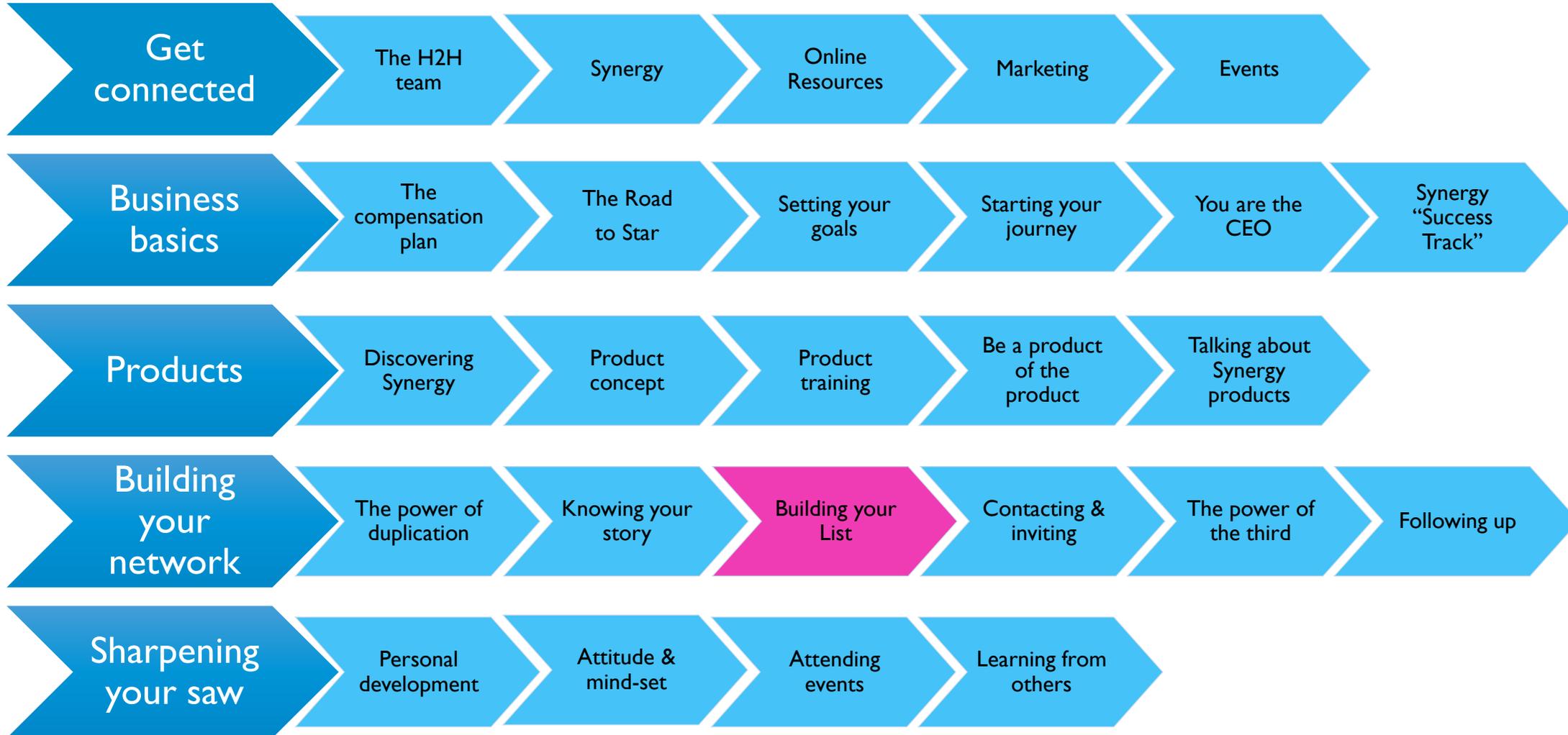


# Modules in the H2H System





# Everything Begins With A List

A key skill to building any kind of business, not just a Network Marketing business, is to have an ongoing list of people that, at some stage, you would like to invite to learn about Synergy.

We call this your Master List.

In the next section we are going to concentrate on creating and building your Master List – these are the people you will contact first.



# The list begins with those you love and care about



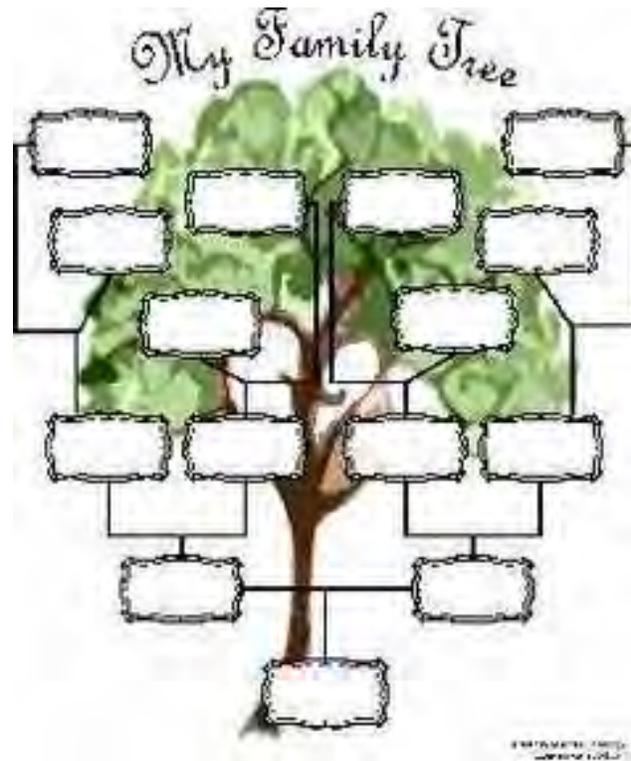
Every successful Synergy Team Member begins with a contact list and keeps their list fresh and continually growing.

This is your starting point for sharing Synergy products and adding new customers and business partners to your team.

It's important not to pre-judge, as the decision to say "yes" or "no" to the opportunity or the product should be made by the individual and not yourself.

When people have been invited to take a look at Synergy and you have collected a decision from them, they will move off the Master List and onto other lists, e.g. Customers, Team Members, No for Now. We will discover more about that in Contacting & Inviting.

Let's begin with a Master List of 100 names to start with. This will give you a good posture when speaking to people as you are looking for 6-12 business partners from 100 people rather than 6-12 business partners from a very small list.





# FROGS

This technique is a very good memory jogger for getting 100 names on the Master List. It is important for your new TM to never pre-judge if someone would be interested at this stage, just write down as many people as possible as those people may remind them of others. The objective is to get at least 100 names on the list. Try not to think about Synergy!

FROGS stands for;

- Friends
- Relatives
- Organisations/Occupation
- Geography
- Same





# Have fun with FROGS!

Take the first name from your list. Let's say the name is David Smith.

## **F – Friends**

Do you know David's friends and the acquaintances you both have in common? Write them on your list

## **R – Relatives**

Do you know David's relatives? Put them on your list

## **O - Organisations or Occupation**

How do you know David? Does he have any hobbies? Let's say David is a runner. Who else do you know that runs or likes to keep fit? What Occupation does David have? If David is a teacher, who else do you know in teaching or training from babies to adult learning and in all industries





# Have fun with FROGS!

Take the first name from your list. Let's say the name is David Smith.

## **G – Geography**

Where does David live? Let's say he lives in Bristol. Who else do you know that lives in Bristol or anywhere else near Bristol like Bath or over the Severn Bridge to Wales? Do you know anyone who lives somewhere that begins with the letter B?

## **S – Same**

Who else do you know called David or Dave or a name beginning with the letter D? Who do you know with the surname Smith or a surname beginning with S



# Categorising Your List – Customer or Business Partner?



Once you have your initial list the next step is to categorise them.

We recommend you categorise 10 at a time, 5 together with your upline in Lifestyle Training Part 3.

Firstly categorise those that are likely to be more interested in the Product and those that are more likely to be interested in the Business Opportunity.

With the help of your sponsor note down a few details about your first 5 people such as age, work history, family situation, financial position, interests and positive aspects to their character.





# Categorising Your List – Touch Points

The next step is to note down the **CATEGORIES** which apply to them. More than one category often applies:-

- 1) Anyone who hates their job.
- 2) Anyone who loves their job but doesn't earn enough.
- 3) Anyone who has mentioned that they would like to have their own business.
- 4) Anyone who has had or is in their own business.
- 5) Anyone who is familiar with/involved in Network Marketing.
- 6) Anyone who has expressed a wish 'to get out of the rat race'.
- 7) Anyone who has high credibility amongst their peers.
- 8) Anyone who is very health-conscious or athletic.
- 9) Anyone who is involved in the health industry (medical or complementary).
- 10) Anyone who is concerned about their present or future pension.
- 11) Anyone who is retired with time on their hands.
- 12) Anyone who likes to 'get involved' and is open to new opportunities.





# Categorising for the Next Stage

Take a little time to put your **10** names in the order in which you want to contact them.

Using a blank postcard or piece of paper for each person, write down the **Key Words** which apply to that person, for example:

- **Qualities** (e.g. hard-working, successful, confident, positive, business-minded, open to new ideas, leadership experience / potential)
- **Categories** (e.g. hates job, athletic, pension worries, wants own business)

Bear these Key Words in mind when you are ready to make contact.





# Business Opportunity Prioritisation List

Use the following simple technique to add some prioritisation to the names for identifying those people to contact first amongst those that you have categorised as interested in the business opportunity;

- If you were having a dinner party or private party, who would be the first 10 you would invite?
  - Put 2 stars against these names
- If the person has business experience
  - Put 1 star against their name
- If the person has sales or marketing experience
  - Put 1 star against their name
- If the person has previous Network Marketing experience
  - Put 2 stars against their name
- If the person is very successful in their chosen profession
  - Put 2 stars against their name
- If the person is optimistic and has a good attitude
  - Put 1 star against their name



**The people with the most stars are good people to look to approach first – but work on a strategy with your upline on the best way to contact them**



# Top Tips for Building your List

## Tip #1 – Get a Notepad & Pen or use a computer if you have a large social network

There are many ways to store information online – in a spreadsheet or a database or even a simple text file, but there is something much more concrete about using a pen & paper. The list will be your primary raw material and your brain takes in more information when writing than when typing. If however, you have many online contacts, then you may wish to use a computer.



## Tip #2 – Write down every Facebook friend or LinkedIn contact you have

Most people have between 200 and 500 Facebook friends and over 200 LinkedIn contacts. These people could be family, friends or people from similar social groups – some may become customers or team members, just remember not to pre-judge, just write them all down.

## Tip #3 – If you have a business partner, repeat Tip #2 with their networks

There will be people on your partners list that will be the same, but they will often have different work contacts, people from school as well as different social interests.



facebook

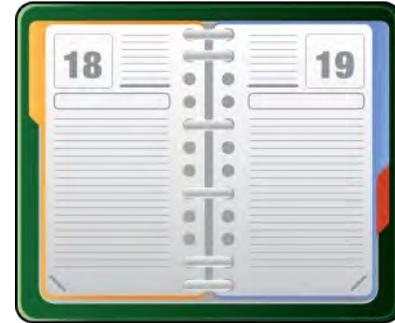




# Top Tips for Building your List

## Tip #4 – Write down all the people in your address book & mobile phone contact list

Most people you will wish to share the opportunity with will be in your phone contacts directory, email contacts and address book, also repeat as before if you have a partner.



## Tip #5 – Go through your email address book, diary, online calendar

We suggest you look in your diary for the last 6 months and the up-coming months to see who you have recently seen or are seeing soon, also repeat as before if you have a partner.



## Tip #6 – If you have a Christmas/Birthday/Special Dates card list, add those people as well

This list usually includes people who you do not interact with frequently, so is a good means of remembering old friends, distant family and people who may have moved away from your location.



# Top Tips for Building your List

## Tip #7 – When we say put Everyone on the list – put Everyone on the list

If they are negative, put them on your list. If you hate them, put them on your list. If they are your best friend, put them on your list. If they've said "I'll never be involved in Network Marketing", put them on your list. If they're 98 years old, put them on your list. If they're 18 years old, put them on your list. It's important to do this because, as you empty your mind out on paper, it will make more room for new contacts to come. When you write down your nephew, you begin to think about the circle around your nephew.

# #NO FILTER

## Tip #8 – Use The Ultimate Memory Jogger eBook

Eric Worre's 78 page eBook is an essential tool to help you with building your list, as well as having some sample scripts when talking to people.

You can download this eBook in Resources  
Resources >> Business Tools >> Ultimate Memory Jogger for list building



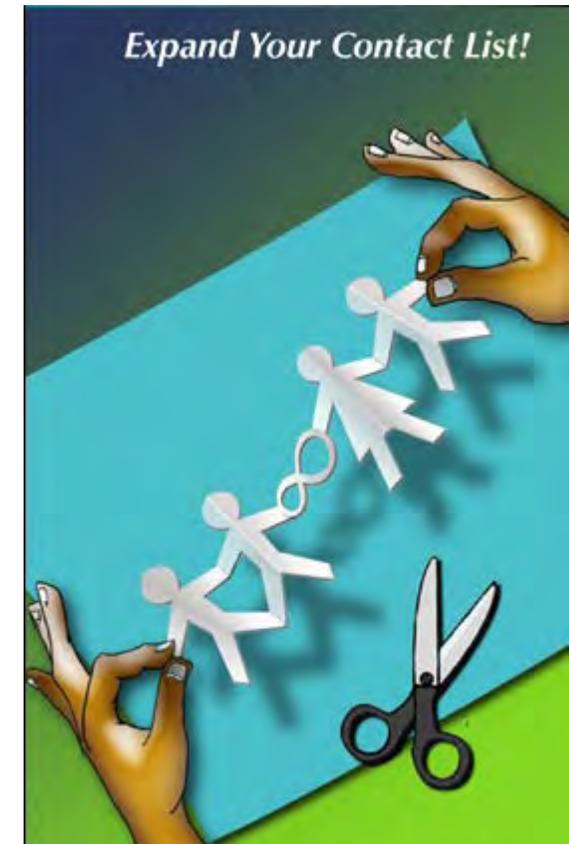


# Constantly Expand Your List

Your list is an organic part of your business that should continue to grow and grow. Professional networkers aim to add two people per day and are continually growing their list year on year.

- Begin to think about **everyone** you know. If you think you don't know many people, use the memory jogger to empty your head of everyone you do know - most of us know hundreds of people
- Think about the friends and acquaintances of the people you know
- There are new people to meet outside your front door. You could join groups, go to networking meetings, start a hobby, volunteer for charity work, take up a sport and so on
- You could investigate social media marketing from the comfort of your home

**Your aim is to find 6-12 business partners from the 7 billion people on the planet!**





# What is my Cold Market?

Your warm market are people you know on a first name basis, such as co-workers, friends from the gym, family and others - your cold market is everyone else. Your cold market will typically not buy a Product from you right away, or agree to look at a Business Opportunity. We need to warm them up to us, to move them from your “cold list” to your “warm list”.

These people have to get to know, like and trust you first, so even though they're your cold market, your job is to turn them into your warm market – but only if you want to, remember you are inviting people to come into business with you, so you have to want to work with them!

You do this by forming a relationship, and you can also do this online with great success through video marketing, blogging or other social media interaction. You have to turn these people into your warm market before presenting to them, otherwise it just seems like you're trying to get something from them. People will see right through this so you have to warm them up to you, and you also have to find a need that they are interested in. Typically you get to know this by looking at what messages & content you are providing to them and seeing what resonates best.





# Adding to your List using Social Media

Once you have decided to look to expand your list to people you have yet to meet, there are a number of ways using social media, in the following example we will show some approaches for expanding your list using Facebook posts. The key to success on Facebook is to use the curiosity approach – do not spam people and keep it generic and positive as much as possible. You want to post interesting things, using some of these 6 types of posts;

- Posts of you spending quality time with team members
- Attending a company event
- Recognising someone in your team
- Lifestyle photos – but tasteful not flash
- Using the products
- Educating people about the benefits of your products



Ideally you want to say just enough to get people's attention so they reach out to you and ask you questions, but keep in mind;

- You need to make your profile Public to attract new people
- Don't ever talk about religion or politics, it will turn people off
- Have an opinion about things, but bear in mind if you are using social media to build a business, your prospects will read what you post – even the stuff at 2:00am
- Remember the Law of Attraction

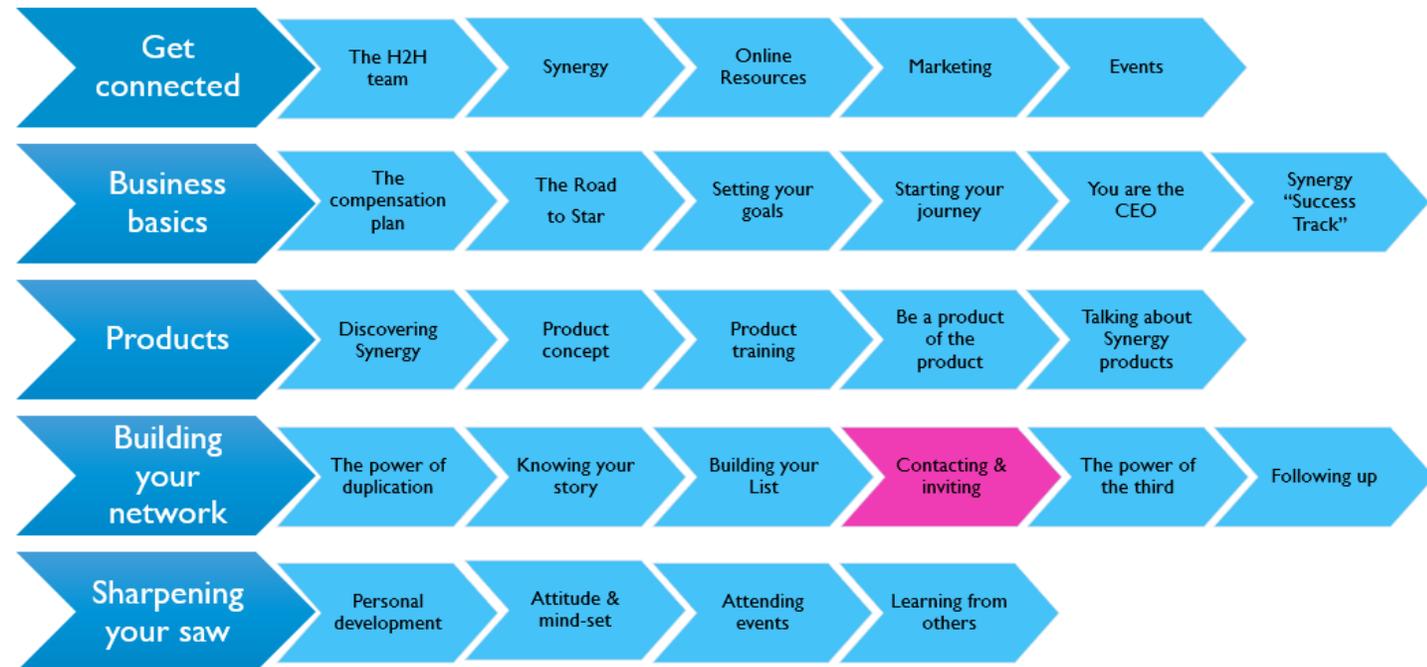




# One last thing.....

Before you go ahead and speak to your contacts seek advice and training from your Sponsor and Mentor on the skills necessary to Contact and Invite with Success. There is a module in this H2H Training System dedicated to Contacting & Inviting.

One last tip, practise on people who you think will be least likely to be interested before you speak to those that could be.





# SUMMARY



- If you are ready to grow your Network - it starts with a list
- Never pre-judge people, just write their names down
- Having a good healthy list helps your posture when contacting people
- Use social media accounts - usually this represents 200-500 people
- If you have a business partner, don't forget their list
- Use the Ultimate Memory Jogger tool
- Constantly add to your list
- Categorise your list when you are ready to start contacting
- For the Business Opportunity people, use the Prioritisation Technique
- Talk with your upline **BEFORE** you start contacting to work out a plan

