

Lesson 5 – Prospecting Outreach

PRINCIPLE 5:

PROSPECTING OUTREACH

I DEVELOPED A MINDSET THAT
ALLOWS ME TO FEARLESSLY,
BOLDLY PROSPECT ANYONE.

THIS MINDSET IS
DUPLICATABLE. IT DOESN'T
REQUIRE ANY SPECIAL
SKILLS. WHEN I REACH OUT
TO PROSPECT, I WIN. WHEN I
BOOK AN APPOINTMENT OR
MAKE A SALE FROM MY
PROSPECTING, I
DOUBLE WIN! I WIN
NO MATTER WHAT!
YOU CAN MODEL
THIS MINDSET.



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I developed a mindset that allows me to fearlessly, boldly prospect anyone. This mindset is duplicatable. It doesn't require any special skills. When I reach out to prospect I win. When I book an appointment or make a sale from my prospecting I double win! I win no matter what! You can model this mindset.

Mindset

I am not good at prospecting becomes

I can get good at prospecting

I can get great at prospecting

I can master prospecting

The rhythm of prospecting is no, no, no, no, no, no, yes

The mindset is no's are no big deal

Prospect by any means

Text

Phone call

Email

Direct message on social media

Walk in

Direct mail

Sequential marketing

Gamify your prospecting

Bonus Video – Prospecting Game - <https://youtu.be/nJa-nDB3CnQ>