

Network Marketing for Introverts Presents

Six List Building Essentials



1. Follow the Leader

- Ask Yourself: What service is related to my product? Who goes business with people who do business with me? For example, if you represent a health, athletic and anti-aging product, any field related to those things is a good fit. In this case, medical professionals in all fields, gyms, spas, hair salons, athletic gear stores, to name just a few.
- Ask your most successful upline who she targets and has had the most success with.

2. Join

- Find something, anything that you enjoy and be a part of it. Enjoy bird-watching? Find a bird watcher's group. Enjoy hiking? Find a hiking group that suits your age bracket and go (obviously it's hard to talk with folks if you're a 60-year-old huffing and puffing beside a 20-year-old). Enjoy cooking? Join a class. Senior Centers, community groups, churches and colleges often have classes that are free or low cost. You'll be enriched while you're helping others find a product that will enrich their lives.

3. Start

- Can't find anything that really floats your boat on Meet-up? Then start something. If you like comics but can't find a comic book group in your town, join Meet-up and start one! You'll be surprised how many people will find you. If you work it right, your new friends will introduce you to others and what started as just comics will become movies, skiing, or whatever else inspires the friends of your comic friends.

4. Tag Along

- If you have a good friend who always seems to be active, ask if you can tag along. Sometimes friends stop asking us introverts if we want to go because we always turn them down. Yes, this will take some getting used to, but over time people will see you as a fun person too. You'll connect and may even find a dedicated, hardworking and experienced network marketer who is looking for her next challenge.
- If your product relates to something a friend is into, ask if you can tag along. For example, if your friend is taking a cooking class ask her to introduce you to her instructor. When the time is right, ask the instructor if he's familiar with the latest advances in Tupperware.

5. Joint Venture Giveaway

- A JV Giveaway requires some groundwork, but it's well worth it. If you're willing to put in a few hours a week, a joint venture giveaway is a relatively simple technique to help you build your business by building your list. With this method, a group of business owners who offer complimentary services and who share a common target

market, join forces and 'give away' a small but desirable freebie or discount. For example, say you represent a fitness company. You would seek out partners in other industries that are related to health and fitness. This could be non-competitors specializing in massage, diet, skin care and other body products. The partners can be local, national, even international vendors. It's your choice. One person takes the lead and organizes the event and creates an "Event" landing page. This page can either be a Facebook® business page or a landing page. In both cases, all participants will have to have an autoresponder account (such as Constant Contact or Aweber) and a place to direct people to claim their gift or discount. All partners then promote the event to their individual lists and networks via email. These prospects are directed to the event page where the visitor will see a selection of free giveaways linked directly to the websites of the JV partners. If they want the gift, they click the link. If there are costs involved in a Facebook account, it works best if all the JV partners share the costs. If it is a landing page or website being used, the coordinator of the JV Giveaway should consider those costs part of doing business because she will potentially get beaucoup leads from the event.

- To understand how effective this strategy is, let's look at the numbers. If you collaborate with nine other joint venture partners, and all ten of you have a prospect list of 300 warm leads, that's a potential target audience of 3,000. If your gift is enticing enough, you may get nine new leads for every one of the names on your list. As you can see, it helps you make an exponential leap in the number of people you're reaching. The important thing to remember is not to use this expanded list as permission to start spamming. Your JV Partners will not be happy as it will reflect on them. Consequently, they'd be much less likely to send future referrals!

6. Use the Web

- There are literally dozens of ways to use the web to develop your list, starting with social media. All the steps are too complicated to go into here, but you can learn more in my book *Network Marketing for Introverts 2020*. In brief, join MeWe or Facebook and connect with folks. Build a Pinterest page and show off your business. Join Twitter and master the art of talking about your business without actually pitching people.
- Another way is to make sure you have an autoresponder (also known as an email marketing service, such as Constant Contact and Aweber) connected to your website. You can offer a free sample in exchange for a free sample and in the process pick up a person's name and email address, sometimes even phone numbers. That way you can have a monthly newsletter that discusses the latest on your business and send it to everyone on your growing list.

There are many, many more ways to build your list, but these are often overlooked in favor of other methods that are much scarier to introverts. If you'd like to learn more, I recommend Eric Worre's memory jogger and my own books, *Network Marketing for Introverts: A Guide for the Shy, Timid and Reserved* and *Network Marketing for Introverts 2020*.