

Growing your own personal business is the lifeblood of growing a strong organization that continuously produces builders, leaders, and residual income. I remember feeling like this wasn't what I signed up for. Raise your hand if you also thought this. Come one! We all have at some point. We thought "I'll sign up a few great leaders, they'll run, and I'll have time and financial freedom. End of story." Then one day I realized that that fundamentally isn't how great businesses are formed and maintained. It simply doesn't work that way, even if we WANT it to. But why would you WANT it to? Why would you want to stop growing, developing, and impacting others lives through these products and this business? I don't actually think you want to. I think what happens is we begin to think we CAN'T recruit anymore and that we've dried up all of our possibilities. So we have negative feelings around recruiting because we don't think we've got what it takes.

When I look to the greatest business owners in network marketing, I see them continuously networking, developing relationships, and bringing in new builders. It's solid consistent work that grows a legacy business and YOU have access to that just as much as anyone else. You HAVE what it takes if you are ready to step up to the plate. Here are my top tips for connecting with people, developing new relationships, and bringing great people on board:

☐☐ Become the friendly person who starts a conversation in person- at the gym, the restaurant, the salon, the school play, the PTA, the line at the grocery store, the Facebook group, the airport, or wherever you might be. You never know who you are going to meet in person and where that relationship might take you. For the introverts, I feel you, but I also know that you can just focus on being friendly, curious, and on getting to know others. Before I leave a conversation where I feel like we have enjoyed one another's company or we have connected I say something like "Well, hey, let's stay connected. Are you on instagram or anything like that?" And I get connected via social media. If for some reason we have connected over Plexus, I will ask them if it's ok for me to send them a sample and a video link and I specifically get their cell to text it to them and also their social media.

☐☐ Search out social connections online on Facebook and Instagram. Are there groups you can join, friends you can meet through common interests on IG? Are you doing it systematically? Here's how I approach it: Join 2-4 groups, assign specific days of the week in 30 minute blocks to spend time "working the group." This means I read most recent posts, look at comments and profiles of posters and commenters and see which people I think I would connect with and vibe with. If they seem like someone I could relate to and they would relate to me, or I just love what they are about and what they are putting out there, I will send them a friend request and comment on their comment or post. I start a conversation in messenger about something we were talking about in the group. And I just get to know them, no Plexus talk involved. In that 30 minutes I also make a list in a notebook (you could use any way of keeping track) of the names of people I have friended or followed. If you DO NOT DO THIS you will not remember where you met them, who they are, and you will not be intentional at interacting with them. Keep them on separate lists. For example, if you are in 3 groups and one is mothering, one is gardening, and one is cycling, you would have 3 sections of lists of names, one for each group. You might spend 10-15 minutes in the group and another 10-15 minutes outside of the group interacting on social with their stories, posts and just go down the list. You will begin to know people, they will begin to know you, and you will develop real relationships.

☐☐ On a regular basis, do the work refreshing your connections. I know it takes time to make lists and it can seem tedious but clarity is the first step. If you aren't clear on who you have to connect with, you

will wander aimlessly and connect with no one, or worse yet, keep going back to the same 5 who you have hounded for years. Every month or at least quarterly refresh your contacts list and you can even use the “Leads you didn’t know you had” sheet. This can help jog your memory and keep you excited about your prospects.

☐☐ Get out and serve. Volunteer. Offer to help a friend in need, work on a community project, take someone dinner, be about good works. Not for the sake of thinking that that person is going to make you money, but for the sake of expanding, serving, giving in a way that enriches you and helps others, and the byproduct will be meeting lots of other amazing people who may, one day, join you.

☐☐ Ask really good questions. Become more curious about people and listen to them more. Talk less. Become the person who wants to know all about others. People LOVE to be heard and love to talk about themselves. If you are genuinely curious about people, they will feel a connection to you. They are also leaving clues. Pick up those clues and always be asking yourself “Why would this person want to do what I do?” Meaning, always be looking for all the reasons WHY they would love this, be good at this, and be amazing to work with, not all the reasons why not.

☐☐ Pick up a new activity, go to a different gym, try a new park for your kids to play at. We are all creatures of habit, but is it truly serving us? Extend outside of your comfort zone and have new experiences so that you can meet new people. There are endless numbers of people to meet. I promise you that if you started to do this more THIS WEEK, you would find 5-10 new friends in just one week. It really is as simple as what Jim Rohn says:

“If you really want to do something, you’ll find a way. If you don’t, you’ll find an excuse.” #truth

If you really want to connect with more people, be more intentional with recruiting, and sponsor more people into your business, you will find a way, no matter how uncomfortable the growth is or how much out of your normal daily routine it takes you. “You gotta be hungry” says Les Brown and he is so right. I was so hungry. I kept looking and developed myself into a more confident, outgoing person than I had ever been. I wanted true freedom and a strong, lasting business that would always grow and be thriving. I went from being someone who argues for my limitations on sponsoring 3 years ago to someone who KNOWS I can keep sponsoring and developing people and who LOOKS FORWARD to it because it is so dang fun to collect new friends, meet new people, and help more people change their lives. Isn’t that what it’s all about, anyway? Isn’t that why we’re here? Isn’t that what expanding your network, connecting with more people, and sponsoring more people will do? Well, then, let’s not dread it. Let’s get down to it!