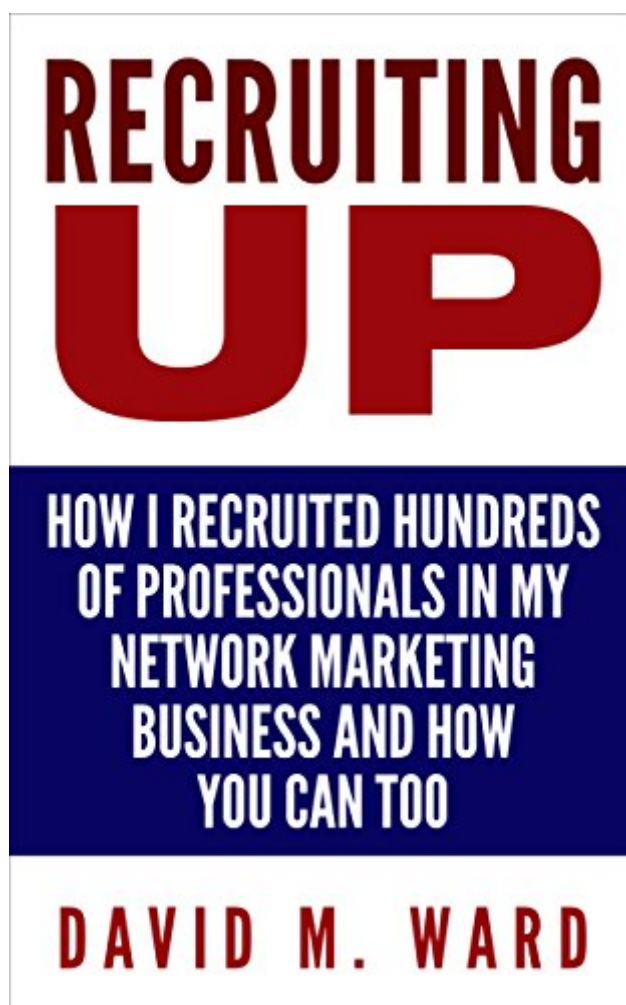


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# Recruiting Up: How I Recruited Hundreds Of Professionals In My Network Marketing Business And How You Can, Too



## Synopsis

HOW I RECRUITED HUNDREDS OF PROFESSIONALS IN MY NETWORK MARKETING BUSINESS AND HOW YOU CAN, TOO

Recruiting up means recruiting professionals, business owners, sales people, real estate agents, insurance brokers, financial planners, and other people with the talent and resources to build a successful network marketing business. Author David M. Ward is an attorney who recruited hundreds of professionals in his network marketing business and built a six-figure passive income in just a few years. "When you recruit a lot of people who can recruit a lot of people," he says, "your business can grow very quickly." In *Recruiting Up*, you'll learn how he did it, and how you can, too. In Part One, you'll learn how to identify, approach, and recruit professional prospects. You'll learn what to say, what to do, and what to avoid. In Part Two, you'll learn the best ways to find all of the professional prospects you will ever need. You'll learn:

- Which professionals make the best prospects, and how to choose your specialty
- How to recruit doctors, lawyers, and other hard to reach professionals
- The psychology of recruiting professionals (what to say, what to show them, what to avoid)
- Why it's EASIER to recruit professionals than regular prospects
- The best way to answer the question, "What do you do?"
- The RIGHT (and wrong) way for network marketers to use social media for recruiting
- Why attraction marketing is a dangerous trap for many distributors
- The most common objection you'll hear from professionals, and how to overcome it
- Simple lead generation strategies that anyone can use, starting immediately
- Stealth recruiting techniques "how to fly under the radar" to find prospects nobody else is talking to

And much more! *Recruiting Up* comes with a step-by-step game plan for signing up at least one professional on your team within the next seven days. Ward was a successful attorney who started a network marketing business to escape his busy schedule and build retirement income. In his first six months in the business, he recruited 50 distributors, all professionals. Eventually, he recruited hundreds of professionals and found the time freedom and retirement income he never had in more than twenty years of practicing law. Now, he wants to show you how you can do it. "I want you to know that you do not need to be a professional to recruit professionals. You don't have to be a great recruiter or have any special talent," he says. "You can do this even if you're brand new. If you know the basics of recruiting, this book shows you everything else you need to know." In his first book, *Recruit and Grow Rich*, Ward describes the system he used to recruit a large number of distributors in a short period of time. *Recruit and Grow Rich* is about recruiting quantity. *Recruiting Up* is about recruiting quality. "Quantity will always be important," Ward says, "but WHO you recruit is more important than how many." He admits

that building a successful business takes a lot of work and there are no shortcuts. "But . . . if you're going to recruit anyone," he says, "recruiting professionals is the closest thing to a shortcut I've ever seen." Once you've recruited a few professionals and seen what they can do, you may never want to recruit anyone else.

## Book Information

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## Customer Reviews

This is the direct approach to networking and building any business. I will continue to read this book again and again as my reference guide plus recommend this book to all who seek to build a business. This book is the key to your success as it first explains how to network, then gaining trust, and build relationships before starting off with what your opportunity. I think this book provides great value and recommend you read for oneself to get what it fully offers.

We've all recruited those people who did not have the funds, the friends or the personality to keep going in the business. Mr. Ward proves that it's possible to recruit up. If you're looking to build an

organization where each member has the skillset necessary to build a massive business then read this book. There's at least half a dozen new nuggets that I took away from this book and I've been in the industry for over 10 years.

Phenomenal read!!..gives you the complete outline to start and grow your network marketing business. I love that it also nails it with the quality of who you are recruiting...read it thru first sitting, now it is time to use the yellow marker....this is the duplication manual to success

What a find! This was just what I needed. As a retired attorney, author, and owner of a network marketing business, I found that David Ward gave me the confidence and skills to share more easily with my peers and professionals in multiple fields. Easy to read, with common sense scripts and helpful explanations of how to approach professionals and how to use multiple methods to never run out of prospects, this book is a real treasure for anyone who feels a bit intimidated by what people in their profession might think about being asked to consider a second income with network marketing. As he explains, successful professionals and business owners often grasp the power of network marketing more easily than employees and those committed to a paycheck. Thank you David!

Mr. Ward's previous book on recruiting was excellent yet he trumped it with this one! This book leaves no doubt about how one should go about building a network. It includes all the information you need to approach professionals correctly: exactly who is a professional, why you want them in your organization and what you say to them. I am a full time professional and I am planning on using Recruiting Up as a handbook that will be reviewed on a regular basis.

If you are wanting to build your network marketing business then you need to buy this 5 star book, by David M. Ward.....very clear reading..I will be sending this book to my group.. The Baron ...LEE Gray

Straightforward and to the point. This book is a must have for network marketers who truly want to recruit up. Mr. Ward very effectively shows that many professionals are open to network marketing -- or would be if approached professionally.

David lays it all out. No fluff. Simple Effective no bull. The way has been explained and his

challenge at the end leaves no doubt in what you need to do to be successful from someone who has actually done it. There is no short cut. Just do it!

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