

Creating a MAGNETIC MLM Recruiting Environment by Doug Firebaugh

Many people in this industry really try to sponsor and recruit folks, but simply never do, and they are not at fault a lot of times, as they are doing what they are taught.

I have said over and over, I don't have all the answers, and don't pretend to, but I do have many due to 12 years of experience, giftings, and great mentors.

And I say this with all frankness: a lot of folks are being taught how to fail in MLM, not succeed; how to repel people, not attract, and no one seems to be noticing.

I have the honor of working and personally coaching with a lot of people with PersonalFire, as well as TeamFire, and am absolutely amazed at how people are being taught to recruit and sponsor, and I just shake my head, because they really think it can work! But more often than not they find it doesn't.

Why?

Most folks never focus on what REALLY matters in recruiting, only what is EASY to teach and get the new people out there hustling. Granted there is nothing wrong with that, if you want them to fail miserably, as most do.

So, last week I was asked by someone who earns \$100,000 a month what I thought was the reason so many people can't recruit, and I smiled as I said, "YOU don't have that problem." He smiled and said, "No, but most do." So, I thought about it and came up with a very basic but HUGE problem that should be, but is never addressed, and is sorely needed in the recruiting process.

And that is creating a MAGNETIC Recruiting Environment.

What is that?

An environment is what something exists and has its being in. It determines if there is life or not. Just as our lives are determined by the quality of our earthly environment, so is the success of our recruiting efforts by the Recruiting Environment. It gives your recruiting efforts the life of success or failure.

Our environment has Oxygen, among other things, which allow us to live, and the Recruiting Environment needs certain things within it to create a Magnetic and Powerful Recruiting Impact. It's what we call "Recruiting Oxygen."

What are those things?

1) HOPE

You need to create a sense of HOPE when you are trying to recruit someone, as HOPE is the Oxygen of the Recruiting Environment. You need to create that hope of a better life and a richer and more fulfilling world for their family. Giving someone hope where they have not had it before will magnetize them to you and your business.

HOPE stands for Heading Onto a Path of Excellence

And that path needs to be something that is REAL to the person and obtainable. If you create that part of the Recruiting Environment, your chances just went up 50% of signing them up as distributors.

KILLER Secret:

HOPE is GOLD in Recruiting!

2) POSSIBILITIES

Along with hope, you must create POSSIBILITIES for the individual with your company and program...the possibility of increase in money, lifestyle, recognition, and growth. And, it must be a REAL possibility that can happen, not just some pipe dream.

You MUST show your prospects HOW it is possible to obtain what they want out of life by working with you and your company. You MUST get them to think these magic words, "This could REALLY WORK!"

3) ANTICIPATION

You must create a sense of ANTICIPATION with your prospect. How, you ask? Simple...paint a picture of what life could be like with your words.

KILLER Secret:

Ask these questions: "Can you imagine the feeling of actually having what you truly want in your life finally? And knowing it CAN happen working with me? Does that excite you?" "What would it feel like?"

4) ASSUREDNESS

Your prospect MUST feel ASSURED that you will:

- Work with them.
- Be there for them.
- Train them.
- Help them.
- Support them.
- Lead them.
- Believe in them.

KILLER secret:

The more sure they are you will do these things, the more MAGNETIC you become.

5) VALUE

You MUST create a sense of VALUE in your Recruiting Environment.

KILLER Secret:

No value, no volume. People MUST see and feel there is VALUE to what you are doing, and you create that in this environment by simply saying, "What this brings and means to your life is..."

You MUST show them how you can INCREASE, EXPAND, ENLARGE, and EMPOWER their life and family's life with what you have to offer, and that will go a long way to creating a MAGNETIC Recruiting Environment for your recruiting success.

If you GOT what I was saying today, then you will have a grasp of the very basics of the things that IMPACT and DETERMINE a HUGE part of your recruiting success...or failure.

KILLER Secret:

Just as the environment determines whether we live or die, so goes the environment for your recruiting. If your recruiting is suffocating, it may need a huge dose of Recruiting Oxygen.

blessings...

Doug Firebaugh is a trainer, author, radio talk show host, speaker and the Chairman/CEO of PassionFire International. He spent 11 years in the network marketing industry full-time building a National and International Business that spanned the globe. Before that he was an award winning financial counselor.
www.passionfire.com