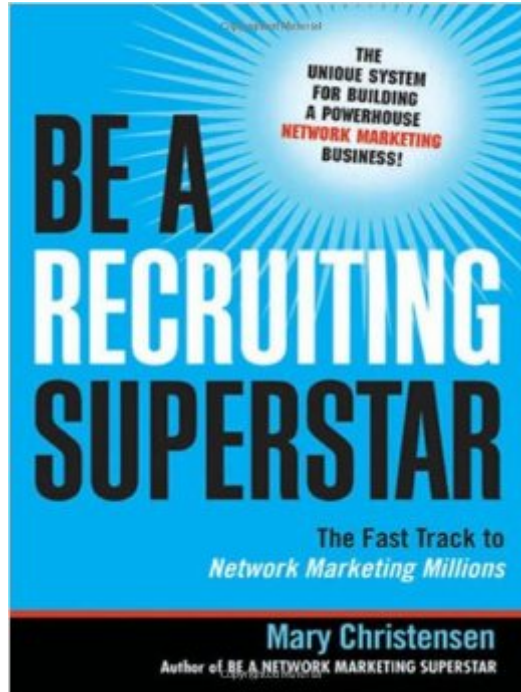


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Be A Recruiting Superstar: The Fast Track To Network Marketing Millions



Synopsis

Network marketing--also known as direct selling and multilevel marketing--has turned millions of people into successful business owners. But to truly reach their earning potential, network marketers need to successfully grow their businesses by recruiting the right people. Written by a true network marketing superstar who personally enlisted over 1,000 people in her first year, the book reveals a proven, innovative approach to recruiting that gets results fast. Readers will learn how to:

- discover their own recruiting style
- identify people who will become a great part of their team
- do and say the right things to turn prospects into partners
- overcome objections with confidence
- attract people who never considered network marketing

Filled with advice and inspiration, this indispensable guide gives network marketers the know-how and confidence they need to grow their enterprise and become top earners.

Book Information

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Customer Reviews

I've read about 15 or so books on network marketing and have listened to \$200 worth of network marketing CD's and the main thing I have pulled from all this info is that the best way to prospect/recruit is to ask natural questions to your prospect in regard to their lives and then listen intently. This way you will build better relationships, you will gain trust from them and you will find out if they are a legitimate prospect. What this book does is to try and tell you what your prospect is or might be thinking or what their needs might be. This might seem like great knowledge to have but for anyone that is serious about network marketing, this only provides a very simplistic and general preview, much like knowing what is going to be for dinner ahead of time. The problem with this

direction of knowledge is that it doesn't provide much obvious applicability and takes the whole discovery process out of the picture. I found the book "too heavy" with do this and do that and say this and say that, which often confuses and overwhelms new network marketing recruits because they don't need to know someone else's niche way of doing it but rather more of a natural fundamental way of network selling based more on a process where everyone can comfortably ease into it. The information in this book I believe is too overwhelming for a new recruit and is more preaching than teaching. If you are struggling in network marketing you need to get back to the fundamentals not fluff ways of doing things. You don't need to dissect every single angle of recruiting or your prospect ahead of time.

In Mary's 1st year of Network Marketing she recruited over 1,000 people. On top of that she's had 25 years of experience in the industry. What I like about this book is it teaches solid business principles to grow your business. It explains the type of people you want to recruit, how to identify them and how to approach them to build your business. This book is great at solving one of the problems in Network Marketing today---people who come into the business who haven't owned their own business and are trying the approach of talking to everyone. The 10 principles in chapter 10 can be applied to any type of business. For example, Principle #9 "Recruit with Integrity" is key. There are a lot of books out there teaching "new methods" and "attraction" marketing. This book teaches you how to become a spokesperson, and an expert so people will come to you without using these new school terms. But, she does identify the number 1 reason people join a network marketing company - someone asked them. This isn't a hard sell though---it's trust. The book explains the quickest way to grow your business is to contact those you already have trust built relationships with that you have identified would be successful in the business. She writes "Decide before you start calling whom you are looking for and why this person may be interested in your opportunity. You're looking for a connect. When you approach people you know are right for the business, your prospects will see that you genuinely believe you have something to offer them. Always be ready to say, "I called you because . . .

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