

Reach Out Methods

TYPES OF MARKETS

1. **Hot Market** - Close friends, family etc.
2. **Warm Market** - Business Associates, acquaintances, referrals, etc
3. **Cold Market** - Friends we have not met yet!

The first markets we should always start in are our Hot and Warm Markets. These people should be on your 100 name list and then entered into the process! By simply asking someone if they have ever heard of Nikken, we can gain a limitless market of referrals! Let me show you how. Tell them we have a huge Japanese healthcare company here and it is going to change American Health care. We are the biggest total wellness company in the world and nobody else makes what we make. This huge company will become a household name in America over the next decade. Right now we need to get the initial people in place to make that happen. Nikken has made it possible for us to work from home and have unlimited income potential. Then, ask if anyone they know would be interested in something like that! You will be amazed at how many people will say "YES! ME"! You can do the same thing by asking if they know anyone who hurts. Here are some great reach out methods for the different market types. Ask your upline for more details on how to do them.

Best "HOT and WARM" Methods

1. **100 List: prioritize and design method**
\$Price of phone calls
2. **Open House/In-Home Wellness Preview**
3. **21 Club!** \$35 for catalogs/brochures, flyers (if used), business cards, thank you notes and postage
4. **Get referrals from people you know about people with business or product needs**
Free and limitless!

"Cold Market" People Come to You

1. **Newspaper Ads: product or business-oriented**
\$15-150 per week/month
Consider co-op with other consultants. Request "remnant space" (or unused advertising space) for possible discount.
2. **Postings on bulletin boards**
\$.10 per business card/flyer/brochure/business card
3. **Give-a-ways at networking and social events**
\$10 and up
4. **Articles written in various public newspapers, magazines, etc.**
\$5-\$10 total for correspondence
5. **Listings, articles in newsletters for organizations of which you are a member**
6. **Educational Programs offered**

EXAMPLES:

1. Lifestyle Process (LSP) (Weight Loss Program; go to www.ybhurtn.com and order from Focus On Growth, 800-496-8508).
2. Owners Presentation (Healthy Lifestyle using O.W.N.E.R.S. by Pat Terry and Mac McDonald.

Go to People

- 1. 21 Clubs!**
\$35 for catalogs/brochures, flyers (if used), business cards, thank you notes and postage.
- 2. Trade Shows & Fairs**
\$50 to \$750+ for booth plus flyers (if used) & business cards.
Consider co-op.
- 3. Business Cards shared at social and networking events**
\$.05 per card + event cost.
- 4. Bump-intos, \$ 0 (referrals are great here)**
- 5. BBQ Parties**
\$Potluck with other consultants; guests are free
- 6. College Placement Centers or Unemployment Offices**
\$10 - \$50 for business cards, flyers, follow-up correspondence
- 7. Internet Savings Program**
Send emails, one-at-a-time about featured product from myNikken
\$0
- 8. Newsletters you develop and distribute**
\$45 and up
- 9. Educational Programs**
Examples: Lifestyle Program Presentations, Owners Presentation
- 10. Spa Party: Skin care, rollouts and healthy snacks, \$50-100.**
- 11. Employee Appreciation Day**
\$35 for correspondence, flyers (if used) and catalogs/brochures
- 12. Chamber of Commerce and other professional networking organizations**
(Approx. \$200 and up per year for membership)
- 13. Internet Search Engine Postings**
Other internet-based advertising, \$5 - \$200+
- 14. Card Decks, Inserts and other direct mail pieces. Design a card/flyer and send to names from leads list.** Consider local vs. national lists at \$.25 to \$1.00+ per name. Consider co-op (with other consultants).

Leads from: *Cutting Edge Media*, PM Marketing (386-445-3583, www.networkleads.com), and others.

Other Reach Out Methods

Use your own creativity and imagination or learn exciting methods from successful business partners!