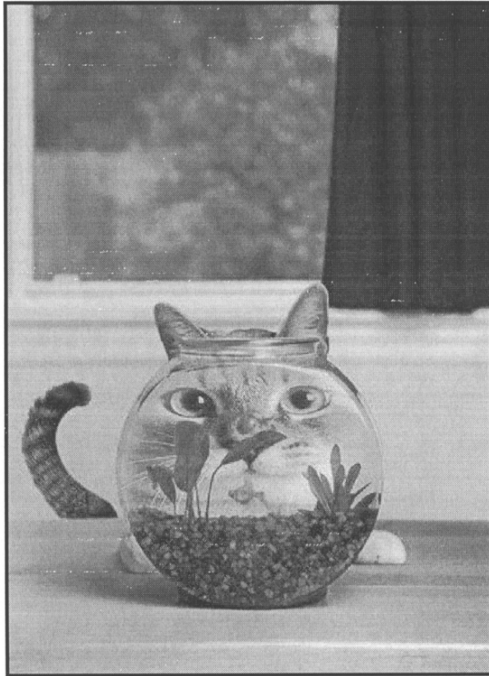


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# How to Create Local Leads with the Fish Bowl Prospecting Method

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Dale Calvert  
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# FISH BOWL PROSPECTING TECHNIQUE

This system is the best I have seen for creating quality prospects in your local market.

The idea is simple. You approach a popular, local lunch establishment and offer to have a drawing for a free lunch for their customers every 3-6 weeks.

Their customers are happy, because they have a chance to win a free lunch, and the restaurant owner is happy, because the promotion brings customers back into their establishment.

You simply place a fishbowl at the counter. With a sign that says:

**DROP YOU BUSINESS CARD IN NOW!  
AND WIN A FREE  
LUNCH FOR TWO!**

Sponsored by: Your Business Name

Your goal is to place your fishbowl in establishments where you can generate 50 – 100 business cards every 3-6 weeks.

These are the absolute best local prospects you can have for your business. **THEY ARE BUSINESS PEOPLE.** The fact they have a business card separates them from the masses.

I never will forget in the early eighties when I heard a MLM Millionaire speak in Dayton Ohio. His testimony really jarred me.

He said "I showed the video 27 times my first 30 days. **All 27 of these people were business owners.** Of the 27, sixteen joined my organization, within 90 days 13 had quit, but the other 3 went on to earn me over 2.2 million dollars over the next three years. WOW!

He went on to say. I only talk to people that have owned their own business, they know what "paying the price" is all about. Give me

twenty self-employed people who filed bankruptcy last month, and I will build the largest organization in MLM history.

Self-employed people are a different breed. They know how to work 10-12-16 hour days. Like the farmer they understand the harvest only comes after the seed has been planted, and nourished. They understand delayed gratification. They don't have a "get paid on Friday" mentality.

I can not stress enough how effective this program is, because it puts you in touch with BUSINESS PEOPLE!

Step One

PLACE YOUR FISHBOWL

Step Two

When you have 50- 100 business cards do your drawing, have the restaurant owner or manager, draw out the card.

Step Three

Purchase a gift certificate from the restaurant owner. Normally anywhere from \$15.00 - \$30.00 depending on the average cost per lunch.

Step Four

Send the winner a note along with their certificate.

Step Five

Replace the fish bowl, leave a couple of business cards in the bottom (Nobody want to be first)

Step Six

Take all your business cards...these are you leads!

Step Seven

Remember you can run this program in multiple locations!

## **WHAT DO I DO WITH THE BUSINESS CARDS?**

Imagine that you live in Florida, you go to the mail and you receive a handwritten envelope from someone in Kentucky.

When you open the letter.....your business card is stapled to the TOP left-hand corner!

ARE YOU CURIOUS?!?!?

OF COURSE YOU ARE!

ARE YOU GOING TO READ THE LETTER CAREFULLY?

OF COURSE YOU ARE.....THE ENTIRE TIME, THINKING WHO IS THIS PERSON, AND HOW DID THEY RECEIVE MY BUSINESS CARD!

Curiosity is why this program works so well.

After you collect the cards

Send the [CreatingWebCash.com](http://CreatingWebCash.com) fishbowl letter to each person, and or business. Make certain that you customize each letter to include, important information such as:

Date

Name

City

And your 3-diget code

Make certain that you hand address each letter, this will increase your response rate drastically.

I would then enter the names in a database for future mailings.

If you will consistently run this program for one year, you will find quality business partners that can make a major impact on the growth of your organization and your paycheck.

Dale Calvert

***Supporting Network Marketing Professionals***

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**SAMPLE LETTER**

**CREATING WEB CASH  
PO BOX 1081**

**Georgetown, KY 40324**

**(DATE)**

Hi **(Name)**

Since we have similar backgrounds I thought the benefits of this cash flow system might be of interest to you.

We are currently expanding our business into the **(Your City)** market place. We are looking for entrepreneur spirited people who we can work with to teach how to create multiple streams of income through the Internet.

We have proven, tested techniques, and marketing systems that can virtually guarantee your success. You do not need to know anything about programming, computer language, java scripts etc.

**If you can check your email, our systems and programs will work for you.** You must have a minimum of five to ten hours per week to devote to various online marketing projects and programs.

To learn more about who we are and what we do, and to see if you qualify for our program, you can log on to [www.CreatingWebCash.com](http://www.CreatingWebCash.com) and request your evaluation package.

I look forward to hearing from you.

Sincerely,

Dale Calvert  
Founder CreatingWebCash.com

PS: We are only able to work with a limited number of partners at one time. We need to hear from you within 48 hours! If you do not request your evaluation package, we will assume that creating additional cash flow through multiple streams of Internet income is not an interest for you at this time.

**PSS: YOU WILL NEED THIS CODE TO ACCESS THE SITE AND REQUEST  
YOUR EVALUATION PACKAGE: **(Your 3 Digit Code)****