How To Work MLM Genealogy Leads

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For More Information About Working Genealogy Leads Visit Our Customer Resource Center at:

http://explosivegenealogyleads.com/customer_resources_123456789
1. What Are MLM Genealogy Leads?

MLM Genealogy Leads are simply the names and contact information of people who have been involved with a specific network marketing or direct sales company in the past.

These types of leads have been dubbed "genealogy leads" because most MLM companies run with a genealogy structure of their members, much like you would look at a genealogy of your own family tree. IE. Bob is Sharon’s sponsor and Sharon is Tom’s sponsor etc.

Unlike "opportunity seeker" leads, who are people that fill out an info request form online, MLM genealogy leads do not request information by filling out online forms.

They simply joined up with a specific home business opportunity in the past and that genealogy file or list has been sold to a list broker or leads dealer.

Genealogy leads can also be called Downline reports, Genealogy files, Genealogy lists, MLM experienced leads, and orphaned networkers.

So Why Do Network Marketers & Home Business Owners Use MLM Genealogy Leads?

Many home business owners grow tired of contacting "opportunity seeker" leads because a large percentage of them are either looking for a work at home job, don't have a dime to their name, are freebie seekers, or are the bottom of the barrel when it comes to potential business partners. It's for this reason that MLM genealogy leads have become so popular in recent years as the network marketing industry continues to grow.

When you contact a genealogy lead you are doing the same thing that major corporations and companies have been doing since the beginning of advertising. You are trying to match your product/opportunity with the group of people who have been interested in the past of what your product/service stands for.

For example... Let's say there is a company called Weight Loss Inc. and they just created a new product called Fat Burn 2010. They decide they are going to market the product with a tele-marketing campaign.

Now, do you think that they are going to just pick up the phone book and start dialing numbers? They could, but they are going to waste a bunch of time, money and effort talking the people who don't have an interest in their product.

A better solution would be to get a "buyers file" of people who have purchased weight loss/health products in the past. It just makes sense that people who have
purchased weight loss products, have joined a gym, or been a member of weight watchers in the past few years are the most likely to want their new Fat Burn 2010 product.

The people on the buyers file obviously had an interest in losing weight otherwise they never would have bought a weight loss product, joined a gym or became a member of weight watchers in the first place. PLUS they also have invested money in the past so you know that it is likely they are people of action and not just tire kickers.

With MLM genealogy leads you are essentially doing the same thing mentioned above. Your trying to make contact with people who have a clue what network marketing and direct sales is and spent money to be a part of it in the past.
2. How To Recruit Genealogy Leads.

Let's start out this section by clearing one thing up… Nobody likes sales people calling them on the phone!

When I recruit genealogy leads I never go into it with a "Salesman" approach. Instead, I do the exact opposite, I sound like an old friend on the phone just giving my good buddy a telephone call. Of course I keep it professional, but I try not to sound like a polished or seasoned telemarketer peddling products over the phone. I make an effort NOT to sound like a salesman or a telemarketer, so I almost never get accused of being one.

Remember that you have something in common with the people you are calling. Although you never met them, you want to make the prospect feel like you could talk about home businesses and network marketing all day long. Since you are both interested in network marketing and making more money from home, that is your connection.

IMPORTANT: Don't try to sell the prospect...

WHAT???!!! How do you recruit without selling the prospect?

Remember that since you are not a salesman it’s going to be hard for you to sell the prospect anything. You simply want to get the information in the prospects hands and then let your tools (website, presentations, etc) do the selling.

On the initial call my goal is to simply see if the prospect is open to taking a look. After I confirm that the prospect is open, then I try to peak his/her curiosity to further encourage them to review my program. Sometimes I try to generate excitement before the prospect knows anything about the program. I DON'T say anything about how much money they can make. I DO NOT tell them about the product or about the industry. I never ask leading questions.

Think about it… Do you like it when someone asks you:

"Would you like to make $10,000 per day?"

I'm guessing the answer is NO so don't rely these questions to your prospects!

When you recruit with Genealogy Leads, you are contacting experienced network marketers. We do not have to sell the prospect on the power of network marketing. We do not have to sell the product or service. We are offering only two things:

More Money and Free time!
We are offering the opportunity. It is about residual income. Every network marketer has the urge to generate residual income. Some network marketers get frustrated, give up, and swear off network marketing forever. But, that urge to generate a residual income never dies. It may be resurrected a few months later or a few years later. Get your information in front of that person, and that “MLM Bug” may resurface in the prospect. A solid product and attractive company is necessary, but the opportunity is the reason why most network marketers join a company.

I Hate Recruiting (But it is easy)

To me, recruiting is no fun. I don’t like calling strangers and I never will. Most people who recruit only do it so that they eventually won’t have to.

Sure, recruiting gives me a great sense of accomplishment. Yes, I have met many friends and have helped them become successful. When it comes down to it, I would much rather do something other than cold calling prospects. On the other hand, recruiting is EASY… Not fun, but Easy. I believe that nearly anyone can become very successful by using simple genealogy recruiting methods.

The hardest part is to get started. Once you get started, it is easy to give up. If, however, you are able to consistently make these calls, over and over again, you absolutely will become successful.
3. What To Say

The most important part of your call is going to be the "Ice Breaker". The Ice Breaker is how you open up your conversation with your prospect and essentially how the prospect will determine whether you are a telemarketer or not.

Here are a few different approaches you can use:

**Approach #1: Both Been In Network Marketing**

Hello, Jack? My name is (Your Name). Listen, you don’t know me but we have both been in network marketing before. Don’t worry, I am not going to give you a sales pitch or anything. I just wanted to see if you would be open to taking a quick look at a great new opportunity. If so, I would like to get you some free information.

*Sure, I will take a look*

Great… Grab a pen. I want you to take down the following web site address: [www.YourWebsite.com](http://www.YourWebsite.com). Listen, you have to check this out. You’ve probably never seen anything like this before.

*I don’t know, what is it?*

It’s (Your Companies Name). I don’t know if you’ve ever heard of us before, but we have the best online recruiting system in the industry. You have to check out this web site at [www.YourWebsite.com](http://www.YourWebsite.com).

*Or, they may say:*

*Nope, not interested.*

No problem, thanks for your time. By the way, can I ask what MLM company you are with?

*(Their company name)*

Hey, that’s a great company. I wish you the best of luck. Have a great day.

*Take a note of the person’s MLM company so that you can contact him/her a few months later to follow up:*

Hey John, a couple of months ago I gave you a call to see if you would be open to looking at new opportunity, but at that time you were working *(Their company name)*. I just wanted to give you a ring back to see if anything changed and you might be willing to take a look.
Approach #2: Network Marketing Expertise

Hello, Jack? My name is [Your Name]. I am just giving you a ring because you are on a list of people who have some expertise in Network Marketing. (Emphasize the word "Expertise")

Well, I wouldn’t say I am an expert (chuckle)

Well... I just wanted to see if you would be open to taking a look at a great opportunity... I would love to get you some free information.

Approach #3: The Small White Lie

Hello, Jack? Hey.. My name is [Your Name]. I was in [Name of Network Marketing Company] with you. I found this great new opportunity and I wanted to get some free information to you. Would you be willing to take a look?

(I may have never been in the company, but I use this to establish a connection.)

Approach #4: Company Connection

Hello, Jack? Hey… My name is [Your Name]. I actually crossed paths with you awhile back when you were building a home business with [Name of Network Marketing Company]. Are you still involved with them?

Yes or No

Well the reason I called was because I found this great new opportunity and I wanted to get some free information to you. Would you be willing to take a look?

Please Note: You can grab some complete Genealogy Lead recruiting scripts in our member’s resource area at:

http://explosivegenealogyleads.com/customer_resources_123456789
4. What To Expect – Put the Numbers In Your Favor

If I make 1,000 calls, I will average about 60% good numbers. Of the 600 good numbers, I will leave about 450 messages. Of the 150 people I actually reach, 45-100 people who look at the business. From that, 4-10 people will enroll.

I can do 1,000 calls in 5-10 days. Even if it takes me 20 days, I still get 4-10 enrollments. 4 enrollments every 10 days = 12 per month. 4 enrollments every 20 days = 6 per month.

I also will get 1-4 enrollments just from people calling me after I have left the 450 messages. If I leave 450 messages every 10 days, I will get 3-12 more enrollments per month.

Essentially, it all works out to about one enrollment for every 100-200 dials, good or bad. 100 dials a day = 15-30 enrollments a month. It might even be as low as 10 a month. One is a “top 10” recruiter at 10-30 enrollments a month.

Don’t overanalyze this process. Don’t get bogged down in too many statistics. I know generally what the percentages are, and I don’t care about bad numbers. I only care about the good numbers. I have had at least 2 days when I made 200 dials with "only" 50 good numbers and "only" 5 people actually reached. However, on both occasions, 4 of the 5 looked at the business, and 2 of the 4 enrolled. If I only had looked at the "bad", I would have concluded that these were "bad" days.

I also remember one weekend when I was working a list from a nutrition company. I made 500 dials on Saturday and Sunday. I reached about 250 good numbers, I left about 200 messages, and I had about 25 people agree to look at the business. As a result of that weekend, 8 people enrolled the following Mon-Wed. It all depends on one’s perspective.

I figure that for every 100 dials, I will get 50 good numbers, and I will actually speak with 10-15 people. Of those 10-15, 5-10 will look at the business, and one will enroll. Even if I only speak with 5 people, 2-3 will take a look. And for every 5-10 people who take a look, one will enroll. Frankly, I do not care about anything else. I can do 100 calls in 2-3 hours. If I get one enrollment every 2 days from that, that equals 15 enrollments a month for 90 hours of work a month. If you do 15 enrollments a month for 2 years, you most likely can then quit forever.

One last thing you might like to know... I did not recruit my first person until AFTER I had done about 1,000 calls. Now, I did those 1,000 calls in my first 5-7 days, so the first enrollment came fairly quickly. The point is, it took about 1,000 calls for my first "home run".
When I make a call I keep in mind that I do not want to sound like a telemarketer. Actually, I try to sound completely opposite of the way that most telemarketers sound. When you have a canned script, you are apt to reading it or reciting it from memory. So, the first rule… **No Canned Scripts.**

YES, I find myself saying the same things over and over again. But I change the voice inflection and I do not sound like I am reading the words. I make a concerted effort to make every call a normal conversation – not a sales pitch.
5. Where To Send Your Prospects

You don't have to send your prospects to a web site, but it is one of the easiest ways to get the information in their hands. Some people invite their prospects to join a conference call. This is great, but it is much harder to get a prospect to join a conference call than it is to have them type your web site name in their computer. You will often here your prospect typing your web site name while you are on the phone.

It is important that you have a web site name that is easy for the prospect to remember or write down. If you have a web site name that is long or hard to remember, I recommend that you do the following:

Go to http://homebizgalaxy.com/recommends/godaddy and find a unique web site name. This can be anything that is easy to remember or visualize. Most network marketing related web site names are already taken. You may want to choose something like: "DontMissOut.com" or something that has nothing to do with MLM but is easy to give over the phone. Anything will work... try to make it easy to say and to remember.

Register the domain name for about $8.95 per year. After it is registered, GoDaddy will let you forward your new web site name to your recruiting web site for free.

So, For Example:

If your web site name is www.MLMCompany.com/446858, you would tell your prospects to go to "www.DontMissOut.com". When your prospect types in your web site name, they will be instantly transported to www.MLMCompany.com/446858 to look at your opportunity.

Of course you don't just want to introduce your prospect to your website and hope they sign up. It's important that you follow up with your prospect after your initial conversation to get them on a conference call, invite them to a meeting, do a three way with your team, or just answer their questions and close them into the business yourself.
5. About The Do Not Call List

Of the thousands and thousands of people I have called, I have gotten very few complaints about the prospects being on the National Do Not Call List. I sound nothing like a telemarketer... so the complaints are rare.

But, if someone complains that they should not be called because of the list, I am very respectful. I apologize for the mistake, promise to remove their name from the list, and quickly hang up. I have never had any trouble at all.

I have seen many arguments that the laws do not apply to network marketers. I am not an attorney so I cannot give any advice on this.

If you are really worried about this you can get a hold of Chris Harshbarger by phone or email.

Chris Harshbarger
DNC Scrubbing Lead Specialist
Phone: (734) 252-9687
Email: therightchris@gmail.com

I have worked with Chris for years and he specializes in working with network marketers. You will have to discuss pricing with him, but he usually scrubs files for about $10 per 1,000 records. This works well because you can "scrub as you go" without spending a bunch of money. Let him know that Josh Bradley from Xplosive Marketing sent you for the best rates.

In Closing, I hope that this strategy for building your business works out for you. Remember that being consistent, practicing and having a purpose is the formula for success when working any type of lead.