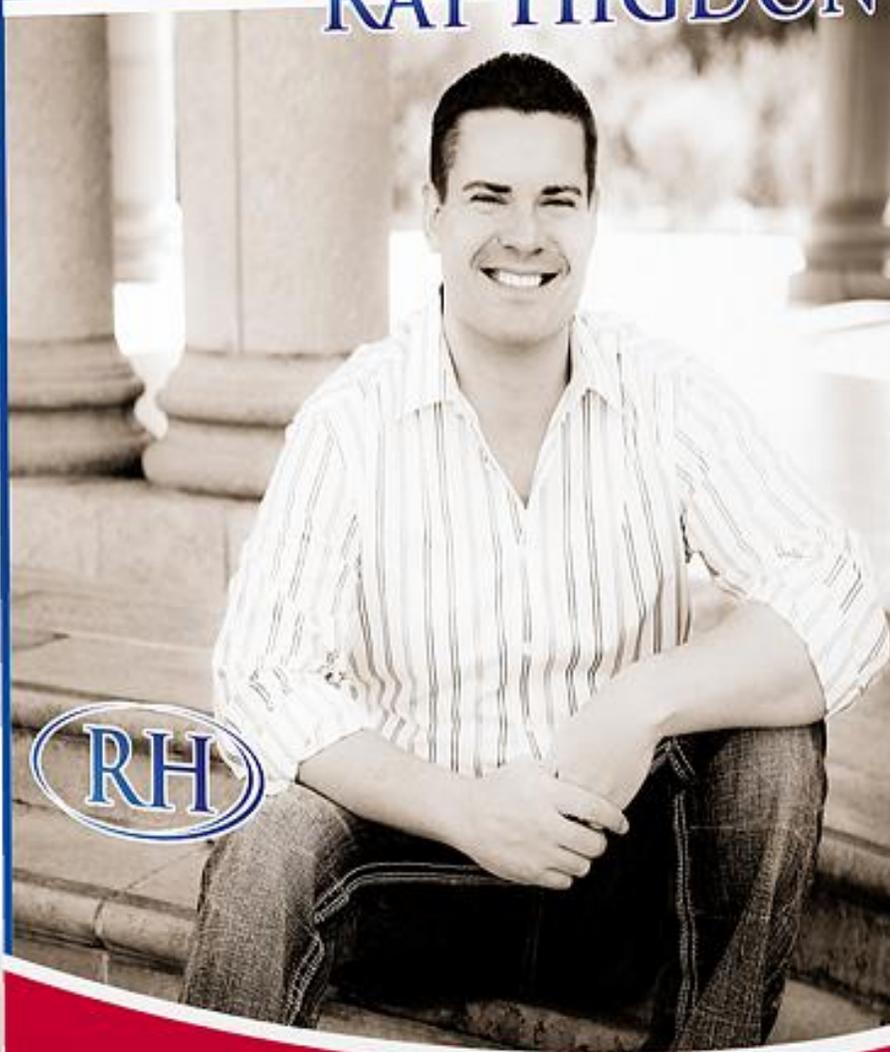


The Best of the Blog

Brought to you by

RAY HIGDON



Power Prospecting

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MLM Prospecting: How to use the MLM Prospecting Scorecard



This is the most powerful MLM prospecting webinar I have ever done. I really picked apart what network marketers do wrong when talking to people about their business and how they could correct them. Let me introduce you to the MLM Prospecting Scorecard.

Why people struggle with MLM prospecting

There is a science behind it. It is NOT guesswork. There are certain things that greatly increase your chances of sponsoring someone and also things that can greatly decrease your chances. For the first time ever, I took the time to assign a point system to your actions. This is based on being the #1 income earner in my company, having recruited over 500 people lifetime, coached hundreds of people and having done hundreds of three way calls. If you want to greatly improve your MLM prospecting numbers, watch the video called the prospecting scorecard.

MLM Prospecting is THE most important skill

If you are not prospecting you are probably not making money. If you are not prospecting correctly, you are probably working much harder than you should be. In the prospecting scorecard video I hit you right between the eyes on what it takes to have success in MLM prospecting versus what most people do. This is a video you do NOT want to miss if you are serious about your success!

Video: MLM Prospecting Scorecard



Why Your MLM Prospects Are Not Listening to You

Ever wonder why your **MLM prospects** are not returning your calls, showing up to meetings or jumping into your business? It is a simple solution but for most people, it is not easy. In this post I will break down why so few of our MLM prospects listen to us and what we can change to fix that problem.



What do You Think When You Hear the Word 'Sales'?

This past weekend I spoke at an event on sales and marketing and one of the exercises that we did was to go around the room and ask the question: *"What do you think of when you think of the word sales?"*

Every single person in the room answered with a negative comment such as scammer, huckster, used car salesman, scumbag, jerk, etc....**and we wonder why we don't get more sales??** *Note: there was one person in the room that had a positive attitude toward the word, me – Details at the bottom of this post*

What If We Killed Off the Sales People?

Here is the great thing about a network marketing business, you can start without going through sales training, getting a degree or certification. Here's the bad thing about network marketers, they got started without going through sales training, getting a degree or certification! Most people in network marketing have NEVER been through even an hour of sales training so they assume they are bad or just have a negative connotation to it. Here are just some simple examples of what might not have happened without salespeople:

- Columbus fails to convince Queen Isabella to finance his journey to find America
- Gandhi fails to convince the people of India they deserve to be free
- Martin Luther King Jr is unable to convince other influential people to join him in the fight against segregation
- Take your pick of religious person that is unable to get people to follow them failing to have that religion establish

Every person of influence that has accomplished something to help society has at some point, been a person of sales. Selling the idea of a better life, selling the idea that people deserve better, selling themselves, etc.



NO ONE wants to be “SOLD” But Everyone, Even Your MLM Prospects, Want This

No one feels good when you feel “sold”. But everyone feels good when they are listened to. How did those previously mentioned persons of influence get their ideas sold? They listened to the needs of other people. The next time you are about to call a MLM prospect or lead, think about their needs. Do not go into a meeting with the addiction to the outcome of selling them your business as just ask yourself how you would feel if someone did that to you? Have you ever had it done to you? I bet you have. I also bet you did not like it so why are you doing it to others and expecting different results?

MLM Prospecting Resources

One of the favorite trainings I have ever done is the [MLM Prospecting scorecard](#). It gives you a point driven system on how your results will end up with talking to MLM prospects based on how you listen as well as how you talk. If you eliminate the need to get a result right this minute and instead focus on SERVING, you would be amazed at what your long term results turn into.

So next time you have a meeting or call to a lead, put yourself in their shoes and have a goal or serving and helping them. Listen to them, hear their pain, problems and desires. Keep in mind that the majority of people that have joined my primary company did not join right away. My goal with my warm market or anyone I meet, is to never burn them out by overly pitching them but to keep them warm and when the time is right for them, we might possibly work together.

What I think of the word Sales

I have a positive reaction/immediate thought when it comes to the word sales because I know that nothing in this world is done without sales people and sales people are the ONLY positions in a business that is NOT overhead. This is NOT to diminish the other roles in a company but to heighten the importance of embracing ethical sales people and understanding their value to any business.

Why Friends and Family Members Won't Support the New You



When someone decides to really make a go of building a network marketing or home based business, a lot of times, more often than not, we find out closest friends and family members mocking us or at least **not supporting us**. This is actually natural but many would be marketers let this phenomenon take them out of the game, well, no longer! This post will help you understand why your closest friends and family members have trouble supporting a new you in the home-based business industry.

Why Won't They Support Me?

The truth is, it has nothing to do with you, it has to do with their history with you. A friend of mine once said that "casualness causes casualty". What this means is when people are close to you or have seen you in a certain way for a long time, they have a hard time adjusting to a major change. If you have always been an employee for someone and all of a sudden you want to own your own home business, that seems weird and different and it is hard for them to adjust to it. The natural inclination for a close friend or family member is to mark it as "different and weird" and say they are against it.

Keep in mind, people treat you the way you TEACH them to treat you. Once taught, especially over years of time, it is difficult to teach them a new way to treat you. Your spouse, your friends and your family members see you in a certain light, most probably not as a marketer, and when you attempt to change this, they can react in a negative way.

What If You Become Rich?

Some of your family members and close friends will actually have a small fear that you WILL succeed. For people that think that way, this may create a lot of fear in them of them looking bad. Everyone on planet Earth is walking around trying as hard as hell to not look bad and if you, someone close to them, goes out, starts a home business and becomes rich, what will that say about them? What will others say? Well, they perceive that THEIR friends will cajole them and call them an idiot for not jumping in with you and for THAT reason, some of them will really want to discourage you from going down this path and leaving them to know you as another unhappy employee of the crappy system.

Your Entourage Will Greatly Affect Where You Go



Yesterday, today and tomorrow I am a speaker at the [Noah St John](#) coaching certification class. Yesterday he talked about how important your “entourage” is. Entourage is just a fancy word for circle of friends. IF you stick with the family members and close friends that don’t understand your new journey and don’t support you, you will have a very hard time having success.

Choose to surround yourself and instill new friends via blog posts, magazines, books, and powerful events. If you become an island and try to do this with no one helping showing you the how’s and what’s to do of this business, THAT, combined with the non-support of your loved ones, will almost certainly signal your failure in the home based business world. Don’t let that happen. Understand that MOST people that have had success did NOT have a supporting cast of immediate friends and family members but they went out and met new people and made new friends. You can do that too.

Will They Ever Support You?

For some, the answer is no. For others, once you start making a ton of money, they will remind you how much they supported you (while possibly asking you for a loan!).

Listen to this very carefully, when it comes to friends and family members, you cannot be addicted to the outcome. If you hinge your success on whether or not they join your MLM or support you, you might as well embrace failure now. DO NOT get depressed or anger if they do not join or support you or you will run the risk of looking like the stereotypical network marketing jerk that only cares about making money from his friends and family. Don’t be a jerk! Instead, inform them of what you are doing and if they join, fine, if they *don’t support you*, that is simply their loss and you do not have time to dwell on it.

How to Recruit Busy People into Your MLM

Yesterday I was on a coaching call and the topic came up about how to recruit people that are already busy. Some people struggle to recruit those who are already busy when the reality is they should be about the easiest (and also the best) type of people to bring into your business.

Why you SHOULD go after Busy People

A lot of network marketers will talk to their friends that have time on their hands to “give them something to do”. These are the worst people to bring into your business as people will all the time in the world typically maintain that availability and never actually fill their time with anything productive. Just because someone “has time” doesn’t mean they will use it effectively.



Busy people, on the other hand, know the most people, get the most done, are the most dynamic, actually like working but also have pain points that you can use to get them open to exploring your **MLM business opportunity**. Recruit the busiest people and you have brought on the most connected and hardworking teammates.

How to recruit the busy ones

Help them see that they are in a perpetual state of being busy, which, sucks. Who the heck wants to run around their whole life being busy and working endless hours with no residual income? Only someone deranged and sadistic loves to work their brains out day in and day out with no possibility of escape. Without passive or residual income, you are only trading dollars for hours which should be left to species unable to understand the power of leverage.

So, how you recruit them is by helping them see the power of actual freedom. If someone tells you they are swamped and extremely busy, say, that sucks, wouldn't life be easier if you had money coming in each month whether you worked that month or not? Help them understand that if they work hard in a residual income opportunity, they can put in hard work for awhile and get paid the rest of their life based on that initial effort versus start every month off at zero. Corporate life is “what have you done for me lately” in most situations and people that were employee of the month or salesman of the month can find themselves jobless unless they continue to perform.

Too busy for massive passive income?

Sometimes it helps to ask the person why they work so hard. They may reply with “to support their family”. Well, wouldn’t it be cool to support your family while actually spending time with them? That is the power of a *home based business*. Growing up with pictures of your kids and family on your desk is much different than spending actual time with them, which, is easily possible with a large residual income. Next time someone tells you they are too busy, tell them, boy, that sucks, wouldn’t it be nice to have money coming in each month without being so stressed out while still spending time with your family that you are working so hard for? (Whew, that is a mouthful!) Basically, get the idea that busy people are some of the more stressed out but productive people in society and they need residual income perhaps more than anyone else.

How to Sponsor Reluctant MLM Prospects

You know what I am talking about. You are talking to a prospect, they have seen the presentation, they like your company but they are not sure they can do it. How can you push them over the edge? In this blog I will help you convert some of those network marketing scaredy cats into joining your business.

“I know they can do it, how can I convince them of that fact?”

This is how most people think. When you have not had a lot of success yet and you have a prospect that is lukewarm, you get all excited, the greed gland swells, and you start imagining the commissions in your bank account and you excitedly telling your upline that you are a rock star. It is at that point, that most people blow it.

Do the unexpected to get the big results

Instead of convincing, try a different method. Let me show you some examples:

Example 1

Prospect: “Ray, I am not sure I can do it”

Ray: “You are probably right”

Example 2

Prospect: “Ray, I wanna do it but have to make sure I can get my money back as quickly as possible”

Ray: “Well, I am not so certain this is a fit for you. The people that produce are coachable, confident and follow the steps that I outline and based on what you just said, I am not sure this is a fit for you at least right now”

“But Ray, they are soooo close to signing up, can’t I just convince them?”

This is what they expect. They expect you to tell them about the fast start bonuses and how good they would be and how awesome they are. If you learned to take it away from them and make them prove to you that they can do it, you have a much higher chance that they will sign up. Not only that. If you make them convince you, they cannot be mad at you if they do NOT follow your coaching. You didn’t twist their arm. They told YOU they were gonna rock it out. I have very rarely seen pressure or convincing work to get a reluctant person to take an action. And if they did, a lot of times it created buyer’s remorse and they cancelled anyway. Network marketing is NOT times share sales, stop with the high pressure and use the force.

For my full course on objection handling and sponsoring – [Go here](#)

How to Get More Production out of Your MLM Team



Isn't this a common question? "Ray, how the heck do you get duplication and get more production out of your **MLM team**? Well, in this blog I am going to share some action steps you can take yourself as well as some suggestions to help your team producing more than you ever imagined.

Speed of the Leader...

The speed of the leader, in almost every case, will determine the speed of the pack. If you want more production out of your team, start producing. Do not stay at the same rank stagnantly and "hope" that someone in your team helps you reach that next rank. Go get new teammates and watch some of your existing teammates get excited. The other day my teammate and all-star marketer, Mark Hoverson, said that a good leader "should leave his/her team in the dust". I thought that was pretty cool...and true.

Get your new MLM teammates started **FAAASSSTTTTT!**

When you bring a new MLM rep into your team, get them started fast. Those that are hungry should be willing to make a list (even if they are like me and had pitched their warm market 150 different things) and call them to see who is open. I would even suggest that they do a grand opening of their business. If you bought a franchise or started your own small business, you would kick it off with a grand opening wouldn't you? Of course you would, why treat a network marketing company any differently. Do not inundate them with TOO much training in the beginning and make sure they understand the difference between long term strategies and fast profit producing strategies. Here are some examples:

Blogging, article marketing, videos = Long term passive marketing strategies

Calling warm market, prospecting online or offline = fast and active profit producing strategies

This, coming from an offline and online marketer, is not a bash to internet marketing, it is just a dose of reality. Doing online marketing is a great way to build your business over the long term but unless you are actively prospecting, it is not a fast way to generate signups or commissions.

How much training is TOO much training?



Be very careful to prevent *your MLM teammates* from falling into the library pit. The library pit contains the corpses of so many marketers that thought they were going to study their way to a massive passive income in their network marketing company. Studying and constantly working on yourself is critical but time management and combining profit producing activities with your study is the only way for you to perform and your team to perform.

What is the very best training to offer your team? Based on my results of being the number one income earner in my network marketing company (out of 24,000 people). I would suggest you focus your main efforts on getting your people better at closing and prospecting. I have personally purchased every single course out there on recruiting that

exists and in every single one I learned a tip or more that made me better at this high profit producing activity. If you want to get more results out of your team, get them better at closing, period. There are many options out there, I recently created a product on sponsoring and prospecting that you may want to have your team checkout (or yourself if you need help in that area). You can find out the details on the website here: <http://promo1.mysponsoringsecrets.com/> (email me if you would like to be an affiliate for this product).

Bottom Line

Here are 4 rules to follow to get the very most out of your MLM team:

- 1) Do not see anyone as your lotto ticket. Be the producer yourself.
- 2) Do not "manage" your team. Daily calls to see "how you can help them" is not enough. Your team needs to get it that you are on a mission and would love for them to come with you on this mission.

- 3) Do not “confuse them”. If members in your team get involved with learning Internet marketing, be sure you give them a routine or schedule to follow to prevent them from spending all day in the library. Some of their time, actually the majority, should be spent prospecting.
- 4) Do not ask your MLM team to do ANYTHING you are NOT willing to do. If you want them to do home meetings, run one yourself!

Best MLM Answer to How Much Do You Make?

One thing I love more than teaching is learning. Just a couple days ago I uploaded my [MLM Marketing Mastermind video recording](#) and on that blog post someone made a comment that I liked so much I decided to dedicate a blog post to it. This is the best MLM answer I have heard when it comes to someone asking you how much you have made in your network marketing business.



Most good Network Marketers were once lousy ones...

In the span of 3 years I was in about 11 MLM companies. Why? Because I didn't get it and I was lousy at network marketing. Don't get me wrong, I had some initial success with signups but I really did not get this industry at all. Most network marketers that you see as successful today were once pretty lousy at it, myself included.

What if you have not made much money and who is Gregg?

So, a guy named Gregg commented on my blog the other day and I will just quote what he said here:

Here's something that I got from Dayle Maloney back in the 90's when someone ask you how much your making and you haven't made much.

Dayle gave a talk and he described how his early days were a bit of a disaster. His first check was less than \$6. That's not very good in anybody's opinion.

Now, if someone asked you the question, "How much money did you earn your first month?" and you had to answer, "Only \$6." — that could be hazardous to your recruiting!

Well, Dayle has an answer for almost everything.

When somebody asks Dayle, "How much money did you earn your first month?" — this is what he says:

"I don't know. I haven't finished collecting it all yet. You see, you get paid residual income in this business. I'm still earning money from my efforts from my very first month!"

Wow. Isn't that brilliant? Let me add a little to the validity of that answer. I sponsored a friend of mine that in the beginning did absolutely nothing. So my earnings were very little from that example the first month. However, that person "got busy" 6 months later and I now make well over \$1,000 per week just from her team and her efforts! So you see, the answer, is actually valid!

Great answer but also never let someone steal your power

Network marketing is kind of funny as people will ask questions of you they would never ask of anyone else but keep in mind it is because you are trying to get them to do what you are doing. No one asks a doctor what he makes but that doctor is also not trying to convince his patients that they too can be doctors. If someone is negative when asking this you can choose to answer or not. Bottom line is never let someone steal your dreams or your power. For more info on this you can [see my recording on sponsoring here.](#)

3 Weird Ways I Handle MLM Objections That Actually Work



I am going to share some of my MLM sponsoring secrets with you. If you are in my team, you may have heard one or more of these. MLM Recruiting does NOT have to be stressful, in fact, the more you see it like a game the better you will do. Check out these 3 weird ways I handle MLM objections and start having some fun with your prospects.

MLM Objections #1~Well, how much is it?

This is a possible objection you will encounter from a skeptical person before they attend a meeting or see a presentation. Note that if you share with them the cost of your company before they see a presentation, they will immediately think of their finances and if they can afford throwing away that amount of money, of which, they will 99% of the time conclude that they cannot and tell you that they cannot afford it.

Here is what I say:

"There are several different options to join our business but I would feel more comfortable if you watched a presentation as it may not be a fit for you and then you would not spend a dime."

Why this works

It makes them curious. Why wouldn't it be a fit for them? What does that say about what I think about them?

MLM Objections #2~I need to do my research

This has a slight takeaway edge to it to slow you down in the closing process. A rule of thumb is when someone does a takeaway from you, you takeaway a little harder. I never mind this MLM objection. The WRONG thing to do here is to try to hard close them and tell them not to worry about the research and just to get in now.

Here is what I say:

"I totally understand. We have well over 100 videos that you can go through and absolutely take your time. It may take you 3-6 months to go through everything and that is fine as I just don't want to work with someone that joins with their fingers crossed behind their back hoping for success. If you decide to join, I would want to make sure this is the company for you before I spend a lot of time training you."

Why this works

They are not used to someone of high posture to speak to them this way. They are used to sniveling network marketers that beg and say pretty please with snicker-doodles on top will you get in my business. Also note that some people are simply contrarians. They will do the exact opposite of whatever you suggest. I have had many people (more than not) immediately join after I say the above to them.

MLM Objections #3~I am not a salesperson

Here is the reality, I have to detrain people who are trained salespeople. This is not about who you can close but how you can teach and train. This is not about selling someone a product, it is about selling someone the idea that they can do it, that is a huge distinction. The super salesperson will close people and move onto the next person and not bother following a process that can be duplicated, they will just go for what works, vs. what duplicates.

Here is what I say:

"It is actually a good thing that you are not a salesperson as that means I do not have to de-train you. This is about following our training not bringing your sales skills to the table. Whether you are a salesperson or not isn't really the question, the question is are you coachable, and if you are, then we can work with you and show you, step by step, how to do this business."

Why this works

Most people think anything that has a commission behind it is hard core sales, especially people that have always worked for others at an hourly wage or salary. Most highly trained sales people end up failing at this industry because they do not understand it is about making their people successful not just them being the superstar. People that raise this MLM objection are actually usually caring people and when they understand it is about helping people vs closing them, they will see the opportunity as more viable.

MLM Objections Do Not Have to Stress You Out

Don't let people with simple MLM Objections stress you out, get the upper hand by being postured and powerful and by doing your research with your upline and or company.

MLM Prospect Training: Determining Need



View from balcony at a recent staycation

I had a coaching call with a dude today that asked me a very good question, "What do you look for in a good MLM prospect?" I answered there were three things I look for and one of them is need or pain. In this MLM prospecting training I am going to teach you how to determine need.

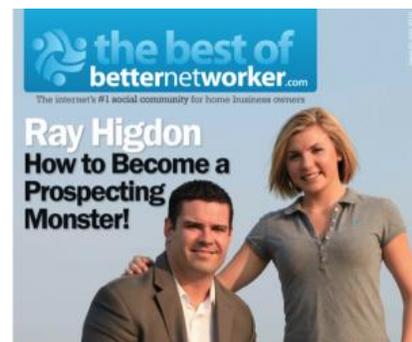
The 3 Characteristics of a good MLM prospect

You might be wondering what I see as the 3 best characteristics I look for in an **MLM prospect**. They are pretty simple:

- 1) Good Attitude – It is not always what someone says but how they say it. If someone asks me in a nasty tone if it is a pyramid, they have more than likely disqualified themselves from working with me as I am picky (as you should be) with who I spend my time training.
- 2) Coachability – Are they willing to listen and follow suggestions
- 3) Needs, pain or desire – "Show me a thoroughly satisfied man, and I will show you a failure." – Thomas Jefferson. Before you present your MLM opportunity you simply have to know if they have a need, desire or pain in their life as if they are comfortable (most people are comfortably miserable and not willing to do anything about it) then they probably are not going to work very hard.

Not just for MLM Prospecting Training, but Marketing in general

It is so important to dig for their pain, needs or desire. **Would you try to sell a candy bar to a diabetic?** Of course not, so why try to sell a mechanism to change someone's lifestyle that doesn't desire something more out of life? If you have not already seen this, I teach a lot of this in my [prospecting scorecard](#) training and you can easily see where you have gone wrong with your *MLM prospecting*.



It is also true in marketing, the marketing formula is find pain, agitate it, then offer a solution. Keep in mind the word "marketing" is in the term "network marketing".

Some helpful statements to find pain or desires:

"Ever dread Monday's?"

"Are you doing what you really want to be doing in life?"

"Ever felt like you were meant to do great things?"

"Do you want to be doing what you are currently doing in 20 years?"

"Ever wanna travel more?"

"Ever wish you could spend more time with your kids or spouse?"

"Ever worry about longevity with your job?"

"Ever get sick of getting to the end of your money before the end of the month?"

"Ever wonder what it would be like to buy a house for your parents?"

Show me someone with a need, and I can show you how Network Marketing can help

The reality is, passive income solves a lot of problems. Most marketers lead with money, money, money and what they fail to realize is most people have turned off their imagination so you have to paint the picture for them, or, better yet, get them to pick up the paintbrush by digging for their pain. For more advanced closing tactics, check out my product on closing here – [MLM Sponsoring Secrets](#)

MLM Recruiting Tips – How to Start Before You Have Leads



You asked, you receive! I have had a ton of people ask me how I got started with my **MLM prospecting** so today I am going to share exactly what I did to build my organization. Did I buy MLM Leads? Did I get a ton of traffic? This blog post will share not only what I did to get started, but, what anyone can do as I had no budget and no website traffic when I started.

How I Had MLM Recruiting Success without Leads

In many ways, the Internet, or more specifically, Internet marketing products, have taken the testosterone away from network marketers. The promise of leads and magic buttons have demasculated people who would otherwise have success as network marketing recruiters. Well, Ray, what the hell does that mean? It means that too many people are now waiting for leads versus going out and getting the business. Wanna stop the weinage? Read on...

When I first got started in my [primary company](#), I was in foreclosure, broke, clueless about Internet marketing, did not have a blog strategy and did not have any MLM leads coming to me. So what did I do? Did I read a book on branding or do a bunch of articles to hopefully get leads in the next 6 months? No. I skipped that stuff and went straight to MLM prospecting. My first 6 months in Numis I averaged 20 no's per day.

Where did you get all those MLM Leads?

Once upon a time there was no Internet and back in those days people have to reach out and talk to other human beings to share their business with them. People in those days were more ambitious typically, drank fewer lattes and did not get carpal tunnel from cranking away at a keyboard but they created every current billion dollar company in the network marketing industry. It was until the Internet that an expectation of ease, 4 hour workweeks and comfy set in. So, where did I generate all those sales leads? I went out and got them. Here are the areas where I reached out to people:

- 1) Facebook – I PROSPECTED on Facebook, meaning, I reached out and tried to establish relationships with people and see if they were open to making money from home. This was done through one or two non pitchy private messages all with an attempt to get them on the phone. This one prospecting idea for network marketing could literally never be exhausted. The best training on Facebook prospecting that exists today is actually not done by me, but, is done by my wife – [MLM Facebook Training by Jess](#)

- 2) Offline events – I scoured my area for events where I thought business professionals would go to. I then attended and tried to develop relationships. This post tells exactly how I handle network events – [How to work networking events for your MLM](#)



- 3) Advertisements – I also called on realtor signs and prospected realtors. The best training on this is on my post here – [How to Recruit Professionals into your MLM](#)
- 4) All other social media – My *MLM prospecting* spanned Twitter, YouTube, LinkedIn, etc. Anywhere I could connect with someone, I would. I didn't wait for them to respond to some form of passive marketing, I went out and got the business.

The Internet and My MLM Success

I didn't have time to wait for leads, I went out and created the business. Using the Internet as a tool to connect and prospect got me to my first \$40,000 month in Network Marketing. I see a lot of people that quite frankly should not be acting like they have time to wait for leads, but are. Once I started learning [attraction marketing](#) and started blogging, it took me about 6 months before I got my first lead. Fortunately, I didn't wait for leads, I went out and created the business. Know anyone that should stop waiting for leads?

Network Marketing Recruiting Mastery – List Building Tips



In my constant quest to help people become better network marketing recruiters, the type of **list building** I am going to be talking about today is not technical and can be done by anybody. I have noticed that almost every person that has ever had success in network marketing has at least done this one step, in this blog post I share a unique 2 step formula to list building.

Ray, How did you start off your network marketing career?

That's simple, I listened. I listened to those that had success instructed me to do and the first thing they told me to do was to make a list! Uh oh, now you have uncovered that this blog post is not about some miracle way to build your EMAIL list but indeed a more effective way to become a serious network marketing recruiter by making your list. See that picture (three amigos), that is me with my sponsor Chris and my good friend Brady on a 7 day cruise we won with our network marketing company. One of the coolest things about this industry is getting to hang out with your friends and take vacations with them (especially ones you have won for free!). If Chris or I would not have made our list, none of us would have been there.

Why People are reluctant to make their list

The smaller reason is they believe that their warm market is either burnt out or would not have an interest. They pre-judge in their mind that there is no result to be had so they take it upon themselves to go find strangers to pitch the business to. Or, worse yet, they start trying to learn internet marketing and waiting for the leads to roll in. If you are like me and failed at over 10 network marketing companies but still had the courage to approach your warm market, you might check out this post for a slightly different approach – [How to approach a burnt out warm market](#).

The bigger reason I believe that people will not make a list and approach their warm market is they care more about their appearance than possibly helping people. They are so worried about rejection and possibly looking stupid that they would rather not run the risk of helping a friend to save their face. In a day and age where people are losing jobs and their retirement, it is disgusting when I hear someone say they cannot approach their warm market. Keep in mind I was in foreclosure when my warm market approached me, thank god he wasn't as selfish as some of the people out there that will not make their list.

By the way, after pitching my entire warm market 11 different network marketing opportunities and me failing at all of them, 3 of my warm market friends have consistently made over \$5,000 a month in my company, most would have assumed that a warm market that has been pitched 11 times would be burnt out..



Fun Times

Have a List Building Party!

So I heard this idea from my buddy Chris Kent, have a list building party! If you have a local team, hold a meeting where you all just get together and help jog each others memories to make your list. If you do NOT have a local team, see if there are others in your company in your area and work together on this, even if you are not on the same team. If you do not have other members or teammates in your area, go recruit someone! LOL, actually, you could hold a conference call with a free service and get people on the line and help them come up with their list.

At a recent seminar we asked how many people had at one time created a warm market list of at least 100 people. Out of 45 people in the room, only 5 stood up. Guess what, those 5 were all the top ranked people in the room...interesting huh?

Why Making a List Works So Well

1. It doesn't cost anything.
2. Anyone regardless of technical expertise can do it.
3. It's fast and can work quickly.
4. It is what has created every billion dollar company in network marketing (not the Internet)
5. If trained correctly, you will never burn out this list but actually be able to go back to it again and again. (I go back to my list every 3-6 months)

Follow up to the List Building Party

My suggestion, to get as much leverage possible, is to hold a 7 day contest or challenge starting once the *list building* party is over. This blog post will help detail what I mean – [MLM Challenge for You and Your Team](#).

Know that you will NOT recruit everyone on your list but you will never recruit anyone you do not reach out to. Stop waiting for leads and man up, make the list, and make it happen. By the way, if after this you still don't want to make a list, don't worry, I will happily talk to your warm market and get them nice and signed up!

Network Marketing Recruiting Mastery – Phone Skills Training

This is the first in a series of blogs I am going to be doing on **Network Marketing Recruiting Mastery**. It is the #1 skill you need to work on that will make all of your other efforts more profitable. Good network marketing recruiters know this and you will see what I mean in this quick post.



What About Traffic and Leads?

Let me give you two options, and you tell me what you prefer:

- a) Spending tons of money on leads but because of sucking on the phone, not being able to close hardly any or any at all.
- b) Becoming a master network marketing recruiter that closes 30% minimum of every lead you ever talk to.

Hopefully, you see the benefit in option b. With that being said, why is it so many people spend all their time and money on leads and traffic if they suck on the phone? The real answer is most people want the easier route and facing your fear is higher pain than simply fulfilling the image of working on your business.

Face This Fear, and You Will Become Rich



I am the guy that in this day and age of the bastardization of my beloved industry is beating the unpopular drum that you DO need to get on the phone with people and get better at communications. Most marketers are selling you push button, fluffy pillow baloney solutions that at some point I assume you guys will stop buying. But, let's assume the gurus are still able to sell you these crazy pie in the sky solutions forever, well, if you get better at network marketing recruiting, then, they actually might work a little better so long as you don't fully follow the guru instructions of NOT getting on the phone.

"Don't wish for things to be easier, wish for YOU to be better" – Jim Rohn

Network Marketing Recruiting Task Goal Overview

This idea came from a coaching session (like most of my good ideas actually) with a teammate of mine. Having a specific goal for each task in regards to the phone is an idea I should have written about before this. This can be used by you as a quick guideline on what you want to get out of each task you are performing.

Leaving a Voicemail – The goal is to simply get called back. Most people trying to be network marketing recruiters will say too much on a voicemail, especially with their warm market. You will find that your warm market is the best people to talk to but also where we break the most rules of network marketing recruiting.

Calling a cold prospect – This might be because you do the business card grab or you are randomly calling realtors or small business owners. The goal of this is to get to the point quickly. They don't know you and vice versa so you are going to have to persuade them to listen to you quickly. The best resource I have seen for this is from my friend [Todd Falcone](#).

Calling a cold lead – This might be from you [purchasing leads](#), this is someone that doesn't know you. The goal of this is to reduce their resistance quickly as they have probably opted into 50 things and they are usually skeptical. Focus on helping them and listening. Do NOT pitch them quickly or you will lose them.

Calling back a warm lead – This is someone that opted into your page, blog, etc. They may know a little about you but don't assume they know all about you. Some of them will, some will not. Similar to calling a cold lead, focus on them and how you can help. A lot of times people ask me if I pitch them my primary company or [MLSP](#) when I call them and the answer is, it depends on their needs. Do most listening on this one too.



Spending on Fears

I heard someone that you should always focus on what you are good at and not to bother at what you are not good at. I agree in specific instances to this but NOT when it comes to facing your fears with becoming better network marketing recruiters by getting better on the phone. There is a good chance you would NOT be reading this blog if I never faced my fear of public speaking. That single skill has led me to a large majority of my success in network marketing and had I chosen to not get better, I probably would not be in this industry.

Do not be afraid to spend money on your biggest return on investment skill – *Network marketing recruiting*. In my product, [My Sponsoring Secrets](#), I talk about how important it is to get better at closing before you even go crazy with prospecting. Too often I see people get briefly pumped about MLM prospecting but get discouraged because they simply do not know how to close and blow the sale. Your bank account will thank you by constantly getting better on the phone and at network marketing recruiting and I look forward to seeing you on stage celebrating!

The Real Root Cause For Fear of Calling Your MLM Prospects



I am on a mission to help cure network marketers of their fear of the phone when it comes to **prospecting people**. This post and video will help you understand the root cause of your fear and hopefully get past it so you can start connecting in a real way with more of your MLM prospects.

But Ray, I am doing Internet Prospecting!

Ahh, how cute it is when I hear that. Most networkers seem to think that Internet prospecting is magical, automated and does NOT require the phone or a real conversation. Nothing could be further from the truth. Want to know why one marketer is getting signups and you are not? The reason is they are getting on the phone with their MLM prospects and leads. I believe you can build this business online or offline but I do NOT believe you can accomplish building a LASTING income in this industry without the telephone. If you are doing *MLM lead generation or Internet prospecting*, your time on the phone with human beings will dictate how quickly and IF you make money.

This is gonna hurt...the root cause for fear of the phone

This industry is about hope and helping people. Network marketing has allowed many a person (including me) create options in their life where they did NOT think there were any. I am filled with gratitude everytime I think about my sponsor calling me and inviting me to a presentation. He did not know how badly I was struggling or that I was in foreclosure. That call allowed me to completely change my life so thank goodness he did NOT suffer from fear of the phone.

The root cause of why people struggle to pick up the phone is they are placing their self image above the possibility of helping others. Ouch right? It is true. When you are more concerned with how you will feel if they say no versus actually trying to help people, you will struggle with picking up the phone. Most people would rather "look good" by NOT looking foolish or possibly getting rejected more than they care about their fellow human.

If you are viewing your business opportunity as a "sales job", you will twist in your mind that you are being selfish by trying to get your friends and family onboard when actually it is the complete opposite. You are being selfish when you care too much about possible rejection and losing face vs focusing on the helping of other human beings at a time in our world when it is so badly needed.

**Wanna Know How to Fix it? Video on how to get over your phone fear
(Warning: This is Hard Hitting and ONLY for Those That Wanna Change)**



Secret MLM Prospecting Tips: The Indirect Hook

Sometimes I realize that there are things I routinely do that I forget to teach. Today I am sharing one of my most beloved **MLM prospecting tips**, one that I have never actually taught, the indirect hook.



How to Get More Sales Without Feeling Sleazy

When you are studying how to do prospecting or different recruiting methods, do you ever shudder to consider trying the idea presented? Do they just sound too salesy? For me, the answer is yes. There are actually a lot of lines and “closes” that trainers talk about when it comes to prospecting people that make me cringe and I would never actually do them. This is one of those recruiting methods that ANYONE can actually do very easily.

This recruiting method avoids the “awkward silence”, which, we can more accurately call, prospect resistance, and uses a pull method rather than a push. It is one of the ways I talk to people that does the following:

- 1) Establishes me as a person of influence
- 2) Makes me stand out
- 3) Gets them to (a lot of times) ask me questions

Using the Indirect Hook on Your MLM Prospects

First, let’s demonstrate.

Sample Conversation with MLM prospects using the indirect hook

You: What is it that you do Bill?

Bill: I am a realtor in Cleveland, Ohio.

You: Awesome, how long have you been doing that? Do you enjoy it? (let them talk as long as possible)

Bill: By the way, what is it that you do?

You: **I actually teach people how to create an additional income from home.**
Bill, as a realtor, do you mainly focus on residential?

Do you see how that worked? Now, chances are, Bill will stop you in your tracks and ask for clarification on what you meant about creating additional income from home, because, it was NOT the focus of your conversation and you have been listening to Bill. This is the hook. Now, if Bill does NOT stop you and ask for more information, you still have Bill as a new MLM prospect that you can touch base with at a later date.



Structuring the Indirect Hook for your MLM prospects

Yesterday I talked about [why your MLM prospects do not listen to you](#), it is amazing what happens when you actually listen to them and they want to reciprocate however you want to avoid the rapport you have built by hitting them with a pitch.

Talk to them as long as they will talk (ok, to a degree) and they most likely will ask you about what you do. Choose an appropriate response based on THEM and then finish it off with a clarifying question about what they have said. Some examples:

I help people make money using the Internet, now Bill, do you mainly work high end residential or do you have a preference?

I help people make money marketing gold and silver from home, and just to clarify Peggy, has financial planning gotten tougher in this economy or has that affected you at all?

Listen more and use the indirect hook on your *MLM prospects* and not only will you NOT feel sleazy, you will create more friendships as well!

MLM Recruiting: Leapfrogging to Get More Signups



Funny name, but a deadly **effective MLM recruiting** tactic: Leapfrogging. Inside this post you will learn why this should definitely be a part of your arsenal when it comes to sponsoring more reps.

What is Leapfrogging?

Leapfrogging is the process of getting your MLM prospect to visualize their exiting assets (relationships) into a flourishing network marketing business while eliminating their internal evaluations of if they can do the business. In a nutshell, it is how to get your prospects excited to join your business because this process allows them to see that they can do it based on who they know.

Why do you need this type of tactic?

Do you know the number one reason someone does NOT join your business? The number one reason that an MLM prospect does not join is because they do not believe that they can do it. This might be due to them thinking they do not have the time to do it and this process will help you get them to see that anyone can do this business.

How to Leapfrog

One of the founders of the network marketing company I promote called me and taught me this process. He has learned it from MLM legend Richard Brooks. Here is what you do:

Step 1

When you are running a meeting or meeting with someone one on one, you ask them some simple questions like

- Do you know a financial planner or a CPA?
- Do you know a realtor?
- Do you know a small business owner?

You want to ask the prospect about occupations that you have stories of success for in your opportunity. For example, be prepared with a success story about a realtor, CPA, etc. in the case that they answer yes to the question. When you ask them and they respond positively, draw a circle on a piece of paper with the prospects name in the circle and then another connecting circle under their circle with the name of the CPA/realtor, etc.

Step 2

Tell the prospect why that particular occupation does really well in your opportunity. Explain any success story you have with your company and that occupation. Then, ask them how long the person they are referring to has been doing what they are doing. If only a year or two, say "perfect" they are probably hungry to bring in some additional income and if they have been in that occupation a long time say "Perfect" they must know a lot of people that trust them and other people in their profession as well.



Ask questions like:

- Do you think they have at least 10 clients that trust them? If they say yes, say, well, let's just say they have two that want to work with them and trust them and then draw two more circles under the realtor/CPA, etc.
- Do you think they might know a couple other people that do the same thing as them that might want to work with them and possibly bring in some clients as well? Draw more circles.

Step 3

Repeat steps 1 and 2 with a different occupation than the one you originally asked about

Closing it up

Now they have a small army of names and circles underneath their own name and they will start to understand it is NOT just about who they know, it is about who they know that they know. Ask them if you can help make the initial contacts with these people and get them started. If, at this point the prospect does NOT join, ask their permission to contact the people they mentioned...this will typically scare them about the possibility of losing out and make them even more open to joining.

Audio Training on MLM Leapfrogging

You can implement this tactic from this blog post but if you want to hear me explain it on audio, you can download my iPhone/Android app and listen in on a brand new training I did yesterday on this exact tactic. If you have not downloaded my MLM app, instructions are [here](#).

MLM Recruiting: How You Can Get Over Your Phone Anxiety



So many people I talk to have a **fear of the phone**, here is a secret...I used to too. In this quick blog post I am going to share how I overcame my anxiety and how you can as well.

Whoa, Wait, Way Too Cool to Use the Phone!

Ray, I have the latest WordPress plugins, article spinners and I tweet, there is simply no reason for me to learn the phone, right?!? Wrong. You, well, have been lied to. You may have been sold a bill of goods from someone who has a large brand that used the phone to get where they are but no longer have to. If you are someone that desires success in network marketing but do not have a huge brand with people tripping over themselves to work with, read on...

You Can Build MLM Online or Offline But Not Without the Phone

It is true. When I was first starting out before my blog, brand or anyone knew who the heck I was, I used the phone to get 99% of my results. But I do recall a time where I was terrified of picking up the phone to call my warm market or to call strangers. It was until I made this shift that, once made, completely eliminated my fear of the phone, wanna know what it was?

I stopped trying to sell and instead just looked for who was open.

That was it. Instead of looking at my phone for 30 minutes with beads of sweat coming from everywhere, I decided to release my stress about my *fear of the phone* by just saying to myself, I am only looking for people that are open to having a better life. This little shift, from agitated salesman to open minded person finder completely released my anxiety and it actually made me more postured and powerful on the phone. And, check this out, my recruiting skyrocketed!

How You Can Use This Today

I want you to stare at your list of warm market contacts you have been meaning to call the last 6 months. Instead of thinking in your mind "how they will say no" or worry about what you will say if they ask about how much money you have made, just think to yourself, I am going to find out who is open. That is it. You are looking for people that are open and if they are open, send them a video to check out. When you

eliminate the addiction to the outcome that you hope they say yes or you “know” they will say no, just look for who is open. I can guarantee you this, there are more people open than ever before in our history.

What do you mean by being open?

I look for people that are open to the following:

- Traveling More Around the World to exotic places
- Spending more time with loved ones
- Hanging around individuals that will root you on and believe in you
- Making more money to do the things you want to do in life
- Helping people reach their life goals and have gratitude to them for helping them

It is that simple, remove your anxiety by just looking for the people you already know and meet in the future that are open. Hope this helps.

MLM Scripts: 30 Network Marketing Recruiting Questions

You wanted em, you got em! In this post are 30 **network marketing recruiting** questions to empower your MLM sponsoring. I have found that great recruiters ask great questions. These are questions I have used to recruit a lot of people and now you can have them for free.

Why Questions Boost Your Network Marketing Recruiting

One of the reasons people struggle with *MLM sponsoring* is they think it is about selling someone a kit or package when the essence of network marketing is about finding positive minded people that want more in their life. How do you find out if people want more? You ask them the right questions.



How to use these MLM Scripts

You may want to print this blog post out and if you have a team, share this blog with them. Having these questions close to your computer when you are talking to prospects on the phone is a good idea as if you ever get tongue tied or are at a loss of words, one of these well placed questions will get you out of there and get the prospect talking.

Here you go! 30 Network Marketing Recruiting Questions!

1. Would you be open to a side project that didn't interfere with what you are currently doing?
2. Would you be open to exploring another avenue of making income part time?
3. What has recently changed in your life that has you open to a home business?
4. Ever wonder if there was a way to make money on Facebook?
5. Ever get the feeling you were meant to do something great?
6. If you had the money, would you jump at this opportunity?
7. I know you don't know but if you did know, what would you really like to have in life?
8. How long will you have to continue working that many hours?
9. Ever wish you could travel more?
10. Ever think about how you would like to spend more time with your family?

11. If someone were willing to show you how to make money from home, would you be coachable?
12. Did you know there are ways to create income that flow into your bank account whether you roll out of bed or over in bed?
13. If you had a magic wand, what would your perfect job be?
14. If you had a magic wand, what would your perfect life be like?
15. When you said you wanted to spend more time with your family, were you serious about that?
16. Do you keep your options open when it comes to making extra money?
17. Know anyone that has been affected by the economy that might be open to making some extra money?
18. I am looking for a good financial planner/realtor/whatever to work with in the home business I am doing part time, do you know any?
19. Do you like helping other people and would you be interested in getting paid to do so?
20. Do you see yourself doing what you are doing 20 years from now?
21. Have you found what you are looking for that will provide ultimate freedom for you and your family?
22. If money was not an issue, what would you do for fun?
23. If money was not an issue, how would you help people?
24. What is it you would like to see in a home business?
25. What do you like about what you are currently doing?
26. What would you like to change about your current situation?
27. What challenges have you faced in the past?
28. What are your goals for this year? Why?
29. What made you join a home business in the past?
30. What did you hope to get out of your last home biz that you didn't get?

Clever Ways of MLM Prospecting While You Are Out

In my neverending quest to help get people out of their own way and talk to people about their business, this post will give you some fun, clever ways of **MLM prospecting** while you are out already. See which one is your favorite and implement away!

MLM Prospecting Can Be Fun

Some of the reasons people can struggle with *MLM prospecting* are:

- Fear of rejection
- Self-Confidence
- Tactically not knowing what to say
- Having a big ego and placing ego above potentially helping others (harsh but true)



If you can just learn to have a little fun with it, it doesn't have to be that bad. Here is the reality: If you get 2 people per day to watch your company presentation, you will build an empire over the span of a couple years. So, here are some fun ways to initiate the conversation that you can use immediately.

MLM Prospecting Conversation Starters

Here are lines you can use at grocery stores, restaurants, gas stations, etc.

"Hey, you were at the Home Business meeting last night right? What was your name again?"

This question is to flush out friendly people. Friendly people will say, no, I am sorry you have the wrong person but in a positive way. It may even entice them to ask you a question about home business, this would be great and you can give a one liner about how you work with a team of local people to make additional money from home and share how you have been affected by the economy. Then end with if you are actually interested in a home business, I can't really go into it right now as I have to jump on a conference call (this keeps you from saying too much and scaring them away while also giving the impression of being busy, a posturing must) but I can grab your contact info and send you some information if you'd like. Do this 5-10 times a day and you will reach your 2-3 people to watch the presentation and your empire will be built.



Phil Sanko

Just hit the next level in my company. Wanted to thank Ray and the group for the advice that helped me get there. Btw Ray I swear I think the whole indirect hook thing is possibly the best, easiest, and most effective strategy I've used so far. This is getting addictive.

Unlike · Comment · Unfollow Post · 13 minutes ago near Denver, CO

Indirect Hook Testimony

MLM Prospecting at a Party

My favorite when mingling at a party (such as the super bowl party) is the [indirect hook](#), I have many testimonies to this approach, one of which is to the left, thanks Phil.

Another one for the party is the commonality comment. This is where whoever you are talking to shares some trait with you and you relate it to someone in your company or team. Here are some examples:

Prospect: *I work at BMW*

You: *No way, really? My company just gave away a BMW to a friend of mine, very nice cars!*

Prospect: *Your company gives away BMW's? How the heck does that work?*

You: *It is a home business and something I am doing (and or started) part time just on the side, I am here to relax and not talk much business but I would be happy to get your info and follow up with you next week sometime if you like?*

Here is another one as I wanna make sure you get it that it can be about ANY trait they say:

Prospect: *I love dogs, I have a Maltese*

You: *No way, really? The top income earner in my home business has a Maltese named Baxter, they seem like great dogs
Yadda, yadda, yadda*



The Legendary Baxter...and my wife

Hopefully you get the point that you can take any trait from anyone and someone apply it to your home business now that you have an awareness of how to do it. Here is some critical information for you...NOT EVERYONE DESERVES TO BE IN YOUR TEAM!

Understand that the goal of this FUN way of prospecting for business is NOT to convert every person into a believer, these are all little tests to flush out positive, fun to talk to people as they are ALWAYS the ones that do the best in the home business industry. Again, these little conversations, over time, can make you a fortune, get out there and have some fun!

MLM Recruiting: More on Maintaining Your Power

I had such an amazing response to the blog post called: [MLM Recruiting: How to Maintain Your Power](#), that I decided to give you some more value on this exact topic. I also wanted to share a way to go even deeper with me on the topic.



MLM Recruiting is Like Dating

Ladies if a guy came up to you and said PPPLLLLLLEASSSEEEE go out on a date with me! It will be awesome, I know we are perfect for each other and I just know for sure that we will make a fantastic couple!! Pleeessseeee just go out on ONE date with me!!! How would you feel? Most would be totally turned off and think "How desperate can this guy be?"

You see, most people (not just women) feel that way when someone is promoting themselves or something else in a desperate fashion. Yet, that is how the majority of untrained network marketers act. Most network marketers say pretty please with cherries on top would you watch my presentation, completing devaluing not only the opportunity but also themselves.

MLM Recruiting Training: My Three Way Call Last Night

So last night I had a teammate text me saying he may need a three way call and I responded that was fine. The prospect had already seen a video of our opportunity and my teammate (let's call him Todd) got me on the call with his prospect. Here is how the call went...

Todd: Mr. Prospect we were fortunate to get Ray Higdon on the call tonight, he is the number one income earner in the company, has won 7 vacations and a brand new BMW and he can answer your questions.

Me: Nice to meet you, I take it you are looking at our company. Is there any questions I can help answer?

Prospect: Naw, not really, Todd asked me to look at the video and I did.

Me: Is this something you can see yourself doing?

Prospect: Well, it's interesting but I just don't know if I want to do it as my money is tied up right now and I just watched the video for Todd.

Me: Cool, well, it sounds like it might not be a fit for you, let me ask you this, do you know anyone that IS motivated that might actually WANT to make some extra money?

Prospect: I know lots of people that want to make extra money.

Me: Cool, well, we are constantly looking for motivated people that want to make extra money and if you could share those motivated people with Todd, that would be great. I know it's not a fit for you but boy are there a lot of people that ARE motivated and DO want to make extra money. OK, well, it was good talking with you and take care! Todd, I know you have me lined up to talk with 3-4 more people tonight, let's talk to those people and get them started!

Now, what I didn't explain in the above conversation is he was answering each question non-nonchalantly and in a very non-interested way. The funny thing is he would NOT let Todd get off the phone and is now going to sign up this week into his business as I helped him see how many people he knows that he could benefit from. (that's called leapfrogging)

Want to Become an MLM Recruiting Powerhouse?

- How powerful would it be if you could handle yourself on the phone like I do?
- How much better would you feel about yourself if prospects stopped rejecting you and making you dance and instead asked how they could work with you?
- How much better would you feel about yourself if you just no longer had to try to convince or beg people to watch a presentation or join your business?



Well, my Recruiting Mastery webinar will help you with all of those things. This is a webinar I am doing (and you can also get the recording) where I break down exactly how I respond to prospects that leaves me stress-free and the majority of them interested in me and my business. I will be sharing secrets that I have never dove into before and right now you can gain access to this webinar for only \$19.95. I buy multiple books per week that cost more but this in-depth webinar will help you immediately have more posture with your prospects and if you have more posture you accomplish two things...

- 1) You will be mentally free, once you learn how to give up on attachment to the outcome and
- 2) Your MLM recruiting results will go through the roof.

MLM Recruiting: How to Maintain Power



If you have ever struggled on how to respond to a prospect, this is the blog post for you. If you want to get better at MLM recruiting but don't wanna change who you are or be forced into some uncomfortable script, then you are going to get major benefit from this quick blog post.

Stress Free MLM Recruiting

The way to have zero stress in your MLM recruiting is to not be addicted to the outcome. It is only when you have an attachment to them saying yes or no that you create stress and frustration. When I get on the phone with a prospect I literally do not care if they sign up.

You might be thinking, oh sure Ray, that's easy for you to say, you are the top income earner in your company and you have enrolled hundreds of people, well, it is actually this attitude that got me here, not that I developed this attitude once I arrived at some point of success. Do you know why I have no attachment when I am prospecting? **Because I understand negotiations.**

Negotiations and MLM Recruiting

Herbert Cohen wrote the books, Negotiate this, you can negotiate anything and a few others. When I was a real estate investor and trained people how to negotiate deals, I read all these books and then some. The number one thing that really made sense to me is when Herbert said, **"When negotiating you want to care, but not that much"**. It is the other sides recognition of your attachment that makes you weak. Let me say that again network marketers.. It is the other sides recognition of your attachment that makes you weak.

After I understood that fact I stopped trying to make every real estate seller come to my terms and instead went for numbers. Quickly qualifying sellers allowed me to talk to more sellers and essentially do more deals with people who truly needed my help versus someone just mildly interested in selling. Most network marketers are trying to make people join that have little to no interest or understanding and THAT is exactly where frustration is generated.

Examples of MLM Recruiting Power

Awhile back I was on a three way call with one of my teammates and she got me on the phone with someone, let's say their name was Joe. Joe had watched a company presentation and had some questions. What I immediately got from Joe was that he had lost a lot of money (like me) and had failed a bunch of times in life and wasn't real happy with himself right now.



How would you handle that? Most network marketers would focus on how today was different, the product is different, the comp plan is different, etc. What they don't understand is when a person is in this mindset, it is hard to get them to see the future as their past is so present. Instead of going into "convincing mode" where most rookie network marketers live (they convince their family, friends, etc. that MLM will be magically successful), I did a typical takeaway. I told Joe that based on my observations I did not believe he was ready to make money and he needed to get over his past first before we would invest time in him and train him. After I hung up the phone he called back and said that was exactly what he needed to hear and I was right and he joined.

Researchers and "Thinker About Its"

I was up in Toronto doing a meeting and after I was done a friend of mine brought up a prospect to me and said, "Ray, my friend here says he wants to do his research, what would you say to that?" What my friend was hoping for was an amazing burst of sales wizardry that converted the guy on the spot and created a story he would talk about with his friends on how amazing I was of a salesperson. What I did instead was quite different. I looked at the young man with his arms crossed defiantly, probably thinking, "you ain't gonna get me" and I stated, "I would suggest spending as much time as humanly possible to go through each and every one of our videos, there are around 200 of them online, before you make a decision." My friend was aghast, how could I dare to NOT do a sales dance and close this guy on the spot!?!?

Fast forward to the next day and we all met at a coffee shop. My friend said that after he heard what I said he planned on NEVER bringing me another prospect, however, after I spoke to his prospect, he signed up that night.

MLM Recruiting: What Reps Wanna Hear Versus What Works



You have to identify the motives of the person and why they are looking at network marketing. Without this, you are just trying to sell Filet Mignon to a possible vegetarian. You might LOVE steak and the juicy aroma of a Kobe or Filet but they may abhor the idea of eating meat.

“Why” is the most powerful word you can use in MLM recruiting. I routinely ask people “why are we even talking about joining my company” or “why would you even bother looking at network marketing”. It is these types of questions that have me recruit a lot of people stress free than those that gain stress and have no results in recruiting.

MLM Sponsoring: People Don't Care What You Like

In my ongoing efforts to help people with MLM sponsoring, today I want to talk about what almost all terrible marketers do with the network marketing opportunity they are fired up about that turns people off.



See Why _____ Is So Excited About _____

I, like most people, have a few marketers that email me a new opportunity every week it seems. Yesterday I got one that prompted this blog post. The email subject line was "See Why _____ is So Excited About _____"

My immediate reaction...who cares? This is a principle in MLM sponsoring. People don't care what you like or are excited about, they care about their needs and desires. However, if you are hype marketing, you can't get them to even think about their needs or desires as they are so turned off by your message.



MLM Sponsoring: Clown Emails

Same marketer. IF you happened to open the email you would have seen that it was full of bolded red fonts, green underlined sentences, bright blue paragraphs, the best I can describe it is if you imagine a clown REALLY wanted to be congruent with their brand and had decided to learn email marketing.

Push Marketing Rarely Works for MLM Sponsoring Anymore

This is known as push marketing where you are just trying to jam YOUR message down the throats of your target prospects. This type of visual attack rarely works anymore as, like all marketing overtime, people have become immune to it. Now most sharp people want an actual sponsor not just a spammer or hype marketer.

To boost your MLM sponsoring, engage and interact. People are shocked that I answer every email, return every call and reply to every text and that I rarely BLAST my email list with my network marketing company. To me, that SHOULD be the norm, not the exception. If you want to get better as a recruiter, build rapport, create connections and relationships and look to solve the problems or help your prospects achieve their goals and you will stand out in this sea of nutty marketers.

Proper MLM Sponsoring Follow Up

There is only one great question to ask a prospect after they have seen a presentation. "What did you like about what you saw?" Notice I did not say tell them all the things you like, they just don't care what you like. End the hype and start serving your prospects what they actually want and your results will NOT be clown like.

How to Email Leads and Prospects



This might be the most misunderstood area of network marketing. Almost every networker I have ever ran into is clueless when it comes to the right way to email leads and prospects. This also includes how to Facebook message prospects as well. This quick blog will help you become a better email marketer.

How Do Most Rookies Email Leads and Prospects?

The distinction between the goal of the rookie email marketer and the professional should INSTANTLY make you a better email marketer.

The rookie will email leads to get signups and sales. They throw that hail mary pass into the endzone and just pray that someone, anyone, will catch it and ring the cash register for them. The professional only goes

for one thing...interaction.

When a professional is prospecting and decides to email leads or prospects they only desire interaction or engagement. With interaction and engagement they can help determine if their business is a fit for them. This is professional and will never turn off a prospect whereas the hail mary approach taken by so many, is just stupid and immediately turns off 99% of prospects.

How to Email Leads to Gain Interaction

Aw, so the natural question a smart student would ask is "how to gain interaction with your email leads". This is done by qualifying which is simply asking questions while also restraining from sending an unsolicited link. **Let me repeat, never send an unsolicited link.** It removes you of all power and turns you into the third string quarterback throwing a hail mary pass.

The first part of gaining interaction with your email leads is to make it personal. On Facebook this might be saying something personal in the message to them about their dog, cat, where they live, etc. In a standard email you want to eliminate the view that the email you just sent was a mass email. People don't normally care to respond to something sent in mass so do your best, if it IS a mass email, to make it look personal. Write to one person versus a group. Don't say: "Hey guys" but instead say something like "Good Morning, I thought about you...."

Use Posture When You Email Leads

Don't be afraid to use posture when you email leads, it actually makes you more attractive. Let me give you an example of a powerfully postured way to email leads and prospects:

Hey There, I see that you are a financial planner in Washington DC. I love Washington, took my kids there once and we had a blast, actually watched the fireworks in front of the White House on the 4th of July. Anyway, listen I am working with and always looking for sharp financial planners to share our project we have going on with and I would love to chat with you. This is something that might not be a fit for you or it could possibly be a great fit, won't know until we chat. Is there a time we can hop on the phone for 5 minutes to discuss?

This is postured and the goal of it was to gain interaction, specifically an email response that would lead to a phone conversation. Now the unimaginative will say but Ray, where did you get that lead? Well, you could get that lead through Google or Facebook, take your pic.

Remember the Rules to Follow When You Email Leads and Prospects

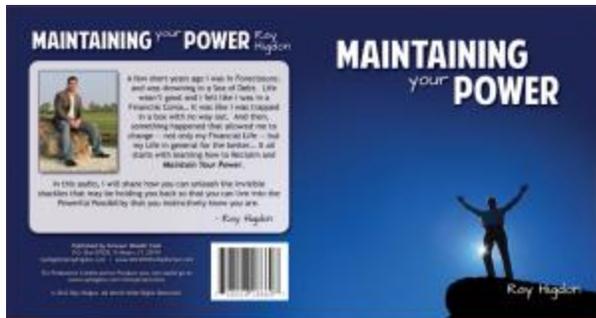
1. Don't send an unsolicited link.
2. Boost your attractiveness by being postured.
3. Seek interaction, not a signup.
4. Be personal, they should be unable to tell if it is a mass email.

Question: Should You Buy Email Leads?

Personally, I say no, at least for network marketing. Yesterday I did a [post on getting and buying leads](#) and I do think it makes sense to sometimes buy leads, but not email leads, phone leads. Email leads are too easy to be resold and too hard to convert in my opinion, at least for network marketing.

Interaction: Leave a comment at the bottom of this post letting me know how many terrible email spams you get each day that break all these rules, curious to see what everyone is experiencing!

XXXXXXXXXX – Snag a Copy of My New Audio CD – XXXXXXXXXXXXXXX



If you Wanna Get Supercharged, Snag a copy of my brand new Audio CD that was just released called "Maintaining Your Power". This CD will have you strong like bull while prospecting and it also makes a great gift to your downline as well. You can [buy by going here](#) and be sure to ask about our bulk discount by emailing me at rayhigdon@rayhigdon.com.

MLM Sponsoring: How to 3 Way Call



Leaders Erwin and Eva

This is a full complete blog on exactly how to increase your MLM sponsoring and how to **3 way call with your upline**. When you need one, when you do not and EXACTLY how to make the transition. I suspect this blog post may become one of my most shared ones as most people don't teach the right way to do this.

How to Three Way Call

First of all if you need on the TECHNICAL of how to three way call, just google "how to 3 way call" following by your phone type, such as, "How to three way call on an iPhone". This blog does not get into the technical how to but rather when to appropriately use three way calls to boost your home business and MLM sponsoring results.

When Should You Use a Three Way Call?

Don't think that it is just newbies that need *three way calls*, veterans use them too. This is just for the MLM prospect to hear someone else share their story and help answer questions in a different light. The way we teach people in the team to use three way calls is to get upline on the phone IF NEEDED after the prospect has seen a presentation.

Before the Three Way Call, the Follow Up



Having fun in DC

Most people have no idea the proper way to follow up. I cannot get into teaching three way calling without talking about the follow up because NOT all MLM prospects need a three way call. Here is my suggestion for following up with your prospect:

First: Set an agreed upon time you are going to follow up with them if you have them watching a third party tool such as a webinar or recorded video, conference call, etc.

Second: Text or call your upline to see if they will be available around that time, if not, ask for alternatives.

Third: When you call them, determine if they have watched it or not. If they have not, inform them that it's no problem but you have to prioritize your time and get back with the people that did watch it and you will contact them in a week or so. If they did watch it, ask them this question..."What did you like about what you saw?"

Fourth: What if they have questions? Do you go for the 3 way call right then and there? No. Acknowledge the fact that they have questions and say, "Cool, that is great you have questions, first let me just ask you what did you like about what you saw?" Understand that there are probably more than 20 people I sponsored that had questions but I never heard them as I asked them this question. Rookie networkers think they get paid to answer questions...you don't have to always answer every question.

Fifth: When you ask them, what did you like about what you saw, if they answer positively, say this: "Sounds to me like you are ready to join" and be silent after. Let them talk first. If you are prospecting enough, you will get a percentage of them that will just join you rather than you ever even need a three way call.

Sixth: Let's say they share with you what they like but they still have questions. At that point it would be fine to do a three way call. But, here is the most important thing to understand about this process. It's the transition.

How to Transition on a Three Way Call

This is critical. Most newbies do the time share transition. What I mean by that is they make it like they are bringing on the muscle headed time share thug that is going to pound them into submission. This, obviously, raises the resistance of the prospect and is why sometimes a prospect will say "No thank you" to a three way call. Here are examples:

"Let me get someone on the phone that can help with that question"

"I have access to the top income earner in the company and I would be happy to get them on the phone if you like"

Phrases like that will create the most resistance in your prospect as they DON'T want to be hard closed and that is exactly what they think is about to happen. Instead, transition into a three way call out of serving and caring. Here is an example of how to do it the right way:

“That is a great question and I can tell you are serious by asking that question. Tell you what I would feel more comfortable if I got one of my partners on the line that I work with in the company that can answer it to make sure this is the right fit for you. Please hold one minute.”

Doesn't that feel easier and better than what you have been taught in the past?

Edification on Three Way Calls

The rookie also edifies in the wrong direction. They build up their prospect to be a juggernaut and then introduce the upline as “Joe” or “Danny”. This is terrible. AFTER (not before) you have made the transition, then, you can edify the heck out of the upline and emphasize the limited amount of time you have the upline. Here is an example:

“Mr. Prospect, boy are we in luck, I wasn't sure if I could get him/her or not but we got the top blah blah blah in North America/World, that has won this and that and we caught them in between meetings and he/she has a few minutes to help address your question to make sure this is a fit for you.”

There you go, a full guide to doing three way calls, if you have questions regarding MLM prospecting or three way calls, please leave a comment if you do or if you liked this thorough posting.

MLM Recruiting: How to Talk to Strangers



Real quick, when you read that this was on how to talk to strangers, did you immediately get anxiety? Most people in network marketing do because they have not been trained properly. This post will boost your MLM recruiting when talking to your cold market.

That's Old School MLM Recruiting! How Dare You Ray!

Haha, someone that thinks teaching people how to talk to strangers is old school or bad has never been taught to think multi-dimensionally which is a requirement if you are EVER to become an MLM leader. Let's clear it up real quickly...

"Would you ever want a team of people where some of them were willing to talk to strangers, call their warm market or do home meetings?"

The answer, unless you were dropped on your head, is of course. Of course you would LOOOOVVEEE to have people in your team doing these types of methods to build theirs (and your) network marketing business.

One of My MLM Recruiting Secrets...

Sometimes I look at the copywriting of some of the online MLM marketers and crack up. I actually have a separate post for this but I thought I would share, when I see an email that is extremely hypey, I know that all I need to do is say the exact opposite and I will attract the quality people. OK, back to how to talk to strangers!



How to Talk to Strangers Script

In the next week or so I will be rolling out an audio called My 7 Step MLM Recruiting Formula, make sure you stay tuned (comment below if you look forward to it).

However, with talking to strangers, let me share the three most important steps:

Step 1. The curiosity raiser. This can be passive or active. For example, passive would be wearing a button, T-shirt, or something to get strangers to talk to you. When doing passive curiosity raising, and they reach out to you, you can skip to step 2.

For active curiosity raising you are asking a question. It's best to have some sort of chit chat or whatever (most teach FORM) but at some point in the conversation you have to raise their curiosity, you can do this with one of the following:

- Hey, just throwing it out there but would you be open to a side project if it didn't interfere with what you are doing?
- Just curious, do you keep your options open when it comes to making money?
- Etc.

Most MLM companies stop here and only teach you this one line but not what to do next.

Step 2: Clarification. If you are doing passive, you repeat back what is on your button or shirt, etc. So, for example, my company has a button that says, "Get Free Monthly Assets for Your Family, ask me how", so when they ask about the button, I might say, just curious, why would you be open to getting free assets? This is key AND it takes the pressure off of you. Listen to them.

If you are doing active, such as asking one of the two above questions, you also ask them a why question, such as, Just curious, why would you be open to making extra money from home? This is so powerful as you have yet to pitch them anything and you have now heard their reasons why they may do the business.

Step 3: Break in Communication. I have never heard anyone else teach this step but it is powerful. The number one mistake made in MLM recruiting is people don't talk to enough people. The number two mistake is they say too much when they do talk to people. This prevents that. You create a break in communication after you have completed steps 1 and 2 and point them to a tool and or get their information for follow up. Here's what that looks like (again, after step 1 and 2)

"Sounds good, well hey, I have to jump on this conference call but let me get your number and email and I will send you some information."

"Gotcha, that sounds pretty serious, I am running a few minutes late for this meeting I need to go to, let me grab your information and we can chat later, when would be a good time"

If you follow the above 3 steps you will prevent talking too much and you will have a curious prospect. There are 4 more steps in my MLM recruiting formula but these three should be good enough for you to know how to talk to strangers.

MLM Recruiting: Ever Wonder Why Prospects Lie?



Ever wonder why your MLM prospects lie to you and tell you they will watch the video or show up to your meeting? Would you like to just discover the real reasons people are not doing what they say or what you want? This quick blog post will boost your MLM recruiting results by teaching and training you how to gain more influence.

Your MLM Recruiting Results Would Be Awesome...if they'd just listen

I hear this often. Someone struggling to build their business will say, Man, this would really help the people I talk to if they would just listen! Well, reality is you will never get them to listen unless you learn how to listen and understand them.

Last Monday I did a [webinar solely devoted to maintaining posture and power](#) and in that I talked about WHY MLM prospects don't do what they say they will do or what you want them to do. The biggest reason why people are lying to you or not doing what you want them to is this...

They are seeing you as a salesperson, not a problem solver.

MLM Recruiting: From Salesperson to Problem Solver

What you should REALLY be asking is NOT why won't they but how can I...that is, How can YOU become a better problem solver.

Last Saturday I did a training in Naples for my team and someone remarked on this topic that "You can lead a horse to water but you can't make them drink". My response to that was, you can if you salt their food.

Sample Ways to Problem Solve to Boost Your MLM Recruiting

IF someone tells you they will show up to your meeting or watch your video, ask them why. Why are you considering checking this out? Why would you be open to a home business? Why would someone like you say yes to watching a video on making money from home?

You see, people trying to recruit think that the prospect has drawn these conclusions in their mind and the reality is they haven't because we all have so much going on in our lives. If you get them to stop and actually think about their life and what they would like to have, you, all of a sudden, get upgraded from annoying pesky salesperson to a much needed problem solver.

Challenge

Let's focus on your immediate past MLM recruiting: Quick, take the last 3 people that told you they were going to show up to a meeting or watch the video that didn't...did you get them to verbally say WHY they might show up? Were you acting as a salesperson or a problem solver?

MLM Prospecting: How to Set an Appointment

Ever get someone to agree to watch your presentation but they don't answer their phone when you try to follow up with them? This post will teach you how to set an appointment so you get a higher percentage of people that WILL keep their word.

The Key to MLM Prospecting

In my opinion, the key to ALL MLM prospecting is at every step of the game, DON'T BE DESPERATE. I never want to convey NEED when I am talking to someone about my business. Too often network marketers drip with disgusting need and desperation so badly that people will say ANYTHING to get away from them, including make a false appointment to get off the phone.

Know, like my friend Eric Worre says, we have a better way. From slaving in corporate America to running a small business and even being a franchise owner, I can say, without a doubt, that the low risk, low overhead, high profit world of network marketing is the BEST option for those that TRULY want to build a serious income AND lifestyle, we don't need to beg and plead so stop doing any of that if you have been.

How to Make Appointments by Telephone



There are several elements to know when it comes to how to set an appointment.

First: IF you are new, you will want to have a list of leaders you can call for a three way call (if you are on my team, just shoot me an email for that list).

Second: If you want to save time and have the ability to be duplicated, you need to be using a recorded presentation or be inviting

people to a live event. Check with your upline for this information in regards to your company.

Third: Don't just lob the presentation out there and hope they keep their word, find out why they may possibly be interested in your business as a solution to their problems. The best resource I have for learning how to do this is my 7 Step MLM Recruiting Audio that [you can download here](#).

Fourth: Most people haven't learned to do this step. If you want to know how to set an appointment, tie them down. There are two times you should do this step that I learned from Dani Johnson. (1) Do this step IF you have a large number of people that don't answer their phones when you try to call them back at the agreed upon time or (2) the prospect sounds wishy washy when you set the appointment. In either case, say something like this...

You: How soon can you watch the presentation?

Prospect: Um, tonight sometime

You: How about I call you at 7:15pm, will you have watched it by then? (by then is a great term, it subconsciously programs them to "Buy Then")

Prospect: Um, sure

You: (pay attention, this is how to set an appointment) OK, sometimes in this business people just agree to watch a presentation but they don't really plan on it, I run a professional business and talk to a lot of people, are you just saying you are going to watch it to get me off the phone or will you have watched it and I can count on speaking to you at 7:15pm? IF you are just saying you are going to watch it and don't plan to, feel free to tell me now so we can save each others time. (end this with a down stroke of your voice, not an upstroke in tone, slightly tougher for women to learn usually)

Prospect: Uh, no, for sure, I will watch it

Fifth: Know how to leave voicemails and in what frequency if they do not answer. This post covers what to say in regards to this – [How to leave voicemails](#).

MLM Recruiting: How to Bring in Quality People

Wanna Bring Olympians Into Your MLM?

This post will help you learn how to bring in quality people to your network marketing business, this applies to online and offline MLM recruiting.

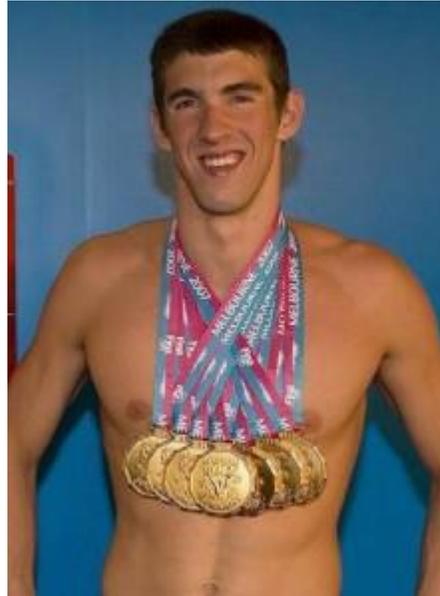
Does Your Team Lack Quality People?

Here are some lines you may have heard before..

“My team isn’t doing anything”

“Sure wish my team would do something”

“I get lots of recruits but they are not duplicating”



Have you ever heard one of more of those lines or even thought them? I believe the NUMBER ONE indicator of IF you will get someone to have success in Network Marketing is the expectations they held when they joined your team.

Most Online MLM Recruiting Turns OFF the Quality People

Let me explain what I mean...If you are an online MLM recruiter and your message is something like this:

"You'll never have to talk to friends and family, attend or run home or hotel meetings, pick up the phone and your downline will be built for you while you eat pork rinds and watch Oprah"

You probably aren't attracting quality people, worse yet, you are turning OFF the quality people. In yesterday's post about [How to talk to strangers](#), I mentioned that sometimes I study what the online MLM hypemasters write and write the exact opposite and THAT is why I bring in more quality people than most other marketers.

When MLM Recruiting, Manage Their Expectations!

I'll get more specific here in a minute but know that when someone joins your MLM team, it is of utmost important to manage their expectation. But let's go one step farther...set expectations of actions that you would WANT your team to do.



Online MLM Recruiting

If you want to recruit wussies, tell them all the things that will attract them like in the above quoted statement. If you prefer attracting quality people, talk about how, once trained, they SHOULD see if their warm market is open at least. Get on the phone with your MLM prospects before you sponsor them and make sure your MLM is a fit for them as you spend too much time training and supporting them. Know that YOU are qualifying THEM, not the other way around.

Offline MLM Recruiting

Same principles but if someone asks you a wussy question, don't be afraid to be honest. If they ask "Will I have to talk to people?" Say, you're darn right you will, how the heck else do you think you will build a business? Qualify people by asking them what their goals are and what they are willing to commit to. Here's an example:

You: What are your goals with this business?

Prospect: \$10,000 a month

You: How much time are you going to put into this to get there?

Prospect: 1 hour a week

You: Do you make \$10,000 a month at your job?

Prospect: No

You: How many hours per week do you work there?

Prospect: 50

You: OK, so, I assume you see that it may take you awhile at only 1 hour a week to hit your goal right?

See what I mean? Help them understand their expectations might be improperly aligned so that they don't work those 4 hours their first month and then quit as they didn't make \$10,000. Be congruent in ALL your communications and NEVER turn off the quality people as they can help you greatly build your empire.

About Ray Higdon



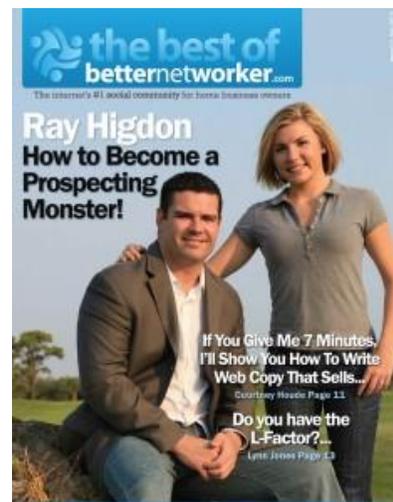
Ray Higdon was born in Seymour, Indiana and moved to Southwest Florida in 1989 where he currently resides. Ray is the proud father of two awesome boys, Ethan and Brandon. They are active in boy scouts and about any school fundraisers where the boys get to practice their early on sales abilities. If you want to see Ray light up, ask him about his kids.

A born entrepreneur, Ray Higdon started his sales career at the age of 12 when he was selling 90-100 airhead candies to his schoolmates, this led to a constant craving for fun and profitable businesses.

When Ray Higdon was 18 he worked 3 jobs, one of which was the night shift at Winn Dixie where he met a manager named Chad. At the age of 18, Ray was searching for guidance and asked Chad what his goals were. Chad replied that he planned on just sticking with the company even though he hated it. When Ray asked why, Chad replied that he had worked there so long that he didn't feel he could go anywhere and make the same amount, so he would just stay there. **That reply stayed with Ray his entire life. Never would he settle in a place he didn't want to be.**

Ray Higdon and Corporate America

Ray began his corporate life as a project manager for Collier County Community Development Services, which, at the time was the second fastest growing county in the United States, processing about 800 house permits a day. As the project manager, Ray was responsible for the systems and software that ran the county permitting. Ray eventually worked his way to Enterprise Database Administrator, a really healthy salary and, let's face it, a pretty secure job with the county government. But, he was bored out of his mind.



Ray Higdon and Real Estate

Ray grew tired of corporate life, working lots of hours and helping someone else accomplish their dream, at the age of 26, he quit his \$80,000 a year salary job with an insurance company and started his own real estate investment company.

In his first year of real estate, Ray and a partner purchased 37 cash flowing rental units. Being a landlord for 37 rental units in the ghetto of Fort Myers was quite an interesting experience. After kicking out 3 drug dealers and dealing with angry tenants, he decided to turn to flipping real estate. Ray quickly became an expert in the art of flipping houses and marketing real estate online. This led to being featured in the Real Estate Investors Publication (REIP) magazine as an up and comer. Ray flipped over 200 houses with hardly any money down, no credit and no risk. This led to a very lucrative speaking career teaching others how to do the same. In 2005, Ray founded the networking and education group called The Forever Wealth Club. The FWC grew branches into Pittsburgh, Fort Myers, and Morgantown, West Virginia.

For over a year, Ray spoke on the circuit for a real estate investor education group. Twenty-two days a month on the road traveling to San Diego, Chicago, Miami, Phoenix, Vegas, Ray was selling a \$7,000 system in a 90 minute pitch was certainly lucrative but had totally taken Ray out of the reason why he quit corporate America years earlier. He missed his kids. That is when he asked himself a few questions:

“What would you do if you had all the money in the world and money no longer mattered?”

“How would you spend your day whether you were getting paid or not?”

Financial Devastation Strikes

In 2008, Ray’s real estate investment company started to decline. He had grown used to a very high income flipping houses and having rental properties and that all came crashing down. “What’s worse than being broke is having made a lot of money, then to go broke”.

In 2009 things had become so bad that Ray was personally in foreclosure and on the brink of bankruptcy. After going through almost 12 months of depression, Ray got angry and decided it was time to do something about it.



Ray Higdon and Network Marketing

The whole reason Ray ever got into real estate was after reading Rich Dad Poor Dad from Robert Kiyosaki and embracing the idea of passive income or cash flow. Ray thought he found it with real estate rental properties but hadn't really.

Ray was too soon to get a glimpse of a path that would soon become his passion. In 2006, his good friend and partner Kyle convinced him to join a network marketing company.

Reluctantly, Ray started researching the industry as he was filled with doubts that most people experience about MLM before knowing anything about it. He found that with network marketing you had the possibility of extreme cash flow, ridiculously low overhead or risk and the ability to help coach and grow others. Wow, this was what Ray had been looking for in other industries but had never found it. In fact, he had failed at almost a dozen different attempts at network marketing **until July 15th, 2009.**

Do the Work and Success Follows

From the ashes of depression and personal foreclosure, he had enough. Within 14 days of making this declaration he found his primary company and started working his butt off.

Through the team and leadership of the company he had his first \$10,000 month his fifth month and his first \$40,000 month his 7th month. He has since gone on to become the #1 income earner in the company and the first Ambassador.

Ray's story is testament that anyone can get to where they want to go regardless of where they are currently located.

Now Ray spends his time helping others reach their financial goals using Internet marketing, social media marketing and coaching them to have a "no-limits" attitude.



Ray works out of his house and spends quality time with his kids doing what he loves to do! **“When you love what you do, no day is actual work!”**

Ray attributes his success to constantly moving and failing forward. Even when Ray had about \$300 in the bank, no one knew his financial struggles as he knew it was only temporary. Ray teaches people that they can live the life of their dreams if they are just willing to suspend their disbelief for an extended period of time and have the discipline it takes to work toward your dreams every single day.

Ray believes we are meant to live an abundant, rewarding and fulfilling life. Ray also attributes a lot of his success to the transformational learning taught by Landmark Education. It was there that Ray realized his whole life had been about proving himself to others. Now, it is all about proving himself, to himself.

To Connect with Ray, visit www.Facebook.com/RayHigdonPage