

# FIVE STEPS TO UNLIMITED PARTNER MEMBER PROSPECTS



# Hi, this is Michael “Hutch”, and in this document we’re going to talk about the Five Steps to Unlimited Partner Member Prospects (UPMP).

In the event inCruises® is your first exposure to the network marketing (NWM) profession, you are not alone. More than half of our leaders have never been involved in network marketing.

I am guessing that you might be a little anxious about contacting your friends, family and colleagues and you are thinking:

- Who do I know that loves to travel?
- Who would like to earn some extra money and travel for free?
- Who among my personal friends/acquaintances would be the right/perfect person for this type of adventure?

Gosh, I don’t know anybody!

Am I right?



*Michael Hutch*

Michael “Hutch” Hutchison  
**Co-Founder & Co-CEO**

Because of this type of thinking, you unfortunately made a short list. And you have made a few calls and emails and you were/are anxious. And you have started to drain your list. Your best friend has said no. Your other best prospects may have also said no.

I've been there. Before we launched the company, I went to my brothers and best friend since 7th grade and none are in the business. I understand what it's like to be disappointed.

And your list has gotten smaller and smaller. And your fear and anxiety is starting to get higher and higher. Are you with me?

See if you and I are thinking the same way:

I used to think that the number of people you had on your list and the quality of those people that you have the day you joined inCruises, in other words, your database of relationships, was going to be the #1 determining factor whether you succeeded or failed here with inCruises. Am I right?

If you had a good list, a good group of people, good contacts, good relationships, then you were going to have a huge inCruises business. And if you didn't, or if you lived in a small town, or you just hadn't developed that skill yet, you weren't that social, maybe you were more shy and introverted like me. If you didn't have that big list of contacts, then your chances were slim to none.

Here's what I know for a fact: that's not true at all! Here's why: **The Successful leaders here at inCruises look at finding Partner Member prospects as a skill.**

Most of the Partner Members that they involve in their business, they met AFTER they got involved with inCruises. As a matter of fact, and ask your leadership, the people who are the highest earners in our company, ask them how many of the people that they personally have sponsored into their business, how many of them did they know prior to getting involved in the business and how many did they meet after they got involved with inCruises? My guess? They met a majority AFTER they joined inCruises.

What you're going to see is the vast majority of those people involved and sponsored into inCruises were met AFTER that person got involved with us. In other words, their past list was not the key to their success. As my friend Tony Robbins would say: your past does not equal the future.

What they'll tell you is that it was their learning curve, improving their skills, developing their prospect list, and developing relationships with those people that mattered the most.

So, today I'm going to share with you five steps so you have an unlimited number of Partner Member prospects. Would it be valuable for you to never run out of people to talk to about inCruises and our Partner Member opportunity? I thought so.

## LET'S GET STARTED

**Step Number 1**, which you may have already started, **is to create an Invite List, a Guest List**. This isn't just a list of 25 people you scrawl on the back of a napkin. This isn't 50 people that you write down on your legal pad. This is every single person you know or have ever met, that you could ever remember, as if you were throwing a huge party, a grand opening of your business and getting paid \$100.00 a person for every person you were putting on the list. How many could you put on the list if you were paid \$100.00 a person just to have them on your invite list?!

There's lots of strategies to jog your memory and to remember the people that you know and start there, okay? So, the first thing we're going to do is we're going to empty our minds out on paper, as best we can. We're going to take it out of our mind, our mental rolodexes and we're going to put it on paper as best we can, and as comprehensive as we can.

At the end of this document are some reminders on finding Partner Member prospects. You'll find a list of categories to help jog your memory and think about the resources that you have and the people that you could add to your invite list from all over the world, okay?

Use the Memory Jogger at the end of this document as a resource to start with **Step No. 1, Start Building your Invite List.**

**Step No. 2, is to Constantly Grow Your Invite List**, Your Guest List. What do I mean by that? It's not just who you know today, it's who you're going to meet. It's who you're going to run into. It's who you're going to connect with. This is important: It's not just who you know, it's who your new Partner Members and Members know and so on.

Constantly expand your invite list. Set yourself up to a daily discipline, and here's one of the best disciplines as far as strategies I can give you, Two a Day. Every day, every single day, make sure you add two people to your Invite List. You might meet this person on line; you might find this person from some social group. You might remember somebody. You might bump into somebody at the gym. Walking your dog. Somebody might give you great service in your business or at the mall or at dinner. You meet somebody from the Church, prayer group or your synagogue. Wherever it is - make a friend, connect with them on Facebook, Instagram or LinkedIn, whatever.

This is important: **This person does NOT have to be prospected the moment that you meet them.** Worth repeating: you have to manage your exuberance. You have to build a connection and start to build a relationship/friendship. So you can start to build trust, you can start to build belief, and then when the time is appropriate, you can ask them: where are you going on vacation this year? How long will you go? At that point, you can share with them your love for holiday cruise travel and that you MIGHT, have something that's perfect for them or someone they know. Again, you MIGHT. It MIGHT not be for them. What we have is not for everyone. Hold our Partner Member opportunity lightly.

So, **Step No. 2 is to Constantly Grow Your Invite List.** Two a Day. Okay?

**Step Number 3** is also really important. **Number 3 is Connect on Purpose.** That means, join some new groups. Get out of the house and away from your computer screen and your Smartphone! **Expand your horizons.** Form a "Meet Up" Group for Like Minded Travelers. Join, BNI.com, Rotary, a networking group such as Le Tip in your local community and serve people within that community and get to know people. Join Toastmasters. Join a Civic organization. Sign up for EventBrite. Volunteer for charities and causes. You can't believe the number of people, and influential powerful people that you can meet by volunteering and helping raise money for charities, e.g. Make-A-Wish etc., working within your local community.

If you have hobbies, expand those hobbies. Join some social groups. Join a new health club. Coach a Youth Team. Ask to Speak & Sponsor an event you have been invited to. That's right, for every invitation you receive for an event, I encourage you to reply back in the subject line: Do you need a speaker? or a Sponsor? Call me!

Get out of your home office or cubicle and get connected with your local community and meet the people there, connect on purpose with the people there. You'll build friendships, you'll build relationships, and you'll have natural ability to be able to talk to them about your love for our cruise

Membership vacation savings or our Partner business opportunity. And if you don't get out of your box, your home office box, and you just sit there all day long on your computer, it's going to be difficult to be a contributing citizen. Get out there right now and connect on purpose. Remember that even the longest life is a pretty short ride so Book a Dream Cruise and Join the Human Network!

**So, the first 3 steps so far: Build an Invite List, your Guest List; Constantly Grow Your Invite List; and Connect on Purpose.**

**Step No. 4, is to Increase Your Awareness.** This is something I have struggled with my entire life. I grew up shy, quiet and introverted. I have been accused of having ADD. Pretty powerful combination, eh? I've been an introverted person my whole life. I'm what's known as a closet extrovert. I have to work incredibly hard on myself to become and remain outgoing.

As an introverted person, I have to remind myself to get out of my own head and to be present. My mentor Jim Rohn used to say, "Hutch, wherever you are, be there." I have to constantly remind myself to increase my awareness. That there are other people that I could easily make a connection with, and hopefully help and serve in some way.

When you get out there in the world a lot of times we run into so many people that could be incredible for our business, would be natural inCruises for our membership service and Partner business opportunity, and we don't even see them. Our awareness is so shut down, our social circle is so locked up.

We're often times so closed minded that the person whom we just met through friends and family; we didn't bother to find out what their name was. Many times, we don't remember people's names and we certainly don't look them in the eye. You know what I mean, say there is this person who gave you great service, and you didn't even say hello. We're constantly presented with opportunities to make a connection with other good people in the world, and it's your job to increase your awareness, expand your mind, and get outside of your tiny little box of 5 or 6 friends and your family members and start to increase your awareness and grow your REACH. It's really a key skill set.

You see the top earners with us at inCruises, they're expanding their awareness all the time. They're always looking for opportunities! They're constantly raising their awareness to genuinely connect with another human being and build a relationship. And not even so much because they want to get that person to join our business, because they collect gifts. Surround yourself with the best gifts of true friendships. Our biggest earners live a wealthy life.

So, **Step No. 4 is Increase Your Awareness.**

**Step No. 5 is Mental Mindset.** What do I mean by mindset? It's your frame of mind; it's your attitude. And that's as you are looking at the world, as you are building your Invite, your Guest list, as you're expanding it, as you're increasing your awareness, **Don't Ever Prejudge.**

It's so easy for us to say: this person is not a candidate because they don't have any money. This person isn't a candidate because they have too much money, they're too successful. This person is not a candidate because they're busy doing other things. This person wouldn't want the Partner Membership because – whatever reason you think. You don't know what's going on in another person's world. You just don't.

You could have met people – you could have talked to people already in the last seven days that you have totally pushed outside of your circle of possibility of even being a prospect. And yet, they may be praying tonight, searching for an opportunity to be able to latch onto and sink their teeth into and go to work with. You don't know.

You don't know if that successful person is bored out of their mind. You don't know if that person who works in the corporate world is looking for a challenge. You don't know if a person who "looks" successful is stressing out about not being able to pay their kids' tuition bill. You don't know what's going on. You just don't.

You can't see inside of the heart and mind of another person. You just can't. Until you ask and find out.

You have to give everyone an opportunity. So it's really important that you never prejudge. We have people on our team, from CEOs, to stay at home Dads, to Private Equity investors, to single Moms, to Doctors, to top Life Coaches.

I have a cousin, and his name is Tom. He is an attorney. His wife Julie is a corporate trainer. I never even thought, not once, to talk to them about INCRUISES because we are powered by network marketing. When I started the business, I never thought about approaching them. Calling them never even crossed my mind. Well, guess what? Tom and Julie have more fun than anyone I know on the planet. After seeing a couple of posts I made on Facebook, they joined INCRUISES. Come to find out, they were looking for an opportunity. They were tired of being on the road and doing what they were doing. Even though they loved their work, they were tired of that particular aspect of what was going on in their life.

Guess what? I totally and completely prejudged them. What possibilities did I eliminate for Tom and Julie to cruise and see the world for a fraction of the cost by pre judging our opportunity for them? And how much do you think a decision like that could have cost Tom and Julie in potential income and our company in revenue?

I promise you, if you have a situation like that. If you have somebody you think is too cool for this, somebody you think is too successful for this, or not successful enough. You never know when a person is ready to make a change and is looking for opportunity. Our job is not to convince people to do things we want them to do.

**Our job is to share with others our genuine opportunity that has genuine consumer demand.**

Bottom line: you can't give people an opportunity, if you prejudge what they're going to do with it. So that's number 5.

Now here's the other good news that I'll share with you. Many of the top earners at INCRUISES are introverted people by nature. So if you're introverted, don't think that you don't have the ability to be social. You do. Is it just what? Makes us uncomfortable at first. Once we warm up to others, we totally transform.

So I hope these reminders on never running out of people to talk to about INCRUISES were valuable. I trust these tips have helped you and you have shared them with your team and family. Together, we will make life better for others. There's nothing better than living well and helping others live an incredible life.

We have something that everybody loves to do and that's to travel more and see the world, at a fraction of the cost.

We have a better way to make travel and in our case cruising more accessible, affordable, and profitable. Now let's go tell the world!

Have a great day, and I'll speak to you soon.

*Michael Hutch*

# YOUR INCRUISES MEMORY JOGGER

## YOUR FAMILY MEMBERS

- Father and Mother
- Father-In-Law/Mother-In-Law
- Grandparents
- Children
- Brothers & Sisters
- Aunts and Uncles
- Nieces and Nephews
- Cousins

## PEOPLE YOU KNOW WHO ARE IN DIRECT SALES/NETWORK MARKETING

### LISTS YOU ALREADY HAVE

- Current address book/online contact manager
- Email addresses list
- Cell phone contacts
- Holidays cards list
- Wedding invite list
- Child's birthday invitee list
- Business cards list
- Social media: Facebook, LinkedIn, Plaxo, Twitter, Skype

### LIST OF ACQUAINTANCES ALREADY AVAILABLE

- Christmas card list
- Address book
- Day timer, planner
- List of fellow employees
- Church directory
- Cell phone

### PEOPLE WHO ARE DECISION MAKERS

- Friends and Neighbors
- People you work with
- Church members
- Sunday school class members
- Camping friends
- Dancing class associates
- Drawing class
- Fantasy Football league friends
- Fishing buddies
- Hunting friends
- Karate class buddies
- Singing class
- Sculpting
- Woodworking friends
- Workout friends
- People with whom you play: Bowling, Football, Golf, Racquetball, Tennis, Volleyball
- Any other game

# YOUR INCUISES MEMORY JOGGER

## THOSE YOU HAVE BEEN ASSOCIATED WITH IN THE PAST

- Schoolmates
- Former co-workers
- People in your hometown
- Military cohorts

## THOSE YOU MEET IN ORGANIZATIONS, CLUBS OR CHARITIES

- Civic groups, Rotary, exchange, Jaycees
- Political clubs
- Meet Ups, Event Brite, Etc.
- Missionary societies, brotherhood groups
- Merchants or farm organizations
- School groups, boosters, alumni, PTA, etc

## THOSE YOU DO BUSINESS WITH

- Accountant
- Banker
- Babysitter/Child care provider
- Car dealer
- Dentist (your kids too)
- Doctor (your kids too)
- Dry cleaner
- Grocer/Gas station attendant
- Hair stylist/barber
- Housekeeper
- Insurance agent
- Lawyer
- Merchants
- Pharmacist
- Real Estate Agent
- Travel Agent



# YOUR INCUISES MEMORY JOGGER

## WHO IS/ARE MY... ?

- Architect
- Associations members
- Bus driver
- Butcher/Baker
- Computer Tech
- Children's friends parents
- Chiropractor
- Club members
- Delivery person
- FedEx/UPS Driver
- Fireman
- Florist
- Jeweler
- Leasing Agent
- Mailman
- Minister/Pastor & their wife
- Pet Groomer
- Photographer
- Police
- Property Manager
- Sports Team members (your kids too & their parents)
- Tailor
- Veterinarian
- Waitresses/Waiter (my favorite)
- Water Supplier

## WHO DO YOU KNOW THAT LIVES IN ANOTHER CITY, STATE?

## WHO DO YOU KNOW THAT LIVES IN ANOTHER COUNTRY?

## DO YOU KNOW ANYONE ASSOCIATED WITH ANY OF THE FOLLOWING AREAS?

- Accounting
- Acting
- Advertising
- Aerobics Air Force
- Airline
- Alarm Systems
- Animal Health/Vet
- Antiques
- Apartment
- Architect
- Army
- Art
- Artificial Nails
- Asphalt
- Athletics
- Auctioneer
- Automobile
- Baby-Sitters
- Banking
- Barber
- Baseball
- Basketball
- Beauty salon
- Beepers
- Bible School
- Bicycles
- Blinds Boats
- Bond/Stocks
- Bookkeeping
- Books
- Boys Clubs
- Broadcasting
- Brokers
- Builders
- Buses
- Cable TV
- Cameras
- Camping
- Crafts
- Credit Union
- Day Care
- Delivery
- Dentists
- Dermatologists
- Designers
- Detectives Diet
- Industry Direct
- Mail Disk
- Jockey Doctors
- Driving Range
- Dry Cleaners
- Dry Wall
- Education
- Electrician
- Engineering
- Entertainment
- Eye Care
- Farming
- Fax Equipment
- Film Industry
- Firemen
- Fishermen
- Florists
- Food Service
- Furniture
- Gardens
- Gift Shops Girls
- Clubs Golfing
- Government
- Graphic Arts
- Grocery Stores
- Gymnastics
- Hair Care
- Handicapped
- Handyman
- Hardware
- Health Clubs
- Health
- Insurance
- Hearing Aids
- Helicopters
- Hiking
- Horses
- Hospitals
- Hotels
- Hunting Ice
- Cream Ice
- Skating
- Income Tax
- Insurance
- Investments
- Janitor
- Jewelry Judo
- Karate
- Kindergarten
- Laundries
- Lawn Care
- Leasing
- Leather
- Libraries
- Lighting
- Livestock
- Loans
- Luggage
- Lumber
- Mail
- Management
- Manufacturing
- Mathematics
- Mechanics
- Mental Health
- Miniature Golf
- Mobile homes
- Mortgages
- Motels
- Motion Pictures
- Movie Theatres
- Museums Music
- Mutual funds
- Navy
- Newspapers
- Nurses
- Nutrition
- Office Furniture
- Office Machines
- Oil Changes
- Optometrists
- Orthodontist
- Painting
- Parking
- Parties
- Pediatricians
- Pedicures
- Pensions
- Perfume
- Personnel
- Pest Control
- Pets
- Pharmacies
- Phones
- Photography
- Physician
- Pianos
- Pizza
- Plastics
- Plumbing
- Podiatrist
- Police
- Pollution
- Pools
- Preschools
- Printing
- Property Mgmt
- Psychiatrists
- Psychologists
- Publishers
- Racing
- Radio
- Railroad
- Real Estate
- Rehabilitation
- Religion
- Rental agencies