

THE **NO REJECTION** WAY TO CONTACT YOUR “**CHICKEN LIST**”



bock
bock
bock
bock
bock

THE NO-REJECTION WAY TO CONTACT YOUR “CHICKEN LIST”

One of the most important things you can do to become successful in network marketing is to learn effective ways of contacting the people you already know, also called your **“Warm Market”**.

However, a common problem that many network marketers experience is the reluctance some new reps have when it comes to calling their warm market. They just don't want to do it. Sometimes, they're just uncomfortable with the idea of reaching out to their friends and family. Unfortunately, very few things will change their minds on how they feel about it.

However, here's a proven technique that is rarely taught, but one that absolutely works wonders for those who have used it. It makes it far easier to get everybody making contact with those in their warm market.



LET'S TALK ABOUT YOUR “CHICKEN LIST”

Perhaps the biggest reason new networkers are reluctant to make contact with some of the people in their warm market is that they look up to them. They have great personal respect for them. Maybe it is a former boss, or a relative who has enjoyed a lot of success in business. Possibly it's a former coach, or a person who holds a position of high visibility or authority like their pastor or a community leader.

It's easy to understand how a brand-new rep might feel a bit intimidated calling them about their new business.

They're afraid of getting a bad reaction from them, or of being criticized in some way. The perception is they may be 'above' having an interest in a network marketing business.

The people in this elite group are often jokingly referred to as your "Chicken List" because you're too chicken to call them.

Interestingly enough, those who manage work up the courage to contact those on their "Chicken List" are often surprised at the good reactions they get. In truth, people who wield a great deal of influence make some of the very best networkers. It's simply a question of their level of belief in the results the products and services deliver.

The issue then is how to overcome that initial fear of rejection.

LET'S TALK ABOUT YOUR "CHICKEN LIST"

The issue then is how to overcome that initial fear of rejection.

Instead of having an actual conversation with those you're apprehensive about calling, do this instead... **LEAVE A RECORDED VOICE MESSAGE!**

You can text a voice message, send a voice message via Facebook Messenger, or leave a voice mail on their phone.

HERE'S WHAT TO SAY:

Let's say the person you're calling is named Chris, and for the sake of example, your name is Pat. Here's the message:

Hey(their 1st name). **This is** (your 1st name).

Hope everything's good with you. You know, it's interesting... I was just on a video conference and something they said made me think about YOU.

Basically, our company is looking for people to help us expand nationally. I'd like to send you a short free video along with a link where you can see what this is all about.

It would really be great if you could check it out so you'd feel comfortable referring me to a few people you think might have an interest. That would be a huge help to me.

Thanks in advance. I really appreciate you. Have a great day.

That's it. Send that voice message to those people you'd like to contact, but are just a little too nervous about actually calling.

Doing that gets the ball rolling and gets you into action. You will probably even get some return calls from the people you reached out to, asking you to tell them more about what you're doing.

This helps you connect with a maximum amount of people in a relatively short time.

PRACTICE IT AND SOUND NATURAL

The script we just covered is written the way people actually talk. That's on purpose. It helps stop you from sounding like you're reading a script.

Practice saying it out loud a few times. Get comfortable with the wording. If there's anything you need to change to suit your personality, then do it. However, there are a couple of important things to keep in mind.

NOTICE: in your voice message you're **NOT** asking them to get involved with your business, or buy anything from you. Instead you're letting them know your company is expanding and you'd like their help with a few referrals.

You want them to feel comfortable in giving you those referrals, and that's why it will be helpful for them to check out what you're sending.

Stay on point with your message, even if you need to change any of the wording from the suggested script above.

THIS IS NOT JUST FOR YOU

This messaging technique is a good thing to teach to your newest recruits.

Remember, just as reluctant as you may have been to call the people on your own **"Chicken List"**, they will likely feel the same. It's a pretty common issue.

You can help get your newest recruits off to a good start by having them implement this effective technique as soon as possible after they make the decision to get started.



Ron Malezis