

7 FOOLPROOF STEPS

To Building Your MLM Business

THESE ARE THE STEPS TO FOLLOW WHETHER YOU'RE WORKING IN PERSON, ONLINE OR WITH AN AUTOMATED SYSTEM.

1

CONTACT

The cornerstone of your MLM journey. It's where you reach out to potential prospects. This step is only to find out who is willing to communicate with you.

COMMUNICATE

The Communicate step is where we find out if the person is willing to engage with us in a back-and-forth dialog.

2

3

QUALIFY

Qualify involves pre-screening your MLM prospects to ensure they're a good fit. Ask targeted questions before jumping to the invite. Does this person have a problem you can solve?

INVITE

To grow your business, excel at inviting prospects. Be brief, hold back details for later, and keep prospects curious. Focus on the process, not just on getting a 'yes'

4

5

PRESENT

In the "present" step, unveil your opportunity or product. Use compelling scripts or tools and focus on benefits. It's crucial to manage time and set the stage for follow-up.

FOLLOW UP

Re-engage with your prospect. Send a well-crafted email or call to provide additional value and prompt action. Timing, personalization, and persistence are key for effective follow-up.

6

7

HANDLE

Focus on clarifying doubts rather than overcoming objections. It's about transparency, specificity, and respect. The goal is to build trust and provide value.