

## **46 WAYS TO PROSPECT AND BUILD YOUR BUSINESS TODAY!**

Before you start using any of the following ways to use the business you should invite your warm market to take a look at the Qivana Products and Opportunity before someone else gets them. After you exhaust your warm market then begin to use these ways to build your business and prosper.

### **1. 3<sup>rd</sup> party referrals**

Everyone knows of someone who can use extra income. Ask people for referrals of individuals they know who might be interested in the business opportunity.

### **2. Town Hall Leads (New Business & Bankruptcy)**

Check with the office in City Hall that registers new businesses. The names of new business owners are public information. Drop in or send a welcome note for a new business owner. Share your business card and information on you and your business.

### **3. Brochure Holders**

Place product cards and opportunity brochures in plastic containers of service establishments, like health clubs, that attract people with expendable income.

### **4. Lead Exchange**

Exchange referrals with facilities such as health clubs and other service industries. These businesses are continually looking to attract new people and offer products and services related to those we offer. Extend the opportunity to refer your prospects with them in exchange for their referring their clients to you free of charge.

### **5. Internet Seminars**

Give Seminars teaching people how to take advantage of our opportunity and products through the Internet. (Free web services are available)

### **6. Business Cards**

Include the number for your 24-hour voicemail message detailing the opportunity or the products on your business cards. Include your number with a teaser such as "Revolutionary business opportunity/products. Call for details and sample."

### **7. Business & Franchise Shows**

This option is for the Business Opportunity only. See company policy and procedures.

### **8. Infomercial Leads**

Rent "qualified" leads from infomercials that relate to product or opportunity such as infomercials for sports equipment or opportunities to earn income from

working at home. “Qualified” means that the lead has specifically requested additional information on home business opportunities or nutritional products.

**9. Trucks, RV’s, Mobile Homes**

People on the move can use many of our products and services. Approach businesses and clubs that supply and support this market for leads.

**10. Business Card Picture**

Add your photo to your business card

**11. Banners and Bumper Stickers**

This is a great advertising method—hundreds of drivers a day will see your advertising. Please ensure your banner or bumper sticker receives prior approval from the company.

**12. Car Sun Blocker**

This is a great way to advertise the business opportunity or products. Example: “Look and Feel Better” Call now for details or visit our website [www.myqivana.com/<yoururl>](http://www.myqivana.com/<yoururl>).

**13. Lifestyle Marketer**

When people ask what you do, you can respond “I am a lifestyle marketer and help people change their lives. Do you know anyone that would be interested?”

**14. Condo and Apartment Managers**

Sign up or obtain referrals from Condo and Apartment Managers because they know everyone in the building.

**15. Business Luncheons**

Everyone takes time out to eat lunch. Invite promising prospects to hear more about your opportunity over lunch.

**16. In home or office presentations**

Nothing builds a business better than one-on-one presentations. Strive to get a face-to-face appointment whenever possible.

**17. Teleconferencing**

Check with your upline leader on the many teleconferences that go on every week.

**18. DVD distribution**

Share a company approved product or opportunity presentation with your prospect. However, always qualify the prospect first to determine if the person has a high level of interest before spending your time and money on sending out a DVD.

**19. Audio/CD Pass-out**

Company approved or generic CD's or DVD's are perfect to give to people. They are inexpensive, and it's easy to listen to in the car on the way to work.

**20. Classified Ads**

Ads must be a "Generic" business opportunity advertisement. Be sure not to use company trademarks or logos.

**21. Speakerphone**

Speaker phones allow you the flexibility of jotting down notes or maneuvering through website information.

**22. Three-Way phone Calls**

Conducting three-way phone calls with an upline leader and a prospect is a powerful way to build your business. It is a powerful approach because the upline adds credibility and assurance that success can be achieved in the business. It also is a training opportunity while you are new in the business.

**23. Use the Qivana Hot Line Number**

You can 3-way people into our hotline in which you can just press 1 for a 3-5 minute overview, press 2 for the company creditability and mission statement, press 3 to listen to Dr. Laux explain why this unique system is different and part of an expanding wellness revolution, press 4 for the compensation plan overview. This system allows any new person to duplicate quickly and learn about the company products and compensation plan.

**24. Referral Agents**

Once in a while, you'll run across people who want to enroll but say they cannot afford it at this time. You can offer these people the opportunity to be "referral agents." You pay your referral agents up to 50 percent of the profits you earn from every referral that enrolls as a customer or IBO (distributor). Every one should have 15 to 20 bird dogs (referral agents) getting you leads every week.

**25. One to One**

Use the business opportunity presentation flip chart for a powerful and concise presentation in homes, in restaurants, or coffee shops.

**26. T-Shirt**

Advertise the business opportunity on a T-Shirt. Ad must be generic to the opportunity or have prior company approval.

**27. Weekly Business Meeting**

Hold weekly business meetings in a house, meeting facility or hotel. Invite prospects you meet in grocery stores, health clubs, etc to attend your weekly meeting and find out more about our business opportunity, products, and how they can earn extra income.

**28. Hold Weekly Virtual Business Meetings**

Use Web meeting to hold a virtual meeting. Invite prospects to a meeting they can attend without leaving their house simply by signing into your web meeting account.

**29. Product round table**

Product round tables focus on the product sales only. Charge other distributors a fee to own a table in a hotel room. If the hotel room costs \$200, you can rent 20 tables at \$10 each to cover the costs. Each table conducts a seminar on the products and then sells product at retail to the guests.

**30. Chat Rooms and Message Boards**

Use Internet chat rooms and message boards to tell people about your business. Use this forum to invite people to your business center or virtual business meeting.

**31. Buttons**

Use catchy sayings to invite people to approach you about the business or the product.

**32. Information bulletin boards**

Car washes, grocery stores, Laundromats often have message boards where you can place a card or flyer.

**33. Fishbowl Leads**

Use a plastic fish bowl or other container to collect business card leads at restaurants, health clubs, and stores. Offer some form of monthly prize like a free lunch from the establishment or a special discount. Offer to share the leads and split the cost of the monthly prize for an inexpensive or free-of-charge lead opportunity.

**34. Welcome Wagon Leads** (still available in many areas)

Speak to your local chamber of commerce or town hall to locate a welcome wagon in yours and surrounding communities. Welcome wagon is a great way to locate new people in your community.

**35. Property Transfer/House Closings (Newspaper or town hall)**

Use public information about house closings and property transfers to locate people who recently purchased homes in the area. They often underestimate the expense of a new home and are looking for alternative ways to generate additional revenue.

**36. Speed Networking**

Google speed networking and learn how to quickly interchange with others that are looking for a business opportunity.

### **37. Google Keywords and Search**

Google keywords like top real estate agents in your city. A list of hundreds of agents will come up. Scroll through the top 50 or so. Because they are the most aggressive. Scroll down through each website through the contact information there will be a tell phone number and email. You can not email that is SPAM but you can call the person up and tell them I see that you are very aggressive on the net and I have a way that you can increase your bottom line that you have never thought of before. To receive complete details email me and I will email you back the information. You can have hundreds to work with from each key word and best of all it is all free.

### **38. Target ethnic groups on Facebook, YouTube, MySpace and Twitter**

Connect with groups on these networks and message with a focus on developing connections. Example: National company expanding into Chinese American market. Need bi-lingual trainers who have connections in the US.

### **39. Use power lines to catch people's attention**

“If I could show you a way supplement your income without jeopardizing what you are currently doing would you at least take a look?”

“Who do you know that needs an additional revenue stream? I am involved in the ground floor of an exploding growth company that has something the world has never seen and there is a lot of money to be made. I really hate to bother you but who could you give me?”

“In every recessionary period fortunes have been made by those who position in front of certain expanding demographic trends. I am involved with a company that is capitalizing right now and I am looking for somebody who wants to be on the ground floor with me. Who do you know that is an entrepreneur and really wants to make serious money?”

“Who do you know that needs to make a car payment or house payment working just 10 hours a week?”

“If I could show you a way to diversity your income (or add additional income) and it does not involve a lot of your time or money would you at least take a look at it.”

Be creative and come up with some of your own power lines that create curiosity. **Curiosity satisfied is interest lost.** The purpose of the power line is to get an appointment and not to sell the product or opportunity.

#### **40. Attend Self Improvement Seminars**

Wait outside the rooms and connect with people who are breaking. Ask them how they liked the seminar and immediately ask them what do they do. When they ask you what you do, tell them you are a national trainer for an exploding growth company that is just coming into our area. I am looking for people who are looking to generate an additional revenue stream. Don't say anything else. If they ask what is it tell them this is not the right time lets exchange business cards and we will do a meeting, this is big business. If they ask what is it: Tell them everyone wants it, no one has it and you can make a lot of money with it; we need to meet. Go for the appointment. Great leads can also be attained from all networking meetings that go on in your area, business seminars, boat shows, car shows and home shows.

#### **41. Go after some of our markets:**

- Top real estate agents, top mortgage brokers, stock brokers, managers of small businesses,
- High school and college coaches, school teachers for summer work, corporate middle managers,
- the 23 – 35 year olds very interested in the net,
- Top sales managers with medical sales and other types of sales that interact with small business owners like copiers, BBB subscriptions, chamber of commerce, setting up credit card small merchant accounts.
- Churches, fraternities, sororities, non-profits.
- Single parents that need to be home with their children and develop an income from home.
- College students that need to work their way through school.
- The retired (you can't live on social security),
- Anyone that has a networking background that has not been with a solid company and caught momentum.
- Ask politicians (they have many connections) and anyone who has good people skills.

You might now have a lot of time but you can find people who do.

#### **42. Scrolling messages on license plate frames.**

License plate frame allows you to program your own message and work off a separate battery pack. They are available at national auto supply stores.

#### **43. Invite people to your Qivana website**

Invite any perspective IBO prospects or customers to try the product for the first week. Remember: With the premium website product samples are free.

#### **44. Reconnect to past relationships using social networks**

We all know people we have lost touch with including co-workers, sales contacts, neighbors, school friends, etc. Use the search feature on social networks like Facebook, MySpace, LinkedIn and Twitter to reconnect with these people.

#### 45. Develop free leads through social network groups

Join and participate on groups and forums that have content that you can easily participate in posts. It is best to choose groups that focus on your career, areas of interest like hobbies, or other personal knowledge. If you are new to direct sales or network marketing you may want to avoid MLM groups. Do not post content about the product or opportunity as this is SPAM. You are looking to developing relationships. When you make a new connection (friend request) immediately ask them what they do. When they ask you what you do, tell them you are a national trainer for an exploding growth company. I am looking for people who are looking to generate an additional revenue stream. Don't say anything else. If they ask what is it tell them this is not the right time lets exchange skype ID's or phone # and we will do a meeting, this is big business. Do not email information until after you have spoken to them. If they ask what is it: Tell them everyone wants it, no one has it and you can make a lot of money with it; we need to meet. Go for the personal appointment.

#### 46. Memory Jogger – Who do you know?

##### The members of your family

- Father and  Mother
- Father-In-Law
- Mother-In-Law
- Grandparents
- Grandparents-In-Law
- Children
- Brothers and  Sisters
- Aunts and  Uncles
- Nieces and  Nephews
- Cousins
- Step-Parents

##### Those who our closest

- Church Members
- Friends
- Neighbors
- People you work with
- You play Sports with
- Sunday Class Members
- Teachers
- Temple Members

##### Those you meet in organizations or clubs

- Alumni
- Boosters
- Brotherhood groups
- Business Card Exchange
- Civic groups
- Elks
- Farm organizations

- Jaycees
- Lodge
- Merchants Organizations
- Missionary societies
- Moose
- Political clubs
- PTA
- Rotary
- School groups

##### Those you have been associated with in the past

- Schoolmates
- Former co-workers
- Former employees
- People in your home town
- Military cohorts
- Teachers

##### List of acquaintances already available

- Christmas card list
- Address book
- Day timer, planner
- Parent/Teacher Directory
- Church directory
- Temple Directory
- Kid's Activity Rooster (Parents)
- Wedding List

##### Who is your

- AC Contractor
- Accountant
- Advertising
- Alarm System
- Attorney
- Auto Insurance Agent
- Baby Sitter
- Banker
- Barber
- Butcher
- Cable or Satellite Installer
- Car Salesman
- Caterer
- Cell Phone
- Church
- Coffee
- Computer Technician
- Credit Union
- Day Care Provider
- Dentist
- Dermatologist
- Doctor
- Dry Cleaner
- Electrician
- Esthetician
- Eye Care
- Financial Planner
- Florist
- Gas Station
- Gift Baskets
- Grocery Store

- Hair Dresser
- Handyman
- Health Insurance Agent
- Home Insurance Agent
- Jeweler
- Landlord
- Lawn Care
- Life Insurance Agent
- Mail Carrier
- Mechanic
- Meter Reader
- Mortgage Broker
- Nail Technician
- Optometrists
- Orthodontist
- Personal Trainer
- Pet Grooming
- Pharmacist
- Plumber
- Pool Cleaner
- Pool Supplies
- Real Estate Agent
- Restaurant
- Roofer
- Stock Broker
- Tailor
- Temple
- Tenant
- Therapist
- Travel Agent
- Vet (Animal)
- Waiter/Waitress

**Who do you know in the Business of**

- Accounting
- Acting
- Advertising
- Aerobics
- Air Conditioning
- Alarm Systems
- Antiquing
- Architect
- Art
- Attorney
- Banking
- Barber
- Beauty Salon
- Boating
- Book Store
- Broadcasting
- Car Salesman
- Cellular Business

- Churches
- Coffee Shop
- Day care
- Dentistry
- Delivery Service (UPS, Fedex)
- Dermatologist
- Detectives
- Diet Industry
- Direct Mail Industry
- Dry Cleaners
- Employment Agencies
- Engineering
- Entertainment
- Eye Care
- Fashion Designer
- Film Industry
- Financial Planning
- Fireman
- Florist
- Furniture Sales
- General Contractors
- Gift Shops
- Grocery Store
- Hair Dresser
- Handyman
- Health Clubs
- Holistic Medicine
- Home Design
- Home Improvements
- Hotels
- Human Resource Directors
- Interior Design
- Insurance
- Janitorial
- Jewelers
- Landscaping
- Mailbox Centers
- Mechanics
- Media
- Military
- Mortgages
- Musician
- Nail Technicians
- Office Managers
- Office Equipment
- Office Supplies
- Painters
- Party Planners
- Pet Grooming
- Photography
- Physicians

- Plumbing
- Police Officers
- Pool Supplies
- Printers
- Radio Station
- Real Estate
- Restaurants
- Retirement Homes
- Roofing
- Sales People
- Satellite Installation
- Schools
- Self Employed
- Sporting Goods
- Sports Minded People
- Stock Broker
- Tailor
- Teachers
- Temples
- Title Companies
- Travel Industry
- Vet (animal)

**Who do you know that lives in**

- ALABAMA
- ALASKA
- ARIZONA
- ARKANSAS
- CALIFORNIA
- COLORADO
- CONNECTICUT
- DELAWARE
- DC
- FLORIDA
- GEORGIA
- HAWAII
- IDAHO
- ILLINOIS
- INDIANA
- IOWA
- KANSAS
- KENTUCKY
- LOUISIANA
- MAINE
- MARYLAND
- MASSACHUSETTS
- MICHIGAN
- MINNESOTA
- MISSISSIPPI
- MISSOURI
- MONTANA
- NEBRASKA
- NEVADA
- NEW HAMPSHIRE
- NEW JERSEY

NEW MEXICO  
 NEW YORK  
 NORTH CAROLINA  
 NORTH DAKOTA  
 OHIO  
 OKLAHOMA  
 OREGON  
 PENNSYLVANIA  
 RHODE ISLAND  
 SOUTH CAROLINA  
 SOUTH DAKOTA  
 TENNESSEE  
 TEXAS  
 UTAH  
 VERMONT  
 VIRGINIA  
 WASHINGTON  
 WEST VIRGINIA  
 WISCONSIN  
 WYOMING