



## HotCards Quick Start Guide

Congratulations! By choosing the **HotCards QuickStart Guide** you just took the first step to *jumpstart* your business promotions by *expanding* your sponsor rate with over four to five new distributors per month, tremendously *increasing* retail sales and *growing* your retail customer base beyond expectation. Network Marketing is about being proactive and by choosing the **HotCards Lead Generation System** to *EXPLODE* your downline and *BOOST* your profitability you just demonstrated that you have the ambition and drive it takes to be *successful*!

One major challenge facing most Network Marketers is running out of warm market contacts and being forced to find an effective way to penetrate difficult cold market leads. With the **HotCards Lead Generation System** you're *constantly* creating new prospects for your business without the difficulty of finding qualified leads. And the **HotCards QuickStart Guide** is a dynamic tool that teaches you how to generate these leads from a wide range of sources!

After applying the **HotCards Lead Generation System** to your daily routine you'll see an incredible *upsurge* in your business and *amazing* growth in your commission check! But in order for the system to work, you must first understand the science behind our proven distribution strategy. The **HotCards QuickStart Training** guide will show you the *BEST* practices to effectively generate qualified, exclusive leads that want you to call them back! That's right, the distribution method you're about to learn will allow you to say good-bye to cold calling, hang ups and idlers that waste your time because you'll be infiltrated with interested prospects calling *YOU*.

The **HotCards QuickStart Guide** is your easy-to-read source for learning quick tips on how to continually generate new business prospects with distribution approaches that truly work. If you're interested in learning additional proven tips and techniques for growing your business call us at 800-454-5930.

### The Three Most Important Do's and Don'ts

Before you begin distributing your cards, learn these six *crucial* tips that can ultimately make or break the success of your business.

#### **Three Must Do's**

- **Incorporate a daily routine:** Think about the places you frequent on a daily basis. Do you stop and get the paper on your way to the bus? Do you buy coffee at a local convenient store? Do you drop your kids off at day care? Do you meet friends for lunch?

The reality is that whatever you do on a daily basis, others are also doing. Every encounter is a possible lead and there are people, who like you once were, are unhappy with their current income, commute, weight, etc., around every corner. Therefore, establishing a daily routine and leaving cards at each stop increases your chance of finding interested prospects.



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- **Be consistent:** Visiting the same spot every couple of days to see if your leads are working will play a critical role in your overall time-management and average response rate. If your cards have not been taken, you see them in the trash or you realize your target market is not frequenting a specific spot it's probably time to readjust your routine. On the other hand, if you find that your cards are in high demand at a specific location it may be a good idea to leave a few extra.
- **Know your target market:** In order to effectively distribute your **HotCards** you *must* examine the opportunity you're trying to sell and figure out who it appeals to most. Furthermore, you need to fully understand the people you're targeting—where they go; what they look for; who they know; what they like; what they don't; what they need, what they want; what they do and how they think. It's pretty safe to assume that there will be people with similar interests as you, because you were once a prospect, too.

When personally handing out cards, keep in mind that every target group requires a slightly different approach and your presentation is critical in order to successfully draw them in.

### **Three Must Don'ts**

- **Don't overload your cards:** If you distribute too many cards in one location, you may upset people and ultimately lose your privilege to distribute there.

Similarly, if you leave too many cards behind people will not take your opportunity seriously. If you bombard them with cards everywhere they go the sale will be too obvious, which can hurt your chances of turning these leads into productive participants in your organization.

- **Don't upset people:** Network Marketing is about building relationships. People respond best when they feel they can trust you or have something in common with you.

As mentioned earlier, each target requires a slightly different approach and so does the situation. Maybe you're in line at the grocery store and the woman in front of you with her infant looks like she just got out of work—a perfect work from home opportunity prospect. A good way to approach this situation may be to start a conversation.

“What a cute child. How old is he? It must be tough juggling a job and family. I know what that's like, I use to do it.”

By approaching her in this manner, you're leaving it up to her to ask why you no longer do it and what you do now, which gives you the perfect lead. Your credibility is validated because she feels like you can relate having once been in a



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similar situation. Note that this approach only works if you really were a working mom. Never lie!

Perhaps, if you approached this situation differently by saying,

“You look tired and worn out, check out my opportunity,”

you would have offended her and lost a lead.

Weight loss pitches are another good example of how you could upset people if you don't approach them with caution. Third party sales pitches are best for this.

“Maybe you know someone who's looking to lose weight.”

In this case, you aren't offending your lead by implying that he/she needs to lose weight.

- **Don't forget to do preliminary research:** The more time you waste driving around trying to find your places of distribution, the fewer prospects you're retaining. Do your research! The internet is a useful tool. Websites like switchboard.com or yahoo yellow pages can help you find local businesses in your area. Just type in the city, state and type of business you're trying to find and an entire list will pop up. Click on the map and you have directions at your fingertips.

## Distribution Methods

The **HotCards Lead Generation System** uses two main methods of distribution. Both methods are *PROVEN* to work, however, personally distributing cards can double your response rate. It's up to you to decide which method will work best for you in a given situation.

### **Public Places:**

This is a leave behind method used to target more than one lead at a time. When **HotCards** are displayed in highly visible places, including gas pumps, newspaper stands, telephone booths, ATM's, vending machines, etc., your chance that an interested prospect will read the card increases.

### **Personally:**

Handing cards out in person requires a bit more effort and uses your people skills to draw your prospect in. If done effectively, you'll *immediately* see an increase in your average response rate. There are two approaches to personally distributing cards.

- **With conversation:** This method relies on building relationships. It takes more time, but because you're gaining credibility by establishing a repertoire with a prospect, you have a much *higher* chance of sponsoring them.



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Remember to use a relaxed approach and sound enthusiastic during the discussion. The dialogue should never sound pressing or pushy.

- **Heavy distribution with catch phrase:** This method allows you to reach a much larger audience because you aren't spending as much time with one particular prospect. However, for it to be effective you *must* peak your prospect's interest *immediately*. Make sure to have a few key phrases that can break the ice and get your message across. If they want more information direct them to call your Toll Free voicemail or visit your web site.

Now that you're familiar with the basic rules for distributing your **HotCards**, it's time to get acquainted with our key distribution locations.

When distributing your cards you must understand that there are certain locations that will work better depending on the type of business/product you're trying to sell. The locations below are broken out for opportunity, weight loss and multiple target markets. Again, these are examples of key locations that have proven to work in the past, but you should always use your own discretion about what will work best in a given situation.

### Opportunity

- **Apartment Complexes:** Target complexes where people may be looking to improve their standard of living and therefore, will better embrace an opportunity to earn extra income. Focus on complexes geared toward families and two or more bedroom apartments, which may have more than one adult looking to work from home. As mentioned earlier, the internet can prove useful when researching which complexes to target. Try [apartmentratings.com](http://apartmentratings.com) or similar sites that post demographics, personal testimonials and ratings of complexes in your area.

Top places to leave your card in these complexes are on cars (on the driver side between the door and window, not on the dash where they'll be seen as a nuisance), in mail boxes/mail area or you can use an in person method to target people as they return to or leave the complex.

- **Banks:** With its high traffic visibility, this location gets *major* responses. Cards can be left in the area where customers fill out deposit/withdrawal slips, on the ATM, "accidentally" left on the tellers counter or in the drive-thru drop right before you drive away.

Timing means *everything* when distributing in banks. Peak banking hours are during lunch. Therefore, the best time to leave your cards is after the ATMs have been reloaded, but before lunch.



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- **Convenient Stores:** Here's an opportunity to barter for mutual profitability—it will work in your *best* interest! These high traffic stores are one of the few locations, where asking the clerk to display your **HotCards** by the register is acceptable. This is also the exception to the rule about the number of cards you should display. Since they will probably be in some sort of dispenser, putting a number of cards by the register is okay. However, you should never fill the dispenser to full capacity. The psychological reason being that people perceive a less full dispenser as holding something of more value. The fewer cards that are in the dispenser means the more cards other people must have took, so new consumers will more likely take one, too. Plus, if the clerk perceives that your opportunity has value, he'll not only want to try it for himself, he may promote it to other customers.
- **Travel/Hotels:** Even when you're on vacation you can penetrate an untapped market of new leads. Leave a few cards in the bathrooms, ATMs, phone booths and eateries of airports, hotels and airplanes. Most hotels and airports have newspaper/magazine stands where you can leave a few cards inside magazines pertaining to your opportunity (*Forbes, Fortune, USA Today* for opportunity cards and *Self, Shape, Cosmo* for weight loss cards— see **Bookstores** for more detail). Magazine holders on planes, where the safety guide is usually located, is a good discrete place to leave a card or even two—this way if one card is discovered or thrown out during cleaning, you have a better chance that the other card will be discovered by another possible prospect.
- **Low/Mid-end Hair Salons:** Stylists that work in cheaper hair salons make fewer tips than those who work in posh, high-end salons. These leads are usually open to learning how to easily earn extra income—they just need you to introduce the opportunity to them!
- **Outgoing Mail:** Every bill you send out for payment, order form you send in and survey you respond to is opened and processed by a possible lead. Including your **HotCard** in every piece of mail you send out increases your probability that someone will respond to your opportunity.
- **Restaurants:** Waitstaff in restaurants usually make minimum wage salaries and depend heavily on their tips as livelihood. These hard working individuals will likely welcome an opportunity to earn extra income. Leave a card with every tip and increase the response rate of these prospects.
- **Day Cares:** It is safe to assume that the children who attend day cares probably have one or more parent with a full time job—presenting the perfect opportunity to target those who wish they could work from home. The best time to visit day cares is in the evening, since most people are in a rush in the morning. In the evening, you can personally speak with parents leaving a day care—catching them when they're tired from the work day and most vulnerable to listen to what



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you have to say will work to your advantage. However, your approach is critical. If you look like you don't belong in the parking lot or appear to be a predator people will avoid you or worse, you can be kicked off the premises. If you find that people are questioning your intentions, an alternative approach is to establish a relationship with the day care so that they will distribute cards to clients for you.

- **Train Stations/Bus Terminals:** There are many people who commute regularly on public transportation who wish they could just as easily work from home—whether because they don't like their commute or are just unhappy at their current job. Leaving your work from home opportunity cards in stations bathrooms, on benches and in the area where train schedules are displayed is guaranteed to target qualified leads. Also leaving a few cards on seats in the train/bus increases your chances of getting your opportunity in the hands of interested prospects.
- **Office Buildings:** Every company has employees who are unhappy with their jobs or wish they could earn a lucrative income just as easily working from home. Leaving a few opportunity cards on vending machines, in bathrooms, in company cafeterias and even on cars in the employee parking lot will help turn these people into interested candidates for your business.
- **Newspaper Boxes:** Each person who picks up a newspaper is a possible lead. Leave a few cards on top of boxes or inside the actual newspapers. Remember most boxes are refilled early in the morning, so the best time to leave your cards is shortly after they're refilled.

## Weight Loss

- **Hospitals:** Outpatient areas, Ambulatory care and Diabetic clinics are the best areas inside hospitals to find weight loss leads because many people in these areas are there with obesity related complications or with a loved one who's overweight. Waiting areas, magazines, vending machines, bathrooms and bulletin boards are all good places to leave a few cards. Also, most hospitals have a calendar of events, which you can find on their website. Attending events that will recruit your target market is a lucrative way to build relationships and generate qualified leads in person.
- **Delicatessens:** Many people choose delicatessens over fast food restaurants and pizza places because they're looking for a healthy alternative. And most delicatessens try to appeal to health conscious consumers by offering a low-fat sandwich. Try inventing a "fish bowl" opportunity for the deli and present them with your concept. Maybe the contest is to have people drop their cards into the "fishbowl" to win a free low-fat sandwich and 12 oz drink. Again, this is your



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chance to barter for mutual profitability—you'll promote their deli if they give you all the cards at the end of the contest. Who knows you may even recruit deli employees as potential leads. At the end of the contest you have a fishbowl full of contacts who are interested in healthy eating, many of whom are probably on diets or trying to lose weight—the *perfect* weight loss opportunity lead!

- **Fast Food Restaurants:** Many regular frequenters of fast food restaurants are overweight. These possible prospects are looking for an easy solution to their weight problems and by leaving your weight loss cards for their visibility you're appealing to their needs.
- **Pharmacies:** People who are at pharmacies to get prescriptions for obesity related complications will likely embrace a product that promotes weight loss. Leaving a card on the drop off/pick up counter or in displays that are visible to customers waiting in line can catch the attention of your target. However, personal distribution works best for converting these leads into interested prospects and differentiating your product from competitors.

### Multiple Target Markets

- **Bookstores:** At these locations your lead opportunities are plentiful. Potential leads shopping for books on money or weight loss are there with a goal already in mind. Your product or opportunity appeals to the same goal—therefore, should be an easy sell.

Book and magazine titles on investing, entrepreneurship, jobs and taxes are the best periodicals to leave opportunity cards. Put one on the inside front cover. Top selling books in this category, include *Rich Dad, Poor Dad*, Suzie Orman books and next year's tax books—make sure to target these titles and top selling magazines, such as *Entrepreneur, MMM, Forbes* and other business opportunity periodicals.

Anyone shopping in bookstores for weight loss books and magazines is a potential lead. Feature books, including *Dr. Phil, South Beach Diet* and *500 Low Carb Recipes* will undoubtedly target future weight loss prospects. You'll also want to leave cards in the health and alternative medicine sections, where your target market is also shopping. Of course, *Cosmo, Shape, Healthy Living* and other health magazines are a good place to find weight loss leads.

An important tip to remember: When targeting books and magazines for men, don't leave a card that appeals only to women—make sure to have a few unisex cards to leave behind in these type of periodicals, including *Men's Health, Men's Fitness* and *Maxim*.



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- **Libraries:** Your opportunity at libraries is similar to that at bookstores. You'll want to target the same areas and books as above. Instead of leaving your card in the front cover, try leaving a card or two in the library card holder usually located on the back cover. By leaving two cards you reap the benefits of the librarian pulling one out during check out and the patron seeing your opportunity while he/she has the book—two possible leads in one location.

In addition, you'll want to leave cards on bulletin boards and in bathrooms, computer rooms, study rooms, after school program rooms and story time areas. After school programs and story time areas target parents looking for supplemental income or work from home opportunities. Also, libraries that attract college students can have a huge impact on your response rate, since college students are always looking for ways to earn extra money.

- **Gyms/Personal Trainers:** The opportunity with fitness professionals is three-fold—distribution, promotion and recurrence. Trainers often have loyal customers who look to them for health and weight loss advice. If you establish a good working relationship with them they may promote your product to returning clients. However, when targeting fitness clubs make sure to investigate independent facilities—chain health clubs tend to already have established weight loss products that they sell and therefore, won't be interested in promoting yours. Also, trainers in independent facilities may be an easier target for opportunity cards because these trainers are either part-time professionals or get paid on a per customer basis—a way to boost income in a flexible environment would appeal to this type of professional. If you can't establish a relationship with a health club employee try leaving a few cards in the elevator/stairwell, bathrooms and check in areas.
- **Night Schools/Adult Education:** Check the schedule of your town's adult education classes and night school classes at nearby colleges. Be available to target your leads after classes end. Participants of classes, such as finance, entrepreneurship, accounting, etc. are good prospects for opportunity cards, whereas weight loss seminars, group fitness and healthy cooking classes will target people interested in weight loss.
- **Grocery/Department Stores:** Your opportunities are limitless in these stores. All types of people with various needs, shop. Your best approach for targeting these prospects is to find long waiting lines, observe the people and situations around you and use the in person method to peak your prospects interest.
- **Bathrooms:** Any public bathroom can target qualified leads for your business. Decide what opportunity is best to promote in a given location and leave a few behind on sinks, near paper towels or inside stall doors.



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The distribution locations listed in this training guide are just a few of the countless markets that you can penetrate to rapidly expand your business with our **HotCards Lead Generation System**. The key to distribution and a lucrative Network Marketing business is simple—EXPOSURE. Anywhere and everywhere you go there are qualified prospects who are waiting for your opportunity to help them earn a larger income, lose extra weight, work from home and MORE—so don't leave home without your **HotCards!**

You can expect your average response rate to EXPLODE just by using these simple but powerful tips and techniques. Traditionally in Network Marketing, business growth occurs primarily on the outskirts of the organization where the newest people are. Mid-level executives tend to stagger and decline in activity because they lack the proper knowledge of how to access new markets. But by using the **HotCards Lead Generation System**, you and every person you sponsor will always have new prospects calling—the opportunity is limitless!

So what can you reasonably expect from your distribution efforts. The average response rate over all distribution methods is 15-20 calls per 1000 distributed. However, when you hand cards out in person and use the conversation method, your average increases. Leaving your **HotCards** in locations where they won't be disposed of until an interested prospect takes it can have a rate of 20-40 per thousand. But the bottom line is by making distribution a part of your daily routine and being ambitious about distributing your cards, you'll reach these numbers with EASE!

Start using these proven practices today and you'll immediately watch your business EXPLODE! Stay tuned for regular email updates on the secrets of successfully growing your organization or if 800-454-5930 or visit [www.coanetwork.com](http://www.coanetwork.com) today!