



Day 4 Strategy #2 of 2

(Audio training is available on your in the Audio Listening Library website: Training 7)

How To Use a Powerful, Proven Warm-Market Letter to Explode the Growth of Your New Business Almost Immediately!

Let's assume that you just built a grocery store in your neighborhood. Would you consider giving an announcement to everyone you know? Sure you would! You wouldn't pressure them in any way, but you would at least let them know that you are open for business. Why should your approach to this business be any different? As with the grand opening of any new businesses, you would want to let EVERYONE know that you are in business. You would ask them to consider helping you by testing your product and giving you a small testimonial letter if it helped them out. Not everyone will try the product, but many will. In the process you will plant seeds that could ultimately spring up in the form of current and future customers, as well as potential business partners.

The key to this activity is to start with a proven letter that you can feel comfortable sending to everyone you know. You should know that your relationship with them will remain intact regardless of the response they give to the letter. That is the nice thing about this non pressure type approach.

We have included with this document an optional, carefully written, field-tested "open for business" letter that you can send to those you know. Within the letter, you will ask a favor – to have the purifier placed in their home for a 3 to 5 day test to gain a testimonial letter if it helps them out. The key here again, is to avoid coming across as someone who is trying to sell the product. Remember, the product is your sales person! If the prospect likes the product you can show them how to own it. Utilizing the warm market letter is an excellent way to move into the Freeway approach. The second request found in the letter is a third party approach. You simply ask if they know anyone who might be interested in taking advantage of the business opportunity. If they know someone, or they are personally interested, *they* will generally bring it up in your follow-up call.

Additional Thoughts and Tips on How to Maximize Your Income Potential

1. Sending out these letters will involve some effort! You have to collect the names, addresses, and phone numbers of as many people that you know as possible. A good goal to shoot for is 30. The more you send the better! Your business is worth the effort! Go ahead and make a commitment to get at least 30 letters out within the week. You and your bank account will be glad you did!
2. We highly recommend that you include the company's opportunity DVD; if you cannot, we suggest you adapt the language in the Sample Warm Market Letter.

3. If you happen to get someone who asks you a lot of questions, let them know that you are new to the business and that you would like to schedule an appointment with your Managing Partner to help answer their questions. Make every effort not to answer a lot of questions on your own. Let your Managing Partner who has experience help you talk with your prospect. Remember, they have a vested interest in your success and would be glad to help you!

The warm-market letter approaches the person by asking them if they know someone who would be interested. It does not ask the person directly! That is the best approach for a new person. If the person who gets the letter is really interested, he or she will let you know. This approach just takes a little practice but when mastered it could make you a lot of money!

Let's Get Started With the Second Money Making Strategy:

Following this explanation is a form letter that will help you get your business off to a great start. This letter was originally written by Master Manager Dan Gibson and sent to a new dealer in Wichita, Kansas. He sent it to 38 friends and relatives and reported that the letter resulted in five retail sales and two new dealers! If you will *use* the letter and encourage your new dealers to do the same, imagine what it could mean to your business!

The letter is designed to create curiosity about both the product and the business opportunity using an indirect approach.

It doesn't ask a person to purchase anything, nor does it ask them to go into business with us. However, both the product and the business opportunity are described in such a way as to prompt the reader to consider his own home environment and personal finances. While the letter asks for referrals, it is no surprise that those who get your letter may ask, "Do you think this would help my daughter with her allergies or asthma?" or "What do people have to do to work with you part time?" "Can *I* really get a new car?" "How much do you think *I* could make?"

It's a fact that most people don't like their jobs and the vast majority of people need (or want) to have more money. So the bottom line is that many people you know are struggling with the effects of indoor pollution and also would like a real opportunity to increase their income or own their own business. Yes, they may be wary and have their guard up, but only out of self-protection, not from a lack of desire to improve their lives. Incidentally, this is another reason why it is good to become a "bringer of good news" by introducing your dealer prospects to the company and your business partners. Your prospect may not think you are able to help them be more successful, but we can bypass that hurdle by having them see that the company and field management has the ability and experience to help them.

Even though some people may take immediate action, it is important to recognize that not everyone will respond to the letter (or other approaches) immediately. Successful EcoQuest leaders will tell you that many of their best dealers did not decide to come into the business for months, or even years, after they were first approached. This is also true for retail sales. Many dealers find that they will receive a contact and request for more information years after they send this letter. People who get your letter will now know that you are in the

indoor environmental business and that you have an opportunity for people who want to earn full or part-time income. The one thing in life that is predictable is change. The same person who refused to try a purifier yesterday may develop allergy symptoms or have a moldy basement tomorrow. The same person who is content today may lose his job tomorrow or have some circumstance that causes him to want to earn extra money now. The possibilities are endless, but if people don't know what you have, they won't think of you when their need arises.

Letting your personal circle of influence know that you are in business is simply common sense for anyone who has begun a new business. If you opened a restaurant, car dealership, law practice, dry cleaners, or practically any other business, you would share the news with all of your closest friends and relatives. It is important to understand that you now own your own business and have an obligation (to yourself) to get busy building it. It does not make sense to keep your new business a secret. You are the "CEO", setting the direction for your business and providing the effort that will make your dealership a success. Through use of this letter, many dealers have sold their entire Success Pack quickly and started a steady flow of re-orders for their businesses.

How to Use the Warm Market Letter to Make Money:

The letter can be customized to suit your personality and circumstances, but be careful not to add anything that would be against EcoQuest ethics (such as unauthorized product claims). We suggest you send it to the same list of people you would send a graduation or wedding invitation to. They are your close circle of influence – your "warm(est) market" – the people most likely to care and be proud if you succeed.

If you are not new in the business but have decided that you should have been more bold when you first started, you can modify the letter to say something to the effect that you *have been studying the problem of indoor air and water pollution and the results achievable with EcoQuest technology for some time and are now convinced of the products effectiveness and are ready to seriously begin building an indoor environmental business.* That statement will flow naturally into your request for help in getting started (in the form letter).

Follow-up after sending out the letter is essential. In the letter you tell them that you will be calling and now you need to follow through and do just that. Be kind, not pushy, and call with a positive expectation that you will be well received. Let them know that it will only take 10-15 minutes of their time to drop off the purifier, show them where to place it and how to adjust it. Remember that you are dealing in numbers. If you send out 100 letters and follow up, you should get 30-60 positive responses to your follow up calls.

With each call, you should ask for referrals of people they know with air quality related problems. You will have your business launched with new life and a lot of productive activity. That is just the start since some of the customers will become dealers or a source of referrals in the months and years ahead. The whole idea is to get started off right, and trust that the efforts you expend today will bring short-term earnings and plant seeds for an even larger future harvest.

*Lastly, it is important to follow through on what you told the prospect and not try to switch to a sales pitch once you get to their house. Let the purifier sell itself! If the person(s) come to the conclusion that they would like to own the purifier, let it be their idea and not the result of pressure from you. (That doesn't mean you cannot ask for the order! There's nothing wrong with asking, "Would you like to own this purifier for your home?") Don't worry, if some of your first prospects decide not to own the purifier; *you will get better with experience and will not damage friendships as long as you are not pushy.**

Okay, enough said. It's now time to get the ball rolling! If needed, don't hesitate to call your business partner for support as you get started in your exciting and lucrative new career. Remember; you are in your business for yourself, but not by yourself. Your success is our success!

You can download this letter and customize it for you!

Day 4 - Strategy #2 of 2 Assignment

(Please Check the Boxes When You Complete Each Step)

Your goal should be to send out this letter (along with the recommended DVD if you can) to 30 people minimum in the first 30 days. Ultimately you want to send this letter to as many people as possible. Again, some of our new partners send it to 100 people or more! The choice is yours. Let's shoot for at least 30 letters as a minimum goal to start. It would be easy to send out one letter per day for 30 days or you can send them out all at once. The process is simple and could potentially pay huge dividends! Here is the step-by-step breakdown of the process:

- Step #1:** Read the introduction to the warm-market letter.
- Step #2:** Write down on a piece of paper the names, addresses and phone numbers of 30 people in your local area.
- Step #3:** Send out the 30 letters or more as soon as possible. Set as a goal to get at least 30 letters out by the first week of your business.
- Step #4:** Call those you sent a letter within 1 to 2 days after they receive it. Follow the instructions in the letter introduction section that you just read on the prior pages.

The key to the warm-market letter is the follow-up phone call. When making this call, again, only focus on the placement of the product and getting the testimonial letter. This is one of the fastest, most fun, effective and non-intimidating ways to get your 3 product placements to complete your 30 Day Foundation Training!