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Four Steps to Gold Prospecting

By Gloria Reibin

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1. Find
2. Ask
3. Listen
4. Sort

You've heard it before. Attitude is everything. Well, guess what? That's true. To be successful in Network Marketing, you have to take the correct attitude or posture and it starts with prospecting.

The dictionary defines "to prospect" as to explore, to search or to examine for something.

When you talk to a potential business builder, do you explore, search or examine or do you try to convince the person by telling them how good your business is and how much better it is than anyone else's?

You've heard about prospecting for "gold" and the famous California "Gold Rush." When prospecting for gold, the first thing you need to remember is to find a place where you can expect to find gold. You won't prospect in the stream in your back yard unless your backyard lies in the middle of gold country.

Once you find the potential stream, you need to gather your tools. As a gold prospector, you would plunge your sifter into the stream and gather up a lot of muck, which you hope also contains gold.

Four Steps to Gold Prospecting

You'll sift through it until you find some shiny gold stuff, which might be gold, then again might not.

You separate out the real gold from the fools gold. You've now got one or two or three or however many nuggets of real gold.

Keep repeating the process until you're rich.

The same procedure goes for finding those golden people.

The number 1 step to prospecting gold in Network Marketing is:

1. FIND

Find the gold fields. Your prospects imply gold to you. You want the golden women and men to join your business. That means, people who are serious about business opportunities.

You Can Advertise.

Unless you have a huge budget, you're not going to advertise in general magazines, newspapers or ezines. You'll want to go with the Business Opportunity streams.

You Can Buy Leads.

They vary in price and in quality. You can pay big bucks, like \$5.00 a lead for pre-qualified individuals who have actually been called and talked with on the phone. You can also pay .50/lead for older leads that may or may not be interested.

You Can Get Free Leads.

You can put up a website and drive traffic to it and/or start an ezine. As people respond to you, they are free leads. The marketing company I work with Free Leads For Life teaches people how to do just that.

The number 2 step in successful prospecting gold in Network Marketing requires you to dig deep into your potential stream and begin to:

2. ASK

Prospecting is about them, not about you. Ask them about themselves. First of all . . .

Are they seriously looking for a business opportunity?

Do they have time to talk now?

What kind of work do they currently do?

Are they achieving success at their chosen work? Do they like it? Are they working full time? Part Time?

What prompted them to answer your ad?

What do they want out of a home based business?

Are they planning to do the business part time while they continue with their career or are they looking for a replacement?

Are they serious? Or just curious?

What kind of income are they looking to gain?

Are they looking for a business just for themselves? Or do they plan to go into partnership with another? A Spouse?

Once you've asked the questions, you must listen to the answers as part of the the sifting for gold process.

3. LISTEN

Don't waste your time with people who are not serious. You should get a "Yes" or "No" answer to the first question. If they say yes to looking for a business opportunity continue with the questions.

If no, just say "Thank you, have a great day. Goodbye." If Maybe. . . don't be afraid to let them go. Maybes aren't serious. you might test it further by telling them that you are only looking for serious people who are committed to making a good income and if they don't know whether or not they are serious, then they are probably not what you're

looking for.

You want to find out right away if they have the time to talk. If not, you'll want to make an appointment, stressing that they should call you if something comes up that would prevent them from keeping the appointment. Be considerate of yourself and your time. Make them considerate too.

What they are doing now can tell you a lot about their potential in your business. A person who currently holds a responsible position is more likely to take responsibility in his or her own business. Look for leadership. At the same time, you don't want to pre-judge. Many a gold nugget has been found encased in dirt.

You don't want to spend 30 or 40 minutes on the phone with someone only to have them say at the end that they have to talk it over with their spouse. Get that information first so that you can arrange an appointment to speak to both at the same time.

Your time is precious, don't let anyone waste it.

Then finally, you need to separate the real gold from the fools gold

4. SORT

Prospecting means collecting decisions, then sorting those with potential to succeed and those without.

You don't want to receive yeses at any cost. You only want a yes from the person who can become a leader and a teacher.

You'll soon find yourself rejecting the nos before they have a chance to reject you because you'll recognize those people that will require you to put extra time into them after they've joined, only to find them falling away in the end anyway.

Once you become adept with the 4 step system, you'll begin to attract the golden people you seek. They will recognize you as a leader and want to follow you and learn to become leaders too.

Remember, it's easy as 1–2–3–4. — Find, Ask, Listen, Sort.

Fun And Fortune With A Gold Detector

By Michael Burk

Gold hunting always remained the vocation of the mighty emperors or the daring treasure hunters or pirates. It was never estimated as the hobby that can be pursued by a common man like you and me. However, with the help of a simple device called gold detector you can also become the owner of loads of gold like the heroes of the past.

An envious career as a gold hunter starts with the investment on a proper gold detector, instead of an ordinary metal detector. Stay away from cheaper or second hand versions while choosing your first gold detector. Some brands to consider are Whites, Garrett, Fisher, and Minelab.

First, you need to do extensive research about the area of operation by consulting the experts or reading journals featuring articles on the well-known gold mine areas. Joining a Prospecting club is a good idea, which will teach you the secrets of where to go and how to dig the sites to your fullest advantage. One popular club is the Gold Prospectors Association of America (GPAA). Their web address is: [a href="](#)

[" target="_blank">](#)

To get the best possible performance from your gold detector, follow this 7– step guide:

{ Instead of moving the detectors haphazardly, make an extensive search by marking a small patch and patiently covering it bit by bit. Always keep the search coil at least 1cm from the ground while swinging the detector slowly.

{ Just ignore lengthy and gradual changes in sound, which are the responses to ground mineralization changes. Do not ignore the short or sharp signals even if they are faint.

{ A manual ground–balance machine using a Double–D coil is required to be re balanced every now and then. The GP or the SD series machines save this trouble.

{ When the machine emits very small signals, scoop out some amount of soil from the coil. Now drop a handful at a time over the search coil. Now you will be getting signals whenever it touches any metal.

{ Practicing in the bushy or beach areas where ground has little mineralization will help you to recognize the signals when you are trying on sites that are more difficult.

You can choose from mainly four categories of detectors according to your preferences and expectations. They are:

Four Steps to Gold Prospecting

{ Gold prospecting Detectors { Dual purpose detectors { Treasure hunting detectors. { Underwater detectors

Every gold detector has its virtue and vices. For example, with a specialized prospecting detector you get the high efficiency of locating even tiniest nuggets at shallow depth. However, at the same time with its poor discriminating abilities you might end up with digging up lots of trash. Finally, patience is the key for striking a big deal in your search for gold. Do not move impatiently to another spot. Locate a

small spot and scan it extensively. Despite your hard work, you might not find anything. Start all over again on a new location applying the same degree of concentration. Remember, with a little effort and the right equipment, you too could find the riches of kings!

Michael Burk is an experienced outdoorsman and prospector. You can find more information on gold prospecting and metal detecting at



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