

GET RICH SLOW

The Power of the Drip Campaign

Like a small droplet of water drip... drip... dripping consistently in the same spot over time can wear a hole through solid rock, the Drip Campaign puts the power of a small and simple, focused, regular and repeated effort to work building your networking business for you.

John Milton Fogg

The "Drip Campaign" is the classic (and perhaps ultimate) **Get Rich Slow** Power Tool. It is all about making and taking the *time* to build Relationships, grow them into Friendships and creating and attracting Partnerships. That's one rope you cannot push. Hence, the emphasis here is on SLOW, because it will not happen any other way.

One thing to note about that "SLOW" bit: Like much else in network marketing, "slow" refers to an interval of time in more ways than one. "Slow" in terms of the Drip Campaign means it's a slow process *in the beginning*. Once you have a large enough group of people your "dripping on", slow goes away because you will be in prospecting and partnershiping action every day.

What you will be doing is to "drip" on your contact list of people with systematic (and as automatic as possible) personal communications.

Much like a small droplet of water drip... drip... dripping consistently in the same spot over time can wear a hole through solid rock, your Drip Campaign puts the power of a small and simple, focused, regular and repeated effort to work building your business for you.

Remembering that in network marketing Relationships are your inventory...

... the purpose of the Drip Campaign is to maintain what marketers call "Top of mind awareness" for YOU with your prospects. The result: When they think about the benefits a product or service like yours offers... when they're looking for or realize they need that and those... when they wonder about a business opportunity, another way to earn money or they're exploring investment possibilities... YOU and YOURS come immediately to mind. You are the *first* person they think of and contact when the time is right for them, because you are the one on the top of their minds.

The one thing you will *never* control is your prospects "right" timing. The Drip Campaign makes certain YOU are the one they call when they have a need, want to learn about this or that... when they're *ready*.

One of the most useful and valuable results of a successful Drip Campaign is they call you!

The Drip Campaign makes YOU a "Center of Influence" (if you are not already) and constantly and automatically *expands* your Circle of Influence (if you've already got one).

The Drip Campaign leverages the power of the internet and eMail to help you grow Relationships in a programmed, simple, systematic and easy to manage way.

The Drip Campaign adds to your perceived value in their eyes (hearts and minds). You're constantly improving your Relationships and Friendships and cultivating rich, fertile soil for the seeds of Partnership to grow in.

Here's a real world example of how networking veteran (and super-star success) Art Jonak, has used the Drip Campaign to build his network marketing business.

Art starts with his database / contact manager. He creates specific categories of people he wants to keep in touch with using his Drip Campaign. He separates them into six groups in order of their potential as business partners. People move from one group to another based on their contact with Art and his evaluation of their interest and desirability.

Art has met at least 90 percent of these men and women personally over the years. You don't have to do that, and... if you do, literally there will be "more power to you."

Let's start from the "bottom" up.

Group 6: The entire List of 1000 people.

Art's about to increase his list to 2500. (Just remember, he's been doing this consistently for over 10 years now: -)

He sends all these people in Group 6 an eMail whenever something interesting comes up for him: he tells them about a new book he's excited about, a useful web link or even just an idea he's just had or a fun place he's just visited.

Sometimes he sends two or three of these e-mails in a month. Other times none at all. He does these messages only when he's inspired to do so. These e-mails have no unsubscribe link, even though they come from an auto-responder, so they always look personal. Once or twice a year Art sends these people a postcard from a place he's traveling. Usually a cruise where he can sit in the sun and have the time to send many, many postcards. He rarely—if ever contacts—these people by phone.

Group 5: The Top 500.

They receive all the eMails and postcards Group 6 gets, plus another post card or two and at least a phone call or two during the year.

Group 4: The Top 250.

They receive the eMails and postcards Group 6 and 5 get, plus another post card or two during the year and a personal phone call at least every 90 days.

Here's where Art says he starts to have some "serious" fun with his Drip Campaign....

Group 3: The Top 100.

These people get everything Groups 4, 5 and 6 receive, and they get Art's new product announcements, offers for samples and an occasional small gift or special something that catches his fancy to give them.

These people almost always get a postcard from where ever Art travels and pictures... *always* pictures, pictures, pictures. These are people Art thinks would do well in the business and he enjoys being with them.

BTW, before Art leaves on every trip, he simply prints out the names and address labels of the people he wants to send postcards to and slips them into his briefcase.

That makes the process much quicker and more easy to do while sitting on a plane or by the pool.

Group 2: The Top 50.

Once again, everything everybody else has gotten these folks get, plus Art will buy a book he's excited about and send everyone in this group a copy (buying it in quantity to keep costs down). He'll also send occasional gifts, product samples and he's in touch with them directly at least once a month.

This "Top 50" Group are people Art really *likes a lot* and truly wants to work with as Partners.

Group 1: The Top 25:

These are people Art's known up close and personally over the past 10 years, who would become top producers in his program guaranteed!

These are people who would add at least \$5000 a month to his income... probably more! These are also people Art would *love* to work with. They share his *values* and *vision*, and his *mission*. In short, they'd be perfect partners!

They're special and Art treats them that way.

Art contacts them two or three times every month. He sends something in the mail—a special, personally selected gift, a great new book he's reading or CD. He always sends them free product samples. And he send special notes and cards with pictures all the time.

He makes personal phone calls just to keep in touch, say "Hi" and find out how they are, what they're up to. Or he sends an eMail specific to something that they're interested in: Art will learn about a new website, or travel destination, a great restaurant or hotel, book, tape, tool, something he discovers he knows would be a favorite of theirs... and he'll let them know right away.

That's Art Jonak's Drip Campaign and... he swears by it!

Art says if people simply did this and nothing else to build their businesses, they'd be successful in three years or less!

In network marketing, Relationships are your inventory. If you do not have the quantity and quality of Relationships and Friendships you need to succeed in this P2P—Person-to-Person business, you'll have to go to work and create them.

The most successful people at the top of every company and comp plan are those who are "Centers of Influence" with a wide and growing "Circle of Influence." If you do not have that now, you'll have to go to work and create it.

People do business with people they know, like and trust. If you do not have a growing group of people who know, like and trust you... you'll have to go to work and create that.

You cannot control anyone else's timing. If you have "top of mind awareness" with people, when they need and want the kind of product or service you market... or they become interested in learning about residual income, getting an extra check, providing for their children's education, their own retirement, or creating a million-dollar business asset for life... they'll remember *you* and *they'll call you*.

D. All the above, can be achieved with "The Power of the Drip Campaign."

GET RICH SLOW. It just may be THE fastest way of all....



John Milton Fogg is an author, editor and speaker. His books and audios have sold over three million copies worldwide.

He is the founder and former Editor-in-Chief of the highly regarded publication Upline®... was a Contributing Editor to SUCCESS magazine... the founder and former Editor-in-Chief of Network Marketing Lifestyles magazine... founding editor of Networking Times... the founder of Greatest Networker.com... co-founder of The Network Marketing Magazine.com and the creator of Speaking and Listening.com, Belief Busters.com and The MasterMind Sessions.com.

John is the author of the million-selling industry classic *The Greatest Networker in the World*, and he has edited and contributed to far too many books to be mentioned here. His latest book is, *It's time... for Network Marketing. The most remarkable form of free enterprise ever created*. In December of 2006, after 20 years of self-imposed "retirement," John became a network marketer again and is actively building an organization.

He has spoken around the globe, through out Canada and the United States, in Australia, China, Costa Rica, Crete, Iceland, India, Indonesia, Korea, Malaysia, New Zealand, Russia, Singapore, Trinidad and the Ukraine.

John is 59 years old, married to Jekaterina (Katyusha), has a daughter Rachel 25, son Johnny 21, daughter Eleonora Milena

(Ele) who's 4.5 years old and Anias Polina (his "last child") was born in March, 2006.