

# Check List

The science of Persuasion to get people to say “yes”

1. Reciprocity
2. Scarcity WIIFM (Whats In It For ME)
3. Consistency
4. Liking:

- >> people who are similar to us
- >> people who pay us compliments
- >> people who make us feel good about ourselves

5. Authority
6. Consensus – follow the crowd



## Sample Email



Hey NAME,

You do not know me but I am looking to connect with people who like network marketing in your area of “LOCAL TOWN”.

I see from your facebook profile you are a big MLM fan like me 😊

Reason is, I will be moving to your area in 4 months and I am just looking to connect with “like minded” people when I get there. I am wondering if network marketing is strong in that area? I am really looking to connect when I move, with like minded people.

I’m a member of a local mlm facebook group <http://faceblocal.com?id=username> and I am wondering if you have anything similar in your area to do some local networking 😊

I look forward to connecting with you as it seems we have a lot in common!

Joel