The Best MLM Recruiting Strategies To Guarantee You Sponsor 10 New Reps

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The typical MLM recruiting strategy across the network marketing industry unfortunately looks something like this:

Step 1: Make a list of everyone you know.

Step 2: Without much preparation, call the entire list and ask if they’re open to taking a look at a business opportunity or coming to a “business meeting.”

Step 3: Surprise them with the fact that it’s MLM and watch as they withdrawal and learn never to trust you again. This was us fyi, I ended up part of the NFL club almost a decade ago when I employed this strategy incorrectly.

Now don’t get me wrong, there’s absolutely nothing wrong with approaching your warm market in your network marketing recruiting process. However, if that’s where your marketing journey ends your business isn’t destined to last long.

The warm market in MLM can be a powerful “fast start” as I like to call it for new people that join your business. My wife and I personally recruited a senator that sponsored 2300 people into her business in under 13 months in her first company using ONLY her warm market.

Part of our business over at Social Webnet also involves coaching top earners in various companies and helping them with their marketing efforts and I can tell you personally that each and every one of them agrees with my statement: The warm market is crucial and by not employing it you leave money on the table, however on an individual basis if you do not learn to reach the cold market (people you don’t know), your business simply won’t survive.
So definitely incorporate warm market strategies into your business endeavors, but don’t rely on them as the sole method to build your network marketing empire.

Here is a YouTube video I created some time ago on talking to friends and family that’s still relevant today (check out the old intro clip!).

Let’s move on.

When it comes to MLM recruiting I’m going to cover 7 strategies that will help you sponsor more reps in as little as 30 days if you employ just one of these techniques.

Let’s dive in.

**Strategy #1: MLM Recruiting on Facebook**

This is probably one of my favorite strategies as far as active prospecting and recruiting goes.

One of our leaders personally put 1400+ people into his team in his last company using this strategy and I can vouch that it’s the real deal.

Here is the link to the [MLM Recruiting](#) video on this subject.

**Here’s how it works in summary:**

- Create a Facebook group for your team and encourage every new rep to join the group and participate.
- Create a guideline file with the rules and the step-by-step process on how to leverage this technique.
- When a new member joins the team, ensure they have their timeline unlocked on their Facebook profile page so everyone in the group can post on it.
- The sponsor then posts on the new member’s profile page about their business launch. It’s important to invoke curiosity and excitement in this post so that everyone on their friends list sees the post and engages it. Usually it results in questions from the warm market that can get the dialogue started.
Everyone else in the group should engage in the post and comment, declaring their excitement and victories in the business. This creates even more curiosity and also social validation in the form of testimonials. The most powerful aspect of it is the fear of loss that begins to imprint itself on the new person’s warm market.

As the 2nd generation of friends begins to respond to the post, the new rep should counsel upline on how to respond to each question or comment from their warm market.

Ultimately these engagements should turn into invites and 3 way calls that moves them towards a decision of saying “yes” or “no” to getting involved in the business.

It’s important to note NEVER TO SPAM your page. If you consistently post biz opp related stuff on your profile page and pitch your friends over and over again you can prepare to be unfollowed and unfriended.

Recognize that MLM is for everyone, but not everyone will do it.

Before moving on to the next strategy, I’d also say there are a few other MLM recruiting strategies you can use on Facebook.

I’ll leave you with one more.

Start learning to unfollow every notification and post that doesn’t serve you in the growth of your business, this includes friends that post garbage on their walls.

Don’t worry, friends aren’t notified when you unfollow them, you simply stop seeing their stuff on your wall is all.

Next, start following content marketing sources related to business, network marketing, success, leadership, and other topics related to what you do as an MLM professional.

Pretty soon your Facebook feed will be chalk full of awesome content that serves you.

Many of these posts and sources will include comments and likes from tons of people that are interested in the same things you are.
Here’s an example: I follow Business Insider and as a result I get all of their posts in my news feed. I try to comment and like every one of their articles, provided they aren’t too political.

Then I actively engage with other commenters in those posts.

As a result, I’ve probably acquired 40+ friends through that news source.

And all of them are entrepreneurs.

Some of them will be interested in your business.

Epic.

**Strategy #2: MLM Recruiting on YouTube**

YouTube is a bit trickier than Facebook in the sense that it is technically a passive marketing strategy for the most part.

However, there is a software that allows you to automate much of your active prospecting efforts on YouTube up until you get a response from someone.

I personally use a third party software called [TubeAssist](https://www.tubeassist.com) (affiliate link).
This software allows you to automate comments on other people’s YouTube videos while you sleep (nothing better than automating part of your MLM recruiting activities). The reason this can be powerful is because when they respond it allows you to open up dialogue with them.

Another advantage of TubeAssist is the automation of sharing your videos.

Sure from time to time you’re going to get some negative YouTube channel owners messaging you their discontent, but it’s worth enduring the trolls to find the folks you’re looking for.

You will need a Google+ account since all YouTube comments and responses will come to you that way.

Lastly, make sure you’re using Google Chrome and you install the extension offered through TubeAssist called TubeBuddy. It’s totally free and offers you a lot of options in terms of evaluating videos that compete with your brand.
Strategy #3: MLM Recruiting on LinkedIn

LinkedIn can be one of the most powerful network marketing recruiting techniques for building your business locally.

It is extremely important however, that you have a profile setup that is both professional and first class in terms of what your prospect will see when they interact with you there.

Unfortunately, people will judge your capabilities on what they see before they even read a single word in your profile.

This occurs within 7 seconds oddly enough!

Here are a few tips to ensure your LinkedIn profile is ironed out and ready for when you engage your prospects:

- Make sure your profile image is first class and you are dressed business casual minimum.
- Include a solid cover image that speaks to your brand and what you do. If you can’t figure this out default to nothing.
- Complete your entire profile including the description, accomplishments, etc. And be sure to include any relevant degrees and accolades that illustrate you are at the top of your game.
- Include your contact information and be sure your voicemail is setup in such a way that callers with no ID are directed to a voicemail that includes a personal message from you and a strong call to action. A great tip is to send them to a free giveaway and capture them as a lead in one of your sales funnels.
- Seek endorsements from other LinkedIn professionals in areas that make you stand out and demonstrate that YOU are the expert.
- Please for goodness sakes smile in your photo. I also recommend dressing in such a way that you maintain that consistency across all your social media profiles.
Once you have your profile setup I also recommend you do the same with your Twitter account. Twitter is the one social media platform LinkedIn allows you to list in your LinkedIn profile contact area.

You can also look other people up on their Twitter account outside the LinkedIn platform if you don’t have a premium membership there. This method will save you about $70 a month.

So to begin MLM recruiting locally on LinkedIn once the steps above have been taken simply do the following:

- Visit the Advanced search area of LinkedIn.

- Select the geographical location you want to conduct your search (I usually select a 50-mile radius from where I’m located).
• Select the keyword to target based on the professionals you want to connect with (example if you want to meet real estate agents, use the keyword “real estate” in your search (above).

• Hit search and you should receive a load of profiles to look at. Visit each profile and see if they have contact information available that you can use to touch base.
• Send them a message on a platform outside LinkedIn if you don’t have a premium membership.
When they respond simply ask if they’d be open to grabbing coffee or meeting for lunch to see if there’s a win-win relationship your two businesses can achieve. Most professionals will say “yes” to that offer.

Pretty simple.

Very effective.

Powerful.

**Strategy #4: MLM Blogging With Group Syndication**

I love this recruiting strategy.

Although it is also a passive marketing strategy it is probably one of the most powerful passive marketing strategies due to the fact that it establishes brand authority.

By establishing a brand, you effectively “attract” leads and prospects to your business.

You become someone that others are interested in working with.

As a result, you also attract the best leads.

When you syndicate content on your MLM blog the steps are rather simple. Keep in mind there is more to the marketing and promoting of your content than group syndication, but this is a sure-fire way to give your content a big boost out of the gate.

This MLM recruiting technique can be accomplished by doing the following:

- Perform a group search on Facebook, LinkedIn, and Google+ for groups related to your target market or niche.
• Join those groups. Currently you can join 50 LinkedIn groups and an unlimited number of Facebook groups and Google+ communities.

• Either outsource your blog post url for syndication in all the groups or do it yourself if you’re running lean. You should see an immediate bump in likes and shares once you post to all the groups. Upwork is a great site for outsourcing content syndication.

• Make sure you have a lead magnet set up on your site so when the visitors read your content they have a chance to end up on your email list.

This strategy not only primes the pump for your content to go viral, but gives you an immediate boost in traffic.

Remember, 80% of your time should be spent marketing your content, not making it.
Strategy #5: Local Business Group Networking

Besides using LinkedIn to setup local meetings with professionals like I mentioned above there are plenty of other ways to recruit in your local area.

There is a common myth out there I hear from time-to-time that goes something like this: “there aren’t that many people in my area so this won’t work,” or “my area is saturated with network marketers pitching their business."

Let me address both of these concerns with the same answer:

Even if your area only has 10,000 adults I can promise you from a statistics standpoint less than 10% of those individuals are involved in network marketing. This is a stat straight from the Direct Selling Association’s research studies. Here is a network marketing pdf from DSA that addresses the growth of the industry and the geographic and ethnicity breakdown of who is involved.

Basically, as of last year there were somewhere around 20 million people involved in the profession. Out of 300+ million people in this country that means somewhere around 7% of the nation is involved. So in a town of 10,000 you can assume only 700 or so folks are involved at its peak.

Usually the number is much lower than this in small rural areas due to the myth of location.

Just to challenge you if you’re reading this thinking “my area is saturated” simply do me a favor; over the next week pick 10 random people and ask them if they’re involved in the network marketing profession. If they look at you funny simply tell them you’re doing a research study for a friend of yours.

My guess is they’ll all say “no.”

Ok, so let’s jump into how to use this local MLM recruiting strategy to help you build.

It’s pretty simple.
The most connected people in your area are going to be the business owners, regardless of where you live.

Simply plug in to the events that they plug in to.

Here is a list of events that probably exist in your area you can join immediately to start meeting these high caliber people:

- BNI – Business Networking International
- Chamber of Commerce
- Meetup Groups Related to Marketing, Leadership, or Business
- Any Event Coordination Center
- Any Coworking Space

By networking with the folks that attend these events you’re going to be more connected to your community than 99% of the people you know.

Start looking for win-win scenarios you can execute inside your network as you build it.

Some of these business professionals will be interested in your business, some won’t, but either way you can incentivize them to send you referrals.

**Strategy #6: MLM Recruiting With Paid Advertising**

There are an extremely small percentage of network marketers utilizing paid advertising, but the ones that are absolutely kill it with their MLM recruiting efforts.

The reason for this is because it is the most scalable technique in marketing known to exist.

It doesn’t matter which niche you apply it to, it works.

If you’re going to start with platforms like Facebook and Google Adwords then you’re probably going to have to use the product route.
Most ads that are related to “work from home” and “home business” and “mlm” simply get disapproved.

If too many of your ads get disapproved your account is going to get banned, and trust me that’s a pain in the rear to recover from.

I highly recommend reading a few books on the subject of paid advertising before diving in. You can burn through thousands of dollars in short order if you don’t know what you’re doing and not too many people can afford that type of spending.

Here are a couple great books to read on paid advertising for MLM recruiting if you haven’t read them yet:

**Strategy #7: MLM Recruiting With Paid MLM Leads**

I’m going to be brutally honest here.

There are very few folks online that sell leads that convert.

In fact, I can count them on one hand, and I know them all personally (yes I know who you are if you’re reading this).

I know all the guys at the top selling leads, including folks that sell leads under a completely different brand name… (again, I know who you are).

If you’ve ever run into a network marketing consultant or top earner that claims “company xyz is the best place to get MLM leads and that’s where I get mine!” you can be rest assured of one thing: it’s probably their company, period.

This unfortunately flies in the face of full transparency, and it’s something I personally wish would end.

Especially considering most of their sources are absolute garbage.
There are many network marketing gurus that buy their leads in bulk through places like Exact Data (their leads suck) and Responsive Data (10x suck) and then mark them up under the premise that they’re “MLM leads” so they can tack on an extra $1 per lead to the price tag.

Don’t get me wrong, there’s nothing unethical about being a middle man.

It’s only when you’re a deceptive middle man that a problem begins to emerge.

So if you’re going to go down the paid lead route here’s the place that I recommend for your team: Apache Leads.

We currently have team members buying their rotator packages and rolling through 60 leads a day.

Here’s what the conversions look like (keep in mind these team members are well trained on our scripts as well so your results will vary based on your skill level).

On 60 calls, typically 12 people will pick up the phone and 3 people will call back from voicemail messages we leave.

Of the 12 connections 3-4 will want to watch our business presentation.

1 will join the business.

For actual connections with a real human being these numbers are actually pretty good: it’s a 25% conversion on inviting.

On follow ups it’s about a 30% conversion.

The only issue you run into is grinding through the calls to get the real human beings.

Compared to about 10 other sources we’ve seen the people that actually pick up out of total calls made is excellent as far as conversions go.

Keep in mind nothing can replace the connection you will make with people through content marketing.
Building your brand is absolutely the most crucial piece of marketing you can implement in your online marketing efforts.

No paid lead will ever top that.

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Best Wishes In All Your Business Ventures

Jason Lee

Skype: jasonleehq
Facebook: Jason Lee
Google+: Jason Lee

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