

# Warm Market Recruiting Outline

## Project 20

- Start by making a list of 20 people you know. Statistically, the average person knows more than 1,000 people by the time they're 21 years old.
- Don't limit yourself to your close friends. Sometimes your best prospects are acquaintances or people you haven't talked to in years.
- Once you've reached out to the first 20 people, create another list of 20.

Having difficulty remembering 20 people? Use this memory jogger and Project 20 list to create your warm market contacts: [https://content.sfglife.com/marketing/Warm-Market-Memory-Jogger-Worksheet\\_Project-20.pdf](https://content.sfglife.com/marketing/Warm-Market-Memory-Jogger-Worksheet_Project-20.pdf)

## Process PS3

1. Pique their interest
2. Show the video
3. Three-way phone call

## Attitude

Maintain an attitude of excited certainty.

## Goal

Start as many conversations as possible, as quickly as possible. Don't worry about selling any of your prospects on the opportunity.

- This is a process of sorting, not selling. The goal with each prospect is to find a pain point, or something they're not satisfied with, that you could help them fix with the Symmetry opportunity.

## Reaching Out

- There are several effective ways to reach out to prospects to start conversations.
  1. **Most effective**  
Picking up the phone and calling them.
  2. **Most efficient**  
Texting or Facebook Messenger.
    - **Sample text**  
"Hey [*prospect's name*], I haven't talked to you in a while! I was scrolling through [*Facebook / my cell phone*] and saw your name. I'd love to catch up and see how things are going for you."
    - You can copy and paste this text and send it to 100 people in a 30-minute window. Watch the conversations begin!
  3. **Things to avoid**
    - Don't blast Facebook with a general post. It doesn't work!
    - Don't send people an email unless it's the only form of communication you have for the prospect.

## Tips for Finding a Prospect's Motivation

- You're looking for a pain point that a person wants to fix. People are much more motivated to fix a problem than chase an opportunity. Examples of common pain points are being underpaid, underappreciated, not having enough time with family, not enjoying the work, lacking purpose, not being challenged, they don't like their co-workers, there's no room for growth, etc.
- F.O.R.M.
  - **Family**  
People love to talk about themselves and their family. You may find that your prospect doesn't have as much time as they'd like to spend with their family.
  - **Occupation**  
This part of the conversation should go something like this:
    - **You**  
"How long have you been in your current career?"
    - **Prospect**  
"About 5 years now."
    - **You**  
"You must love it!"
    - **Prospect**  
"No, not really."
    - **You**  
"Oh, well you must be making a great income."
    - **Prospect**  
"No, not really."
    - **You**  
"Wow...then why are you still there?"
  - The goal is to find the pain point. Keep digging until you find it.
- **Recreation**  
You may find out that your prospect loves to do certain activities that they don't have time or money for. Examples might be traveling, golf, hunting or fishing, etc.
- **Motivation**  
Once you find the pain point, dig in and ask more about it. The idea is to bring awareness and make the pain point more apparent to your prospect.

## Examples

- **Pain point**  
Not enough income.
  - "Would you like to make more money?"
  - "Why can't you make more money doing what you're doing?"
  - "How much would you ideally like to make?"
  - "Is there anything you can do about that?"
- **Pain point**  
Not enough time with family or for hobbies.
  - "How does your family feel about that?"
  - "So, you're not really able to see your kids much as they're growing up?"
  - "You don't want to keep doing that forever, do you?"

- **Pain point**

Don't enjoy the work / no purpose / not challenged, etc.

- Move on to transitional question

## Transitional Question

- "I really need to show you what I'm doing. Do you keep your income options open, or do you see yourself where you're at for the rest of your life?"

- **Prospect will respond**

"What do you do?"

- **Respond with**

"I've started working with an amazing company that's growing like crazy. I obviously can't promise anything, but I'll send you a short video for you to see what we do. I think based on everything you've told me, this could be a really good fit."

## Sending the Video

- Establish a time to follow up with the prospect after they've watched the video. Use "This is Symmetry" video here: <https://vimeo.com/340498458>
  - "I'll go ahead and send you the video when we hang up. I'm sure you'll have questions after watching it. Are you free tomorrow at this same time?"
- Tie down the appointment.
  - "Okay, so I'll email you the video and give you a call at this same time tomorrow. Right?"
  - "If you feel like it might be a good fit for you, I'll put in a good word and line up a time for you to talk with my mentor."