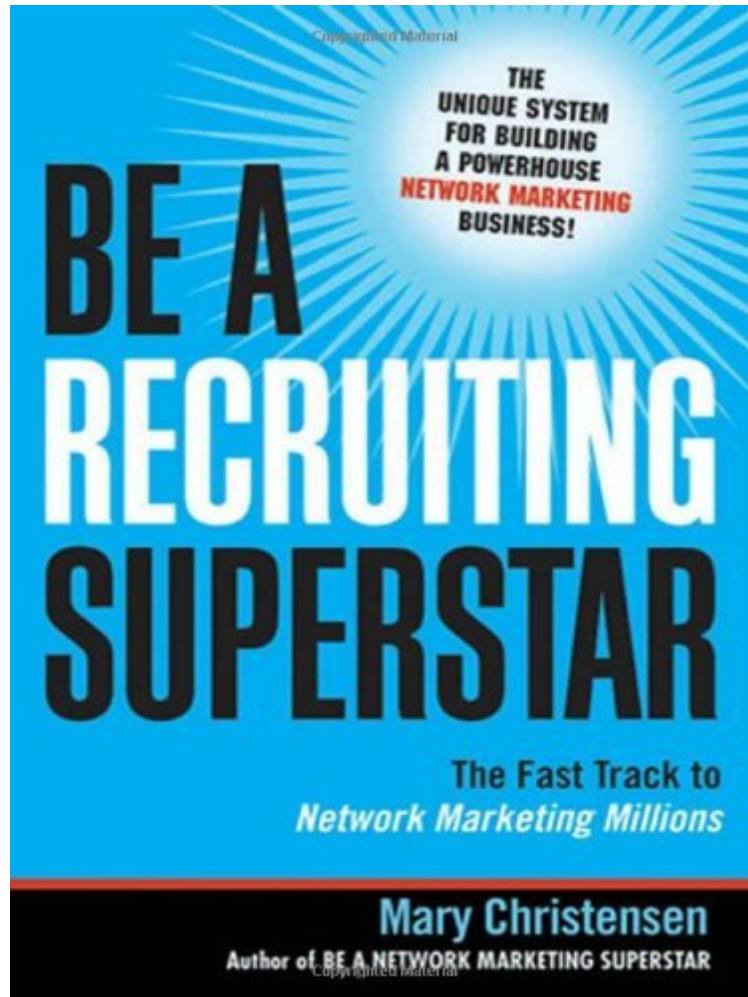


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# Be a Recruiting Superstar: The Fast Track to Network Marketing Millions

Mary Christensen

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this opportunity. I have purchased quite a few books recently on network marketing, party plan ideas, direct sales, mlm... and this one Be a Recruiting Super Star is one that I am SO glad that I did purchase. It gives many ideas, plans, words, and help to encourage you to build a downline- which is so important if you are wanting to work smarter and not harder! I have recruited two people in two months and have two other prospects that I am working with. It might be a slow start, but at least it's a start! This book gives many ideas with step by step help - including some wording scenarios to learn from. It gives great ideas on where to find recruits from outside of family, friends, parties and customers... AND ideas on how to reach them. Other books give you a list of people to contact, like your hairdresser or doctor or banker, but not how to attract them- this book is great with the help on what to do. I recommend this book and it is one I plan on having available for my recruits to read so that they can catch the vision too and build themselves a great downline! Party On!-GameLady VerlinaSimplyFun Senior Consultant 1 of 1 people found the following review helpful. Mary Is the BEST !! By Mommy0f2I LOVE Mary! I had the opportunity to hear her speak at our Director Retreat and she is an absolutely fabulous woman! A real peach of a gal ! She has great ideas , is super relatable and really hits the nail on the head when it comes to business practices. I might be biased though because she kept calling me Pinkie because of my hair. :) No really she is GREAT ! Download her IMAWOT app and buy all of her books! You will be so glad you did!

Network marketing--also known as direct selling and multilevel marketing--has turned millions of people into successful business owners. But to truly reach their earning potential, network marketers need to successfully grow their businesses by recruiting the right people. Written by a true network marketing superstar who personally enlisted over 1,000 people in her first year, the book reveals a proven, innovative approach to recruiting that gets results fast. Readers will learn how to:- discover their own recruiting style - identify people who will become a great part of their team - do and say the right things to turn prospects into partners - overcome objections with confidence - attract people who never considered network marketing Filled with advice and inspiration, this indispensable guide gives network marketers the know-how and confidence they need to grow their enterprise and become top earners.

From the Back Cover No matter how motivated and energetic you are--even if you're the greatest salesperson on the planet--as a network marketer with limited time, there's only so much money you can make without great people to help you sell your products. Recruiting is the life force of any network marketing, multi-level marketing, or party plan business; it lifts the ceiling off your income, the key that will allow you to keep checks rolling in above and beyond what you can do yourself. If you're ready to achieve real financial independence and live a life most people only dream about, recruiting must become your number-one priority. Be a Recruiting Superstar takes the guesswork out of successful recruiting, letting you in on Mary Christensen's easy-to-master system for finding and training the right people to sell your product or services, and teaching them to do the same. You'll learn how to increase your income exponentially by: bull; doing and saying the things that will turn prospects into partners bull; overcoming objections with confidence bull; attracting people who never considered network marketing bull; asking the kind of questions that will have your hottest prospects identifying themselves to you! Packed with powerful, can't-miss insider tips, this inspiring guide will give you the know-how and confidence to become the network marketing superstar earner you've always wanted to be! Mary Christensen has more than 25 years of experience in network marketing, having recruited more than 1,000 people in her first year, and later holding executive roles in two multinational network marketing corporations. She is the author of Be a Network Marketing Superstar and Be A Direct Selling Superstar. "Mary Christensen has put together a great guide for anyone who is thinking about starting their own direct selling business. It is a must have." --Debra S. Waller, Founder, Jockey Person to Person "Mary's genuine approach to recruiting is refreshing and inspiring! Read this book and discover what may be holding you back from recruiting success." --Stephanie Geisler, Uppercase Living Co-Founder About the Author Mary Christensen (Santa Monica, CA) has more than 25 years of experience in network marketing, having recruited more than 1,000 people in her first year, and later holding executive roles in two multinational network marketing corporations. She is the author of Be a Network Marketing Superstar (978-0-8144-7431-0). Excerpt. copy; Reprinted by permission. All rights reserved. CHAPTER ONE Why People Become Network Marketers and Why They Don't Here are two simple Questions. First, what is the number-one reason people start a network marketing or party plan business? The answer is that they started the business because someone asked them. The overwhelming majority of people never considered the business before they were approached. That is not surprising. Our business is word of mouth. We don't run media campaigns trumpeting our opportunity and we don't advertise in the job opportunities section of the newspaper. Unless and until you connect with your prospects, how will they know how incredible the opportunity is? Second, what is the number-one reason people don't start a network marketing or party plan business? And the answer is that nobody asked them! People are not going to come knocking on your door. You have to reach out to them--preferably before someone else does. Believe me, there will be no harsher lesson than seeing someone you could have approached, but didn't, turn up at a corporate event as someone else's star recruit. Every day, thousands of people who never seriously considered a network marketing business sign an agreement.

Luckily for them, they were in the right place at the right time when the right person came along. That person could be you. Don't prejudge, don't hesitate, and don't hold back. Approach people and talk about the business at every opportunity you get. If an opportunity doesn't present itself, create one. The more people you talk to, the more successful you will be. All you need is a belief in your products, your opportunity, and courage. If you have not yet done so, choosing your products will be the easy part. Just about every product now is sold directly. Iconic brands like Avon, which has been in business for more than 120 years, are being joined by household brands like Dove Chocolate, Jockey, and The Body Shop that have traditionally sold retail. Choose a product you can be passionate about and a corporation with a genuine desire to serve you. No matter how great your products or how much support you get from your corporate partner, your success will be up to you. So, here is the million-dollar question: How much success do you think you deserve? If you don't think you deserve success, you'll find a thousand excuses why it won't happen for you, such as "I'm too young, old, busy, not confident or smart enough, not a salesperson . . ." Read between the lines and what you really are saying is, "I'm too (busy) so don't expect me to (try)." You're giving yourself a free pass to fail, but "stinking thinking" always comes at a price. Here is something else to think about. What if you do have what it takes to create an amazing life from your network marketing business, and then give up without giving it your best shot? There is no penalty for not reaching your goals, so what do you have to lose? Go for it and you may surprise yourself by achieving success beyond your wildest dreams. Give yourself permission to succeed and to succeed spectacularly. Tell yourself, a thousand times if that is what it takes to believe it, "I want it, I deserve it, and I can do it." To put yourself out there every day takes courage, and you will almost certainly face a few setbacks. This is when you have to make a choice to pull into an emotionally handicapped space and stay parked or to drive on regardless. As the famed American writer Mark Twain said in *Pudd'nhead Wilson*, "Courage is resistance to fear, mastery of fear; not absence of fear." If you wait to become confident before you start recruiting, you will waste your best opportunities. Confidence will come once you see the positive impact you can make on others. If you wait until you have an encyclopedic knowledge of your compensation plan, it may be a long wait. Skills come from practice. The only way to learn to play the guitar is, well, to play the guitar. It takes courage to build a network marketing business. No matter how nervous you feel, reach out to as many people as you can. Encourage every person you recruit to do the same. Don't buy into the fiction you don't have what it takes to succeed. Or that it's difficult to find the right people. Or that something may go wrong. If you want it and believe you deserve it; you can do it. There are 300 million people living in the United States. A new person is born every seven seconds, and an immigrant enters the country every fourteen seconds. Very few people are living the life of their dreams. You may hold the key. Find the courage to reach out to people every day, knowing you have the power to change lives. If you lack confidence at the start, turn it to your advantage. Knowing exactly how your new recruits feel when they start out will make you an empathetic leader. When you say, "I know how you feel, I felt the same way," you will be speaking from the heart. A leader who says, "I am still learning too," is a more powerful role model than one who appears flawless. The message you will be communicating is, "If I can do this, you can too." Put yourself in a room of network marketing achievers and you won't immediately spot an obvious common denominator. Every socioeconomic background, education level, profession, job, ethnicity, race, gender, personality, and age will be represented. You have to look beneath the surface to see what they have in common, which is a belief in the business, the ambition to succeed, and the courage to make it happen. You can be whoever you want to be, have whatever you want to have, do whatever you want to do. What better way to realize your dreams than to build a party plan or network marketing organization by one person at a time?