

The Mentoring for Free Recipe

- 1) Get e-book downloads
 - a. There are many ways to get traffic to your URLs that come from MFF Pro. The method(s) you use are your choices. It doesn't matter if you don't use the same method as your sponsor.
 - b. There are several ways to get traffic to your URLs that are discussed in training available on the [MFF Toolkit](#) site. You should choose one of these since they have been proven. See [8 Ways To Get Traffic](#).
 - c. You should choose one method and work it until you become expert at it, then add others one at a time, working the new one until you master it before adding another one.
- 2) Prospects read the e-book and listen to three calls: Business Models, Five Pillars and Being All In.
 - a. When you get a name and phone number from MFF Pro, call them and do a courtesy call.
 - i. Find out if they downloaded the book ok. If not, help them get it.
 - ii. Figure out what color the prospect is.
 - iii. Either on this call or subsequent calls, direct the prospect to www.MLMHope.com to listen to the three recordings mentioned above.
 - iv. Keep in contact with the prospect until they have listened to at least the three recordings.
 - v. It's way whole bunches important to not move on to step 3 until step two is complete. It is essential.
- 3) Prospects participate in a Coaching Call
 - a. When your prospect is ready, (completed step 2), arrange for a coaching call.
 - b. Contact the person whom you are asking to do the coaching call and give them two times when you and your prospect are available.
 - c. Tell the person that will doing the coaching call about your prospect.
 - d. The agenda of the person doing the coaching call is to help the prospect realize that their lack of success is not their fault.
 - e. If the other person is already in another company, DO NOT tell them the name of yours. Instead invite them to use MFF to build their company.
 - f. If the other person is not already in another company, the person doing the coaching call will give you some kind of hint or lead on what to do next such as invite the person to join the Mental Cleanse or share your network marketing company with them or some other thing.

Notes:

- A) It is very important to NEVER share the name of your network marketing company until after the coaching call and then only if the other person is not already involved in a network marketing company.
- B) If your prospect is involved in a company, do not tell your prospect that there is something wrong with their company. You let them figure it out for themselves via participating in the MFF training.
- C) One of the goals of the recipe is to find out if the prospect is coachable.
- D) Email all your prospects each week via the MFF Backoffice, telling them about the Saturday skills call.
- E) Do not include the phone number and access code in the weekly email. You want them to contact you and ask for the phone number. This is so that you can build a relationship.
- F) During the conversations with your prospects, edify your mentor – the person who will be doing the coaching call.
- G) Follow the same recipe the same way whether the person is in a company or not.
- H) 5 of 10 people who download the book will be looking for a Network Marketing company.
- I) 3 of these 5 people will be ready to join you – after they have done the steps.
- J) 2 of these 5 are not ready. You mentor them.
- K) 5 will be in a network marketing company. Do NOT tell them about your network marketing company. Help them use MFF to learn and build their company.
- L) “I am here as a coach and a mentor. I am here to answer your questions.” NO OTHER AGENDA CAN BE IN YOUR HEART
- M) If the person is coachable and AFTER the coaching call they say they want to join you THEN tell them about your network marketing company.
- N) If you stay in contact with the 5 people who were in network marketing company, the time will probably come when something happens and they approach you about joining your company.
- O) When you learn that someone is in another company, you do not need to ask them about the company that they are in.
- P) Common mistakes
 - 1) Telling the prospect the name of your company when you know they are in a company.
 - 2) Including the phone number in the weekly email.
 - 3) Not calling your prospects.
 - 4) Not using the MFF-Pro Backoffice as it was designed and has been proven.
 - 5) Not using the MFF-Pro capture pages as provided
 - 6) Expecting prospects to call back after your initial contact attempt.
 - 7) Explaining why your prospect is in a ‘bad deal.’
 - 8) Fishing in "wrong pond" ie getting Non Network marketers to download the e-book and expecting them to call You. Ballerinas vs Carpenters.
 - 9) Not following up.
 - 10) Not planning the business - haphazard activities get haphazard results

- 11) Not using MFF resources, MFF Checklist, not taking "full" advantage of MFF 10 calls to "Learn", not on leads call, not on Mental cleanse, not using Ad /Marketing training Not having link to MFF audios.
- 12) Suffering in silence Not asking for help, and the other side of same coin Asking, but not really wanting answers - hearing what you want to, or said differently - "Not Coachable"

- Q) You must remove YOU from the equation. Do not make it about you. Develop leaders who will grow your team and your business. You cannot walk away (retire and continue to receive income) if your business operations are about and require you to be there. Another way to say this is that whatever you do must be duplicate-able.
- R) As you build your team, do lead calls with your people. Still plug into the 8pm lead calls so your team can hear you on those calls.
- S) Don't get upset when other people don't follow this recipe. Just follow this recipe.
- T) DON'T SKIP STEPS! Have you ever seen a College Course Catalog? Many courses list a prerequisite course you must complete before taking the course. This recipe works the same way. Step 1 is a prerequisite for Step 2, and Step 2 is a prerequisite for Step 3. This saves a lot of confusion and time for you, your mentor, and your client.