

## MLM Success Training - Golden Rule For Prospecting Strangers

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So here it is.

When you're building your MLM Business there is 1 Golden Rule to follow when it comes to prospecting strangers and it's simply:

Just Don't Do It!

That's right! You NEVER want to prospect strangers to build your MLM Business. Now I know some people may not agree with me, so here are 3 "Prime" reasons why you don't want to prospect strangers as a way to build your MLM Business.

Reason #1 - Strangers Are Not Your Target Market.

Believe it or not, but unfortunately more than half the population isn't "wired" to be in business for themselves. Your goal is to find people with a "track record" of success. These are the only kinds of people you need to help build your business, not strangers (any 'ol Joe Schmo you see walking down the street).

If that's your plan then you might as well whip out the phone book and start dialing. And let's see how many No's, not interested and don't call me again you get before you finish the page. It's simply because "strangers" is not the target market you should be going after to build a successful home business.

Reason #2 - It's Too Ineffective.

Prospecting strangers is a big waste of time, energy and patience. Just think about it, would someone like Donald Trump say "Hey, I have this great business opportunity that'll help any self motivated and dedicated individual make a handsome residual income each month -let's kick things off by showing it to people walking on the street!" Of course not! So why should you?

It's at least 10x more effective to target a group of people who "already" possess positive character traits and good business skills that'll help you take your business to the next level.

Reason #3 - It's Just Not Worth It

Prospecting strangers isn't worth the hassle (time, energy, sweat, blood, tears and not to mention the headaches). Prospecting these types of people for your business WILL take a lot out of you. (Just thinking about it, makes me cringe). Facing rejection from the wrong kinds of people is one of the main "killers" for many new home business owners. Don't let it happen to you, or anyone in your organization. Don't prospect strangers.

Remember; don't try to prospect everyone for your business because unfortunately not everyone is ideally suited to be in business for themselves. It's sad, but true. So in order to find the right people for your MLM Business simply focus on a target market. Look for people with a track record of success and possess good business skills.

Some great examples of this are real estate agents, store owners, small business owners, franchise owners and even other Network Markets (they almost always keep their options open). Simply put, focus your energy on target markets rather than every 'ol Joe Schmo who comes within 3 feet of you, it's proven to work 10x better than prospecting

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