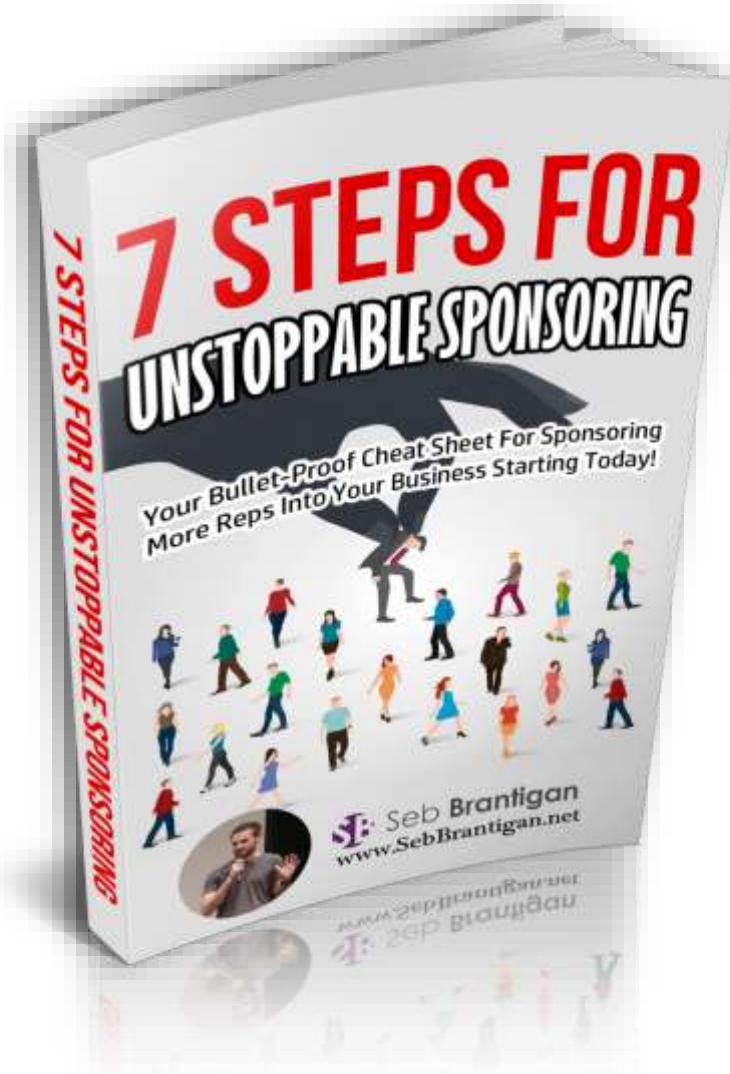


7 Steps for Unstoppable Sponsoring Guidebook

“Your bullet-proof cheat sheet for guidance on sponsoring more reps and making more sales in your business starting today, without bugging friends and family or pitching strangers.”



By Seb Brantigan a.k.a the 'Britpreneur'



So you're here today most likely because you've been searching for a way to bring new recruits into your business as well as make some sales along the way, maybe for a long time.

I've personally used these concepts to recruit over 100 people from FB alone and flew all the way to Austin, TX in (where the above pic was taken) to pick up a leadership award hanging out with a bunch of 6, 7 and even 8 figure earners.

I recently used the formula to recruit 21 people in only 19 days. So I know that this stuff works...*I can't wait to share it with you too!*

You could be at a point, like I was, where I honestly believed that NOBODY cared about my company or

products at all no matter how many people I tried to share them with.

I'm actually quite comfortable with approaching strangers as I have done this a lot in the past, but even with this confidence I found it harder and harder each time to go out and prospect.

I was doing exactly what my up line had told me to do and *still got no results*.

“What the heck was wrong with me” I thought to myself.

“Am I cursed?”

“Is it the way I'm speaking to them?”

“Does my breath smell?” (maybe that one was just me after drinking my morning coffee!)

Here's what I realised though is that if you ARE struggling that it's not entirely your fault.

Did you know almost nobody (over 90%) of reps never even make enough to **cover their monthly expenses** such as their auto ship?

Often times it's because they're doing exactly what I was doing, which was blindly following their up line.

Even though my up line was getting results and was running the business full time without needing a job, they were building their business in a way that wasn't enjoyable to me.

They also had to rebuild from zero a few times when their team crumbed. Residual income you say?

In addition they weren't able to hit above a certain income goal very easily because they couldn't scale their business (I will talk about the importance of this perhaps in another training).

It wasn't because they weren't working hard enough either, or for lack of trying. The issue is, if you keep doing the wrong strategy you just get very good at doing the wrong strategy and wind up with no results.

So why did I write this training Guidebook?

I just want to help. I'll elaborate after talking briefly about my experience in the home business arena, so you can get to know me a little if we've never "met" before. 😊

My name is Seb Brantigan in Ipswich, England and I'm 25 years old. I have 1 British Shorthair cat (would you have ever guessed the breed?), a very supportive girlfriend and family who may not *completely* understand what I do...but nonetheless are there for me.

I joined the home business arena back in 2009 as a 18 year old kid wanting to make money online...

I had started working a day job that I HATED and didn't enjoy at all, being stuck in a flimsy office with people I was forced to get on with, shuffling papers and punching a keyboard for a living.

There were some perks though...

- minimum wage pay
- 20 days off per year
- Pointless office politics and general time wasting chatter about the weather
- Free (but crap tasting) coffee.

And those are the PERKS?! Fo' real?

Pfft...I did NOT want to be here for the next 60 years, the brutal truth is the retirement age is going up and up so the average person could be looking at retiring at 70 years old, that's if they could even be able to afford it!

What kind of life is that? No life for me.

So one cold, wintery day (which is most days in the UK!) I booted up my uber slow Windows 2001 XP computer, logged on and began to Google search for something I could do online on a part time basis whilst slaving away at my job.

Eventually I found network marketing, saw you could make residual income just from **bringing in 5 who get 5 who get 5**, and I almost lost it because that sounds SO simple a chimpanzee can do it.

So I was IN and absolutely going for my freedom to get out of my dumb dead-end chair warming desk job.

Fast forward a few years into the industry, and I remember being down to my last few pennies in my piggy bank and tipping it upside down to see if I had enough money to go shopping down a discount supermarket.

At the time I could only literally buy the basics like own brand rice, potatoes and pasta (couldn't afford meat at that point), any other money I had I spent on buying online courses or products trying to get rich. D'oh!

Funny how that worked almost completely in the opposite way – spend every penny you have and not only make zero but deplete all of your resources.

I was broke, weak-minded, feeling a bit depressed about the situation and angry with myself for allowing this to happen, talking myself out of ever being an entrepreneur again by saying things like “if you had never done that marketing thing you wouldn't be broke now”.

I was so, so close to throw in the towel. My gut however told me to pick myself up, dust myself off and give it one more go. I was in too deep to just give up now.

At present my gut has never steered me wrong. So I could either be a victim or a VICTOR because of this situation.

At this point I decided “ENOUGH IS ENOUGH! No longer will I EVER be this broke again and I will figure out this online thing, no matter what.”

I made a decision that I was going to do it, and I also decided to go out and find a mentor, a person who was getting the results I had, as I was getting no results on my own.

I had a vision, I just needed to be pointed in the right direction to be sure I would succeed.

It's like walking a tight rope alone; think how difficult that would be doing it as a lone wolf compared to a TEAM and a mentor supporting and guiding you.

All I needed to do was to use a mentor's success formula instead of spending years and going through trials and tribulations creating my own.

Since finding a mentor and following a proven method for success, I achieved more results in the space of 3 months than I did in almost 4 years of going it alone.

It's like everything fell into place when I actually found AND **listened to a mentor**. When the student is ready, the teacher appears as they say.

So many people struggle with this and want to do things their own way – I don't recommend that if you've not mastered the basics. You gotta take step one before taking step two.

Also, I also noticed MAJOR trends in the network marketing industry. Time and time again I see endless networkers run into the following problems in their business:

- Lack of leads (they out of people to talk to)
- Lack of cash flow to cover expenses
- Lack of team duplication
- Lack of closing or upselling
- Lack of leadership or mindset skills

Sometimes they DO have the training to actually do all of the above, however they don't have the right mentoring to steer them in the right path.

You can do all of the above correctly and still fail if your MINDSET isn't on point.

We'll talk more about mindset and finding a mentor in a future training as they are important for your success. However for now I want to give you the 7 Steps for Unstoppable Sponsoring as promised. You ready? Get note taking 😊

- 1) Find your ideal target market and understand the demographic– who do you want to target and why?

Consider who your ideal prospect would be and go into a LOT of detail about their potential demographic. Here are some things you should think about:

- What age range are they?
- Are they married, divorced or single?
- What's their annual household income?
- What are their hobbies/interests?
- Their biggest desires AND their biggest worries?

To give you an example, here is my ideal target market that I could choose to target:

- Male, Age range of 25-45
- Divorced/single parent
- Med to high household income
- Likes to do outdoors activities once a month

Their biggest desire is to travel round Europe (right now they live in North USA) and to go hiking, hill walking and sightseeing with their 7 year old daughter.

Their biggest worry is that they can't take the vacation time off to actually go and do these activities because their workload is so high at their job, and they would have to take the work home with them.

Now this is purely an example but you can very quickly see how in depth you can get – that's not to say that I would exclude talking to someone who is slightly out of this particular target market.

You get the idea of just how relevant you can create content and how it should be as bespoke as possible, what's more is you have more than enough data to create a compelling advert that SPEAKS to this specific demographic.

Depending on your marketing strategy, you don't always have enough data to be able to get *this* specific and detailed but I am just getting you to **understand the psychology of your prospects**.

I go into more detail inside of [this training guide](#) where I explain deeper about finding your ideal target market specifically.

2) Master a strategy to generate leads every day who are likely to be your ideal avatar. I would recommend focusing on a maximum of two marketing strategies (some seem to overlap).

There are two kinds of marketing, passive and active. Passive involves setting up some advertising campaigns that generates leads for you, and active marketing involves going out there and putting effort into generating new leads.

You could also split these types of marketing into free or paid marketing as it's commonly referred to (see Glossary at the bottom for more on this – I also go into detail on this in my [Unstoppable Marketing Club](#)).

Ultimately whether you do free or paid marketing you will be investing a lot of money or time, so depending on your circumstances you will need to pick the most appropriate one for you.

For example, I don't at all recommend entering paid marketing using your rent/food money. NOT a smart move, eh! Quite often I'll turn away people who approach me for help in this situation.

However if your budget for now is limited and you find that you really enjoy making videos so you

decide to start creating YouTube videos (totally free) for marketing, now that *is* a smart move. ;)



Just a heads up, Mike Dillard who is a leader (see pic above), top earner and trainer in the Network Marketing industry (though his focus is on other ventures now) says that if you really want to get ahead in your business, aim to set aside \$500 per month for an advertising.

Now I get that may not be achievable for everyone from day one as it sure wasn't for me when I started, however Mike being an 8 figure earner in the industry (he even posted his tax documents to prove it) I would say his advice is gonna be worth following!

3) Create a message that speaks to the listening in the form of online content. Your goal is to provide and then offer so much value that people feel guilty if they DON'T buy.

Isn't that a more powerful position to be in rather than chasing people down asking them to sign up? I also do this when it comes to upsells.

4) Work on your personal development MINIMUM 30 mins a day.

One of the main reasons my team and I do this is to bring our energy into a higher vibration, and when you do this you'll find that less junk generally shows up not just in your business, but all areas of your life.

Personal development will also allow you to create better content. One sneaky little trick you can do if you're short of time or want to absorb more information faster, is to increase the play speed of the media as your brain is remarkably clever and can actually adjust to this.

For example in the settings in my Samsung S5 I can play music tracks in 2x the speed (you will have to Google instructions how to do this).

One other thing you should do is [download Enounce Myspeed software](#) that lets you play almost any online audio and video in up to 5x the normal speed.

This little beauty alone has saved me HUNDREDS of hours listening to personal development content in a faster speed.

- 5) Provide a simple step by step method any new team member can follow to at least cover their auto ship in their first 30 days, without huge amounts of technical know-how or any prior experience/credibility.

For instance, our team has a simple step by step social media strategy that literally a 16 year old kid can follow.

Just as an example, we did actually have this happen – my mentor’s son Drayson joined our team and made \$2000 in 2 weeks with no prior experience.

All he knew how to do was follow instructions and work his ass off. And now he not only has an income story which REALLY gets people’s attention and gets them excited, he also has a budget to start doing professional branding and advertising.

YOUR getting started training or process should be that easy.

- 6) Build a sales funnel that not only brands you as a leader (ideally with graphics), converts website visitors to email subscribers, and then email subscribers to sales.

A sales funnel is a process you put your potential buyers through (see glossary). I'll explain why this is important as we go on.

A sales funnel consists of a landing or 'opt in' page which peaks the website visitor's interest and collects their contact information, allowing you to follow up with them over time.

Here's an example of how a sales funnel would look like:



A website surfer be actively searching for a solution (Prospect/Search Results), they spot your advertisement (Ad Impressions) and decide to click on it (Click Through).

They then get taken to a website (Landing Page) or also known as an opt-in page to collect the site visitor's contact information, usually in exchange or something of value that solves their problem e.g. an eBook or training video (Call to Action).

Once they enter their contact information (Convert) you can direct them to a 'welcome page' where that person can get to know you – or you can direct them straight to a sales page with your offer, this really is up to you.

Usually if they are a brand new prospect and they've never seen my content before I like to build rapport first and send them to a sales page later where I can invite them to view and decide to buy my offer (Customer).

Notice how it's a little different to just sending people to your corporate company website? There's a LOT more strategy here and no guess work is taking place. Just **testing, tracking and tweaking.**

The issue with these websites is they are laid out like a leaflet and they have too much information, without enough guidance on what the site visitor should do next.

99.9% of the time they are NOT going to make a purchase on their first time visiting the website, so what do they do?

Click away. Usually after only a few seconds. *And they're gone forever.*

They say the fortune is in the follow up, and the most cost and time efficient way to do this is by email nowadays, by owning an email list (see glossary).

Most people don't build any kind of email list which is leaving a HUGE amount of money on the table.

[Sign up with AWeber here](#), have used them for years and their email delivery rates as well as their support team are excellent.

- 7) Attend events – at least 1 larger event per year and 3 smaller more local ones per year. Believe it or not this is a people based business and despite online marketing being the ‘bulk’ of what we do, relationships are always going to be key.

Want more retention? Build a team and get THEM to attend events. There are 2 ways you can do this.

First of all lead by example by going to the events yourself (I fly as far as London to Vegas for events sometimes – that is a 10 hour flight one way!).

Also, document the entire journey by taking lots of pictures and videos, particularly with top producers that you meet.

Secondly, you can give an incentive to your team for attending (see point 3 for guidance). Make it something SUPER exclusive that would be almost impossible to acquire by not going to the event.

Other relevant resources I use & recommend:

The Unstoppable Marketing Club

This is a monthly membership where you get daily insights, training and replays of coaching calls from me. It's ideal if you are new to business and want ongoing

support from me, without doing 1 on 1 mentoring to begin with.

It's also super affordable so anybody can do this, even if you are starting with small 'chips'.

[Go here](#) for more details on the 'Club'

Or [go here](#) if you want the UK pricing (it's more or less the same price as the US one above)

My Lead System PRO (MLSP)

Self-branding attraction marketing system that brands you as a leader providing an easy set up blogging platform, capture page and sales funnel builder, CRM, media host, custom link tracker together with live marketing and mindset training daily Mon-Fri from 5, 6 and 7 figure earners in the network and internet marketing industry.

Community is top notch and what's great is this platform works for any company or business, totally generic to use. It is designed for network marketers but coaches and marketers in a variety of niches have had success with it too. [Click here to learn more](#)

Clickfunnels

Advanced sales funnel, membership website and online product store builder – not recommended for total beginners, unless you are feeling confident!

It is, however, what I use the most as you can very easily customise landing pages in the way you want them to display.

You can literally build entire funnels in minutes with this beast, it takes a little time to master though, so I only say do Clickfunnels if you have a little bit of funnel experience (otherwise [use MLSP](#) for this).

They do have a 2 week free trial though, and at the time of writing I even got a free t-shirt while still in the trial!

[Click here for the link to the 2 week trial](#)

Magnetic Sponsoring Book

In this powerful 78 page eBook written by Mike Dillard back in 2005, you'll soon discover how the top MLM earners almost effortlessly build their business, and why people actually will PAY YOU to hear about your business opportunity.

I reference this eBook at least 3 times more than any other I own because every page is just gold.

[Click here to grab a copy on Amazon](#)

Black Ops Underground

This is my personal inner circle of affiliate marketers whose focus is to build up a budget to do large paid marketing campaigns without breaking the bank or

investing entirely their own money (see 'funded proposal' in the Glossary below).

All 7 figure earners follow this model and have massive budgets when they start a new campaign. A budget allows them to hire staff, get professional branding, run ads, create sales funnels or video sales letters and much more.

We have had a 17 year old kid generate \$35K to put towards his paid marketing campaign in his first 30 days

[Click here to learn more](#)

I also put together a training webinar you may like here on a better way of marketing online, plus how to raise a killer marketing budget without going into heaps of debt.

[Watch the training here](#)

Here are some other books I recommend you grab, I listed on this video called [Best Network Marketing Books](#) but here are my 4 other favourites too, so make sure to pick them up.

[Go Pro by Eric Worre](#)

[Personality Plus by Florence Littauer](#)

[Procrastination Cure by Jeffery Combs](#)

[Your First Year in Network Marketing by Mark Yarnell](#)

See my full list of recommended resources on my blog [here](#).

Glossary:

Paid marketing = Any kind of marketing strategy requiring some kind of budget. Typically can be expensive if you don't know what you're doing. This is sometimes referred to as passive prospecting as you passively generate enquiries.

Free marketing = Any kind of marketing strategy requiring no money, but typically a lot of time investment instead. This is sometimes referred to as active prospecting as you passively active enquiries.

Using free marketing means all of your income is profit, but you can't scale free strategies and if you stop working, your income stops.

Marketing budget = Money that you set aside, ideally on a monthly basis in order to fund branding i.e. graphics design, or to fund advertising for your business.

A marketing budget essential if you want to scale up to a 6 figure empire and beyond. It can also be known as an ads or advertising budget.

Sales funnel = a process that you send prospects through who are interested in your offer. It typically

contains an 'opt in' page where people enter their contact details, then a welcome page (in some but not all cases) and finally a sales page where the offer is presented.

Email list = a list of people who have provided their email address to you.

The purpose of this is having an email list that you have control of (instead of being owned and managed by your MLM company) and can choose how often emails are sent to your email list and how often.

Autoresponder = 'hosts' an email list on your behalf, I recommend [AWeber](#) which is only \$19 per month and has terrific delivery rates for emails, I have happily used this service for almost 6 years. A must have in my view.

Demographic = facts about a person or group of people such as where they live, what they do for work, age, family, and interests, just to name a few. In respect of marketing, the demographic is who you are aiming your advert at.

Domain name = an online web address (known also as a URL) that people can type in and visit e.g. one of my domain names is www.Sebrantigan.net.

I purchase them from GoDaddy and they cost \$8 per year for a .com website. You can also now get domain names with different endings such as .guru and .biz though these vary in price and availability. Now you just need somewhere to create and host a blog (I recommend [MLSP](#) for this).

Attraction marketing = A way to get people approaching you about your business, rather than having people chasing you.

Funded proposal = A way to cover the costs of advertising by creating cash flow up front, often from promoting affiliate products (sometimes at a low cost of under \$50).

Now your marketing costs are covered, the profit is then made from a back end offer you promote which may be your MLM company or another offer, which is sometimes a higher price.

Lead Magnet = Something of value that you offer in exchange for a website visitor's contact information. For example, this PDF is a lead magnet, you opted in to receive a copy and in order to do so, you (safely) gave me your contact information which is typically stored in an autoresponder. More training on this [here](#)

Liked what you read today? Drop me a message on [Facebook](#) and let me know your feedback! Thanks for reading and I hope you got value, if you did please do share this with a team mate but please do not modify or sell this PDF.

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P.S. there's still a chance to grab access to my special offer of the 5 Day Social Media Sponsoring bootcamp, by going [here](#).

Also don't forget you can get access to my Video Marketing Domination 3 part training series for free [here](#) as a bonus for being a loyal reader of my content.