



Character Traits of the Ideal Prospect

One of the big problems we have in this industry is wasting a lot of valuable time on the wrong people. It's only natural to want to put the whole world into your opportunity, and it doesn't seem to make a lot of sense that everyone else doesn't feel the same way about your business opportunity as you do, especially those prospects you think really need it. If the people you approach have any of the traits below, they are ideal candidates for your Network Marketing business.

1. Positive Attitude

It may seem like common sense, but you would be surprised at the number of network marketers who go after people who would not mind if the world ended tomorrow! If you are dealing with a prospect who cannot be made happy, no matter what you say, or if their attitude is "The world owes me," then forget about that prospect. Go after people with an optimistic outlook instead.

2. Self-confidence

Whether that confidence comes from that person's current job, or is an innate trait, this is one of the main traits to look for in a prospect. Do not discard a person for showing "too much" self-confidence. It is that same self-confidence that will be applied regardless of the work that person is in, including **your** business opportunity.

3. Gregarious Personality

This is the same person who will be bubbly and outgoing when presenting your network marketing opportunity. Remember that this is an emotion-based business. Look for people who can melt others on the spot and win them over for life.

4. Energy

Seek out someone who is extremely energetic! It takes a lot of energy to want to go after prospects day in and day out, face the rejections, people dropping out, complaining, etc. If someone has the energy, it can always be pointed in the right direction. Keep an eye out for someone who gets 150 things done in one day, who is non-stop. When you approach this bundle of energy about your network marketing opportunity, ask "How much are you paid for the energy you possess?" or "How much do you feel the energy you possess is worth?"



5. Respect Of Others

This is a leader, someone who is looked up to by their peer group. This could be a school teacher, an athlete, a hairdresser, an attorney - it really doesn't matter what the occupation is, just that this is someone who is respected within his or her peer group as a leader. If others respect this person, his or her advice is going to be followed.

6. Strong Work Ethics

If you want to be successful in network marketing, you are going to have to work at it hard and work at it consistently. There is no free lunch! Our industry offers more opportunity and more advantages than any other occupation, but to succeed you are still going to have to work hard at it. As such, you want to look for strong work ethics when sorting through your prospects. All the other traits that make one successful in our industry can be taught, but a strong work ethic cannot. It comes from the heart.

7. Strong Beliefs

In network marketing, you need the ability to persuade others to commit their lives to your opportunity, and to a strong belief in your products and management team. Look for someone who already has strong beliefs, who is opinionated, almost on the border of being cocky or arrogant. This type of person is willing to take a stand and sell these beliefs to other people.

Note: There are still so many people who do not have the slightest idea of what network marketing is about and how much income can be made. Those who possess the above traits may not know how to channel these traits and make a fortune for themselves. That's where you come in! By keeping your eyes and ears open, you can help these natural Network Marketers achieve their potential, and grow your own network marketing business at the same time.