

# Business Coaching Program

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## “Neighborhood Attraction Marketing”

(Building Awareness and Confidence)

### I. Meet Your Neighbors Campaign

#### The Approach

“Hi, I’m \_\_\_\_\_ and I live and work in the community. I stopped by to briefly meet you for two reasons: one, I just wanted to introduce myself to you as your neighbor and two, if you ever wanted to...

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...I believe I can help you out. I like to think of myself as the resident \_\_\_\_\_ expert.

Also, if you’re ever interested in earning some money in your spare time, I would appreciate you giving me a call. (Hand person card/flyer/brochure/etc.) Here’s my phone number: \_\_\_\_\_. Again, my name is \_\_\_\_\_. What’s yours?

Thank you for your time and courtesy.”

Note: If person says he/she is not interested, you respond with...

“No problem. I hope I didn’t bother you. Thank you for your time and courtesy.” (Do not offer your card/flyer/brochure/etc.)

Note: If person shows interest...Give your “30-Second Commercial.”

Note: If person shows more interest after that...you say, “May I step in and I’ll be glad to explain everything to you in detail?” (You can also probe and qualify and schedule future appointment.)

## What You Need

1. Clip board and pen
2. Legal pad
3. Business Cards or Flyers
4. Samples (If applicable)
5. Symbols
6. Address written down for each home

## Symbols

- Knocked on door (two dots if you knocked on door second time)
- √ Made contact
- Appt Got appointment (date and time)
- Pres Gave presentation
- NI Not interested
- Deal Got the deal

## Strategy

1. Park your car
2. Don't skip any doors with a car
3. Don't work expensive homes or elderly people
4. Go with another person for support
5. Don't wait until you get it perfect
6. Take step back and turn sideways after knocking on door
7. Visit again in 15 to 30 days with new script
8. Evenings between 5 and 9 p.m. & all day Saturday and Sunday are best times
9. Use Buffers and Easy Exits
10. Take a new recruit with you after you get comfortable
11. No selling – make them ask you
12. Do it for 90 days

## More Benefits

- Builds awareness (radio ads don't sell, they build awareness)
- Builds confidence
- You get to practice your scripts
- Makes you a fearless leader
- No competition
- You never run out of people to talk to
- You get to know your neighbors
- You'll stumble across opportunities to sell and recruit
- Keeps you sharp
- Prepares you for meeting people in other situations

## II. Meet Your Business Neighbors Campaign

The goal is to build your local business-to-business database and get people to ask what you do so you can give them your Elevator Speech.

### Strategy

#### 1. Select Niche Market (Recommended but this is not critical)

Yellow Pages  
Google  
Canvas Community

Note: Try to select businesses that have multiple staff members on site.

#### 2. Introduction (In person)

“Excuse me...I don’t know if you can help me or not...I’m \_\_\_\_\_ and I live and work in this area...If you feel it would be appropriate and if you or the people that work here could benefit by my company’s service or business, would it be possible to:

Leave my business card?  
Leave a notice of what I do (flyer/post card/etc.)?

Note: If Business Person asks what you do or what it’s all about, you say...

“Would you agree that most people would like to \_\_\_\_\_?” (Name a benefit or a problem that your product or service will solve.)

They will respond, “Yes.”

You then say...“Well, my company helps people to do just that and I was wondering if I could leave my \_\_\_\_\_ (business card or flyer) so people could get in touch with me if they’re interested.”

If they respond with, “Yes” (to leaving your business card or flyer), you say...“If you’d like me to send you more information by email, I’d be glad to do so.”

If they respond with, “No” (to leaving your business card or flyer), you say...“No problem. Thank you for your time and courtesy.”

Note: If Business Person asks a question that shows interest, give him/her your 30-Second Commercial.

If he/she continues to ask questions that show interest, suggest you set a time to give him/her a Free Consultation.

### Language for Free Consultation

“May I make a suggestion...why don't I give you a call and schedule a time where I can give you a Free Consultation. It will take about 30 minutes. If after the consultation you like what you hear, you and I can discuss the next step...is that fair enough?”

### Flyer or Post Card

If you would like to: (benefit here)

Learn how

With a Free Consultation

Call \_\_\_\_\_ (name here) at \_\_\_\_\_ (phone number here)

### **Benefits**

- This system will cause good things to happen
- Nobody's doing this in network marketing
- No competition
- No selling or hype
- Proactive approach without rejection
- Builds your database
- Identifies people that are interested
- You can easily train others to do this

Note: Keep track of what happens on each approach.