



The **Contact List Builder** is one of the **BEST online resources** available today. Not only does it provide you with the tools to create a never-ending stream of unique, responsive prospects, it also helps you to train your associates to do the same - **Effortlessly**.

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**CLB List Building Strategies I - simple step-by-step directions to help you build a list quickly.**

**Table of Contents**

Hello and Welcome..... 2

Things you need to know before you start ..... 3

- Using This Report..... 3
- Spam ..... 3
- Create a business folder in your email program ..... 4
- Setup message rules for new programs you join ..... 4
- For the Computer and Internet Newbie..... 4

List Building Strategies ..... 5

- Creating Your Own Lead Capture Page ..... 6
- Using Online Lists to Build Your List .....12
- Taking Advantage of Traffic Exchanges.....14

Other Resources .....15

- Forums .....15
- InstantBuzz™ .....16
- Chat rooms .....17
- Signature Files.....17

Tracking Your Ads .....18

- Why do we need to track? .....19

A Few Important Words on Follow-Up .....21

How Re-Branding This Report Works .....22

Bonus – Interviewing, The Art of Sorting .....24

- Part I Interviewing / The Art of Sorting.....24
- Part II Interviewing / The Art of Sorting .....28
- Part III Interviewing / The Art of Sorting .....32

Our Sponsor.....36

Contact Us .....36

CLB and CLB Learning .....37

Recommended Reading.....38

Notice of Rights .....39

Notice of Liability .....39

Trademark Notice .....39

## Hello and Welcome

My name is Janet Legere. I am the founder of the Contact List Builder where I teach List Building and Relationship Marketing Online.

I designed this report to assist you in understanding the importance of a contact list as well as to show you some simple techniques to grow your own list.

You hear all the "gurus" proclaim that success is in the list ~ well, they are 100% right, it is! Do you know how to build one?

In this report, you will learn a few simple list-building strategies that will get your list off the ground and growing. I will cover the basics of list building and list management as well as discuss marketing techniques you can put into action immediately.

Once you have the basics, you will be well on your way to achieving your income goals.

Please read through the entire report first, if you have questions along the way, feel welcome to contact [me](#) at any time.

I look forward to assisting in your success and growth.

Regards,



Janet Legere, Business and People Connector  
[The Contact List Builder](#)  
Connecting Leaders in Business Online Since 1999

## Things you need to know before you start

### *Using This Report*

Throughout this report, you will see blue 'hyperlinks'. Whenever you see one of these links, it means you can click there to visit a website or send an email.

I recommend reading through the entire report once, then come back to the beginning and take the time to complete the steps involved. Depending on your computer skills and Internet knowledge, it may take anywhere from 1 to 5 hours to setup.

### *Spam*

What is and isn't Spam? Simply put, you cannot send a commercial email (an email with a website link in it) to anyone unless they have personally requested to receive this email from you.

You **cannot** send your marketing email to:

- Purchased Leads
- FFA leads
- Junk mail you receive

These leads must first be "verified". You must verify that these leads want to receive information from you. I show you two methods of how to do this with FFA leads and this method works for any lead.

Basic rule, if you are unsure, don't send them an email. The steps I teach at CLB offer responsible spam-free email marketing.

[The Can-Spam Act](#)

### ***Create a business folder in your email program***

If you aren't using folders in your email program, then it's time you started. With Outlook Express it's a very simple process.

Simply open Outlook Express, place your mouse cursor on the Inbox title, right click, select "New Folder" and enter the name of your new folder, ie 'ProWealthSOLUTIONS'.

### ***Setup message rules for new programs you join***

Using Message Rules can save you a ton of time and headaches. I'm including a simple video I put together on how to create a message rule with Outlook Express. If you use a program other than Outlook Express, I recommend you view the video then adapt it for your email program.

[How to setup a Message Rule in Outlook Express](#)

### ***For the Computer and Internet Newbie***

Is this your first computer? Are you just staring out online? Do you receive an overwhelming amount of information and how-to directions? Have you figured out how to copy and paste yet?

Help IS here.

I could write several eCourses on all the subjects about computers and the Internet, however, the Newbie Club has done an outstanding job in this department and I encourage you to visit the [Newbie Club Website](#).

## List Building Strategies

### Topics Covered:

- Creating a lead capture page
- Using Online Lists to build Your List
- Taking Advantage of Traffic Exchanges
- Other Resources
  - Forums
  - InstantBuzz™
  - Chat rooms
  - Signature Files
- Tracking Your Ads

## ***Creating Your Own Lead Capture Page***

My daughter, Brenda, joined my business back in the fall of 2005. She learned the ropes very quickly and soon took on the task of writing informative articles. Below is an article that she wrote on how to create a lead capture page.

While the article focuses on GDI and GetResponse, you can use any pro Auto-responder that allows you to create html forms, and you can use your own .com domain. The process is what is important.

### ***Steps to creating a lead capture page***

Written by Brenda Szgatti

In the field of online marketing, there are so many programs and resources out there, that many people just don't know where to start.

But what actually makes an online marketer a successful online marketer?

The answer is simple ... an online marketer needs a large number of people that can be contacted on a regular basis to promote their business and resources to. Or, more simply put, A CONTACT LIST.

And what is the importance of having a contact list?

As you know, it is vital to establish personal relationships with other marketers. People will be much more willing to join your business when they feel that they know you and who you are.

This article is going to show you how you can build your own contact list using three simple programs and 10 simple steps.

#### **STEP 1 – Register with Global Domains International (program 1)**

[Global Domains International](#) or GDI as it is commonly referred to, is a great program with many benefits. It has been around for many years, and is wildly successful.

One of the main benefits of being a member of GDI is that you get your very own .ws domain. For example mine is [www.brendaszgatti.ws](http://www.brendaszgatti.ws), and I have a lot of information on that site including information on starting GDI and building the business.

*[my personal page is located [www.janetlegere.ws](http://www.janetlegere.ws)]*

There is also an [affiliate program](#) at GDI, but for our purposes, we are going to be focusing on creating and using the website, and creating a lead capture page to begin building our contact list.

If you are not currently a member of GDI, [sign up here](#).

The cost for this program is \$10 per month, but well worth it ... you will see why when you read on.

## **STEP 2 – Create Your GDI Website**

GDI offers a very simple web design program with everything you need to create your very own website. They even include background templates!

For instructions on creating your GDI website, check out my GDI training site at <http://brendaszgatti.ws>

*[you can also visit our main GDI team training site at <http://donlegere.ws>]*

You can put whatever information you would like on your .ws website. Just make sure that you have your contact information and a little bit about you, so that your viewers can get to know you.

Make sure to include a page that asks people to join your contact list. This is where we are going to put the lead capture page in Step 6.

## **STEP 3 – Register with Get Response (program 2)**

Get Response, as some of you may know, is an Auto-Responder system and list management program. We are going to be using Get Response to create a lead capture page (get personal contacts) as well as to manage our contact list.

If you are not already a member of Get Response, [create an account here](#).

*[you can use any pro-autoresponder and follow the same technique]*

## **STEP 4 – Create a new Campaign in Get Response**

Follow the steps outlined in Get Response to create a new campaign.

When choosing a name for your campaign, it must be something unique. Since we are building a contact list with this campaign, you might want to call it 'nickname\_contactlist' (where nickname is your Get Response nickname).

## **STEP 5 – Create a Lead Capture Page in Get Response**

After creating our campaign, you want to go to "Capture Subscribers" and create an html lead capture page form.

Follow the steps outlined in Get Response to do this.

### **STEP 6 – Copy and Paste html into GDI Website**

After creating your lead capture page in Get Response, you need to copy the html code when it prompts you to.

Then, go to your GDI website creator program, and on the page that you created asking people to join your contact list, copy the html code for the lead capture page.

### **STEP 7 – Create a Follow-up Letter in Get Response for your New Campaign**

You will need to create your Campaign (follow-up) emails. You access this from the Campaign area, simply click on Create New Campaign.

Below is an example of a letter that you can create for your new contacts. They will receive an immediate response when they fill in your lead capture page on your GDI site.

***SUBJECT:*** *Thanks [[firstname]], let's connect soon so I can help, ok?*

***BODY:***

*Thank you [[firstname]], for subscribing to my contact list via online form.*

*You had to confirm your email to arrive here and I thank you for doing that. If you have changed your mind, you will find an unsubscribe link at the end of this email.*

*My name is Brenda Szgatti and I am a business coach. I teach people, just like you, how to build a list and build relationships online with the goal to build a business and increase your income.*

*Are you looking to increase your income?*

*I invite you to connect with me. Reply to this email with your phone number and I'll gladly give you a call and we can chat about business on my nickel, ok?*

*When you reply, please include your time zone and the best time to call.*

*Here are my contact details for your records:*

*Brenda Szgatti  
email: [brenda@contactlistbuilder.com](mailto:brenda@contactlistbuilder.com)  
phone: 1-403-695-8001*

*Calgary, Alberta (Mountain Time Zone)*

*Instant Messengers:*

*MSN: szgatti@hotmail.com*

*Yahoo: brendaszgatti*

*Skype: brendaszgatti*

*I will be following up personally to share with you information about marketing resources and methods that work for me.*

*I only recommend programs and resources that I am successfully using and can help you do the same.*

*Let me know if you have questions or need further information. I'm happy to help any way that I can.*

*Have a great day!*

*Regards,*

*Brenda Szgatti*

*Bea's Business*

*Calgary, Alberta, Canada*

*P.S. [[firstname]], have you read 'The Complete Step By Step Guide To Creating An Income Online' by Janet Legere? It's everything you need to get started in business.*

*Get your copy here:*

*<http://www.contactlistbuilder.com/report/sbsguide>*

*This is one you'll want to brand with your links so do check out the information!*

*I look forward to joining you on this successful journey. Chat soon!*

~~~~~ >>>>>

## **STEP 8 – Join Instant Buzz (Program 3)**

Instant Buzz is a simple plug in that displays a small text-ad at the top of your browser.

When you join, you get to place bar ads as well, and when you surf pages you earn credits for views.

When other people click on your ad, they will be directed to your URL.

[Click here to join InstantBuzz](#)

## **STEP 9 – Put Your GDI Site on the Instant Buzz Bar Ad**

After you signup for InstantBuzz, you will login to your new member's area and setup your profile. You'll also want to enter your IB Bar ad. (Instructions are listed in your IB member's area).

Bar ads to attract subscribers for you to try:

Join My Contact List  
Subscribe to My Contact List to Receive Free Training  
Subscribers Wanted - Free Training

## **STEP 10 – Send Email to Safelists**

*SUBJECT: Looking for more contacts?*

*BODY:*

*We have a common goal! Subscribe to my list and feel welcome to add me to yours.*

*<http://www.brendaszgatti.ws/page4.html>*

*I'm here to help, let's connect soon and make progress, ok?*

*Yours in success,*

*Brenda Szgatti  
Bea's Business  
Calgary, Alberta, Canada*

## **STEP 11 – FOLLOW UP WITH YOUR CONTACTS!!**

OK, So we have ONE more important step in this whole process!

### **Follow-Up**

Always check your Get Response account regularly to see any new contacts. This is where you will manage your contact list.

You want to always follow up with each of your new contacts - personally. It's the personal touch that will make all the difference in the world.

The Auto-Responder letter is a great start, but you want them to know that you are a real person, and that you are here to help them in their business.

I wish you great success building your list.

Brenda Szgatti  
Bea's Business

## ***Using Online Lists to Build Your List***

Safelists and other Online lists can be very valuable resources. There are many good marketing lists available with active members who read your ads.

Here are a few of my favourites that I use on a regular basis:

**FreeAdDepot** <http://freeaddepot.com>

**Business World List** <http://www.businessworldlist.com>

**Herculist** <http://www.herculist.com>

**Your Lucky List** <http://www.yourluckylist.com>

**The List Machine** <http://thelistmachine.com>

**ListJoe** <http://ListJoe.com>

As with most online programs, there is greater benefit to upgrading with these lists and there IS great value in doing so. These are responsive lists and offer far more value than any "safelists" you might join. Remember, the value lies in using the resources to maximum benefit – if you join a list, make sure you learn how to use it.

Your goal with online lists is to get your reader to a page where they must fill out a form ... in other words, your lead capture page. You will promote either your lead capture page that you created or you will use the one that is provided by the program you are building.

## ***Sample Ad for Online Lists***

Here is a simple ad to get visitors to your site and subscribe to your list:

**SUBJECT:** Please read this and get back to me, ok?

**BODY:**

Hello,

Thanks for opening this important email.

I value your time and ask that you visit my site and fill out the form to request information about my business.

I will follow-up with you personally and look forward to connecting.

Please visit:

[enter the url to your lead capture page]

Let's connect soon, ok?

Regards,

Your Full Name  
Your email address  
Your Phone Number

**NOTE:** I recommend that you include your phone number in all your emails. Why? Because people will phone you and when they do, you can talk to them about YOUR business!

Also, remember to personalize your email whenever possible. Business World List, Herculist and Free Ad Depot all offer personalization. Nothing catches the attention of your reader more than the use of their name!

## ***Taking Advantage of Traffic Exchanges***

Traffic Exchanges are one of those misunderstood resources. People tend to think they are just for, well, traffic. Makes sense considering they are called Traffic Exchanges. However, the truth is, not only can these exchanges send traffic to your site, they can send contacts to your list! The secret to Traffic Exchanges is using "lead pages" as your website URL.

It's a known fact that surfers will fill out a lead form before clicking and reading a web sales letter. A 'lead page' is a page that captures your visitors contact information and automatically subscribes them to your list.

### **Here is my top pick for Traffic Exchange Programs:**

[WebBizInsider](#) - One of the fastest growing and most effective exchange programs online. Free to join. Premium members receive 5 downline members every month as well as other benefits.

[u4surf](#) - This new traffic program is designed to help build your downline too!

[TrafficSwarm](#) – This growing Traffic Exchange program offers strict controls – no cheaters with this program. You can feel confident that your site will be seen. A PIF4P4 Favourite!

With the above traffic exchange programs, you will promote either your lead capture page that you created or you can use your PayItForward4Profits page.

### **Your PayItForward4Profits Lead Capture Page website address is:**

<http://www.payitforward4profits.com/yourPIF4Pid>

Replace **yourPIF4Pid** with your username that you created when you joined PayItForward4Profits

## Other Resources

### *Forums*

Visit forums of interest and participate in discussions relevant to the topic of the Forum. Most forum owners allow for the use of a Signature File. You can include your lead capture page url.

**Hint:** If you are a member of InstantBuzz, their community is very active. Participate, communicate and help other members. Offer valuable tips and techniques to help them build. As they come to know you, they will click your link in your signature file.

### **Signature Example:**

Your Name

Join thousands earning weekly – you can  
too with this simple, proven system  
[\[enter the url to your lead capture page\]](#)

## ***InstantBuzz™***

Login to InstantBuzz

Click on Your Ads

Under Bar Ads, click on Edit Ads

Enter the **subject/title** (copy and paste): (( Subscribe for a Free Business Report ))

Enter your lead capture page URL.

Scroll to the bottom and tick the box that says your ad adheres to InstantBuzz policies (if you have not read these, please do, it is your responsibility to know what you can and cannot do).

Type your name in the space provided and save your ad.

Your ad will now show for other InstantBuzz members and you will see Pre-Enrollees signing up!

### **Alternative Subjects:**

- Please get back to me on this ...
- Read this and get back to me ok?
- Free report shows you how to increase your online income

## ***Chat rooms***

If you visit chat rooms and participate in discussions, watch for opportunities to talk about ProBuilderPlus and the tools and resources available to members. Again, always follow the protocol laid out by the chat room owner.

## ***Signature Files***

Using a signature file has always been an effective method of bringing targeted visitors to your site. When you send email to prospects and contacts as you follow-up, you want to include a brief signature file, similar to what we discussed for Forum use.

Example:

Your Name

Join our growing team of successful Entrepreneurs!

[enter the url to your lead capture page]

## Tracking Your Ads

Tracking in this environment, online marketing is keeping track of visitors to your website – tracking tells you where your visitors came from.

We all know the importance of sending quality traffic to our websites – traffic generates interest, but it's even more vital that you know if that traffic produces sales or contacts.

Tracking can also tell you how many people have read your emails. So whether you are using classified ads, FFA listings, ezine advertising, no matter the advertising median, you need to know the results of your campaign.

You can track information via an email subject link or by using an online program to generate special website addresses that you use in your advertising campaigns.

### **Example:**

This might be an ad placed in an ezine;

Learn the secrets to building responsive lists.  
Download our free ebook today; No obligation.  
<http://www.contactlistbuilder.com>

To track this 'ad' using "TrackThatAd", your ad would look like this:

Learn the secrets of building responsive lists.  
Download our free ebook today; No obligation  
<http://trackthatad.com/?i=38835>

You'll notice that when you click on the link above, it takes you to the same site as when you click the main link above it.

Now the tracking program is keeping track of each visit to the website.

## ***Why do we need to track?***

Why is it important to know how many visitors went to your website or read your email?

It's simple – you need to know if the marketing you are doing is working. Are you achieving the results you should be? Are your ads effective? Are you throwing good money after bad?

Tracking allows you to verify that viewers are opening your email and reading it!

Tracking allows you to calculate the cost of your advertising compared to response.

Let's show an example

You purchase an ezine solo ad to go out to 100,000 ezine subscribers. Your ad cost is \$100 (for simplicity sake).

Your tracking link tells you that 1000 people clicked your link in your ad, which would relate to 1% of the audience.

250 people filled out the form for more information or for the CLB ebook (this would be 10% of readers).

This would mean that you have 250-targeted contacts at a cost of \$100 which relates to \$.40 per contact.

It also indicates that 25% of the people who visited your website filled out the form.

These statistics help you to make adjustments to future ads in the attempt to increase these returns.

Let's use another example.

You purchase a solo ad to go out to 10,000 targeted readers. You use a tracking link and discover 1,000 of the readers clicked your link and 100 made purchases of your \$10 product.

The ad cost you \$250 (remember, this was a targeted list).

100 purchases at \$10 gives you revenue of \$1,000 at a cost of \$250. Your profit is \$750.00.

The statistics tell you that 1% of readers purchased.

When you submit future campaigns, you can compare your results and know which resources are most responsive and which ads 'pull' best.

If you are performing email marketing, tracking your links can tell you how many of your readers are responding, especially if you include a read receipt request when sending your email. (with Group Mail, when you click prepare to send, you have the option to request a read receipt)

If you send an email request to your warm market list and you receive 500 read receipts (you can setup your message rules to filter these automatically) and you received 250 clicks to your link you would know the following.

Let's assume your contact list is 2000.

20% of your list members read your email

50% of your readers took action

This is information that you can use for future promotions.

I hope these examples help you understand the statistical information you can keep track of when tracking your ads.

To summarize, you are finding out how many people clicked your link.

### **Tracking Programs Available**

[TrackThatAd](#) – Link Tracker, List builder, and a whole lot more. TTA is one amazing little resource!

## A Few Important Words on Follow-Up

My favourite subject, right beside Focus, is Follow-up! This report would not be complete if we did not spend some time discussing follow-up.

The whole point of building a list is so that you have a captive audience to communicate with ... for the rest of your life!

Not just once ... but forever (well, as long as they remain on your list). Auto-responders are a great resource, however, they cannot possibly take the place of a real person – you!

Your personal follow-up, whether by email, telephone or instant messenger, is vitally important to the long-term growth and success of your business.

It's what separates the winners from the non-winners. You are a winner ~ You follow-up with your contacts!

Are you stuck with nothing to say to your lists? Take our 'Basics to Getting Started in Business Online' training program and we will have you following up like a pro.

[Click here for information on our CLB Learning Program](#)

Keep your communications personal, share valuable resources in fact ... do not just share resources, show your readers how to use them and tell them about the results you are seeing.

Your readers want to hear about your personal experience, not the testimonials of people they do not know.

In each letter that you write to your contacts, be certain to include a request for them to reply to you or to add you to instant messenger.

Success in business is all about the relationships you build. These relationships build over time and through continued communication and connection.

Remember, focus on building your list, then learn to focus on communicating with that list and learn to promote you and your business to the people on your list by sharing valuable resources and information that build trust.

Your business will grow! Happy Marketing!



# How Re-Branding This Report Works

## So how does this CLB List Building Strategies report work exactly?

I've been asked that time and time again, and while I believe the process is simple to understand, I realize that to many of you ... it's like a foreign language.

I hope to clear up any confusion.

### FACT #1

The CLB List Building Strategies Report I is a **tool** that teaches you **how to build a lead capture page** by showing you all the steps you need to complete this task.

The report teaches you **how to use an autoresponder** and **how to use your GDI website** (or any website) to build a lead capture page so you can begin to **build a contact list**.

A Lead Capture page is just that ... a page you create to capture your visitors information!

### FACT #2

The CLB List Building Strategies Report I is **re-brandable**.

### 'What does re-branding mean?'

Re-branding means that you can add your affiliate ids into my report, thus creating a report that includes all your details instead of mine.

Once re-branded, the report will then include your CLB affiliate id, your GDI affiliate id, your GetResponse id (or response magic, depending on which report you are re-branding).

As well, your ids will be listed for all the resources we recommend such as, InstantBuzz, TrackThatAd as well as the list and exchange resources offered.

The newly re-branded report will even include your name, your email address and your phone number.

When you rebrand the report, you are creating a **viral marketing machine** that will begin to provide you with **targeted prospects, real contacts** to talk to about your primary business.

### FACT #3

The process is simple! No really, it is ... honest :-)

#### Here is the process in the simplest of terms:

1. **Read the report** (*it's always a good idea to begin the duplication process by doing what you intend your subscribers to repeat ... reading and using the report!*)
2. **Rebrand the list building report** (*instructions are included with the report*)
3. **Upload the report to your website** (*some of you may need help with this - just ask!*)
4. **Create your autoresponder campaign** for your newly branded report (*including a follow-up email to your subscribers which includes the link to your branded report*)
5. **Create your lead capture page** using the html code from your auto-responder (*Your goal is to get subscribers to fill out your form to receive your branded report*)
6. **Advertise** your new lead capture page (*We show you how in the report - Imagine that!*)

#### LET'S RECAP:

- o **CLB List Building report is a training tool** to teach you to build a lead capture page and teach you how to use an autoresponder. This is the first step in learning to build your own contact list.
- o **CLB List Building report is re-brandable** for you to use as a viral advertising system. Your visitors subscribe to your list to receive your copy of the list building report.

Your subscribers will read the report and follow the steps to build their own lead capture page and when they do this, they will be using your affiliate links from the report and joining your downline in the programs listed.

#### Congratulations!

You've now created your very own **viral marketing system** ... all that's left is to advertise your new lead capture page using the resources listed in the report.

See ... I said it was really easy!

## **Bonus – Interviewing, The Art of Sorting**

Thank you for your commitment to success. The following articles will help motivate you and show you some key points that you need to be aware of when venturing into the Networking business.

Please enjoy the three part series by Morgana BraveRaven. Visit [SykaroInsights™](#) for more articles by this brilliant author!

### ***Part I Interviewing / The Art of Sorting*** **The Art of Sorting**

I was discussing the advantage of sorting through the merely curious in search of the truly committed, and now I'll talk about how you might do just that.

Now, when you are sorting through prospects there is no reason to be shy or feel self-conscious about the questions that you are asking. This is business. Period!

You are looking for a particular kind of person, and many will appear to fit the bill. You are going to have to ask questions to find out. Some may appear to be the kind of person you are looking for, however, they may, in fact, not be. When sorting, we need to be careful and not get caught up in the way things appear to us, and be especially careful not to get caught up in wishful thinking.

When you are going through the interview process, and it needn't be a formal process, you are doing so to flesh out key factors about a prospect. At the same time, you also want to stir up some interest in your opportunity.

The interview serves as a two-fold tool that will help you to: discover vital information about the prospect and spark a little interest.

During the interview process you want to find out if a person has a need for change, and next you would probably want to know if they desire a change. Need and desire are going to be pretty close to the top of the wish list for your new recruits. If prospects lack need or desire then they will not have the necessary fuel for the fire that is required in this industry.

When I am looking for recruits, I am looking for people who are hungry. People who are hungry rarely lack need or desire, and by hungry I am not necessarily talking about a rumbly tummy. When I say I want hungry recruits, I mean they really, really want, and need to make a change in their lives or situation. They are hungry!

So, how do I find out if they are hungry? A most excellent question!

Part one of this article will discuss the ways that you can work through a rather informal interview. This wee bit of wisdom works well for chance meetings say at a bus stop or in a store, perhaps with a co-worker that you don't know well. This process is used to work a cold market (people that you don't know).

As I mentioned above, the first thing you want to discover about a prospect is whether or not they have a need. Finding out if a person has a need is very easy. Say you meet someone in a café as you are paying your check. A simple “Hi” and a smile are enough to get things going. Follow this up with a wee bit of small talk about the weather, or the food in the café, or the service – something that you are both experiencing. And, be very, very genuine about your questions and statements ... nothing will turn a person off faster than insincerity. It has a certain inescapable odour. People will engage in polite conversation, but if you want something from them – they’ll smell it. They’ll become suspicious and defensive, and you will not be successful in engaging them in conversation. In effect, you will put yourself 500 miles from any kind of interview. So be sincere and genuine.

After you have gained the persons confidence, and you will see it in their face if you have, you can then start asking generalized question of a more personal nature, like, “How is everything going?” or “How’s things?” or “How’s the boss treating you?” One of my favourite former sponsors had great success with “Hey y’all do’in?” Use something that you are comfortable with and that fits the situation.

If you have succeeded in gaining the persons trust you will be surprised at just how much a person will tell you, so when you ask, “Hey y’all do’in?”... Listen Up! You might just get an ear full.

Remember (and yes, I know I am nailing you to the wall with this one...) network marketing is relationship building. When you start talking to a total stranger you are developing a wee relationship with them. When they respond by talking to you ... LISTEN TO THEM. And listen very carefully. They’re going to tell you everything that you need to know before you even ask.

Most people love to talk about themselves, but often have a tough time finding an audience. Be a good audience when they start talking. Listen for clues to what they need, or what is missing in their lives. If you ask “How’s it going?” and they reply with, “Well, not bad” find out what’s good, find out what is not so good, find out what is bad. Ask the questions that will get them going.”

If someone says to me “Not too bad.” I immediately repeat “Not too bad...? Could be better?” They will usually say, “Yup, could be better.” I immediately agree with them: “Ain’t it the truth!” Then I will start to get a little more focused: “Things are good at work though? Always good at work!”

Sounds like a kookie question, but more often than not, if you ask how things are at work people will say that things are going fairly well. However, if you imply that things at work are going really well, more often than not you will get the real goods on how things are going at work. I usually get: “Good at work? No, not really.”

That’s exactly what I am looking for. Some kind of statement that tells me that things could stand improving with the work situation. I then go on to ask a few more questions in an attempt to glean a little about finances, lack of freedom, excess of bills, or job satisfaction because I find that lack of money, lack of freedom, and sheer boredom, are the three most likely reasons a person will consider network marketing.

You are going to have to dig around in your head to find small talk questions that feel comfortable for you, and if you are the kind of person who doesn't feel comfy making small talk with strangers – don't worry, it'll come. Eventually you won't have a problem with it, but it will take some trial and error (don't worry about the error part – give yourself permission to fail. Everyone had to start somewhere, and every flop is an opportunity for learning J ... Now, you may not believe this, but I am actually quite shy. It took me a long time to feel comfortable striking up conversations with complete strangers... but look at me now! How many of you are there out there? I don't know most of you, yet I yak on and on to you every week. Trust me, talking to strangers does get easier, even enjoyable. I have fun with it now!).

Back on track here... Now, while you are listening to your prospect answer your questions, you will want to interject with little statements like, "I hear you" and "Yes, I know exactly what you mean." For example when someone says to me "Man, do I ever hate my job!" I say, "I hear ya. I know exactly what you mean. Been there myself."

With these statements I am putting myself on level ground with my prospect. And I am not just paying lip service to them: I am sincere and they know it. The statements that I make in response to my prospects help to develop a sense of camaraderie between my prospect and me. I develop a sense of trust with them. They view me as being similar to them, someone who knows and understands because they have had the same experience.

At this point they will usually ask me what I do, and I tell them that I help people start their own businesses, or I help people start working from home, or I help people straighten out their finances. Sometimes I just say that I help people change their lives. I don't give out any details here, as I am trying to create a bit of suspense...trying to spark their interest.

Usually people will respond with "Wow, really, you help people straighten out their finances?" or "You help people change their lives. That sounds interesting. I'd like to hear about that ".

Now, if I have done my job right here, I have peaked their interest to the point that they ask me for more information, but some times they don't. If they don't, I rattle on telling them that I love what I do, and then I will ask them if they would like to hear more about it, or I say that I would be happy to tell them about it.

Back tracking a bit here. If the prospect doesn't ask me what I do for a living during our chitchat I try to turn the conversation in my favour. When I discover that things are not going well at work and that a change would be welcome, I tell the prospect that I am currently looking for a few good people.

So throughout the initial chitchat with my prospect I work at gaining their trust and confidence, and sparking their interest. I never tell them in so many words exactly what I do, but I do make them very curious. That's exactly what I want to do when I am working a cold market – gain trust and awaken curiosity.

If during this process my prospect presses me to explain what I do in detail on the spot, I immediately check my watch and tell them I would love to, but I have to dash to an appointment.

Once I have accomplished my goal of gaining confidence and stirring up interest, I ask my prospect to have a cup'a with me. I pull out my daytimer and find a free hour the next day. I get a commitment from them – and a phone number if the prospect feels comfortable with that.

This is the first part of the initial interview process. It only takes up five to ten minutes, then, it's done.

Your goal here is to get an appointment for a more in-depth conversation, nothing more. You do not want to introduce them to the opportunity, or tell them exactly what you do at this time. You have the appointment. You have them cook'in on the curiosity burner. You are done.

Now, as this is a rather important topic, and as I am getting a bit wordy already, I will have to break this article into a few parts. Next week I will address the actual interview, and the psychological impact you will want to have on your prospect.

Until then, practice a little cold call dialogue. Explore! Invent! Take some risks and get sorting!

## ***Part II Interviewing / The Art of Sorting***

### **The Answer is Neither Right Nor Wrong – it is Only True**

In Interviewing: The Art of Sorting, Part I, I talked about an informal mini interview that you can use during chance meetings. In this chapter, I will discuss the more formal, or traditional interview.

Again, I want to stress to you that the interview is a tool that will help you to discover information about a prospect while sparking interest in your opportunity. The interview is nothing more than a series of questions that you will ask a prospect in order to find out what kind of headspace they are in.

The traditional, more extensive, interview is used during your second meeting with a prospect. As well, I often use it as a follow-up email, or post a form on my website, as a means of collecting data on prospects that I have never personally met. I use the data to determine whether or not it is worth my effort to train and support prospects. I use the data to sort through the merely curious to find the truly committed.

Now you may think it a bit cold of me to admit that I sort through prospects to find out if they are worth my effort – I don't mean to be cold. I have simply found that in my effort to work smarter not harder, it does boil down to basics, ie: is a person worth my time and effort – if I put in the time and effort to train and support them, will they run with the baton, or will they trip me and slow me down as I try to drag them through the process? Sheer experience has brought me to this point. It's not cold, it's just a fact, and one you will probably want to consider: Is a prospect worth your time and effort? If you feel that they are – train them. If you can see that they are not – don't.

The interview is one way to find out if a prospect is worthy of a time investment. Through your initial contact with the prospect you will have discovered whether the person has a need and desire for change, and the interview will pickup right where you left off.

Before I get into the interview itself though, a few words on you, the interviewer, during the interview process.

You will want to be fairly casual and relaxed while you conduct the interview. The interview is very different than what you go through for a job. During an interview for a job, the interviewer wants to find out if the person has the skills and personality to perform the job being offered – with a network marketing interview, skill is more or less irrelevant. You can teach a person to do anything (we are kind of like monkeys) – if they want to learn, but what you will be looking for is personality and drive as opposed to skill. You're not looking for an employee. You're looking for a team member and a business associate. So, be casual. Relax. This will help your prospect feel relaxed also.

During the interview you will want to find out if you think you will work well with the prospect, whether they are trainable, and whether they truly have the desire to succeed.

That in mind, you will want to ask questions to find out where they have been, where they are, and where they want to go. What you really want to know is if they have what it takes to get the job done.

All of us who are successful networkers know the amount work and commitment required to reach success. I think it is the greatest disservice to your prospects, and the industry itself, to lead a prospect to believe that network marketing is a quick and easy buck. Don't go there, or anywhere near there. In fact, make it very, very clear to your prospects that network marketing can be extremely rewarding – but it's going to be a tough row to hoe from time to time.

If the idea of hard work scares a prospect off then you have just done yourself a huge favour. Personally, if it looks like someone would ditch their business when the road gets a little muddy, I'd rather know before I sink months of training into them. I take my business very seriously, and I want to work with people who will do the same.

So, I ask questions; lots of them.

I always start the interview by asking my prospect to tell me a little bit about them self. I want to know what kind of work they have done in the past, what skills they have. What their financial situation is at the moment. How much more money they require. I pay very close attention to what they tell me, and I take notes.

After they have told me a little about themselves, I dig in with my questions:  
Do you like the work you are presently doing?

- I ask this to find out if a career change is really what they are looking for. Approximately how much are you making now and how much more money do you require than what you are making presently?

- I ask this to find out if they are looking for a new career path or if they are merely looking for something part time. It doesn't matter either way, but I want to know what they want and need in so far as their commitment to working the business goes.

Do you see yourself as a real people person, or a bit of a loner?

- I ask this because shy, quiet types are going to have a bit of a bumpy ride in network marketing. They need plenty of drive and positive mental attitude to break through their shyness. This is a real people person kind of business. I have found that the extroverted personality has a much easier time of it than the introvert.

Would you enjoy working in a mailroom sorting and delivering mail, or would you prefer to be the head of a department? (Or any variation on this theme.)

- I ask this to find out if my prospect is a follower or a leader. Most successful Networkers are true leaders.

Do you believe that it is possible for you to make \$250,000 or more per year?

- With this I am trying to find out if the prospect believes he or she is actually worthy of an extraordinary income. If they believe that they are worth it, they will work hard to achieve their goals. If they don't think they are worth it, they will work hard to make sure they don't reach their goals... Kooky concept, but true.

What do you perceive as being the best thing about having your own business? And what is the worst thing about it?

- Here I am digging for goals and looking for fears that may hold them back.

What would you do with an extra \$500 (or \$5000, or \$15,000) per month?

- Again, I am looking for goals and solidifying whether my prospect is looking for a full time or part time business.

What will you bring to the team, and why do you think something like this will work for you, and why are you right for this?

- Here I am looking to see if they see themselves in this kind of business, as well, getting them to start seeing themselves in this business... getting the wheels turning. Also, looking for motivational qualities: I am a go-getter, a self-starter, have a positive attitude... etc. Digging for their beliefs about themselves.

Do you think working from home would fit well into your lifestyle?

- This will either wet their appetite, or turn them right off.

Do you have any experience or understanding of network marketing?

- With this, I just want to see what I am working with, how extensive the training will need to be. The less they know about the industry itself, the more training that is ahead for me. A lack of understanding about the industry is not a problem – I just want to know where we will begin.

Now, this next question is not my own, but it works very well and it goes like this: If this looked like it would be the perfect business for you, would there be anything that would stop you from getting involved right away?

- I ask this last, and I ask it to see if we are facing any barriers (particularly financial) to getting started. Do they lack initial start-up? Is their daughter getting married in a month? Are they care-taking an ill parent? What is going on in their lives, and how will it affect their attempt to start a business? I want to confront any barriers immediately – not two weeks after they have joined my team... Now you don't have to ask these exact questions. You can ask any questions you wish, but I suggest variations on the theme. You are digging for insight into the prospect: vital information that will suggest to you whether they are likely to make it in this industry.

As well, you want to stimulate more interest in your opportunity. But remember, by this point you have not actually told your prospect what exactly it is that you are involved with – and you won't yet either!

The questions that you ask will work two fold: first they will help you learn who exactly you will be working with, and second, they will wet the appetite of the prospect.

How's that, you say? Well, first of all, you have not yet made a formal invitation to join you in the business; in fact, you've been a bit of a tease. Through your questioning you will be subtly suggesting that this business is not for everyone – if you are talking with a motivated person, the wheels will be turning and their inner dialogue will go something like this: I've got what it takes for this business, I'm perfect for this business!!! Etc.

People generally want what they can't have. It's a venture into the forbidden, if you will, and makes us want it all the more. What silly creatures we are. By the end of the interview, you should have a pretty good idea of the kind of person that is sitting in front of you. You will know if they are motivated, if they are a self-starter, if they are a trainable team player, or to what degree they possess any of these qualities.

Remember, there are no right or wrong answers to the interview questions. There are only facts and truths. Does this person have what it takes? The answers they provide will shine a good deal of light on the topic. Could they be developed into the right kind of person? Or, are they absolutely and completely unsuited to this business.

Take your interview notes home and read between the lines. What did the prospect tell you? Are they ready to succeed, or not?

You be the judge. You are the person making the time commitment to training and supporting this prospect. Will it be worth your while?

Ultimately, you will have to decide, but the interview will give you plenty of ammo to make the decision.

When the interview is over, make a little small talk, then, send your prospect home to do some more thinking. Let them know how the business has influenced you and changed your life and the lives of others. But again, be vague, you'll get to the specifics on your next meeting. Let the prospect know that you will be following up the interview in a day or two.

Send your prospect home filled with hope for the future. Hope for change, hope for growth, a way out of the muck.

Do not ask for a commitment at this time – if the process is working (and with the truly motivated and committed, it will), they will approach you in short order, and bring a commitment with them. You won't need to ask.

### ***Part III Interviewing / The Art of Sorting***

#### **You Can't Want Success for Others. Desire does not Always Reside in the House of Need**

Ok, now let's jump right back in...

Working a warm market is great. You know your prospect and they know you. You don't need to work at developing a relationship or trust – it's pre-existing. Half the work is done before you get started.

Or is it...?

Well, yes, the relationship is there, the trust is there, and from what you can see the need and desire are there. At least that is your perception.

But perception can be a little misleading, especially when it is led down the yellow brick road by a thimble full of wishful thinking.

An example: Uncle Bob and Auntie Neena.

Uncle Bob has worked for forty-five years as a labourer. Auntie Neena has never worked outside the home. Uncle Bob and Auntie Neena are the happiest couple that I have ever known. They are both in their early sixties and they relate to each other, as they always have, like a couple of love smitten teenagers. Together they've raised five kids, and they've never had two dimes in savings their whole lives.

They are approaching retirement, and they have nothing. No savings, no RRSP's – squat.

As I see it, they have a need, and of course, they were close to the top of my list as hot prospects.

Uncle Bob and Auntie Neena taught me a very valuable lesson:

You can't want change and success for other people. They have to want these things for themselves.

It pains me immeasurably to think of Bob and Neena in retirement. They are not prepared. They are going to struggle incredibly at a time when they should be relaxing and enjoying. Oddly though, it does not bother them.

It took me a while to accept that.

Early in my networking career I recruited Uncle Bob into my business. Oh, that I could turn back time to change that day.

Uncle Bob was keen on the idea of running his own business, and seemed pretty excited about making an extraordinary income. He followed me to meetings for two months. He suffered through my endless follow-up phone calls (and so did I for that matter), hours spent sitting around his kitchen table during training and my fruitless attempts to motivate him into action.

After four exhausting months of trying to train Uncle Bob I came to the inevitable conclusion: Uncle Bob was happy living as he did. He didn't have much and wasn't concerned about it. He and Neena were comfortable with their situation. It didn't matter that I could see a need for Bob and Neena. It didn't matter that I would have liked to see them better off than they were. Bob was happy enough to kick back and catch a game on the tube. He would have liked to have a little extra cash – but he was in no way willing to compromise his leisure time to go after it. Despite the fact that he had a need – he didn't have the drive or the desire.

Gee, I wonder how I might have avoided wasting four months of my time trying to train someone who really had no intention of working his business... hmmm.

Ever considered putting your warm market prospects through the interview process?

Now it may feel a little uncomfortable to interview a family member or close friend but I urge you to try the idea on for a bit, and here's why.

Your warm market can be an incredible source for prospects and customers – but most members of your warm market are going to make better customers than business associates.

As I see it, and in my experience, your warm market options can lead to a bit of a snare that can undermine efforts. As your warm market subscribes to a pre-existing relationship and trust, it also contains a sticky little flaw factor that should not be overlooked.

Your familiarity with your warm market can lead you to the conclusion that certain individuals would benefit from working their own business. This conclusion may or may not be true, even though you can see the absolute need for improvement. As serious networkers, we are always on the lookout for individuals that will benefit from an opportunity that will improve their situation. Helping others turn their lives around is part of this business, and it is the part of the business that I like best.

Unfortunately, where we will often find need, we will also find a lack of desire. Sadly, some individuals, in some bizarre way, seem to enjoy suffering hardship. The school of hard knocks can become a self-perpetuated comfort zone that is difficult to break out of. Some people become miserably and horribly stuck in difficult situations and circumstance – and even though they may make an effort to change it, their mindset is stuck on self-defeat.

To sum up this scenario I give you this old truism: you can lead a horse to water, but you can't make it drink. The horse may sniff at it, may jump in and flail around a

bit, but unless the desire to drink, the desire to save itself, is there, the horse will ultimately drown.

Through experience and observation I have come to the conclusion that desire does not always reside in the house of need.

So, to remedy the situation, I interview everyone, warm market or cold, because I found it exhausting and frustrating to try to motivate people into action when their lack of desire kept them from committing to their own success. My time and effort are valuable. I can't force 47 hours into a day. I do have other things to do, aside from running my business – I am sure that you do too.

When you go into business with someone you may find that you don't know him or her as well as you thought you did. Take Bob and Neena for instance. Before bringing Bob into my business I had always considered him a hard working, committed, guy who just hadn't had many opportunities for success blown his way. However, that wasn't true at all. Opportunity had probably presented itself many, many times in Bob's life, but Bob was comfy and content enough if he had a cold brew in the fridge and cable TV. He wasn't interested in having more.

Our perceptions of the needs of others can be wrong – so, save yourself the effort and the heartache. Interview every prospect. Ask lots of questions that will help you to get into their head, and help you to determine if the person you are considering will actually be a benefit to your business, or a liability.

If you are wasting hours a week trying to motivate an uncommitted recruit – then you may be taking time away from others who need your attention and who will benefit from your effort. Make sure you are investing your time wisely and with the right people.

If a prospect is not ready to get to work to improve their own situation, neither will they succeed through your effort. They will usually take everything that you can give – do nothing with it – then run hollering from the business claiming that network marketing is a scam that it just doesn't work...

Ugh... that hurts. And you know from your own experience that networking offers a level field for everyone. We all get the same opportunity to succeed.

We all want to succeed, and we want our downline members to succeed too. But accept this bit of truth now and save yourself buckets of grief: Not everyone is cut out for this business. Not everyone will succeed in this business. Industry stats to date indicate that most simply give up.

Interview, and make sure that your prospects want to succeed. Make sure they have lots of drive and desire – they're going to need it.

Interview, interview, interview, and review your information. How do you feel about the person's responses to your questions – go with your gut reactions here (and pay attention!).

Do you think this person will commit to success? Is there any indication that this person will toss in the towel when the going gets tough? Is your prospect going to waste hours of your valuable time and effort?

Ultimately, the decision to invest the time to train a person is yours – but make an informed decision that is not steeped in wishful thinking. It's your time. It's your business. It's your call. Call it wisely. But I would suggest that you can afford to be picky... unless high attrition rates appeal to you.

I leave you this week with a dollop of anonymous wisdom that I took a little creative liberty with...

"Desire sees the invisible, feels the intangible and achieves the impossible."

Now get on out there and start sorting. Remember, you're looking for hungry prospects with a keen desire to succeed. And also remember that a massive recruit-o-rama will not ensure success. Go for quality, the quantity will come. Spruce up your skills and become a master of Interviewing - The Art of Sorting.

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*Regards,*

*Muriel Holladay  
Red Deer Alberta*

## Recommended Reading

Below you will find reading material from Tim McMahon as well as books that I personally use to better my life.

Reading material can be found at any local bookstore or online at Amazon.

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