

## EIGHT STRATEGIES FOR SUCCESS IN THE COLD MARKET

1. **Understand that it is a sorting business.** Some people will love it, some won't, and there's always someone else waiting to hear from you.
2. **Don't take anything personally.** This is a business. Some people will join you and some won't. It's really that simple. If your prospect wants to be negative or not respond favorably to your message, that's their decision. Move on.
3. **Don't get emotionally attached to anyone,** unless you plan on marrying them! There will always be another prospect around the corner.
4. **Be consistent.** I don't know how to express how critically important it is for you to continue to prospect on a regular basis, and continuously put new people through your information pipeline. *Success comes through doing the right activities on a consistent basis.*
5. **Learn from your experiences.** Keep track of your progress. Pay attention to what you are doing and learn from every experience you have. Grow from those experiences. Successful people pay attention to everything that they do, always looking to improve.
6. **Act the part.** Realize that you don't know these people and they don't know you. You could be building your business from a garage and they would never know it. Act like you are successful, busy, and productive, even if you aren't yet. Don't lie. Just act the part until you become the part.
7. **Work the numbers.** Regardless of how good you are, you still need to consistently sort through people. The more people you put into your information pipeline, the more you will sponsor. Even the greatest recruiters in the world work through large numbers of people. It is simply the way this business works.
8. **Don't ever quit.** While you may feel like it at times, don't ever give up. The only way you can fail in this business is by either not putting forth the effort in the first place, or simply giving up. No matter how much you feel like giving up, you will never get where you want to go if you give up.

### Call Back Script

**Hello PROSPECT'S FIRST NAME,** This is **YOUR FIRST NAME** How are you? I am getting back to because you reached out to our company in interference to working from home. Do you a few minutes?

Are you currently working or are you unemployed? **(PAUSE AND WAIT FOR AN ANSWER)...**  
Are you looking to make additional part-time income or are you looking for a career change?

Have you ever worked from home? **(PAUSE AND WAIT FOR AN ANSWER)...**  
If you are a good fit for our company are open to working from home? **(PAUSE AND WAIT FOR AN ANSWER)...**

I don't want to take up a lot of your time, can you grab a pen? We are a Publicly Listed 5 year old technology company that was recently featured on FOX NEWS. The name of our company is World Global Network. Log onto: **USERNAME.helo.life** and take a look at our company's 2 minute commercial and our 7 minute company's overview. You can do this from your smart phone or a computer.

Call me back as soon as you've watch the video or I can call you back in about 30 minutes. My direct number is (\_\_\_-\_\_\_-\_\_\_)

**IF NOT,...** What time do you think you can log onto the website and view the 2 minute commercial. **(PAUSE AND WAIT FOR AN ANSWER).... WRITE THAT TIME DOWN....** Okay great call me back after you look at the videos or I will check with you around that time.

### VOICE MAIL!!

Hello this message is for **PROSPECT'S FIRST NAME,** This is **YOUR FIRST NAME** getting back to you. You left a message about our work from home positions. Our company is currently filling positions in (BLANK) area this month and we need to talk as soon as possible.. My direct office line is \_\_\_-\_\_\_-\_\_\_. We look forward to hearing from you.