



# **Recruiting Up: How I Recruited Hundreds of Professionals in my Network Marketing Business and How You Can, Too**

*David M. Ward*

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### HOW I RECRUITED HUNDREDS OF PROFESSIONALS IN MY NETWORK MARKETING BUSINESS AND HOW YOU CAN, TOO

“Recruiting up” means recruiting professionals, business owners, sales people, real estate agents, insurance brokers, financial planners, and other people with the talent and resources to build a successful network marketing business.

Author David M. Ward is an attorney who recruited hundreds of professionals in his network marketing business and built a six-figure passive income in just a few years. “When you recruit a lot of people who can recruit a lot of people,” he says, “your business can grow very quickly.”

In “Recruiting Up,” you’ll learn how he did it, and how you can, too.

In Part One, you’ll learn how to identify, approach, and recruit professional prospects. You’ll learn what to say, what to do, and what to avoid.

In Part Two, you’ll learn the best ways to find all of the professional prospects you will ever need.

You’ll learn:

- \*\* Which professionals make the best prospects, and how to choose your “specialty”
- \*\* How to recruit doctors, lawyers, and other “hard to reach” professionals
- \*\* The psychology of recruiting professionals (what to say, what to show them, what to avoid)
- \*\* Why it’s EASIER to recruit professionals than “regular” prospects
- \*\* The best way to answer the question, “What do you do?”
- \*\* The RIGHT (and wrong) way for network marketers to use social media for recruiting
- \*\* Why “attraction marketing” is a dangerous trap for many distributors
- \*\* The most common objection you’ll hear from professionals, and how to overcome it
- \*\* Simple lead generation strategies that anyone can use, starting immediately
- \*\* Stealth recruiting techniques—how to “fly under the radar” to find prospects nobody else is talking to
- \*\* And much more

“Recruiting Up” comes with a step-by-step game plan for signing up at least one professional on your team within the next seven days.

Ward was a successful attorney who started a network marketing business to escape his busy schedule and build retirement income. In his first six months in the business, he recruited 50 distributors, all professionals. Eventually, he recruited hundreds of professionals and found the time freedom and retirement income he never had in more than twenty years of practicing law.

Now, he wants to show you how you can do it.

“I want you to know that you do not need to be a professional to recruit professionals. You don’t have to be a great recruiter or have any special talent,” he says. “You can do this even if you’re brand new. If you know the basics of recruiting, this book shows you everything else you need to know.”

In his first book, “Recruit and Grow Rich,” Ward describes the system he used to recruit a large number of distributors in a short period of time. “Recruit and Grow Rich” is about recruiting quantity. “Recruiting Up” is about recruiting quality.

“Quantity will always be important,” Ward says, “but WHO you recruit is more important than how many.”

He admits that building a successful business takes a lot of work and there are no shortcuts. “But. . . if you’re going to recruit anyone,” he says, “recruiting professionals is the closest thing to a shortcut I’ve ever seen.”

Once you’ve recruited a few professionals and seen what they can do, you may never want to recruit anyone else.

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