

**THE
MENTOR WITH LYNN
MARKETING SERIES
BOOK 2**

**SIZZLE YOUR WAY
TO SUCCESS**

**A wise step to marketing your
MLM**

**BY
Lynn Leach**

Sizzle Your Way to Success is designed to help you understand the importance of having a sizzle line to aid you in lead generation and to help you utilize that sizzle line to grow your business. A sizzle line will help in the sorting and sifting process, as now you will only be speaking with individuals who are interested in having you contact them. So a sizzle line generates a more qualified prospect as opposed to a generic lead. This is the second book of The MENTOR WITH LYNN Marketing Series. The series focuses on marketing training for network marketers.

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ABOUT THE AUTHOR

Lynn Leach has been involved with the industry of MLM/network marketing and direct sales for 45 years. She is a retired Pastor (as retired as any Pastor can be!), and owns Common Scents Health Research and Wellness Centers and Leach Publishing. You can reach Lynn at [724-292-8481](tel:724-292-8481) or email her at pastorlynn@comcast.net and her wellness center website is www.LynnLeach.com

Her corporate website with Paid2Save is:
www.Paid2Save.com/pastorlynn

and her Viral Card is:

<http://viralcard.paid2save.com/72454>

Her training site is

www.mentorwithlynn.com

WHAT IS A SIZZLE LINE?

As a salesperson, have you ever dreamed of having people ask YOU to call them? Wouldn't it be great if you only had to speak with people that want your information? Sifting and sorting through a cold list can reap you benefits...but it is time consuming. And it is of course, a numbers game – so you have to make a lot of calls to find one good prospect that wants your information. What if there was a way to get people to ask you to call them. A way for people to say, “Hey, I am interested in your product (or service, or business opportunity). Can you give me a

call, or email me, or send me some information?”

Well, there is a way to accomplish that. When you use a sizzle line, people who are interested in your offer actually ask you to contact them. A sizzle line is a telephone number that directs callers to one or more pre-recorded messages to see if they have an interest in your product, service or business opportunity. You record a compelling message to peak their interest and you ask them to leave their contact information. Sometimes it is easier for a prospect to pick up the phone when they see your number than to go to a website.

A sizzle line will give you freedom as you can pick up your messages from any phone if you are on the go, or you can simply pick up your messages from your computer.

One of the greatest benefits of setting up a sizzle line is that you can use it for lead generation. It actually captures information from strangers, even when they don't leave their information.

The fact that you have their contact information allows you to have control for follow up.

So why should you have your own sizzle line? Many network marketing groups have a corporate sizzle line set up for you to use. Up-line leaders

sometimes have a team sizzle line set up for everyone in their down-line to use. I would submit that it is important to have your own sizzle line set up that you have control over. In addition to just hearing the message – the most important factor is getting the contact information. You need to have their details – their phone number, their email address, even their physical address if you want to do a mailing. Statistics show that it takes 9 contacts with a person before they buy your offer, whether it is a product, service or business opportunity. Those 9 contacts can be accomplished through a drip email campaign, phone calls or a note sent by

mail. You should take advantage of doing all 3, and increase your chances of moving that prospect into taking action with your offer.

You can actually get a free sizzle line to use – from Gmail, or from K7. Some people like to have the toll free numbers, but with so many people having unlimited call plans these days, the toll free numbers are not as crucial as they used to be. Still, I personally do like to use them and have found a place where they are very reasonable. In the next chapters, I will give you details on where to get sizzle lines both free and paid, and how to set them up. In addition, I will give you a couple of ways to use

the sizzle line – 3 other books in the MENTOR WITH LYNN MARKETING SERIES will give you more details on ways to utilize the sizzle line for lead generation. Remember – there are thousands of ways to market...pick a few and consistently work at them. Always remember that it is a numbers game. Work the numbers...and your sizzle line will produce many prospects for you.

SIZZLE LINES YOU CAN GET

You can get free sizzle lines, or pay for them. Let's go through each one so you have all the information you need to make the right decision for your personal sizzle line.

A. FREE K7 LINE

A K7 number is free – but you must understand that it is a 206 (Washington State) area code. The other thing you will need to know is that you must make sure that you call the number periodically and leave a message or the line will be dropped. You do not want to lose the line – especially if you have a lot of

advertising attached to the number.

Go to www.k7.net and sign up for an account. Please be sure you take the time to read the instructions. Follow the instructions to record your message.

Once you have your message up – go ahead and advertise the sizzle number. Be sure to check your site daily to pick up messages if you do not have them forwarded to your phone or email account.

Call your number and leave a message – I do it every Sunday night when I perform my weekly computer maintenance. That way I do not forget and lose my

number. If you do lose your number, you can re-sign up and get a new one – but any advertising you did on number you previously had will be lost.

The K7.net number is a good option if you have little or no marketing dollars to work with, and you do not mind having the 206 area code. Please note that they only store a limited number of calls for you – so make sure you are checking frequently, or the oldest messages will be deleted.

B. FREE GMAIL LINE

Your second option is to get set up with a free Gmail number. The nice thing about setting this up is that you can select what

area code you want to use. That means you can select your local area, or if you want to build in another area, select that area code. Let's say you visit family in another state on a regular basis. You could set up a Gmail line with that area so you could generate leads in that area. Now when you visit family, you can work those leads to build a group there – and your trip to visit family is now tax deductible. You need to set each account up with a separate Gmail email account.

To set up your Gmail line, go into your Gmail account. Click on "MORE" at the top of the page. Scroll to the bottom of the page

**and click on “EVEN MORE”.
Scroll to GOOGLE VOICE and
click on the gear icon at the top
right hand side. Go into settings,
and select calls. Set to record to
your phone so you can deliver
your sizzle message. Save it on
the phone and on the computer
and then you’ll be up and running.**

C. KALL8 LINE

**Kall8 has toll free numbers that
you can buy, and they are pretty
reasonable. There are other
services out there, and I
recommend you check them out
to see what is best for you. I
personally use the Kall8
numbers. You can get a number
for as little as \$2.00 a month.
They offer 877, 866, etc. I**

personally use a lot of the 800 numbers and they run me \$5.00 per number per month. Please remember that it is not necessary to have a toll free number – but there is still prestige attached to having it. I like the control panel with the Kall8.

To get set up, just go to www.Kall8.com and set up an account. Please read the instructions and get familiar with the system. Record your sizzle message and you are all set to go ahead and advertise.

D. Some other options are:

<http://www.itelecenter.com/Sizzle-Line.aspx>

<http://www.800.com/>

<http://grasshopper.com/800numbers/>

<https://www.freedomvoice.com>

<http://www.ringcentral.com>

In addition, Vonage, and some of the other phone providers offer 800 number options. You might want to check those out.

Two of the systems I use also have a sizzle line included in the system. If you want to get set up with one of the systems I use, then please contact me to get the proper link to join with.

Each system has a free test drive option with several price points on packages beginning at \$20 per month.

THE SIZZLE MESSAGE

Now that you understand what a sizzle line is, why it is important to have one, and how to set one up, we need to address what your message should be.

You want your message to be 3 to 5 minutes long. If the message is longer than 5 minutes, you will lose your audience. It must be long enough to give them a brief overview of your offer. The message must be compelling. You want to peak their interest so they will be compelled to leave their information for you. You do not want to give them all of the details of your offer – just enough to peak interest.

When you go to record the message, remember to SMILE. Your voice must be uplifting. If you are not feeling well, wait until you feel better. If you are sick, it will come across in your voice. You do not want to sound like “death, warmed over”. If you do not have a good telephone voice, then get a friend to do the recording for you. This message is really important...so work on the wording as well as the voice you use.

Practice before you actually do the call...and it is nice that each system allows you to re-record if you mess up.

Once you have the message recorded ask a close friend or

relative to listen in and give you an honest opinion.

After you have your recording, it is time to advertise! You are all set to go.

Here are some of my sizzle line messages for my primary company, Paid2Save:

800-905-1102 (generic opportunity lead generator)

888- 226-8314 (non-profit sizzle line)

800-00-905-0048 (local merchant sizzle line)

800-xxx-xxx (local mobile app sizzle line)

412-xxx-xxxx (bride sizzle line)

**724-xxx-xxxx (bride sizzle
line**

**814-xxx-xxxx (bride sizzle
line**

**888-xxx-xxxx (Spanish
opportunity lead generator)**

**888-xxx-xxxx (Tax saving
lead generator sizzle line)**

**888-xxx-xxxx (Retirement
Lead generator sizzle line)**

**412-xxx-xxxx (Local Savings
Club sizzle line)**

**724-xxx-xxxx (Local Savings
Club sizzle line)**

**814-xxx-xxxx (Local Savings
Club sizzle line)**

800-xxx-xxxx (PTA sizzle line)

**800-xxx-xxxx (Chamber Of
Commerce sizzle line)**

**888-xxx-xxxx (Volunteer Fire
Department sizzle line)**

**800-xxx-xxxx (Habitat for
Humanity sizzle line)**

**888-xxx-xxxx (Ministry sizzle
line)**

SIZZLE LINE MARKETING

Now that you have your message recorded, you are set to advertise your number. There are many ways you can advertise, and I am going to strongly recommend that you begin with your warm market list. One of the first things you want to do when you begin a home based business, is to contact your friends, neighbors, relatives, co-workers, etc. to notify them about what you are doing. One of the easiest ways to share what you are doing is to send them to your sizzle line. So the first strategy I want to teach you is something called GAP.

THE GAP TECHNIQUE

GAP stands for Grab A Pen. It is a simple and easy way for you to call your friends and acquaintances and have them call your sizzle line to hear your message. It is easy to use if you need courage to approach that warm market list – or to contact those who intimidate you (we call that your “Chicken List”).

You would use this method instead of trying to invite people to a meeting first. Just instruct them to call your sizzle line first and you will know if they are indeed interested. You may get some really good results that will surprise you.

So how does it work? Simple. You GAP them, and they call your sizzle line number. Once they leave their information for you, you now have permission to contact them, and you will find they are much more interested in meeting with you to get more information about what you are doing.

Let's talk about results. You can expect an average of 10 prospects for every 25 people you GAP. Your results will improve with practice and experience.

This is a great way to prospect because it gets you pre-qualified prospects. That means you will only be

talking to people who are interested in your offer and want you to contact them. You will discover new-found courage and you will become fearless as you practice this on a daily basis.

So what do you say? Here is an easy script to use:

“Hi Bob, do you have just a minute? Great! I want you to grab a pen and paper and write down this number. Got a pen? Okay, great! Write this number down. (Give them your sizzle line number). Do me a favor and call that number and I’ll call you back in just a moment – I want to get your opinion on it. Talk

**with you in about 5 minutes.
Bye!”**

Practice this over and over again, until it becomes natural to you and just slides off of your tongue. Implant it in your brain. You should know it by heart. Get to the point that you know it so well you could recite it in your sleep – backwards! This message should become second nature to you and should be used with your entire warm market list and on a daily basis as you run into people and begin to talk to them.

I have many other ways to use the sizzle line....but I want you to use it on your

warm market list FIRST! So look for my next 3 books to discover other methods for advertising your sizzle line. Book 3 in the MENTOR WITH LYNN MARKETING SERIES is about Drop Cards, a method a friend of mine used to build a million dollar business. Book 4 in the series is about Roadside Signs...a very easy way to build a local market. And Book 5 has other techniques in it to advertise a sizzle line, including posters, flyers, voicemail drop, reverse market a telemarketer, sticky notes, and postcard mailings.

FOLLOW UP

We have gone over what a sizzle line is, why you need to have your own line, where to get a line to set up, what your message needs to be and how to begin marketing it. Now we need to make sure that you understand the importance of follow-up. One of the great lessons in network marketing is, “THE FORTUNE IS IN THE FOLLOW UP”. You can do all of the other steps right, but if you do not follow up on the prospects, you will not sell or recruit, you will not make any money and your business will fail.

You must follow up on the leads. And this should be an easy feat

**because these are not leads –
they are actually prospects.
They want your information.
They are interested in your offer.
They want you to contact them.**

**Get in the habit of checking your
messages daily. Call people as
soon as you can, definitely within
24 – 48 hours. Even when you
are traveling, the cell phone
makes it easy for you to stay in
touch with your prospects. Make
it a priority to contact them
quickly.**

**Once you contact them, set them
up on a live or recorded webinar,
or conference call. Schedule a 3
way with your up-line after the
event. If you are lucky enough to**

have a live event you can take them to, please do so.

Stay in touch with your prospects. Get them set up on an automated email campaign. Send them a note and stay in touch by phone. It does take 9 contacts on the average to close a sale. So be persistent.

And please remember that you are in business for yourself, but you are not by yourself...so take advantage of using your up-line for help. They are there for you. They truly do have a vested interest in your success. Please get in the habit of using them for 3 way calls. If your up-line is new, go to the next up-line. Continue going up-line until you

find someone who is willing and capable of working with you. HELP IS THERE FOR YOU – but remember, they are there to help and guide you – not to do your work for you. You, and you alone, are responsible for building your business. No one else.

In closing, I just want to say that the sizzle line is one of the single most important tools you can set up for your business. If you constantly advertise your sizzle line wherever you go, you will always have a fresh source of interested prospects.

May you sizzle your way to success!!!

SAMPLE MESSAGES

I strongly believe that you need to work niche markets. You can design your sizzle line messages to hit hot buttons for specifics needs of the audience you are approaching.

Here are some of my sizzle messages. Use them as a starting point for your own scripts.

SIZZLE MESSAGES:

NICHE MARKET: Sizzle Line for Business Opportunity

Are you looking for a way to generate an extra stream of income as a side project? What if I told you that you could make more money this year than you made last year just by giving away a free mobile app? That's right – no selling – just sharing a free mobile app that helps people save money all over town – in fact, all over the country. We have over 10,000 National big box retailers on the app, in addition to thousands of local merchants, and more joining every day. People no longer have to clip coupons or print coupons from their computer. They just show their cell phone and they get the discount. We have incentivized sharing, so there is a viral effect, because people share

the app with friends and through social media – and every time someone redeems a coupon they get paid, and more importantly, you get paid. We also have a scanner attached to our app, and people can scan the bar code of an item and see if that is the best price or if they can get it for a better price somewhere else. We are all about saving people money. You can make money just by downloading the free app and sharing it with friends while you save money, and you make big money by becoming a brand partner and helping us build the business with app users, merchants and non-profit organizations. If this sounds like something that might be a good fit for you, please leave your name, phone number and email address and we will send you more in depth details. Please repeat your information twice.

**Thanks for listening – I APPRECIATE
YOU!!! Begin speaking after the
beep.**

NICHE MARKET: Sizzle Line for Merchants

Want more customers? We can send them to you! Are you looking for low cost, results based advertising?

Would you like to tap into the mobile revolution? We have a free mobile app that everyone can download to their smart phone. As a merchant, you can get set up at no cost to you.

Test our program for free – and we will send you your first 10 paying customers absolutely free of charge.

You have complete control over all discounts, deals and coupons you list. Want to build sales on a slow day? Offer a discount to be redeemed on that day only. Want to limit the number of customers redeeming a deal – you can limit the number of redemptions for any deal. Don't want to offer a full 50% -- you have control over the amount of

discount. You can limit the redemption to a first time customer. We also have a free customer loyalty program – you are not charged for redemptions from your personal customers. We send you the first 10 customers for testing our system – on the 11th customer, if you chose to stay with the program, you beginning paying 10% of the discount you offer for each new paying customer. That's right, only 10% of the discount – not 50% like Groupon and other companies. This is truly the most economical, results based marketing that you will find. For more details, please leave your name, your company, phone number and email. Please repeat the information twice. Thank you – I appreciate you. Speak clearly after the beat.

NICHE MARKET: Sizzle Line for Non Profits

Hi and thanks for calling! Wouldn't it be great to set up a fundraiser 1 time and get paid on it month after month, year after year? How nice would it be if you could set up a NO COST fundraiser for your organization? What if I told you that you could generate funding for your programs or ministries just by giving away a free mobile app? That's right – no selling – just sharing a free mobile app that helps people save money all over town – in fact, all over the country. You don't have to ask you supporters to hand out more money from their budget for things they may not need – you will be helping to ease their budgets by helping them save money from the very shopping they already do. We have over 10,000 National big box retailers on the app, in addition to thousands of local merchants, and more joining every day. People no longer have to clip coupons or print coupons from their computer. They just show their cell phone and they get the discount. We have incentivized sharing, so

there is a viral effect, because people share the app with friends and through social media – and every time someone redeems a coupon they get paid, and more importantly, you generate income for your organization! We also have a scanner attached to our app, and people can scan the bar code of an item and see if that is the best price or if they can get it for a better price somewhere else. We are all about saving people money. Your supporters can save money just by downloading the free app and they can make a little rebate money by sharing the app with their friends, while helping to support your organization. You get paid on the redemption of all of the coupons coded to your organization – and because of the social media sharing – that means you could be generating income from all over the United States – not just your local community! You can also help your local the local merchants by offering them a chance to test drive our system by offering deals and specials – it free for them to sign up – we will even send them the first 10 paying customers for free. This is the best

low cost, results based advertising your local merchants will ever find. While most companies charge the merchants 50% of their deals, we only charge them 10%. And we give them a back office where they have complete control over all of their deals. So you will really be helping to boost your local economy while funding your programing or ministry. If this sounds like something that might be a good fit for your organization, please leave your name, phone number and email address and we will send you more in depth details. Please repeat your information twice. Thanks for listening – I LOOK FORWARD TO SERVING YOU!!! Begin speaking after the beep.

NICHE MARKET: Sizzle Line for Chamber of Commerce

Hi and thanks for calling! How nice would it be if you could set up a NO COST fundraiser for your chamber that actually HELPS your specific membership increase sales? Wouldn't it be great to set up a fundraiser 1 time and get paid on it month after month, year after year? What if I told you that you could generate funding for your chamber just by giving away a free mobile app? That's right – no selling – just sharing a free mobile app that helps all of the people in your community save money all over town – in fact, all over the country. You don't have to ask you supporters to hand out more money from their budget for things they may not need – you will be helping to ease their budgets by helping them save money from the very shopping they already do. We have over 10,000 National big box retailers on the app, in addition to thousands of local merchants, and more joining every day. People no longer have to clip coupons or print coupons from their computer. They just

show their cell phone and they get the discount. We have incentivized sharing, so there is a viral effect, because people share the app with friends and through social media – and every time someone redeems a coupon they get paid, and more importantly, you generate income for your chamber! We also have a scanner attached to our app, and people can scan the bar code of an item and see if that is the best price or if they can get it for a better price somewhere else. We are all about saving people money. Your supporters can save money just by downloading the free app and they can make a little rebate money by sharing the app with their friends, while helping to support your chamber. You get paid on the redemption of all of the coupons coded to your chamber – and because of the social media sharing – that means you could be generating income from all over the United States – not just your local community! And as most of your members are local merchants who offer a product or a service, you can help them increase traffic flow and sales by offering them a test drive

with our system. As a merchant, they can get set up at no cost. They can test our program for free – and we will send them their first 10 paying customers absolutely free of charge. They have complete control over all discounts, deals and coupons they list. If they want to build sales on a slow day, they simply offer a discount to be redeemed on that day only. If they want to limit the number of customers redeeming a deal – they can limit the number of redemptions. If they don't want to offer a full 50% -- they have control over the amount of discount. They can limit the redemption to a first time customer. We also have a free customer loyalty program – they are not charged for redemptions from their personal customers. We send them the first 10 paying customers for testing our system – on the 11th customer, if they chose to stay with the program, they begin paying 10% of the discount they offer for each new paying customer. That's right, only 10% of the discount – not 50% like Groupon and other companies. This is the best low cost, results based advertising your local

merchants will ever find. So you will really be helping to boost your local economy while funding your chamber. If this sounds like something that might be a good fit for your chamber, please leave your name, phone number and email address and we will send you more in depth details. Please repeat your information twice. Thanks for listening – I LOOK FORWARD TO SERVING YOU!!! Begin speaking after the beep.

Lynn's other books:

NEW RULES FOR SUCCESS with John Spencer Ellis

DARE TO SUCCEED with Jack Canfield

AGAINST THE GRAIN with Brian Tracy

SUCCESSONOMICS with Steve Forbes

The WILDERNESS VOYAGE

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BOOK 3: DEPRESSION

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BOOK 7: PRIDE

BOOK 8: GREED

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BOOK 4: SIZZLE SIGNS

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BOOK 9: TIME MANAGEMENT

BOOK 10: HOW TO WORK TABLE EVENTS

**BOOK 11: YOUR GRAND OPENING (Oct
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**BOOK 12: A SHIFT IN NON PROFIT
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