

List Building

RECRUITING | SALES | LEADERSHIP



*Heartfelt*TM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Action Guide



List Building

Let's discuss the basics of list-building. Why do you need a list? How to use and the importance of updating the list.

You need a list of prospects to build your business.

Let's talk about building your list; the most important aspect of your business. Your list can go with you from venture to venture. It may need to be tweaked or refined but you have a starting place.

When you take a list into a new venture it becomes your safe zone. These people know, like and trust you.

"Let the threat be theirs and not yours. Let them regret saying no; don't you regret not telling them." – Carrie Wilkerson

Brain Dump

Do a brain dump. Who can you put on your list today; friends, relatives, colleagues, acquaintances? Grab your notepad and write them down now!

Don't Pre-Judge

Don't cross anybody off in your head before you put them on paper. Be open-minded to possibilities.

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Network Groups

Write down some ideas of networking groups that would help you grow professionally and build your list:

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Relationship Building

A great resource is Tahl Raz's book *Never Eat Alone*. Invite a friend to lunch. They will naturally ask what you do and then you can practice your skills. If they are interested; add them to your list.

Your list allows you to build relationships. Ask your prospects questions. This information gathering helps you develop a rapport but also lets you glean pertinent information about your audience.

Common Excuses

Have you heard (or used) any of these excuses?

"But I don't know anybody else. I'm out of people."

"My area is saturated. Everybody I know is either doing this or something else."

"I'm too shy to meet new people."

"I just want to buy leads or talk to people I don't know."

"I'm afraid people I've approached are avoiding me"

"I'm new in the area and don't have a network."

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Multiply Your List

Your list should not dwindle as you talk to people, it should increase. When you network become a resource for others.

Be specific in who are you are looking for in a lead.

Ask others what they do. That naturally opens the door for them to ask you what you do.

“Network marketing is just living life the way you always have but now you have a gift, a way, something to give to them, a way to change their life forever and be able to have residual income.” – Shauna Ekstrom

There is a difference between a “lead” and “relationship-built list”. You will hear a LOT of no’s from leads. Your relationship-built list will involve touching their lives and making a difference.

If you have received no’s circle back and revisit. When speaking with them refocus on them. Instead of approaching them with “everybody” in mind look at them with their niche, where they are in their life. How does your product or service benefit them where they are right now?

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Booths

Booths at shows can be an excellent list-building exercise. It doesn't really matter what show you do but look for shows with people who have disposable income.

Have a resource available for them. Maybe a small pad of paper for them to write on. A checklist of questions. A drawing for a giveaway.

Also look at other vendors. Engage in conversation and develop relationships. Again become a resource for others.

Inspire Others

What is your story? Can you inspire others with your story? What story inspires you?

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Your Action Items

- ✓ Take action!
- ✓ Do what you are told!
- ✓ Emotionally separate yourself from the results.

Your only responsibility is to invite and share. Celebrate the wins but let the losses go.

Have fun and get excited (passionate) about creating your list. Don't make excuses. Just do!

Start with at least 10 people on your list. Talk with them, apply the principles you have learn and watch your list grow.

Start right now! Before you step out for the day or go to bed. Start your list. No editing. No cheating in deciding for them, just make the list.

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