

Donna Murray's

Magic Marketing

Survival Guide

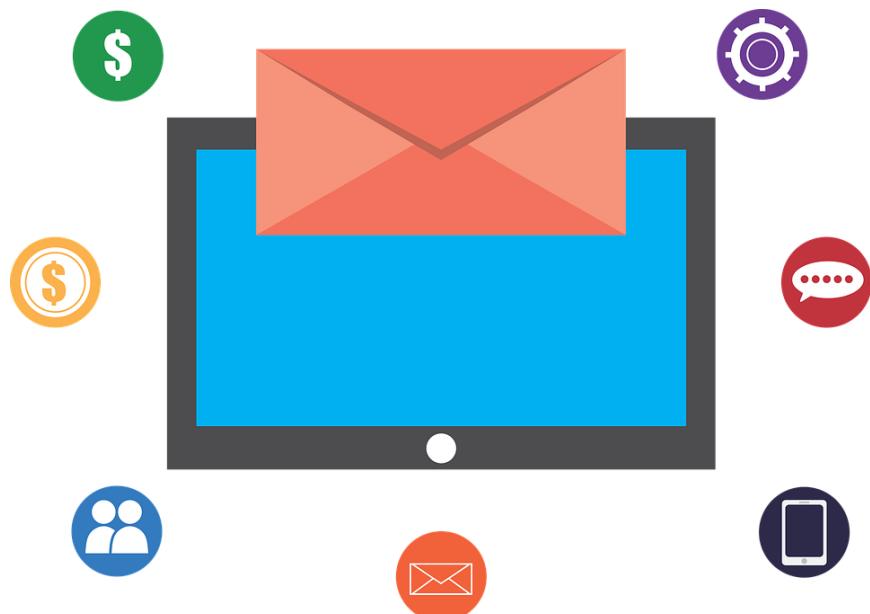
**7 Best Places to Find Leaders & Risk Takers
How to Contact Them & What to Say
To Build a Massive Global Team Fast!**



Some of the best people to contact about your home business are other professionals. Forget about Aunt Sally and Uncle Joe. They would probably place an order with you because they love you, but it's highly unlikely that they would become massive business builders.

So, where can you find the kind of people who are self-motivated go-getters that will run with a great idea? People who already have the skill set to succeed in business. One of the best places to start is to search specific cities and job titles on the internet. There are a variety of ways to contact these professionals, such as by direct mail, by email, by phone, text or even through social media private messaging:

- **Insurance Agents**
- **Real Estate Professionals**
- **Executive Sales People**
- **Current Network Marketers**
- **Sales Professionals**
- **Financial Planners & Stock Brokers**
- **Mortgage Brokers or Loan Officers**



DIRECT MAIL LETTERS

If you decide to make an introductory contact with a professional by direct mail, either by sending them a card, or letter, here are a few simple approaches that will likely generate some interest.

Initial letter or card No. 1 (to generate a return phone call):

Hi Bob, I understand that you are a top-notch Account Executive with WISH-FM Radio. My name is Donna Murray. I run a company based in Indiana, and we're in the process of aggressively expanding into the Baltimore area. I thought I would send you a personal letter to find out if you're open to discussing the possibilities of maybe, perhaps helping me expand my company into Maryland. I am looking for highly skilled people like yourself to help me expand my company. Please call me at your earliest convenience. My direct number is 765-238-1213. I would love to have about five minutes of your valuable time, to speak with you over the phone, to get acquainted and share some information with you about my company.

Best Regards,

Donna Murray

Initial letter or post card No. 2 (used along with an audio CD, DVD or other promotional company literature):

Bob, my name is Donna Murray. I don't personally know you. However, I've seen a lot of good things about you, and I understand that you are a top-notch real estate professional in the San Francisco area. I am in the process of aggressively expanding my company into California, and am looking for people who have skills, talents, and are upwardly mobile just like you, to help me expand my business in your area. I have no idea what your vision is for your life, or what your aspirations are, but I have a feeling that you have what it takes to be very successful in my line of work. I know it's just a feeling, but I'm usually pretty intuitive about these things! This is really not even work at all. It's more of a lifestyle. If you've ever thought about working for yourself, but not all by yourself, and if the idea of not having to commute to and from a job sounds good to you; and if having a flexible schedule where you can stay home and call your own shots sounds like something you would have an interest in, well, that's exactly what I do. The best

part of it is that, I get paid a compounded residual income every week/month. If I want to go out of town, or even on vacation, I still continue to get paid. I truly value your time, so I thought this would be the easiest way to show you how you can enjoy the same kind of lifestyle. It's pretty easy, and it's a lot of fun as well. Listen to this CD immediately. If you hear something that you like, and have questions, or want to learn more, please call me at 765-238-1213. There's something else you might also want to know. It doesn't really matter if you have ever been involved in your business, because our system can teach EVERYONE how to be successful if they have a desire. Our group consists of dozens of the most successful entrepreneurs in the United States and globally. You will be working with a team of professionals that will teach you what you need to know. In fact, our company is growing at an astronomical rate because of the training, support, and systems we provide to our members. You will be quite impressed when you see just how simple this is. Once again, listen to this CD immediately, and then get back with me. I look forward to hearing from you soon.

Best Regards,

Donna Murray



EMAIL INTRODUCTIONS

DON'T EVER do a sales pitch with anyone in an introductory email. You are working to create a way to have a conversation with them. You want to get them to call you.

Initial Email

Subject Line: Bob, please call me when you get a minute to talk

Bob,

This is Donna Murray in Indiana. I tried to find your phone number, but wasn't able to do so. I would like to speak with you as soon as possible. Please either reply to this email, or call me directly in my office at 555-1212, and leave your phone number. I'll call you at your convenience, at a time that works for you.

My Best Regards,

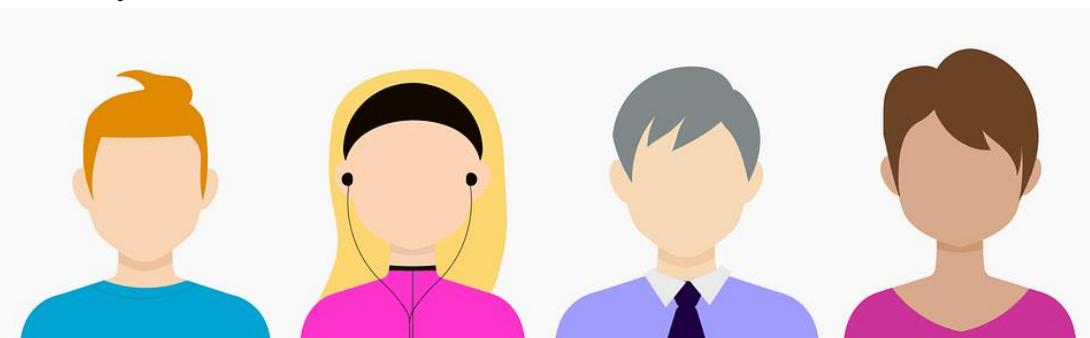
Donna Murray

OR Subject Line:

Bob, I've heard that you are a top-notch salesperson, and are one of the best in your field. When you get a free minute, I would love to speak with you. However, I wasn't able to locate your telephone number. Please call me as soon as possible. I have something extremely important that I would like to share with you. My direct number is 765-238-1213.

My Best Regards,

Donna Murray



TELEPHONE SCRIPTS

Real estate professionals Script:

Hi, is Rachel Real Estate in? Hi Rachel, this is Donna Murray in Indiana. How are you today? Excellent! Rachel, I was in the process of conducting a search on the internet for professional realtors in the Boston area and I located you. I own a company here in Indiana, and I am in the process of expanding some of my operations into Boston. Whenever I move into a new area of the country, I like to personally scout for top notch sales professional who have real talent for my business. I'd like to ask you a really easy question. Do you keep your income options open at all in terms of creating an income outside of what you are currently doing? (Many people will say "Yes" or "Maybe, what it is?", etc. At that point you just say), Rachel, why don't I do this? I know we're both busy professionals, and neither of us have time to waste. I'd be happy to drop some information in the mail to you or send you an email that shows you more about my company in detail. Which would work best for you? (If they keep asking, "What is it?", you simply say something like): Rachel, to be totally honest with you and because of the magnitude of what I am doing, I would really be doing a big injustice to you, myself and my company if I gave you a 30-second pitch, just like it would be very ineffective for you to give me a house tour over the phone. If you're open to taking a look at this, I would be happy to send you some information by email or by regular mail. Which would you be best for you? NOTE: If you have company audio CD that explains your business, that would be a great thing to send a realtor, because they spend a lot of time traveling in their car. They might be more likely to listen to that than to sit at a computer going through a website.

Optional Approach:

Hi, is Rachel Real Estate in please? Hey Rachel, this is Donna Murray calling from my home office in Indiana. How are you today? Great. Hey Rachel, I understand that you are a top realtor in the Boston area. The reason I am calling you is that I own a company here in Indiana, and I am in the process of rapidly expanding throughout the country. My focus right now is exclusively on Massachusetts, and am looking for a few very talented and motivated people to help me expand my business. My business has huge upside potential with extremely low risk. Are you maybe, perhaps

open to taking a look at something outside of what you are doing in real estate if 1) it wouldn't necessarily interfere with your current career, and 2) it has a huge potential for creating more income and more time freedom in your life?

Mortgage brokers or loan officers Script:

Hi, Is Barry Broker in please? Hey Barry, this is Donna Murray calling from my home office in Indiana. How are you today? Great. Hey, listen Barry, let me tell you why I am calling. I run a company here in Indiana that is aggressively expanding our operations into the Orlando area. I'm looking for a few really sharp go getters who want to do a couple of things. 1) Double what they are currently making and 2) want to potentially escape from a career that is always dependent on the next sale or close to come through. If I could provide you a running track that would allow you to have more money and more free time, would be you open to taking a look? I'd be happy to either send you some information in the mail or shoot you an email which that shows you what my company is about in detail. Which one would be best for you?

Financial planners and Stock Broker Script:

Hi, is Fiona Financial Planner in? Hey Fiona, this is Donna Murray calling from my home office in Indiana. I run a company here in Indiana, and I'm in the process of aggressively recruiting some talented people to help me expand in your area. My business can very easily help you create what would be the equivalent to having \$2,000,000 dollars invested in a conservative account earning 5% interest, and it could be done in less than a year for the right person. So, to put it another way Fiona, my business pays its representatives on a basis of recurring revenue. Most marketing and sales people really like that idea, because this is entirely passive income once you build this. Are you at all open to taking a look at something outside of what you are currently doing, if you could create more free time in your life and earn more income? I'd be happy to either shoot you an email with some information or mail you some information that outlines my company in detail. Which would be best for you?

Sales Professionals Scripts:

Outside sales person:

Hi, is Arnold Account Executive in today? Hi Arnold, my name is Donna Murray. I own a company here in Indiana that is rapidly expanding into the Denver area. I'm in the process of finding and recruiting some potential leaders to help me operate the management and sales side of my business. If I could show you a way that would allow you to earn more, give you complete and total independence, and allow you to create a recurring stream of revenue that you didn't have to keep redoing on a monthly basis, would you be open to taking a look? I'd be happy to either drop some information in the mail to you or send you an email that explains my company in detail. Which would be best for you?

Inside sales person:

Hi, is Heather Honda in please? Hi Heather, my name is Donna Murray. I own a company here in Indiana that is expanding into the Denver area. I'm in the process of finding and recruiting some potential leaders to help me operate the marketing and sales side of my business. If I could show you a way that you could earn more money, that would give you total independence, and allow you to create a recurring stream of income that you didn't have to keep redoing on a monthly basis, would you be open to taking a look at it? I'd be happy to either drop some information in the mail to you or send you an email that explains my company in detail. Which would be best for you?

Insurance agents Script:

For insurance agents, one of the previous scripts could be used also with a few minimal revisions.

Managers and Directors Script:

Hi, is Mike Manager in please? Hi Mike, my name is Donna Murray. I operate a company here in Indiana that is rapidly expanding our operations throughout the state of Colorado. I understand that you're a successful sales manager at Station WISH-FM. I am in the international marketing and distribution industry and I am aggressively searching for some talented

people to help me expand my operations from Indiana. Are you perhaps, maybe open to taking a look at something that could allow you to earn more income than you currently are, but would also allow you to maximize your current skills in as an entrepreneur? I'd be happy to either drop some information in the mail or send you an email that explains my company in precise detail. Which would be best for you?

Retail sales/customer service Script:

Hi, is Roger Retail in please? Hi Roger, my name is Donna Murray. Let me tell you why I'm contacting you today. I own a company in Indiana that is expanding into the Denver area. I'm in the process of finding and recruiting some potential leaders to help me operate the marketing and sales side of my business. I'm looking for experienced people like yourself who are skillful in working with and around people daily, that might feel that they aren't being paid what they're worth. If I could show you a way that you could earn more money, there was a potential of a long-term career, and it would allow you the opportunity to create a recurring stream of income that you didn't have to keep redoing on a monthly basis, would you be open to taking a look at it?

I'd be happy to either drop some information in the mail or send you an email that explains my company in precise detail. Which would be best for you?

Current Network Marketers:

Option 1:

Hi, is Nancy Network Marketer in please? Hi Nancy, my name is Donna Murray. Let me tell you why I'm calling. I know that you're currently involved in network marketing. Am I correct? Great. Hey, I actually found while I was doing a search on the internet. Listen Nancy, I have a very simple question for you. Are you maybe, perhaps open to taking a look at something other than what you are currently doing, IF you knew you would have better positioning, timing, more upline support and leadership, or had the potential to earn more in a much shorter period of time?

IF THEY SAY YES, DO NOT GET INTO A CONVERSATION ABOUT YOUR COMPANY. USE YOUR TOOLS!

I'd be happy to either drop some information in the mail or send you an email that explains my company in precise detail. Which would be best for you?

Option 2:

Hi, is Nancy Network Marketer in please? Hey Nancy, this is Donna Murray in Indiana. How are you today? Excellent. Listen Nancy, I understand that you are involved in network marketing, is that right? Great. I have an interesting proposition for you. First...let me ask you this. What company are you currently working with? How long have you been with them? Is your income growing as fast as you'd like it to? Let me tell you the reason why I called you. First, understand that I am not interested at all in taking people who are totally satisfied with what they're currently doing and putting them into my company. I am however interested in taking people who may not have yet found the right fit for themselves and hooking them up with a proven team of leaders who have the time and capacity to invest in the success of their new people to assure they are being paid well. Are you at all open to taking a look at anything outside of what you are currently doing?

IF THEY SAY YES, DO NOT GET INTO A CONVERSATION ABOUT YOUR COMPANY. USE YOUR TOOLS!

I'd be happy to either drop some information in the mail or send you an email that explains my company in precise detail. Which would be best for you?

Voice Mail/Answering Machine Scripts:

Short & simple script #1:

Hi Rick, this is Donna Murray in Indiana. I need to speak with you right away. Please call me at your earliest convenience. My number is 555-1154. That's 555-1154. Talk to you soon.

Short & simple script # 2:

Hi Rick, this is Donna Murray in Richmond, Indiana. Would you give me a call at your earliest convenience? I have a financial matter I'd like to discuss with you. My direct office line is 765-238-1213. I'll be in the office all day today. Talk to you soon.

Longer Version (Sales professionals script)

Hi Rick, this is Donna Murray in Richmond, Indiana. You don't know me personally. But, I understand that you are a successful sales professional in Des Moines. I own a company here in Richmond that is in the process of expanding into Iowa. I am looking for a small group of people to help me expand my operations into Iowa. Now, I'm not suggesting that you leave what you're currently doing, unless you are looking for something that's a complete change. Our top producers are 6 and 7-figure earners, and your area is wide open. If you would be interested in having a brief conversation about what we're doing, please call me at your earliest convenience. My direct line is 555-1154. That's 555- 1154. Talk to you soon.

This kind of message can be left on a sales professional's cell phone. Most of the time you can find cell phone numbers on the internet as a second contact number. You can usually tell if you're calling a professional office setting because a secretary will normally answer. If you're calling their cell phone, you will usually get their voicemail. This longer script could easily be used for any of the other categories of professionals with a few revisions.

Remember, these types of messages can also be modified a bit for social media private messaging, such as on Facebook and LinkedIn.

The key is to be consistent on a daily basis with growing your list of people to prospect, and then doing at least 10- 20 initial contacts every day. Your business can't grow if you're not contacting enough people to see if they are open to taking a look. For more great tips, tools, classes and webinars visit **DonnaMurray.com**

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