

MAKE PROSPECTING EASY

You Must Get Good At Either One Of These...

By Monte Taylor



My friend Kim Reed asked if I'd comment on what is sometime called the "90-Day Rule."

What she was referring to is the importance of realizing that in business, life, and network marketing your outcomes are almost always the result of activities that took place long

before the desired outcome.

Of course this holds true for learning to play the piano, acquiring a technical skill, successful weight loss and even developing deep and meaningful relationships.

But is there a rule on this? I'm not sure, but one of my favorite hints on the subject came from the late business philosopher, Jim Rhone, who warned us, *"In business or in life you must get good at either one of two things, planting in the spring, or begging in the fall."* His point? Plant in advance to reap a rich harvest. Delay ... and you only have yourself to blame ... and you may go hungry.

Of course, we've all heard the stories about someone meeting a new business partner at the car wash or waiting in line at a Keith Urban concert. And, two months later their new friend is now a top producer creating a virtual explosion of business.

I'm sure some of these stories are true. However, in my experience, the best, the most productive and rewarding relationships, much like seeds, take some time to grow strong and healthy.

So what can we take away from this discussion? What's really important to know?

1. If you want an explosion of positive results in your business or your life, plan on beginning several months (or more) prior to when you want the outcome.

2. Take and hold a longer view. Maybe the best idea is to create your own "90-day rule" by planning your year in 90-day increments. Jan, February and March activities to create the April, May and June harvest and April, May and June activities to create the July, August and September harvest, and so on. Simply plan accordingly.

One of the more interesting (and thrilling) aspects of the direct selling business is that some of those seeds, some of those relationships may bear fruit for many years to come and some even for decades.

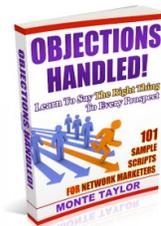
And too, one of the sadly interesting aspects is the number of people, who after a few weeks or months of inconsistent effort declare, "I don't have a huge crop yet. I quit."

I believe that farmers had it right. If you want a crop in the spring, plan on planting it in advance. Plant now. Don't delay. Give it appropriate time to grow.

Oh, and every once and awhile, even in the most unexpected places, new and enriching relationships will unfold and bless your life. Be open to that too.

About the Author: Monte Taylor is a serial entrepreneur, author, coach and business consultant and the former CEO of two network marketing companies. As a devoted network marketing advocate for over 25 years, he has built successful teams in the field as an independent distributor. Monte received his Master's degree in business administration from the Crummer School of Business at Rollins College and holds Master's level certificates in Executive and Business Coaching.

Monte's mission: "To encourage and empower entrepreneurs and help them deliver their unique value to the world!"



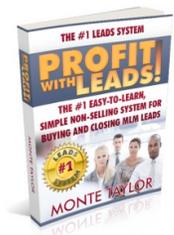
His best-selling books include, *Objections Handled – 101 Scripts for Network Marketers – Learn To Say The Right Things To Every Prospect*

Profit With Leads – The #1 Easy-To-Learn, Simple Non-Selling System for

Buying And Closing MLM Leads.

Both books are available on Amazon.com. You can access

Monte's popular audio blog, *"Make Prospecting Easy"* at: www.montetaylor.com



Coming soon: **Heart Language** – "Five Extraordinary Skills That Can Help You Engage, Enchant, Attract, Inspire, And Influence Others."