



REJECTION FREE HOME BUSINESS PROSPECTING

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How You Can Easily  
Grow Your Team Without  
Facing Rejection or Resistance!

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**Rejection Free Home Business  
Prospecting**

**“How You Can Easily Grow Your Team Without Facing  
Rejection Or Resistance!”**

# Introduction



## Welcome to “Rejection Free Home Business Prospecting”!

Are you sick and tired of hearing the word ‘No’ in your home business or your network marketing business?

You are one of the millions of networkers who struggle with rejection and if you can turn that ‘No’ into a ‘Yes’, can you imagine how wonderful that will be?

But of course I’m stating the obvious... the most important thing you would rather like to know is how can that be done?

That is the reason why this book is written.

The home business or network marketing industry has drastically changed since the 70s or the 80s. You can’t expect to use old, obsolete prospecting methods

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and hope to get a yes every single time (after all... cold calling is as old as bell bottoms itself)!

So make sure you read through this book carefully and learn how you can turn your business around.

**And make sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!**

So without further ado, let's jump into it right away!

## What Does Rejection In An MLM Business Actually Amount To?



One of the most major stumbling blocks that a newbie MLM entrepreneur will face is rejection.

Someone denying a prospect outright can be a great dampener to the whole enterprise, but someone mulling over the prospect for a few days and then rejecting it can be equally bad too. For a network marketer, it is very important to expand the network. It takes things like cold calling, meeting people personally, holding seminars, etc. to get as many people interested in the business as possible. At such a time, someone shooting down the concept even before they have heard it fully is a big disappointment.

However, people at top positions in the MLM game know what rejection really means. An important reason for their success is that they know the significance

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of being denied. There are two ways to take a rejection actually. You can feel bad about it and get completely disillusioned about what you are doing or you can take it in as a learning experience and improve your methods. Marketers who have been in the MLM arena for a significant amount of time know that it is the second method that really sustains them.

You, as a newbie entrepreneur or even as someone who has been here for a long time but hasn't tasted real success, must emulate this too. When a prospect rejects you, you have to think whether there is something wrong with your approach. If other sponsors in the same MLM business as you are doing well, it is not the business itself at fault. Something is going wrong with the way you are approaching the subject. See if you can work on that. Speaking to someone in your upline can help, or even speaking to some other sponsor can show you what's going wrong. Or, you could check out how other popular MLM businesses are being conducted. There is always a learning process.

Then you have to learn to be persistent. No one can please all the people all the time; not even the biggest corporate entities of the world. Think about it – if you have to meet 100 persons in a day but out of them 10 evince interest and 5 actually join the network, do you care about the 90 rejections? You don't! You are still successful. With MLM, it is largely a numbers game. You should not let rejections disillusion you, even though they might seem momentous to you.

The most important thing is to take rejection in your stride, just as you have to do with so many other things in every kind of business venture. Only then will you be able to reap the results of your efforts.

## MLM Is A Pure Numbers Game



One of the most important aspects of multilevel marketing that you have to understand at the very outset is that this is a game of numbers. You have to bear in mind that in a multilevel marketing business, you are the advertiser and the promoter. You are the person who has to create the brand identity of the product within your network and even outside it. Without that, it is not going to work.

If you take a big corporate example that is not MLM, say like McDonald's for example, no one needs to promote it one bit. You can just open a McDonald's franchise in the middle of nowhere and it will rake in the dough without a doubt. But this is not the case with your MLM product. Here, you have to really sweat it out to create the brand name. You do not have the benefit of glitzy television ads and hoardings to help you out.

So, what do you do in order to achieve that? The simplest thing to say here is that you go out and bring in as many people as you can into your network. Only marketers who promote their business like crazy make real money – the kind that takes them to those luxury yachts on the shore of an island with an unpronounceable name. These are the people who are not ashamed of what

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they are promoting and they wouldn't flinch to catch the next man in the street to explain what their product is.

It might take you a while to be able to do that, especially if you have just begun, but there are various places where you should have no qualms promoting your product. You can go all out promoting your MLM business through the Internet, which is actually the way to be in today's times. In fact, most network marketing businesses will give you a website where you can do that. They will also guide you in various methods of Internet marketing.

The equation is simple. The more people you approach with your MLM idea, the better are your chances of getting some deals sealed. Even if you have to meet 100 people online or offline a day and have to promote your MLM wares to them and only 5 of them actually join in, it is a day well-spent. It doesn't matter that more than 90% of the people you meet reject your deal without even listening to you. What really counts is that the rest 5% are now part of your steadily increasing MLM army.

# Traffic Building On Websites – The Way To Come Out Of MLM Rejection



How is it that most marketers are doing so well in MLM when you are only meeting with open rejections everywhere you make an attempt? The secret is not that they are pushier than you are; the secret is that they are more persistent. And that they use the power of the Internet. Look around you... most multilevel marketers that are doing well with their MLM are using online methods of bringing in people. Even you will acknowledge that the Internet has a great potential in bringing in people. It is time that you began using its potential if you aren't already.

Most multilevel companies today facilitate their marketers to have their own websites where they can promote the product and build their businesses. These websites are quite sophisticated too. They are designed expertly (after all, they are business websites), they have highly attractive content, they have powerful securities and they have highly user-friendly ecommerce solutions such as various payment options, shopping carts, remembering users, etc.

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Why do you think most multilevel companies are providing these websites to their marketers as soon as they sign up? The reason is simple – they know the reach of the Internet. If fashioned and promoted correctly, these websites can reach out to millions of people in a day and there is no end to the prospects that it can have then. Of course, it is a long way to go before you can reach that kind of traffic, but every Fortune 500 business today has started small once upon a time and you should not shoot something down before you have tried it.

One more very important point about bringing over people to your MLM website and enticing them through that vehicle is that it helps you come over the rejection that you will face. Every MLM businessperson has to meet with a lot of rejection from the people that he or she approaches with the venture. However, when there is strength in numbers, the rejections do not really count. What does it matter that 400 people reject your business in a day if 100 of them show interest? That kind of prospects can only come through online promotions.

Methods like blogging, article marketing, participating in forum discussions, submitting links to directories, building opt-in lists, etc. are all methods that can bring in a crowd of traffic to your website each day. A lot of these people will be attracted to your idea if it is strong enough and the benefits to them are obvious. Promoting online also has the grand advantage that you can never know who has rejected you – you only know the ones that evinced interest in the business. This is something that really downplays the rejections and keeps your morale high!

# Online Marketing Methods To Help You Overcome Rejection In MLM Prospecting



Here is an overview of some Internet marketing methods that can help you increase the bulk of your prospects in your MLM business, often to such an extent that the rejections won't really matter.

## **Blogging**

When you have a blog for your online multilevel marketing business, you can excellently get the leverage of the large number of people who will be visiting your blog and participating in discussions there. It all begins with a single informative blog post that speaks about your MLM opportunity and some promotional methods such as link sharing with other blogs. People will come over to your blog, read your post and comment on it. You can direct them from your blog to your business website where they can subscribe to your network. Blogs are considered as excellent online marketing machines because they are

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regularly updated and have the impression of an almost live interaction with the visitors.

### Article Marketing

Every online businessperson worth their salt is using article marketing nowadays. Write some informative, interesting-to-read articles and submit them to article directories with a link to the business website with them. People will stumble upon these articles because of the high SEO of the directories, get impressed with them and will visit the website by clicking on the link. That's the whole idea of article marketing. The best thing here is that you have already presold your idea to the visitor because they have read your article and then decided to visit your website on the basis of that.

### Opt-in Lists

These are built through your website itself. When people land on your website's landing page, offer them something attractive like an eBook or something in lieu of their contact information. Most people will provide their email ids if they are getting something free in return. This list of emails becomes your opt-in list. These are your leads that you have generated by arousing interest in your website and hence they are targeted leads. You can pursue them and promote your business to them and have a greater chance of success with them because they are already acquainted with your idea.

All these methods can bring in a heavy volume of traffic to your MLM website. You can even get hundreds of people visiting in a day if everything is done correctly. The best thing about these tools of online marketing is that you get such a high volume of traffic that some people will definitely stay with you and the rejections won't matter, however much large in number they are.

# Why Branding In Network Marketing Is Very Important



For any business – whether it is promoted through multilevel marketing or otherwise – branding becomes a very important aspect. A brand is something much more than a name or a particular logo or a specific blend of colors – it is a personal identity of the product. It is the name people recognize the product by. If a particular person likes a particular product, it is the brand name that helps the person keep that in memory and use it for the next time. Even at the distributor level, branding becomes important because distributors will try to stock more products from reputable brands.

The significance of branding is felt much more prominently in the world of multilevel marketing. There is good reason for that. These products are promoted through word-of-mouth publicity. There is no media advertisement for these products. It is only the referrals of the network marketers that help in selling the product. Quite obviously then, it pays to make the product popular. Branding helps in just that. More than anything, branding helps repeat customers to

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remember the product and order it for the next time, something which is crucially important in network marketing.

We live in the age of brand recall. People do not remember products by their names but they remember them by their brand names. Like, they won't say cola but will simply order for a Pepsi or a Coke. This works in network marketing too. People like recommending and buying particular brands that they have been hooked to, and not general products.

In the world of MLM, branding has a very vital significance. It helps in overcoming rejections. If your brand is very strong, it will sell well. People will trust the brand and purchase it. For that reason, you will get more sales than for a product that does not impress upon people. Thus, you do not have the fear of being rejected too often.

Just think about it this way – the person you are trying to sell your product to needs to buy some of it. Now, the only question is that which product they will purchase. If your brand is strong enough, they will have no qualms in purchasing your product. There will also not be as much scepticism in their minds to join your network if your brand name is popular.

The bottom line is that branding is of great essence in MLM business to keep them moving on. It is one of the most concrete ideologies to promote and expand such ventures.

# Separating Rejection Of Your Business Proposal From Personal Rejection



A lot of multilevel marketers – especially the ones that are just starting out – fail because they do not know how to take rejection in the right manner. Rejection is something that is bound to happen when you are prospecting someone with your MLM proposal. However, the thing you must realize here is what the rejection really means.

In most cases, the rejection is of your business concept and not of you. When someone you are meeting with shoots down the idea you are telling them about the network marketing business you are in, they are not rejecting you personally. In all probability, they are quite comfortable with you as a person, but they are not too happy with the idea you are promoting.

If you have this one thought in mind, it will really motivate you to take your multilevel marketing venture sportingly and make constructive progress there.

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You will begin to realize the strength of numbers too – even if a ninety people in a hundred reject the idea, there will be ten who will show interest and this is what MLM progress really is.

When you started with your network marketing business, you must have promoted the concept primarily among your family members and your friends. Think about it now – did everyone of them join into your idea? That can never be the case. So, the people who did not wish to be a part of the MLM, did they reject you or did they reject the MLM you were promoting? Naturally, they rejected your idea and not yourself. This is how it works with strangers who you will prospect too. They will not be happy with your MLM idea probably, but they will have no problems with you as a person.

So, what's the solution? One solution could be to change your tactics. Maybe, you could try to explain the concept in a better way. You could ask for one more meeting with them – a short one probably – but one in which you really put the point across and explain the better things of the plan first. Or, you could carry with you a lot of written and digital information about the venture when you go prospecting and hand it over to them to read at their leisure. This will help them get acquainted with the whole thing and they might begin to see it in a new light.

The next time someone rejects your MLM proposal, do not get all worked up and run away from them. You have to learn to be persistent, within limits of course, and try to present the concept to them in a better way until they begin to see their own benefits in it.

## Looking Beyond Rejection In MLM – It's The Bigger Picture That Counts



Why do some network marketers succeed immensely with their ventures and some just sit around gathering dust? What is the primary difference between a successful marketer and a failed one? It is very important to know this before you can get your own success here.

The people who really succeed in multilevel marketing are those who can see beyond the rejections they meet on the way. Do not think that the platinum level members of today haven't met with rejections in their day. They have met with them, and in equal numbers or probably even more than what you have done. But they did not let those rejections eat them – they just moved on. They looked at the bigger picture, which was the success that they should get at the end of the day.

One of the most important things here is not to take rejection too personally. When a prospect does not agree to become a part of your network, they are

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rejecting your business plan and not you. Successful multilevel marketers have realized this long ago and they have shaped their approach accordingly. This approach is more mechanical than personal. Since their prospects are not personal about them, the marketers do not promote their concepts in a personal way too. They prepare a mental draft about the whole prospecting game and go about it as though they were doing it like an automaton. The benefit of this is that they can prospect any number of people each day without feeling too personal about anything. That helps them simply move over to the next person when the meet with rejection and then go over to the next and so on.

But people who take things too personally will carry the excess mental baggage with them when they go prospecting the next person and will probably fall short there too. Yes, this is one important rule of MLM – you have to be personally dispassionate about the person you are prospecting if you are to succeed.

Now, back to the bigger picture! The bigger picture is that you have to get a set number of people to join into your network in a week. This is independent of the number of rejections you get, though you may think otherwise. The idea is to prospect as many people as you can. Even if only some join in, it will be much better than no one joining in. Do not let rejections corrode your enthusiasm from within. Know from the start that you will have to face rejections in MLM and you will see that you will go much ahead.

## How To Overcome MLM Rejection – Look Into What You Have!



Most multilevel plans are based directly on network building. Yes, direct sales are a part of almost all MLM plans, but any marketer will agree that there is a limit to what you can sell. The strength lies in building a strong network here and keeping on expanding it. That is the reason multilevel marketers are always more interested in getting as many people as they can to join their team rather than simply getting them to buy products. This should be your game too. If you spend your efforts into inspiring and expanding your existing network, however much small it is right now, you will do much better with your business.

The binary MLM compensation plan is a very good example of how you can earn a humongous amount even with a small number of members to start with. Here, you begin with just two members and have them bring in two members each and

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so on. Binary means 'two' – and this is the concept on which the whole network is built. You think 2 is a very small number? Think again.

The Sponsor...	You
First Level Members...	2
Second Level Members...	$2 \times 2 = 4$
Third Level Members...	$4 \times 2 = 8$
Fourth Level Members...	$8 \times 2 = 16$
Fifth Level Members...	$16 \times 2 = 32$
Sixth Level Members...	$32 \times 2 = 64$
Seventh Level Members...	$64 \times 2 = 128$
Eighth Level Members...	$128 \times 2 = 256$
Ninth Level Members...	$256 \times 2 = 512$
Tenth Level Members...	$512 \times 2 = 1024$

Within just 10 levels, you have a 1000 members under you, and depending on the MLM plan, you are getting commissions on everything that they are bringing in. And, one very important thing – it is infinitely easier to bring just two members to join your team than bring a large number. Every member in your team can bring in two members in less than a week if guided properly. That means within just about 2 months you will have a 1000 members under you and this number will only expand. Of course, with most MLM plans you are free to bring in as many members as you want – the '2' factor is just an example for understanding this topic.

The main point to remember here is that you need not go all out and meet people as much as you need to improve upon your existing network. If there is a weak link in the chain, meet that member personally if you can and guide them in bringing more members. Go prospecting with them if you can so that you can get their toe in the line. That will work for the good of everyone.

Most importantly, when you have such a large number of members and such a strong network, rejections from new prospects won't matter. You will be confident

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of your existing team and will also be able to prospect better, probably eliminating the rejection itself.

# MLM Rejection – Understanding The Reasons Behind It

There is no one in an MLM business that has not faced a significant amount of rejection. Rejection is part of the game, because the very structure of the business decrees that. Let us take a look at some of the reasons why rejections in MLM businesses occur.

## **People are not ready for your opportunity.**

The greatest number of rejections in MLM is on account of this factor. Since you are approaching people directly, they may not be ready for what you have to give even if it might be an earth-shattering idea according to you. You might think that everyone will want to make extra money. But since the income from MLM is not exactly free money and there are efforts to be put in, everyone might not be ready to put in that amount of time or effort.

## **People may not understand your concept.**

This happens often. You know your concept well and you think you have explained it well. But it happens a lot of times that the prospect does not understand what you are saying or, worse, may misunderstand something. This causes a big gap and they will more often than not reject your proposal.

## **People may not "see" the returns.**

You explain the MLM idea and you tell them how much they stand to make. But people need to see something concrete. Bare testimonials and presentations do nothing. If they can see something like a seminar in action or even meet with a

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sponsor who is doing really great, they can be convinced. But without seeing any of that, it is very unlikely that someone will make the MLM trip with you.

### **People may not be confident with your business idea.**

This is a very difficult thing to tackle. People who are skeptical about your whole idea will mostly reject it without even taking the time out to hear about it. Overcoming such rejection is difficult, but it can be done with some careful planning, such as preparing to impress right from the start.

### **People may not be confident about you.**

Though it has been said that MLM rejections are not personal in nature, in some cases they are. If they are not sure about doing business with you, they won't. Maybe you lack in confidence or maybe you need to work on your personality and method of approach.

### **People may be wary about multilevel marketing in general.**

There are a lot of people who would not want to waste time on MLM which they always consider as scams. Again, it takes a lot of convincing and impressing to win these people over.

# Overcoming MLM Rejection By Giving Them What They Want



In any kind of business, rejection can be avoided by giving customers exactly what they are looking for. If you observe, it is not always the cost that deters new people from giving you their business. Most times, it is the quality of the product or the services that they are getting. This is especially true in multilevel marketing where there is so much competition. Even if a particular prospect is mesmerized with the idea of making more money, there is no guarantee that they will be equally impressed with your MLM concept. This could be a stumbling block, but it can very well be averted by making an attempt to give them what they expect.

You cannot basically change the compensation plan that your business has. So, that is left out of the question. The trick is to project and promote what you have so that it looks more appealing. Try the following methods:-

1. A very interesting way to go about this is to speak about the benefits first. Speak in terms of raw figures. Explain the compensation plan with illustrations and write exactly what they stand to earn. Use your calculator and write the figures down and circle them so that the prospect can mull over them. Also write

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down what they will have to put in to join the network. Then draw a favorable comparison. In most cases, this method works at bringing in more people to your fold.

**2.** Tell what other people are earning (do not hesitate to throw around numbers!). Understanding what others earn can be a huge incentive to most people. When you have told them of others' earnings, tell them what kind of efforts they will need to put in to achieve that. Do not go about this the other way round, or the prospect will be intimidated.

**3.** Ask them repeatedly if they have any doubts about the plan. In fact, you should encourage them to ask questions after every part of the explanation is over. Most plans are shot because the prospects do not understand what's in store for them.

**4.** When you have laid down the MLM plan in front of them once, ask them if there is something special they are looking for. This could be an added incentive or some relaxed feature within the plan. See if that fits within your policies. Even if it doesn't you must know the art of circumventing a desired benefit that you cannot give to one that you can.

These points work well, of course, but it is also important that you be wary when you are joining an MLM network yourself. Make sure that the plan is really good, because only then can you give others what they want out of it.

# How You Can Overcome Rejection In Cold Calling For MLM Prospects



Cold calling has reduced drastically in today's times, what with the Internet almost completely taking over the world of business promotion, but the fact is that it still exists. In fact, if you handle this correctly, cold calling can prove to be much more effective than you think.

The reason why most people think that cold calling is a cold game in multilevel marketing is because they meet with rejection so often. It is almost a given that you will hear "Sorry, I'm not interested" and the click signaling that the phone has been disconnected. Marketers who cold call have learnt to live with that. But there are some things that you can do to improve the situation here and that too, very effectively.

1. The most important aspect about your cold call is that it should not be all about your business. Always begin the conversation by introducing yourself in

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one line with no more than ten words and then ask people whether they have something like you are offering already. If they don't, ask them if they are looking for something like that. If they do, ask them if they want to expand. You have to build up their interest first and this will keep up the conversation, if nothing else.

2. Do not mask your offering with ambiguous claims. "I have something that will truly change your life!", "This is a never-before opportunity for you!"... such claims are to be totally avoided. The listeners know these are not true and they will not buy whatever it is you are selling. Instead, when the ice is broken, the first thing you must do is to speak a very short paragraph about what you are offering. That way, they will not get annoyed with the suspense.
3. Be truthful. This is extremely important. Any lie can be immediately caught during cold calling. And if that happens, your business will lose a lot of face.
4. Learn how to manage their objections. They will have several problems ranging from "My budget does not stretch too far" to "I think your plan sucks". You have to be ready with replies that will not offend the listener and at the same time improve their impression of your business.
5. Be as transparent in your explanation as possible. Do not use any difficult language that might stump your listener and explain little, but do it carefully.
6. Always set up some intrigue factor. This should be something that will open the port for you to call them again. Even something as simple as, "All right sir, let me give you time to think about this and please tell me if I can call you again!" will work.

But remember – cold calling is fraught with difficulties. There is simply no way of getting cent percent success here. You can, however, increase your success rate by rehearsing your calls beforehand.

## Overcoming MLM Rejection – Get Them To Come To You!



One of the most important reasons for the MLM failures is that marketers try to go out and meet people. This is always a difficult proposition because most of the prospects are not interested in the business and they will reject the plan outright. This is quite a norm actually. If someone calls us up with a business plan, we will already become defensive about it, however much good the plan might be. In most cases, we will not even stop to listen what the person has to say completely. Most people draw a blank in multilevel marketing because of this inherent cautious tendency that human beings have.

But now think – how much better the business prospects would be if you could get the clients to come to you instead of having to go out of them! This would really work because you are working up an interest for your business in the minds of these people and getting them to contact you instead of the other way

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round. This is a way of pre-selling your product. When people come to you with an idea of what you are promoting, they have already halfway accepted the product and only want to know some more details before they sign the deal.

This is definitely the best way to overcome the hurdle of the rejection faced in network marketing. Just take the example of the brands that are advertised on television. Though these are not multilevel marketing examples, you can take some lessons here. When these companies advertise their brands on television, most people already mentally purchase the product when they see the advertisement. How often you say, "Ah, this cola looks good. I might try it sometime!" Because of this kind of public promotion tactics, these companies never have to face rejection.

That does not mean you need to spend millions of dollars and run expensive ads on television about your MLM business. Most people can hardly do that. However, there is a way where you can make such public promotions for free, and that is the Internet. There are dozens of tools on the Internet that can help you reach out to people in their millions. The best thing is that these people will have already read through your Internet promotion before visiting you. So, they have already mentally bought your idea, just as with the big brands on television.

You have to have a website about your MLM business and then go all out promoting it through blogs and forums, article marketing, affiliate advertising, link sharing, etc. This will make your business popular over the Internet and people who are interested will come looking for you. Your rejection will be dramatically reduced as you start banking more and more on the people that you can meet through the Internet.

# What Should Your MLM Rejection Make You Look At

Rejection anywhere cannot mean the end of the world and in the world of multilevel marketing it is quite far from it. When you are prospecting people, you will definitely meet with a lot more rejection than approval. It is the norm of the game. But what is important is that you look at what your rejection actually means. If you are intelligent, every rejection must tell you something. Clichéd though it might sound, you have to learn lessons from your rejection and move ahead with your business.

With every rejection, you need to do a check on some things, because everything obviously is not right. You need to improve upon things. The following are some of the things that you need to look into.

## **Your Method of Approaching them**

You have to be persuasive with your approach, but make sure not to cross the line. If you are cold calling them, you have to be very careful how you interest them in your concept. It takes some amount of training to improve your approach. If you feel that you are meeting with a lot of rejection because of this, you can ask someone in the upline who is doing well to help you out.

## **Your Explanation of the Concept**

Are you feeling that the people you are explaining the MLM business to are not understanding what you are telling them? Remember that no one would want to be a part of a business that they do not understand. You have to keep your

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## Rejection Free Home Business Prospecting

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explanations simple and use illustrations and examples to make things understandable for them. Also invite them to ask their doubts often.

### **Your Way of Getting Prospects**

This is a whole wide area that you need to look into. If you are getting your prospects only through cold calling and meeting people personally, you need to go for more sophisticated methods such as Internet marketing and the like. Through the Internet, you can generate thousands of leads to whom you can promote your business all at once. This increases the exposure of your MLM business immensely and only people who will be interested in it will come to you, thus cutting down the rejection rate drastically.

### **Your Follow-up Approach**

Whether it is online or offline, you have to be persistent in following up the initial queries that land at your desk. Once your concept is clear to your prospects, they will likely take some time to think about it. However, if you give them too much time, they will forget about your MLM opportunity entirely. You have to give them a week's time and then send a gentle reminder and, if it seems all right, ask for another meeting with them.

# MLM Prospecting Is A Weeding Out Process!



If you are bogged down by the rejections that you get when you are prospecting people for your multilevel marketing business, you really don't know what prospecting is all about. Let us see this in a bit more detail.

## What is Prospecting?

The word itself says what meaning it carries. When you are prospecting, you are finding who would be a potential prospect for your network. Note that you are finding a 'prospect' here and not a 'customer' or a 'client'. You are only trying to find people who will be interested in your business, but not looking for any kind of guarantee or assurance that they will really be part of your team.

## So, is Prospecting a Weeding Out Process?

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Sure it is! When you are prospecting in your MLM business, you do not have any expectations from the person you are prospecting other than the fact that they should have some curiosity for your business. You are trying to get in touch with people, by popularizing your concept at a very wide scale to find the handful few who are keen on being a part of the venture. In short, you are eliminating everyone that is not interested in your business. Effectively, you are weeding out the unwanted people from the overall market and targeting those that have some potential for you.

### Significance of Prospecting in MLM

When it comes to multilevel marketing, there are various methods used for prospecting, but the essential idea is the same – to get a list of people who are interested in the idea. It is an uphill task to sell anything to someone who is not interested in it. But, if you know people who have some amount of interest, then it is simple to push them over to become your clients or downline members in this case. The job of an MLM networker in this respect is twofold – they have to find a list of people who will be interested in their business and they will have to get them to sign the deal with them and actually join the network.

Every method of prospecting follows the same approach. When cold calling, marketers randomly call people from a very huge list of people and shortlist those that respond favorably. These are then followed through and pursued with the promotion. The same applies in online methods. When you set up a blog, you are indirectly weeding out unnecessary people because only the ones who are interested in your business will respond to you in any way.

This is what should help you get through your rejection. You must think that what is happening is not rejection but a filtering process. You are finding people who fit the bill better to participate with you in the MLM business. When you take it that way, you become almost mechanical in the early stages of prospecting and the rejection doesn't matter one bit.

# MLM Rejection – What Your Sponsor Will Tell You About It

When you are new in a network marketing business, it is very much possible that the initial rejections that you get in your business will frustrate you, sometimes to the point of making you think of quitting. However, speaking to your sponsor at this time will prove to be of immense help. So, before taking any hasty decision because of the rejections, try speaking with your sponsor. This is what they will tell you.

## **The Encouragement and the Motivation**

Any business needs motivation to succeed in it. With multilevel marketing the stakes are higher and the efforts that you need to put in are higher too. For that reason, a lot of encouragement is needed, especially initially when things can actually get depressing. The sponsor will remind you of the vast earnings that you stand to get once the initial bumps are crossed. They will tell you how you have only to get a few people in your network to start with. They will show you how the efforts that you put in are nothing compared to the returns you will get if you persist.

## **Changing Your Tactics**

Sponsors have a keen sense of what works in prospecting and what doesn't simply because they have been with the business for so much longer. They will tell you of things you need to do, such as change the way you approach people, change the way you explain the concept to them, change the way you present yourself to them, etc. All these can make a real difference in helping you get better fruitful leads.

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### Helping You Out Directly

Some sponsors will be good enough to follow you on your meetings with prospects and help you improve your technique. This kind of direct support will help you immensely and help you regain your confidence in the whole thing. But, you must remember that they are not doing any favor on you. If you are bringing in more networkers into the fray, it is definitely benefiting them too.

### Explaining the Concept Better to You

Sometimes it happens that the marketer doesn't know the concept fully well and that becomes the reason why they are not good at prospecting. If that is the case with you, the sponsor will decide if you need some additional coaching or training for understanding the plan and they will do it for you. This will help you immensely in improving your technique and become a better multilevel marketer.

Thus, before taking any decision, make sure to have an appointment or two with your sponsor, in person if possible. You will surely learn new things and improve your methods. Most importantly, you will gain the confidence to stay with the business.

# Conclusion



It's time go get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it. The choice is yours.

To Your Success!

Alex Major

[www.NicheEmpires.com](http://www.NicheEmpires.com)