



Global Horizons – How to Build a Team

Helping and showing others how to earn an extra income has to be one of the most satisfying parts of running your Kleeneze business. Many people join to simply earn an extra £300 - £500 each month to help pay the bills... many join for much more!

In this guide we aim to share with you the most popular, effective and proven methods, to help you start building your business. All of the ways recommended are either inexpensive or completely free to do.

All of the documents and video tutorials mentioned in this document can be found at our **Group Support Centre** - www.GlobalHorizons.co.uk (password: **GHG1**).

Before you start we recommend you activate your **FREE** website that Kleeneze provide you with. Details can be found at our Group Support Centre (ask your sponsors for assistance if necessary).

So where do you find people? Well that's simple, talk to everyone you know and advertise.

Warm Market: Make a list of the people you know, **not** just necessarily those you think will join Kleeneze - you never know who will want to join and sometimes if they are not interested, they often know someone who might be. Why not give them a quick call and after exchanging a few pleasantries say something like *"I hope you don't mind me asking, but we have just started our own small business with Kleeneze, do you know anyone in the (wherever they live) area who could do with an extra £300 - £500 per month in their spare time?"*

3 Foot Rule: This simply means speaking to people within 3 feet of you! For example:- your customers, shopkeepers, petrol attendants etc. Before you leave the person, say something along the lines of: *"Oh, by the way . . . Do you know of anyone around here who would be interested in an extra £300 - £500 each month?"* Make sure you have a business card or DVD on you that you can leave with them. Make sure you don't forget to take a contact number so you can follow up to see if they are interested.

Your Facebook Page: Why not post something like this on your wall?

*"I hope you don't mind me asking, but I could do with a little help. Our company has given me the responsibility to find a few people who would welcome an extra £300 - £500 each month without affecting their other work or family commitments. If you know of anyone who would be suitable can you please ask them to message me or fill in their details at www.ezeinfopack.com/12345678" **

* You get this 'data capture' website automatically when you register for your www.mykleeneze.com site – simply change the account number to your own. This site is highly recommended for your advertising.

'Hand Written' Shop Adverts: A very inexpensive, yet highly effective way of promoting your business. All the details are on a video tutorial at our Group Support Centre (login details above).

Advertising in Facebook Groups: Probably the most popular way at the moment, because it's **FREE** to do and is highly productive.

Why not join 50 - 100 groups with over 5,000 members within an hour from where you live. These can be really good to place an advert in when looking for new people. Speak to your sponsors for extra guidance if necessary on the best type of groups to advertise in, it shouldn't take you long to be getting some response.



Here you will find 3 adverts that have been proven to work well, feel free to use them: <http://bit.ly/1GbSmWs>

Flyers/Cards: Place through doors or leave on cars/vans. Visit our print shop for quality printed leaflets that work www.multileveldevil.com (password: peopleinbusiness). Expect 1 or 2 calls per hundred dropped. The key here is consistency - if you are going to do 500 per week, do it every week. You will soon have a thriving business!

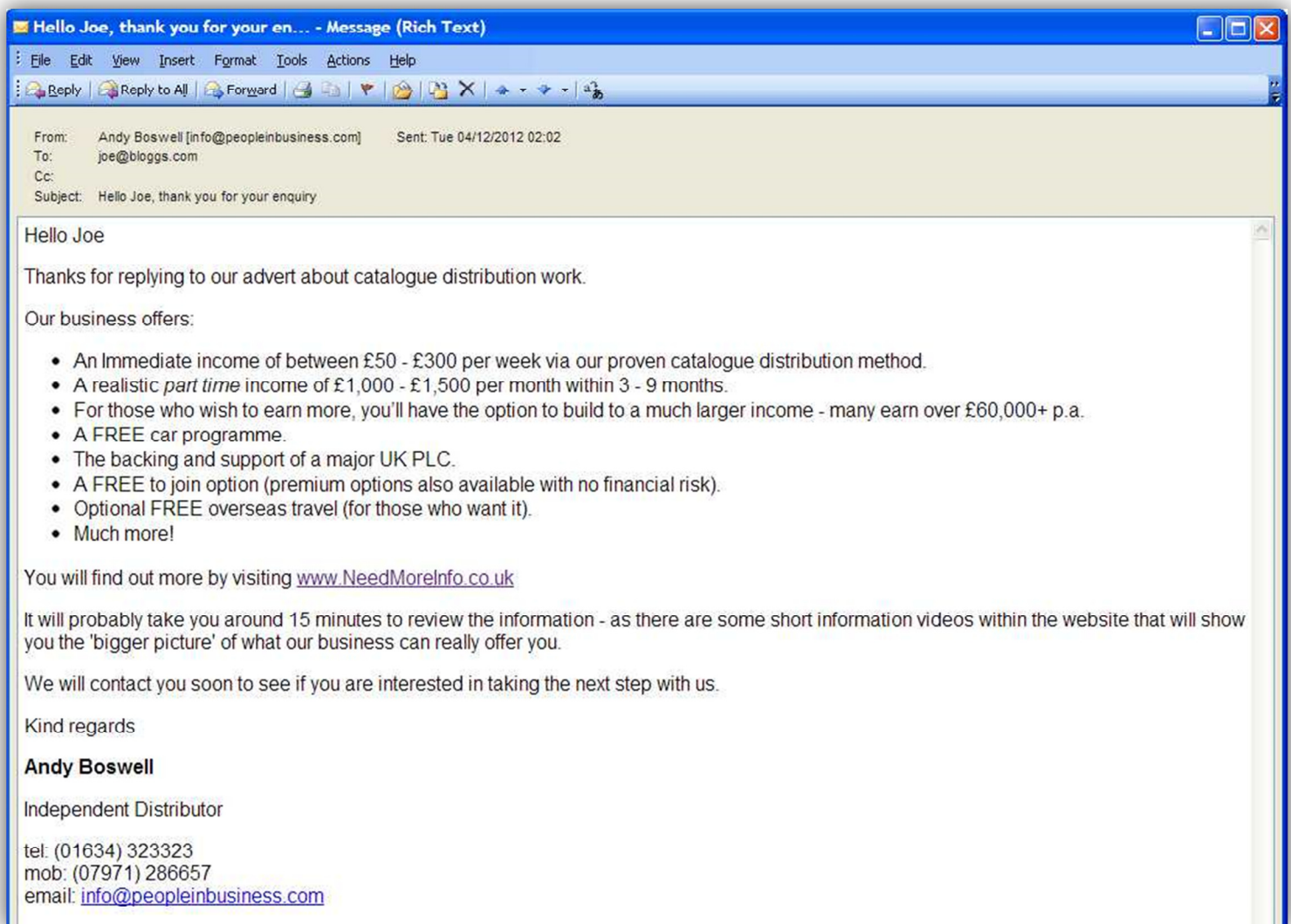
Online Lineage Ad's: *Advert Anywhere* offer packages from around £20 - find a link at our Group Support Centre.



What to Send: We recommend you **send an email** to them with the link to our recruiting site. It can also be a good idea to send a text to the prospect, thanking them for their enquiry. Something like this....

"Hello, thank you for replying to our online advert for catalogue distributors, we have emailed you a link to our information website www.needmoreinfo.co.uk. We hope you find the information interesting, we will call you soon to see what you think. Andy"

We recommend you send an email like this (a Microsoft Word version is available for you to copy at our Group Support Site)...



Follow Up: As the phrase goes 'The fortune is in the follow up!' is very true. Occasionally you will get the odd person phone you up and wish to start, but you wouldn't expect to get any orders from your catalogues if you didn't follow up and collect them! The same is true with your leads.

Simply **give them a call within 24-48 hours of sending the information** and say *"Hi Joe, my name is _____ , you responded to an advert you saw recently on our catalogue distribution work. The reason for my call is to see if you have had chance to look at the information I sent you?"*

Sometimes they won't have looked at it. If that's the case just arrange to call them back after they have or if they have simply ask *"What did you think?"* If you get a positive response say *"Great, do you want to get started?"*

Sometimes of course people may not be interested – and that's fine as well, you are sorting those who want to do it from those who don't.

Sometimes you will find people who have some **objections**. Very often they are asking these questions because they **are** interested. Here are some typical responses to popular objections that you might find useful...

Q. "A friend told me Kleeneze is a scam?"

A. *"Kleeneze have been trading since 1923 I think you'll find if they had been doing anything illegal or unethical - they would have been shut down by now."*



Q. "What about other distributors, won't it get saturated?"

A. *"Recent head office research shows that only 1 in 20 households receive a regular catalogue... So there are still 19 out of 20 houses to go for, it would really hurt your earnings potential if they gave you a restricted territory."*

Q. "Is it selling, because I don't want to do sales?"

A. *"There is no selling for you to do - our catalogues do all the selling for you."*

Q. "Is there any money to pay up front to get involved?"

A. *"You can get involved by finding just a £25 deposit which was mentioned on the last page of the website, there are several ways you can join us, if you decide you want to join, we'll go through all the options with you then."*

IMPORTANT: If you find someone who is interested in joining, and they are aware that they need at least a £25 deposit, please take them to www.SelectYourKit.co.uk and let them play each audio which explains their start up options – in between each one ask if they have any questions, then at the end ask which option they would like to join with.

A healthy business tends to use **all of the ways** mentioned in this document. Always speak to your credible sponsors to get help and guidance on all aspects of your business.

It is really important to teach and coach your new distributors to success. Be there to listen, help and guide them. Your people don't care how much you know... *until they know how much you care!* Help enough people to pay their bills... *you certainly won't have to worry about yours!*

Some recommended further reading for you to help you build your business...

The 45 Second Presentation That Will Change Your Life - Don Failla

Fire Up - Jan Ruhe

Dare to Dream & Work to Win - Dr Tom Barrett

Go For No – Richard Fenton & Andrea Waltz

Recommended listening for you on Network Marketing...

Building your Network Marketing Business - Jim Rohn.

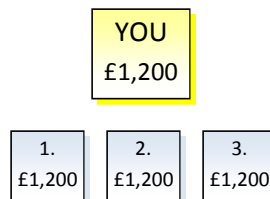
How Do I Earn Money?

Each week produce a minimum of £300 in orders (Around 8 – 12 hours work). If you have more time it makes sense to double or even triple this, which will more than double or triple your immediate income.

These examples are based on realistic assumptions of delivering and collecting 300 catalogues per week if 'letterboxed' (£1 per catalogue return) or 120 catalogues per week if the catalogue is 'hand presented' (£2.50 per catalogue return).

Orders £1,200	Your Retail Profit	£248
	Your Volume Profit	<u>£ 75</u>
	Total 4-weekly income	£323

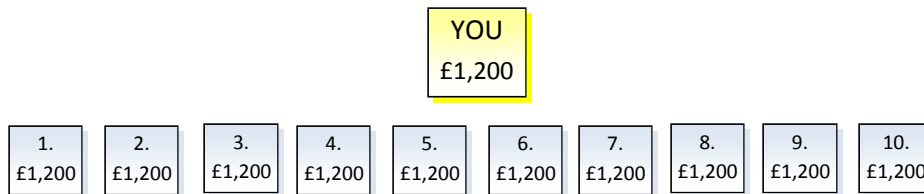
Help just **3** people to do the same as you every four weeks...



...That's an annual income of **£7,330!**

Group Orders £4,800	Income from your own retailing	£383
	+ Group Volume Profit (3 x £1,200)	<u>£180</u>
	Total Income 4-weekly income	£563

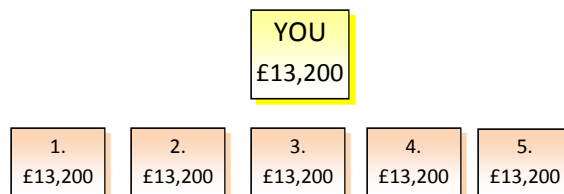
Help just **10** people to do the same as you every four weeks...



...That's an annual income of **£19,253!**

Group Orders £13,200	Income from your own retailing	£428
	+ Group Volume Profit (10 x £1,200)	<u>£1,052</u>
	Total Income 4-weekly income	£1,481

Over a period of time, help **5** people duplicate your success...



...That's an annual income of **£56,875!**

Group Orders £66,000	Income from your own retailing	£428
	+ Group Volume & Royalty Bonuses	<u>£3,947</u>
	Total Income 4-weekly income	£4,375

You earn around 21p in the pound for **Retail Profit** on all your personal sales (UK)

You earn around 6p - 15p in the pound for **Volume Profit** when your orders are between £780 - £9,000 4-weekly (UK)

Royalty bonuses are paid on distributor groups you introduce whom exceed £9,000 4-weekly. (UK)