

Pressure.

That is the key word in SOFT Recruiting(sm)...and most folks I chatted with despised it in any form...

And I found that most people do.

So....what did that tell me and what did we learn from our conversations with folks?

We learned that most people truly have a desire to succeed in MLM, but most simply have not grown or evolved yet into a 'radar focused-no nonsense-heat seeking missle recruiter', as one woman said...and many will eventually grow to that level of recruiting, but many will not...

Seems that folks who like SOFT Recruiting(and we have had an AVALANCHE of emails about it) understand some things that many don't seem to in MLM...and these things are of a psychological nature...and we discovered that there are 5 'SOFT Recruiting Principles' behind SOFT Recruiting(sm)...

here they are:

1)'People don't want to FEEL like they've been Recruited'.

So true.

If you come across like most Network marketers do, you will engage a process that FEELS like recruiting...and smell like it.

Most people DO want to have the opportunity to change their life, and give their family a better life...but many are totally turned off by a 'recruiting focus'...you need an EDUCATION focus in SOFT Recruiting, and that is what your goal is....is to educate the prospect about what you have to offer in a non-threatening style, and wrapped around a pleasant conversation...and you will learn how to do that the next few weeks...

2)'People will RESIST pressure...but embrace EMOTIONS'

It's how you make the prospect FEEL that will either rock their world....or shock their world.

Pressure is a threat to most people in any form...and that is just the way it is. We cannot change it...it just is that way. Pressure has a negative effect on people...and your job as a recruiter is to have a positive effect on the prospect...(DUH!)

So in SOFT Recruiting(sm), you must create the conversation that will impact and move emotions in some form that creates a good feeling.. and at the same time lets the pressure off...sort of.

understand...one of the most powerful forms of pressure to someone..and they like it...is NO pressure, and if you create a soft, simple, conversation with someone that stirs the emotions, but does not create any pressure...you will have their attention..(CLUE!!)

And that is what you want is it not? You will learn how..

3) 'People are Tired of the Hype...'

Yep.

That one is a keeper. Most folks I chatted with are so tired of hearing that you can get rich...and that wealth can be yours in 2 weeks!

People today are a whole lot more educated about this then you realize..and most folks do not mind hearing about:

HOPE.

but NOT Hype.

And SOFT Recruiting(sm) creates a conversation about HOPE in a manner that draws the prospect into the chat, and compels them to want to listen...and learn.

Hype comes from the head...

Hope comes from the Heart...

So does SOFT Recruiting(sm)...

4) 'Most People want to Make their Own Decisions...'

It's called OWNERSHIP.

Most folks like to think that they are smart enough to make their own decisions and not be talked into anything...and many people are talked into joining MLM and then do nothing...

Why?

They probably were not right for the business, and they were convinced that they WERE right for it...

SOFT Recruiting(sm) is simply about letting folks

choose what is best for them after a series of educational chats that tell your story...and they KNOW you want what is best for them..

NOT what is best for YOU.

You help GUIDE them to the decision that best suits them and you don't lose a friend over it...they like the fact you cared more for them as a friend...

Than a PAYCHECK! (CLUE!!!!!!!)

5) 'People want to FEEL Respected and treated that way.....'

Amen.

Folks who show the prospect that they RESPECT the relationship that they have with them, and put that BEFORE the business....usually comes out on top.

Respect.....is MAGNETIC.

If you truly come across like you respect the prospect more than you respect the business, than you will have a MAGNETIC Presence about you, and they will be drawn to you to listen...

Respect is Sharing an idea...NOT Showboating an Image.

Respect is UnderstandingNOT Over Stepping.

Respect is Their Pace.....NOT Your Race.

Respect is Truly Feeling...not Truly Fooling.

Respect is Focusing on THEIR Future..NOT YOUR Finances.

SOFT....Simple....Real.

What most folks really seem to be attracted to...(CLUE!!!!)

If you understand the Psychology behind SOFT Recruiting, then you understand the majority of people in the world.

It's simply called...'BUILDING TRUST.'