

Opening New Markets/Cities “Real Estate” Opportunity



Opening new markets is an enormous opportunity. The payoff to successfully launching and sustaining a new market is record setting income. Network marketing in general requires a great attitude and patience of owning your own business. Opening a new market requires an even greater level of patience. Most tremendous opportunities in business require a high level of risk. Network marketing relieves the risk leaving only patience as the key ingredient to win.

There are seven steps to opening a new market successfully. Following these key steps will maximize your income and make for long-term stability in the market. These steps provide the competition, excitement, compensation and plan to be successful. The two biggest mistakes seen repeatedly are spending money and having an event too soon. If you open a market in your lesser leg (“Pay Leg”) you should earn \$1000 before the first event is scheduled. The seven steps are listed below followed by a detailed explanation of each.

- 1) **Phone conversation with key leader**
- 2) **Establish the Board of Directors**
- 3) **Qualify the Board of Directors**
- 4) **Schedule The Event**
- 5) **Initiate countdown calls- “FLIP” into the event**
- 6) **The Event**
- 7) **The Next Event**

Phone conversation with key leader

This is the initial contact introducing the leader in the new market to the upline expert who will guide the leaders through the process of opening the market. Before the call the “key leader” must read this training on opening new markets (URH104) and already be a ForEarth rep signed up in the system with a repID number.

This conversation is to make the introduction to the upline and key leader, answer any questions from the training and discuss how to accomplish step 2, establishing the board of directors.

Establish the Board of Directors

This is a critical piece of the process and one of the most overlooked from reps trying to open a market. The most powerful part of opening a new market is the “buzz” of ground floor. The key leader has an amazing recruiting advantage of promoting an opportunity to override all the income in a new market. There needs to be an established number of board of directors. The common number is twelve including the key leader but different numbers can be used based upon the center of influence of the key leader, geographic location or availability of the upline expert. This could come from the key leader recruiting all twelve reps or only two although the key leader should lead by example and recruit six personal reps to achieve the fast start bonus.

Qualify the Board of Directors

Now that the board of directors has been established, you need to position the board to maximize the compensation plan. There is nothing more important to opening a new market than having local reps making money. The only way to get paid binary commissions is to qualify the rep position. This means personally sponsoring one active rep on both the left and right side regardless what level they fall. The board of directors are positioned to capitalize on all the revenue in the new market. They should not have an issue reaching out to two people who are willing to take advantage of the same opportunity.

Schedule the event

It is now time to schedule the actual event to launch the marketplace. The suggestion is three weeks although special circumstances may dictate otherwise. A longer amount of time may not be soon enough to sustain initial momentum. A shorter amount limits step five which allows "flipping" into momentum. Make sure the event location, cost and time is finalized before announcing the date.

Initial countdown calls- "Flip" into the Event

The next two weeks leading into the event is critical to maximizing the energy and excitement of ground floor. The most common mistake made is waiting to invite personal guests to the event in three weeks. The goal is to invite key prospects to the conference call or webinar the next week so that guests have the opportunity to sign up and build for the event in two weeks. There is one more opportunity to "flip" your team through your reps having the opportunity to promote one more conference call or webinar before the actual event. The momentum and activity will lead to many reps positioning themselves for the launch.

The Event

Please refer to training "URH110_The Business Presentation"

The next Event

After any event or presentation you must answer the following subconscious question from guests. "Why do I need to get in now?" The answer is to get in now so you can have your guests on front of (insert presenter's name) and get off to a great start. The most important piece of the actual event is having a flyer in each chair announcing the next Event.