

## Marketing With Genealogy Lists

In the Cloud you have about one and a half million listings of people that are listed on genealogy reports from a variety of Network Marketing companies. The unequalled benefit of marketing to genealogy lists is that they already know what Network Marketing is all about.

That easily reduces the recruiting effort by half. You will not have to spend hours explaining what Network Marketing is, how it works, how you get paid and why it is not a pyramid scheme.

The reason professional Network Marketers rely on genealogy lists is that most of them will bring members of their own organizations along with them and your downline increases by multiples instead of just by one.

The important thing to keep in mind is that you are dealing with professionals in the field and they will need to be treated as professionals. Most of them will prefer a relatively direct approach. Here are some of the ways that professional Network Marketers contact other professional Network Marketers.

**A direct approach using the telephone.** Genealogy lists are static documents, meaning they were accurate at the time they were compiled but are not necessarily accurate now. Expect to have disconnects because, as you well know, people do give up their businesses. But for the patient and diligent telephone callers the rewards are well worth the effort. Here is a script that is used successfully.

Hi, this is \_\_\_\_\_ from \_\_\_\_\_. I understand that you are, or have been involved in networking marketing. Would you be open to looking at another business if it did not interfere with anything you are doing now?

First, let me tell you what I really love about \_\_[MY PRODUCT AND ITS PRIMARY BENEFIT]\_\_ and what I like about the pay plan. Would that be OK?

When they give you the OK then follow your company's sales process. Take them to your website; invite them to a conference call or meeting, etc.

It is important to make concrete appointments and to get their agreement on the appointment. Do not settle for "let's touch bases in a couple days." When they write down the appointment time and date they are much more likely to remember.

**Emailing.** You should put a lot of forethought into setting up an emailing campaign. Genealogy lists are not considered to be opt-in lists for emailing purposes. That does not mean that you cannot email to them. There are a number of precautions you can take to avoid getting spam complaints and avoid getting into trouble with your company.

There are emailing services that can mail for you and that can buffer you from any complaints that would affect your ISP service and shield your company from complaints. You can research them by Googling terms like mass emailing, or bulk emailing. You can get different results by Googling for email software or autoresponder software.

**Automatic Telephone Systems.** These are good methods of taking a lot of the effort and mental fatigue out of telephone marketing. You can let computers handle the wrong numbers and bad attitudes.

There are many types of phone systems available and choosing one depends on how much of the job you want it to do.

There are dialers that will leave voice mails when they encounter an answering system and will connect them to you when a live person answers. Others will have two pre-recorded messages that they leave automatically, one for answering systems and one for live persons.

Researching phone burners, automatic phone dialers, etc. on Google will give you a lot of ideas to spark your imagination.

There is an easy to use email service that can mail from 5000 emails up to 20,000 emails per day which you can combine with your personal qualification sorting system to provide a steady flow of prospects that have been pre-screened for your opportunity. Visit this site for more information and start up instructions for the email program:  
<http://jmailerpro.com/v2/deesh>