

# HOW TO BUILD AND SCALE A NETWORK

“KNOW YOUR LIST &  
GROW YOUR LIST”

LET'S EXAMINE THE  
FUTURE OF SALES  
BUSINESS AND  
WHY WE NEED A  
NETWORK



# Industries THEN VS NOW

*companies are  
creating  
service-based  
model without  
the serviced  
based person*



THEN



Taxi



Travel Agent



Retail



Conference Rooms



Cable

VS



NOW



Uber



Expedia



Amazon



Zoom



Streaming

**BEN**<sup>365</sup>  
**ANDERSON**

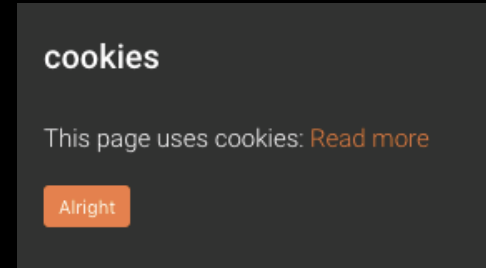
To learn more the future of sales business and why we need a network visit us at [www.benanderson365.com](http://www.benanderson365.com) or contact us at [info@ba365.live](mailto:info@ba365.live)

# HOW MANY NETWORKS DO YOU OPT INTO WITHOUT REALIZING IT?

QUESTION: ARE YOU BUILDING YOUR NETWORK?

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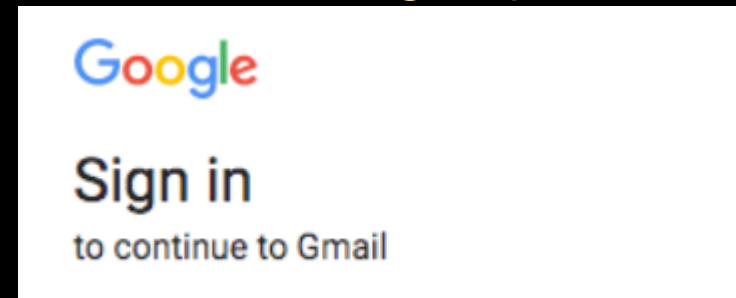
When you enable your cookies: you're opting into a network



When you buy online: you are opting into a network

A white form with three sections. The first section is labeled "Cookie Lover Name" and has two input fields for "First Name" and "Last Name". The second section is labeled "E-mail" and has an input field with the placeholder text "ex: myname@example.com". The third section is labeled "Shipping Address" and has an input field with the placeholder text "Street Address".

When you search on Google: you are opting into a network



When you click Learn More: you are opting into a network



## LET'S EXAMINE THE FACBOOK NETWORK MODEL

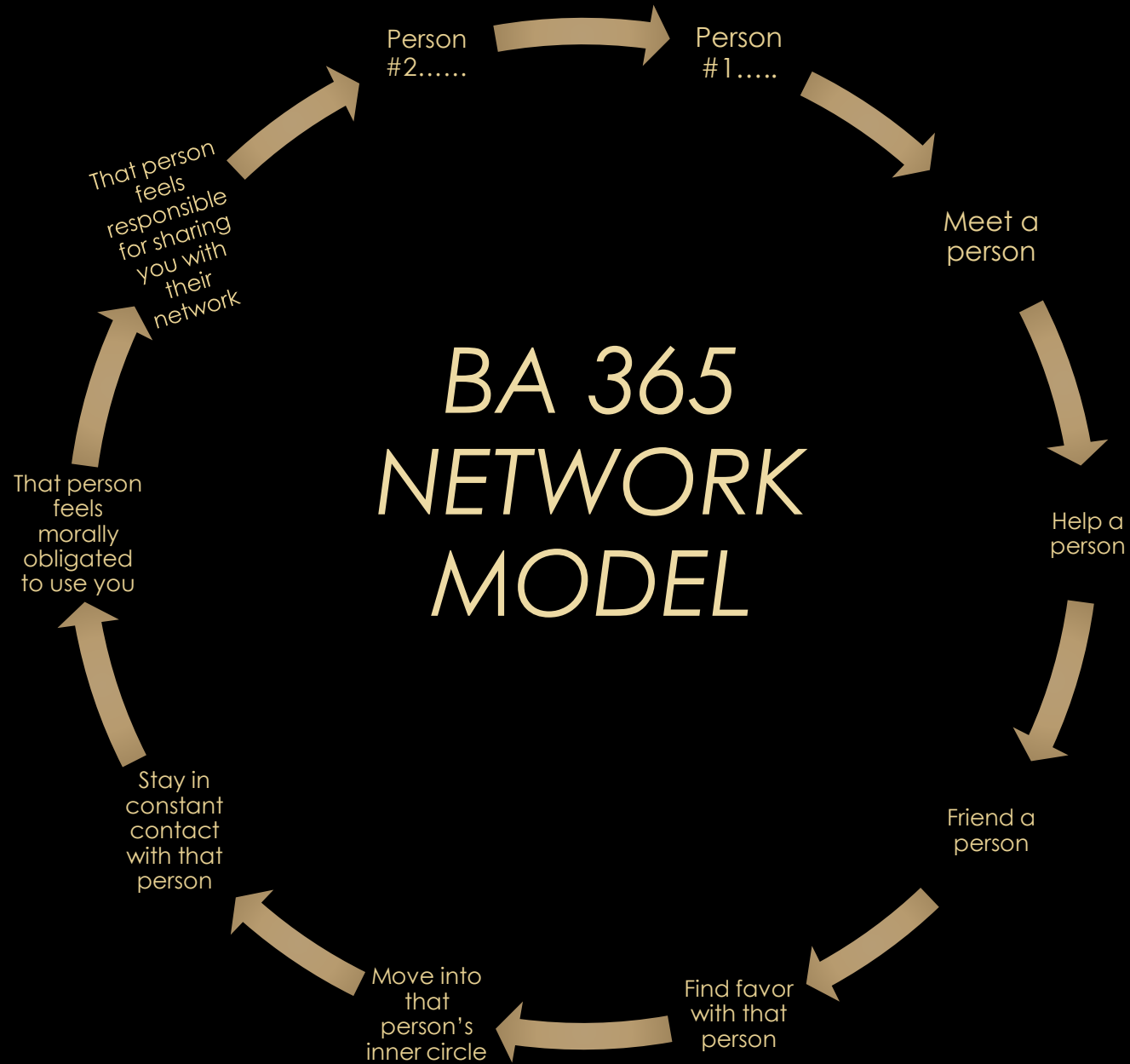
FB was built to allow people to stay connected with friends, family, colleagues, customers, or clients. FB can have a **social** purpose, a business purpose, or both.

## HOW DOES THE FB "NETWORK GROW?" THRU THE FB SUGGESED FRIENDS



- In its online guidelines, **Facebook** states that People You May Know suggestions come from mutual **friends**, as well as people in the same **Facebook** groups as you. Other factors that can influence suggestions include your networks, for example your school, university or work, and contacts you've uploaded


# BA 365 NETWORK MODEL



# BA 365 NETWORK MODEL

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## SO WHY DON'T WE BUILD IT THIS WAY?

1. Fear of lack of value add
  2. Impatient, can't ask
  3. Focus on hunting vs farming (poor man's focus)
  4. Haven't been taught
  5. Don't have the systems
  6. Call Reluctance
  7. Lazy
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# FUNDAMENTAL STEPS OF BUILDING A NETWORK

## DEEP DIVE WHAT I'M GOING TO TEACH YOU ALL

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- Move phone to social
  - Move CRM to social
  - Add every person you speak w to your CRM
  - Break CRM into categories
  - Create custom content of your own
  - Create a custom audience to grow your network
  - Run an ad to your custom audience to invite them into your network
  - Add valuable content that makes your audience remember you
  - Market to new customers, add every person to your CRM
  - Post consistently
  - Boost a post and reach more people w your content
  - Scale your messaging w technology (VM, EMAIL, TEXT)
  - Create an email list
  - Drip value on your list to move them up the funnel to take action
  - Call...Call...Call
  - RESULT: YOU HAVE BUILT A PERSONAL BRAND
    - PEOPLE YOU KNOW CAN'T STOP REFERRING YOU
- 



# STEP 1:

**NOW BUILD  
A NETWORK  
MY 365 PPC  
MODEL**

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1. Prospecting
2. Posting
3. Closing



# POSPECTING



- 2-4 hours per day on the phone
- Add 5 new prospects per day
- Marketing- create a system consumer direct (I'LL HELP YOU CREATE A SYSTEM)
- Manage all referrals and referral partners
- Manage Time by Delegate admin work to a team so you can have balance
- ...BUT ADD 5 NEW PER DAY.....

# POSTING



- Create content Log as you go thru your day
- Create content creation schedule
  - Video
  - Picture
  - Written post
- Create content posting schedule (OR USE OUR TEAM TO POST)
- Spend 10 minutes per night (engaging)



# CLOSING



Make Money



Play the #'s game



If you add 5 per day what does that mean for you?

Add 5 new clients to your cell

Add 5 new clients to your social

Add 5 new clients to your CRM



Spend 2-4 hours on the phone and you'll find deals

Everyone you speak to, ask for a referral

So, what does 5 clients per day really mean?

Let's look at mortgage

- 5 per day x 250 workdays per year = 1250 new clients per year
  - Find out how often your clients historically buy
  - In mortgage people buy every 10 years
  - So...10% of people buy every year

PPC MODEL- MORTGAGE	yr1	yr5	yr10
clients per day	5	5	5
clients per year	1250	6250	13,000
10% of those buy annually	125	625	1,300
commission per dal	\$5,000	\$5,000	\$5,000
earnings	625,000	3,125,000	6,300,000

SO, YOUR TRUE GOAL IS NOT TO  
CLOSE MORE DEALS, ITS TO GROW  
YOUR NETWORK, WHICH WILL ALLOW  
YOU TO CLOSE MORE DEALS.

NEXT: LAUNCHING A BUSINESS ACADEMY TO SHOW YOU HOW TO GROW YOUR NETWORK

DETAILS TBD...