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How To Use The Five Foot Rule To Market Your Business

There is indeed an art to learning the proper way to capture network marketing prospects. Some of them are obvious, and others are right in front of you, you just don't see them.

There are chances to network with people every minute of every day, and finding people is rather easy. However it takes a lot of effort and discipline to really make it work for you.

When you are going about the business of your day, remember the five foot rule. That means that anytime you are within five feet of someone, you should engage them in conversation. Something as simple as commenting on the weather can give you an opportunity.

After the conversation starts, determine if they are becoming interested. For example if you ask them "what do you do for a living?", and they answer, go ahead with the conversation and get to know them a little more until you can open it up to the topic in mind.

If they show signs of wanting to know more, you should ask them a question like "I have something that you might want to look at. Would you be interested?". This is the moment you can offer a marketing tool like a business card or link to your website. Getting their card will make it easy to follow up later on.

Notice how easy that really is. There are tons of opportunities that you are exposing yourself to every day that you can use to your advantage. Think about the possibilities if you set a goal of conversing with five different people every day.

Think about the results that will bring to your growing network. You will have the potential to receive so many prospects in your pipeline you won't know what to do with them. You will also have a good chance of sponsoring them, and think about the growth your business can experience.

So, remember the five foot rule the next time you go out, and start talking to people. Before you realize, your network prospects will grow exponentially, which will help you grow your business very fast. This will ultimately boost your profit margins.

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