

Recon Worksheet for Network Marketers/Home Business Owners

(write your target market/audience in the blank above)

Fill Out This Worksheet And Use The Solution Column on the Right to Come up with Ideas for Lead Magnets, E-mails, Videos, Blog Posts and any other Content medium you will use to communicate with and help your targeted audience.

| Problem, Pain, Situation, Question, Fear, Frustration | Answer or Solution |
|---|--|
| Run out of people to talk to No Leads | Give them ideas on where to prospect Teach them attraction marketing and online lead generation techniques Show them how to prospect on social media |
| Afraid of what friends and family will think | Teach them cold market strategies Teach them attraction marketing principles |
| No support from spouse/family | Stories of couples who work well together Top 3 tips from somebody who overcame this problem with their own spouse |
| Self-Doubt | Mindset training, inspirational stories, |
| Downline isn't duplicating | Show them how to set up a system Give 3-5 tips for helping new team members get their first signup |
| Don't know what to say Don't know how to approach cold market Don't know how to approach warm market Don't know how to handle objections | Give them scripts and sales templates Give them opening lines/scripts/strategies Give tips for approaching warm market Teach how to overcome the top 3-5 objections |
| People are seeing the presentation but not buying/joining Prospects won't return calls/pick-up phone | Teach follow-up strategies Show how to use an autoresponder Give phone scripts for effective phone follow-up Give tips for closing the sale |

This table will help you to write compelling “so you can” and “reason why” bullets

| What Result Do Your Prospect’s Want? (what’s the benefit?) “So You Can ...” | How Will Their Life/Situation Be Different? (the benefit of the benefit) “Their Reason Why” |
|---|---|
| Recruit more people Make more money More automation/leverage Less resistance/objections Quit their job Get out of debt Prove the naysayers wrong Family to believe in them Status/Feeling of importance | Freedom Travel more Spend more time with loved ones More time for recreation Provide better life/education for their kids Happier More Confident Less Stress Sleep better Less worry Security/Peace of Mind |

| List Every Possible Reason That You Can Think of Why Your Prospect Would Say “No” (Brainstorm all potential objections) | |
|--|---|
| Not enough time Conflict with current job/company Bad at Technology Don’t believe Tyson Self-Doubt (don’t believe in themselves) No prior experience/results (too new) Won’t Work for my specific company/situation No understanding of how they will make it work I’ve seen this before Tried before and failed (“this isn’t any different”) | Can’t see themselves actually doing the work Don’t believe the result is worth the work required Not a salesperson / don’t want to be pushy Don’t want to bother friends and family Afraid of what others will think of them Afraid of failing Afraid of losing money Not enough money to purchase |