPATHY for their PROBLEM! And *plenty* of it! Help them realize that they

have a problem, with empathy, and then help them realize if want a solution, they can have one!

Empathy also includes helping them realize their *emotions* connected with their problem:

For example:
*"Is that **discouraging** for your daughter, this being her first job?"*
*"Is that a **scary** position to be in, since you care about your employees?"*
*"You look **sad** when you say you may not be able to get back to Spain…"*

It is better to *ask*, rather than *tell* them how they feel. Ask, as you see in these examples, to see if you got it right!

Empathy does several things:

1) Clarifies if you understand correctly (*"You got laid off?"*).
2) Validates their experience (*"Wow, that happened to you?"*).
3) Invites more information that you can work with ("*Is that hard for you?*").
4) Deepens their awareness and hunger ("*That must be tough on your family."*)
5) Shows you care ("*I feel for you. I don't know how long I could put up with that!"*)
6) Connects and bonds ("*I didn't like it when I was in the same position*.")

The person will feel heard and understood. They will feel your compassion, they will tell you more about it, and *they will become more clearly aware of the depth and ramifications of their problem (which is necessary to **get ready** for the solution).*

It may be the first time they have ever thought this deeply about it! Most of us put out of our minds what we have no solution for. "Why think of it?" It's easier to tell ourselves we must settle, and put our attention elsewhere, on something more pleasant.

So *you* are guiding them *into* the problem, with compassion, listening, and empathy. How much? That is an art. Feel it out in each situation. You may need several rounds of empathy until it feels complete. You will have a feeling of when it is complete, but not too much.

This allows the person to open to you from the inside. Just like a chicken egg must do! It must be opened by the chick from inside. If we try to help by pecking a hole for it, the chick dies. Just like offering a solution prematurely.

(Once in a while, we might feel reluctant to lead people into uncomfortable feelings. They may remind us of our own unresolved problems. This can actually indicate an

opportunity to make a good change in our own lives. When network marketers run into this, many call me for a private session, where I help them to make that change and move forward to their success. (512) 569-1139 It is one of my specialties.)

NOW, AFTER you give plenty of empathy, and they are deeply aware of the problem, and therefore hungry for a solution, it's time to offer the solution you have in the form of your product or business:

"You know Bob, it turns out that (what they said they need) is EXACTLY what I help people do!"



THEN TELL A STORY, yours or someone's, as close as you can get to this person's situation: A story is a true example of a solution that worked, not a just a theory: "*My business HELPED my neighbor with the* exact *same problem, a guy* just like you*!"* (vs. It CAN help you…)

THEN "IF I… WOULD YOU…" *"If I could show you a way to (solve the problem you just told me about) would you like to hear a little bit about it?"* ("A little bit" is important to say so they don't worry about being overwhelmed.)

This is the simple phrase that gets their total attention and literally eliminates rejection! I've never gotten a no to that question when I've properly developed the empathy part! *Because of course they want what they just said they want.* You are showing them a way to get that, an option. And usually, they don't already have a way. And never can they come up with a more lucrative financial solution than network marketing in this economy, that this low an investment, a better return on investment when worked properly, free on the job training, tax deductions, unlimited income ceiling, no overhead, no employees, no boss, no location restriction, etc.

Or "Are you open to doing something outside of what you're doing now?"

THEN OFFER your 10-minute presentation and follow-up as above.

Summary: Here's what you just did:

1) **FORD:** Asked interested questions until you hear a problem you solve.

2) **EMPATHIZE** plenty and completely, to learn more and help them be aware of their need for a solution.

3) **STORY:** Tell a useful story they can relate to, or "That's exactly how I help people.".

4) **INVITE: "If I** could show you how to (solve your problem) **would you** like to learn a little more?" Then invite them to a tool to learn more about network marketing (video, book, meeting, 3-way call, etc.) using the 8-step invite process in *Go Pro.*

Here are some examples of this whole Empathy process:

(The Empathy is in blue**.** The **Emotions are in bold**.)



Family:

"I'm glad to meet you, Janice. I just love this playgroup! This is my son Jason. Are you a parent too?"
"Glad to meet you too! Yes, my son Tyler is on the slide."
"Do you come here often?"
"Only on Wednesdays. I work the other days, and Tyler is in daycare then. How about you?"
"We come most days. It gets us out of the house for a little while."
"Do you work?"
"Yes, I work from home. I'm grateful to be home with Jason. Do you enjoy your work?"
"Yes, I work at the museum, and I like it, but I'd be home with Tyler if I could."
"Do you miss him when you're gone? I know I would..."
"Yeah... I think about him all day... and I miss him..."
"You wonder what new things he's doing that you're missing?"
"Exactly." **(sad)**
*"That would be very hard for me. And **sad.** They grow up so fast, as we know..."*
"You know, you're right. I haven't talked with anyone about how much I miss him."
"Sometimes we don't want to think about it, if we don't know a solution."
"That's right! I'm not sure there's a solution for me. But you have one. What's yours?"
"Well, it allows me to work when he sleeps, and when his dad plays with him. It pays pretty well, too! And no daycare expense!"
"What is it?"
"It's network marketing. I am a rep for a health company, and I train others to do this too.
“Really! Can anyone do it?”
“Sure. It’s not hard to learn, and you can build it while holding your current job.”
“Tell me more!”
“Sure! I have a 7-minute video on this. If I texted it to you, would you watch it?"
"Of course!!"
"When do you think you'll have watched it for sure?"

"Tonight."
"So, if I call you tomorrow, you'll have seen it for sure?"
"I believe so."
"When is best to call you tomorrow?"
"8 pm."
"Great, and what is the best number to call you then?"
"123-456-7890"
"Great, and here's the video link..."

(The network marketer told her own story.)

"How is your daughter doing in her new job?"
"OK, Valerie's been there a month now."
"Oh, does she like it?"
"She likes helping people."
"That sounds like Valerie... Is there anything she dislikes there?"
"Wellll, her boss is pretty much a micro-manger. Valerie's been pretty stressed since she started..."
"I know Valerie to be a responsible and creative girl. I can imagine she wouldn't like to be micro-managed."
"Yeah, she hasn't been sleeping well."
Awww, does she know how to handle that?"
"It's tough. She's tried. I think she'll be looking for a better work situation."
*"That must be **discouraging...**"*
"Yeah."
"I wonder if I can help... This is what I do for people… If I could show her a way to be her own boss, helping people, do you think she would like to know about it?"
"I think so."
"How can I show her what this is?"
"Come over for dinner tomorrow night."
"I'd love to! I think she will be glad to know of this option."
"Come over at 7 pm then, I'll tell her you're coming, and that you have a career idea for her."



Occupation:

"They say the wait for a table is only 15 minutes. Not bad! Do you come here often?
"Yes, we love it, and eat here about once a month."
"So do we! I believe I've seen you here before… I'm Jim, and this is Irene."
"We are Dave and Kara."
"Glad to meet you! What do you do?"
"We run a distribution center for water purifiers."
"That sounds like a needed service. Has the economy affected your field, like it has SO many?"
"Yes, it's tough, due to competition from bigger companies. Our supplier has talked of the possibility of shutting down."
"Ouch! I've heard of this from others. I imagine that could change everything for your center?"
"Yes, we are dealing with the stress of a possible, and likely, change."
"Has it affected your employees too?"
"Yes, they're worried. And we are worried about them! We will all be in hot water if our supplier shuts down."
*"Sound like a **scary** position to be in, since you care about your employees? I know it would be for me…"*
"Well, yes, it's going to upset 12 families!"
*"That IS tough! I would be **concerned** for them too, if it were me."*
"Yeah, they are like family, after 14 years now…But what can we do?" **(sadly)**

"Well… do you have an idea of a time-table?"
"We don't think anything will happen for 6-12 months, but you never know…"
"I feel for you… I may have an idea: What if you didn't have to sit and wait and wonder, but you each could develop a Plan B now and grow it together, as a backup if needed, while you continue where you are?"
"Í would love to offer it as an option for them! But what is it?"
"It's a business that they could each do from home, on evenings and weekends, that could eventually grow to exceed their current income, but with part-time hours. We are in this business ourselves now for 3 years. We love it!"
"Hmm! What is it?"
"We are reps for a health company, and train others to do that too. We ***feel great*** *about helping people get healthy! If I sent you a 20-minute video overview of this company, that explains it better than I can, would you check it out?"*
"Sure. Not sure if our people would like it, but I'll look at it. Maybe Kara will too?"
"Looking at options is a smart thing to do! When do you think you will have a chance to see it for sure?"
"Tomorrow night."
"So if I call you the next day, you'll have seen it for sure."
"Don't see why not."
"OK, what is the best time and number to call you then?"
"7pm, 123-456-7899."
"Great! Talk with you then Dave. I'd love to hear what Kara thinks of it too. And I see our tables are ready!"
"Thank you, Jim! I'm glad we met. We can use some hope!"

"Thank you, Scott, you gave us really good service at dinner tonight."
"My pleasure, Mr. Campbell."
"You seem to really care about people, and have the skills to know what they need and to provide that. I'm just curious: with your talent, do you see yourself serving tables 5 years from now?"
"No. I would like to do something more, but I'm not sure what. I was trying to get into acting, but that's not going so great. So I'm unsure where to go from here."
"I can understand that. I wonder, if you could do anything you want, what would that be?"
"I think acting, but you know, got to pay the bills!"
"I hear you. When money is a concern, and takes so much time of your time with a job, you might not have energy left over to pursue your acting career?"
"Exactly! I feel like I'm treading water, not moving forward. I get **discouraged**."
"Sounds ***frustrating!"***
"It is!"
"You know what, I have a business and I look out for sharp people to do it with me. If I could show you a way to be able to cover your bills, and make more money than you do

here, in less time, using your people skills, so you have time to pursue your acting career, would you like to hear a little bit about it?"
"Well sure! Can you tell me more?"
"Of course! I know you can't talk much now. If I were to text you a short video that explains what I do, would you watch it?"
"Of course!"
"It's 20 minutes long. When do you think you'll have a chance to watch it for sure?"
"Tonight, when I get off."
"Great! So if I call you tomorrow you'll have seen it for sure?"
"Yes."
"OK, what is the best time to call?"
"11 AM."
"And what is the best number to text and call you?"
"111–2 34–5678."
"Great! I'll call you tomorrow morning then, and text you in a minute."
"Thank you, Mr. Campbell!"
"You're very welcome, Scott! I think you will like it!"

(Keep it short when the prospect doesn't have a lot of time.)



Recreation:

"Well, hi Jackie! It looks like we both like the organic produce section of the market!"
"Well, hi Sarah! Yep! I love organic foods."
"Hey, how was your vacation in Spain?"
"Out of this world! Or at least out of this country, ha ha!"

"That's a good one! What was your favorite part of your trip to Spain?"
"Well, I love the people and the food, but I'll tell you my favorite part was just walking by the Mediterranean Sea. Somehow, I **like** that feeling, different from here, and I pretended I lived there, by the sea."
"Wow, sounds like you really felt at home there and would like to live there."
"I did. I do! I can't explain it. But you know my job and family is here in the States. I don't think it's feasible for me to live there."
*"Sounds like you **loved** it! Must've been hard to leave. Are you a little homesick for Spain?"*
"You know it's silly, but I am!"
"When do you think you will go back?"
"Sadly, I'm not sure I will ever be able to afford to go back."
*"You do look **sad** when you say that…"*
"Yes, I fell in **love** with that area."
"Must be hard to discover you like a place so much, and not see a way to get back?"
"Yes, kind of **heartbreaking**."
"Awww .... Hey Jackie, I just thought of something... If there was a way for you to be able to visit, move there, or even have a second home there, would you like to here in a little bit about it?"
"Sure, win the lottery?"
*"Well, it might be even better than the lottery. It's a wonderful business I'm in, that allows you to work from anywhere in the world, and eventually to make more money than at a regular job. It's work, but I **love** it, and I love the freedom it gives me."*
"Really? Do you travel?"
"Yes! I love it! I can work from anywhere, and it also finances the trips."
"Tell me about it."
"OK. It's a unique business model. I have a short video that explains it better than I can. If I sent you a 15-minute video link, would you watch it?"
"Sure!"
"When do you think you will have watched it for sure?"
“Probably tonight."
“So, if I call you tomorrow, you'll have seen it for sure? I can see if you have any questions."
"Yes."
"What's the best time to call you then?"
"9 AM is good."
"OK. I'll text you now, and call you then. I think you will like it!"

(The network marketer told her own story.)

"Hi! Do you come to this beach often?"
"Yeah, a few times a week."

"I'm fortunate to live near here, so I come down a lot. I like to walk and body surf."
"I come to watch those hang gliders."
"They are really cool."
"Yeah. I would like to do that someday."
"Really? That's kinda brave…"
"Not really. I would **love** it."
"Wow, what's stopping you from doing it?"
"The cost. It's about $5,000 for lessons and equipment."
"Do you have a plan to make that money?"
"Could take a while, at my minimum wage job, just moved out on my own …"
"I can see it's really in your heart, your desire to do it…"
"Yeah, I come here and watch them all the time."
"You know, I just remembered: There's this guy in my business who's a hang glider! He lives up in Monterey, and he financed it with this business that I'm also in. He does this a few hours a week, in addition to his regular job, and it pays for his hang gliding."
"Really?"
"Yeah. He's been doing it for a few years now."
"What's the business?"
"We are reps for health and energy drinks, and we train people to do it too."
"Oh, is this MLM?"
"Yes, it is! What do you know about it?"
"Well, my brother did it, and he lost money, and he warned me never to get involved with one of these. They are scams!"
*"I'm sorry to hear that. You know, there have been some scams that are shut down now. However, the company that this fellow and I are in is a good one. I have been doing it part-time for two years now. It replaced my previous job, and is giving me time to hang out down here. I **love** that!"*
"Sounds like it works for you!"
"Yes, and for MANY others. It's possible your brother didn't get the right company or the right training."
"Yeah, could be."
"Would you like to learn a little bit about it? Doesn't cost anything to learn."
"I guess so."
"There's a business meeting about this tomorrow night over at the Oceanside Restaurant. If I gave you the details, would you come?"
"OK."
"It's at 7 PM, in their banquet room. You can learn about it. And you can bring a friend."
"Like you said, it doesn't cost anything to learn!"
"And what if it could provide you a way to hang glide? That would be pretty cool!"
"Right. I'd be pretty **happy**! Maybe I'll bring my buddy. He wants to hang glide too."
"Great! Well, I will see you guys there. Shall we exchange phone numbers in case there is any change in the meeting, or if you have any questions?"
"Sure. Mine is 123–456–7899. My name is Ben."

(Notice the story told, just like the prospect, and saying “It costs nothing to learn”, fits his money concern.)



Dreams:

"Hi Nancy!"
"Hi Rita, how are you doing?"
"Great! Just came in little early to set up for calling bingo. How are you?"
"Good thank you. Much better! The doctor said I can travel again."
*"That's great! But you look a little **sad?**"*
"Well, I wish I could afford to fly! I miss my grandkids. The kids come at holidays, but if I could have my wish, I'd visit them all through the year."
"Sounds like this is really important to you!"
"Yes, it's the biggest prayer I have."
"I feel very lucky: all my grandkids are nearby. Otherwise, I would miss them terribly too."
"I feel like I should be there, making memories with them, so they can know their grandmother."
"Yes, that's very important to both grandparent and grandchildren."
"But you know how the economy is! Costs rise faster than our income does!"
*"Tell me about it! I guess it keeps lots of families apart**. I feel good** that I've helped one of our senior center members be able to visit her grandkids."*

"What? How did you do that?"
"Well, I have a network marketing make up business for many years now. It gives me a few hundred extra dollars a month. I showed Betty how to do it, and now it provides her plane fare!"
"Gosh, that sounds great for you all! But I'm not a sales person."
"I can relate to that! I felt the same way when I looked at this business. Would you like to hear what I found?"
"Sure."
*"I found that it's about good customer service, and educating and helping people. I focus on that, instead of selling. I've **loved** doing it for 20 years now."*
"Really?"
"If I could show you how to do what I do, would you like to learn a little bit about it?"
"Well yeah, you don't seem like the salesy pushy type."
"If I invited you to coffee at my house tomorrow to see a short video about what I do, would you come over?"
"Sure, I'll check it out."
"What would be a good time for you tomorrow?"
"10 AM would be good."
"Great! I'll see you then. We'll have some fun."
"OK thank you Rita. I look forward to it."

(Told a story and kept a positive viewpoint.)

"Hi Cameron!"
"Hi Aunt Janice!"
"We sure picked a good day for the family picnic, didn't we?"
"Yep, it's just gorgeous!"
"How's vet school going?"
"I graduate this coming spring!"
"Wow! Congratulations! You are so good with animals."
"Thank you. I **love** them, and I've studied hard. I can't wait to get going!"
"Do you have a job lined up?"
"Yes! Right here in town at Big Creek Veterinary."
"Awesome! Are you all set then?"
"Well, financially they won't pay as much as I expected."
"What does that mean to you?"
"It means it may take me 20 to 30 years to pay off my student loan."
"Wow, that's a tough outlook in this economy!"
"Yes, Kelly and I would like to buy a house, get married, and start a family. But now I wonder how long before will be able to do this?"
*"That sounds **discouraging ...** "*
"Yes, we are. Because when we have children, we don't want her working."

"I see. You might wonder how old you will be by that time?"
"Exactly. We thought that my going to school and getting a good job would take care of everything."
"Kind of a rude awakening?"
"Yes". **(Sadly)**
"I feel for you Cameron... You know, I may have an idea. I know of a number of college grads who paid off their loans quicker with network marketing. Have you heard of that?"
"Yes, that's a good idea, except I don't think I will have the time to do it."
"If I could show you how they did this in about 10 hours a week on evenings and weekends, would you like to learn a little more about it?"
"Well, yes, I could probably manage that. Maybe Kelly could help."
"Lots of couples enjoy doing this together. It also allows mothers to be home with their children."
"That would be wonderful!"
"There's no limit to how much you can make over time. I love my company, and would be happy to show it to you."
"OK."
"If I sent you a 15-minute video link, would you watch it?"
"Of course!"
"When do you think you will have watched it for sure?"
"Can I see it right now?"
"Sure! Let's find a quiet spot to do that. Do you want to invite Kelly to join us?"

(Told a story.)

More Tips

*** Remember: You are surrounded by people who need help:**
- Parents who long to be home with their kids
- Students with loans to pay off
- Young people who can't afford to start a family
- People feeling their spirit crushed by corporate
- Seniors who would like a better retirement

***-This Empathy process is best done live**, in person or by phone. It is not for texts or emails, because they had best hear your voice.

***-Empathy can be conveyed with sounds and body language too**. When it fits, a nod, leaning closer, a hand on a shoulder, "mmmm…", "uh-huh…", can offer empathy.

*** How to handle MLM stigma,** when they ask: "Is this network marketing?" You can say, "Yes! What do you know about network marketing? .... Wow! Do you think network marketing was at fault, or that you didn't get the proper training? .... (or) I can relate to how you feel! I felt the very same way. Would you like to hear what I found?"

*** If you don't have time** to develop empathy with the person, you can say, "I think I may have a solution for (your problem). Would you like to talk later?"

*** Shortcut:** You can ask what troubles they have, and if they are open to talking about solutions. You also can say, "Are you happy?" (Most people aren't.) And, "Do you have a plan?" (Most people don't.)

*** If they don't reveal any problems to you**, such as if they LOVE their job, you can tell a story of unexpected downsizing that happened to someone you know. Or someone who expectantly got sick, and still got paid by their residual network marketing business. Or any scenarios they haven't thought of, that could also happen to them. *If they can't identify a problem in their life that you can offer a solution to,* ***don't offer***. But do check back from time to time. Their situation could change.

*** If they ask questions** and want to hear more now, let the tools do the talking: "That's exactly what this video tells you, much better than I can! If I sent you the link, would you take a look?"

*** If you can find a common interest**, that's very bonding. Speak briefly about yours and ask a lot about theirs.

*** See how you can match their personality type:** in the speed of your voice, volume, words, & posture. This gets you on their wavelength. They seem to like you right away!

*** Check out their profiles and posts** on Facebook, Linked-In, or website to get the inside scoop on a prospect. See what are their values, interests, goals, and Whys. I like to use people's own meaningful words and phrases back to them.

*** Say "*So you can*"** every time you give a link to a prospect. You increase the chance they will look at it when you remind them of their WHY: *"I'll call you tomorrow, after you've seen the video,* ***so you can*** *(be home w/ your kids, fire your boss, get debt-free.."*

*** "No" for now is not No forever**. Later they may have a need for your solution. Be in touch from time to time, just to touch base with them.

You can also hand the person a card like this, and ask which phrase jumps out at them. Then ask them what that would mean in their life, to have this? What difference would it make for them? What is the best part of that? Etc.



Bess McCarty, HHP

MLM. Business. Life Coach

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(see back of card)

EmpathyWorks:

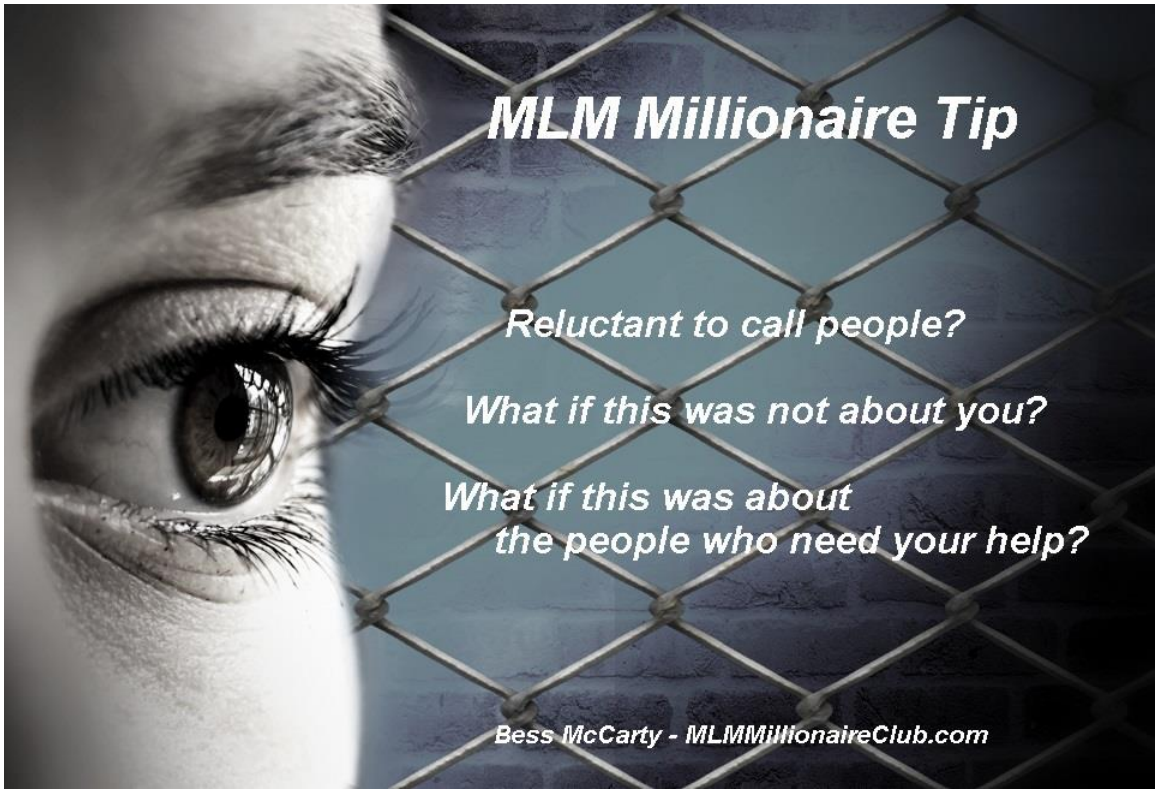


People don't care how much you know,
until they know how much you care.

I learned in Dale Carnegie's book, *How to Win Friends and Influence People*, just how much people love to talk about themselves and be listened to. I've had a lot of fun doing this. It has improved all my relationships.

One of the first relationships I got to experience this with was my son. We were on a long car trip together. I tried this idea of asking interested questions. Not judgmental or prying or nosey, but sincerely interested and curious. I saw him open up and share with me. It delighted us both.

So be interested in people. Ask curious questions that feel right without prying. *"I'm curious, how does your family handle all that travel you do for your work? Is it tough on them?" "Is hard to say goodbye to your children every morning? I know it sure was for me!"*



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Bonus Tip

Did you know that research found that the #1 reason people didn't join a network marketing business was (no, not money or time or mlm stigma) it was that they didn't like the person!! I was astounded to learn this.

THAT is why I recommend practice and feedback. Record yourself and listen back to how you sound. Do you like that person on the recording? Do you like what you hear? The tone in your voice? Would you want to work with that person in business? Did you pick up on your intent? Was it to serve yourself or the prospect? (Is your Service intent to Serve-US, or Serve-YOU? haha)

Did you have desperation in your voice? Mortgage payment due soon? Fear of rejection? They can feel it if your intent is the sale, or if you want to see how you can help. They can tell if they are a tally toward your goals, or if you want to spend time getting to know what they need.

Put your money or fear concerns aside to handle later. You can call me for a free session if you want private help with your concerns, so they won't get in the way. As a Body Mind Therapist, I specialize in breaking through blocks in record time. (512) 569-1139.

THIS time is for THEM. So, set aside your concerns, and be a good listener. Only talk about yourself if you have a story to tell that relates to where they are and where they want to go, to show them hope and possibilities. Be yourself. Be caring.

Remember, people are always wondering, "What's in it for me?" Answer that question early on. When they ask, "What is it?", they are really saying, "Will it benefit me?" ~ "You can everything in life you want, if you will just help other people get what they want." – Zig Ziglar

Now, Practice!

Get good at inviting prospects to your business. This is an art that will ever get better over time. Practice is a quick way to shortcut that learning curve.

Here again are the 4 Steps:

1) **FORD:** Asked interested questions until you hear a problem you solve.

2) **EMPATHIZE** plenty and completely, to learn more and help them be aware of their need for a solution.

3) **STORY:** Tell a useful story they can relate to, or "That's exactly how I help people.".

4) **INVITE: "If I** could show you how to (solve your problem) **would you** like to learn a little more?" Then invite them to a tool to learn more about network marketing (video, book, meeting, 3-way call, etc.) using the 8-step invite process in *Go Pro.*

Here are 4 more ways to practice:

1) Ask your sponsor to role-play and practice with you, and give you feedback.

2) Ask a friend or family member to do the same. (Of course, they learn about your business in the process!) I challenge you to ask 20 people to do this with you for their feedback: Afterward, ask them, *"How did that feel? What did you like about my invite? What could have gone better?"* And even, *"Do you know anyone I should be talking with about this?"* (They may say they themselves are interested.)

3) Hold distributor training sessions in your area where you sit in groups of three and practice various prospecting scenarios. (Such as a parent who wants to be home with their children, a student with a loan to pay off, a corporate employee who wants to quit, or a senior having financial challenges.) One person plays the distributor, another the prospect and a third just observes. Then all 3 give feedback with the three questions: *"How did that feel? What did you like about my invite? What could have gone better?"* Then rotate roles for this and then the other scenarios.

4) Ask your company to do this at conventions. They can call me for instruction on this. (512) 569-1139



Remember: Your results equal how good you are at this! NOW you can have conversations with people out of confidence that you bring good news and solutions to their problems! A way to a better life!



"Kudos to Bess McCarty for consistently providing value to the Network Marketing Pro community. Thanks Bess." ~ Eric Worre

Now for your bonuses….

Here are your Bonuses I think you will love!

9 Places to Find Prospects

So you never have to buy leads.
https://www.bessmccarty.com/blog-comments/9-places-to-find-prospects/

My 38 Favorite Closers

Powerful closing questions to get a person to think outside the box: a light goes off and they realize it's a no-brainer! Guaranteed to increase your closing rate. A must-have for every network marketer's toolbox.
https://www.bessmccarty.com/blog-comments/my-favorite-closers/

Bess's Study Guide for Eric's Go Pro Book

To help you get the most of it!
https://www.bessmccarty.com/a-study-guide-for-eric-worres-go-pro-book/

Now for the Biggest Tip of all…

Learn more in the MLM Millionaire Academy
School for Network Marketers
https://www.bessmccarty.com/mlm-millionaire-academy/

This is what we do:

1) Upgrade your 7 Skills to a Level 10 *
2) Clear your Mindset of Blocks
3) Reach Your Next Rank System
4) Weekly Lessons & Calls, Library of Tools

10 Core Basic Commitments

1. Start Right
2. Use the Product
3. Professional Development
4. Market Daily
5. Present Daily
6. Weekly Open House
7. Weekly Team Core Training
8. Monthly Team Event
9. Company Conventions
10. MAP - Massive Action Plan

*** The 7 Skills of Network Marketing are:**

- Finding People to Talk With
- Inviting Them to Look at Your Business
- Presenting
- Follow-up
- Signing Them Up
- Getting Them Started Right
- Getting Them to Events

Check out the MLM Millionaire Academy
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Learn to Lead like an MLM Millionaire. Our success system builds results! Learn fun and quick!

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Millionaire Mentoring helps you with your team. The support you've always wanted! All successful people have a coach!

"I'm so glad to find you! I never knew anyone was coaching network marketers like this!! - Janine Finney, Flip Flop CEO





"Bess, thanks for bringing all these practice sessions together. It's great to unfold from doubt to confidence that it is possible to use tools and say the correct things to get us out of the way and let the process work for us." ~ Ima Woy



"Perfect practice makes perfect." ~ Dr. Harvey Kitzman, ***Bess is a great teacher. Smart people are always learning. Practice on our calls without a doubt has made me more confident in my approaches and helps me talk to people better and more***."



"Bess McCarty is the BOMB. Her knowledge and support are Amazing. The camaraderie, direction, and masterminding that goes on in the calls is invaluable. I can access more learning on my own time frame. It's not company-specific. I see many fascinating angles, opening my eyes, really teaching me MLM." ~ Tracy Baker

"I just LOVE the practice sessions! Each time I do better and feel better!" - Adrienne Congleton



Shortcut your journey to success with a coach.

Call Bess (512) 569-1139.

