

REJECTION IMMUNITY STRATEGIES

**REJECTED**

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Learn How To Be  
The Best Sales Person  
By Beating Your Fear Today!

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# Foreword

Are you sick and tired of hearing the word 'No' in your life or your business?

You're among the millions of people who struggle with rejection and if you will be able to turn that 'No' into a 'Yes', can you envisage how fantastic that will be?

But naturally I'm stating the obvious... I'm sure you'd like to know is how that may be done.

So make certain you read through this book carefully and learn how you are able to turn your business around.

And make certain you apply the strategies in this book to change your successes. Simply reading this book isn't adequate. You have to take action and make all of this a part of you; otherwise you will not be able to attain success!

So without further ado, let's jump into it immediately!

## ***Rejection Immunity Strategies***

Learn How To Be The Best Sales Person By Beating Your Fear Today!

# Chapter 1:

## *What Really Is The Rejection*

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### Synopsis

Among the most major stumbling blocks that a newcomer entrepreneur will face is rejection. What is really behind it?



## **What's Behind It**

Somebody denying a scenario outright may be a great dampener to your whole business day, but somebody contemplating the scenario for a couple of days and then rejecting it may be equally bad too. For a many entrepreneurs, it's very crucial to make sure you have a broad network.

It takes things like establishing a presence, meeting individuals personally, holding seminars, and so on. To get as many individuals knowing about the business as possible. At such a time, somebody shooting down the concept even before they've investigated it fully is a big disappointment.

All the same, individuals at top of their business game know what rejection actually means. A crucial reason for their success is that they understand the significance of being denied. There are two ways to take a rejection in reality.

You are able to feel bad about it and get totally disillusioned about what you're doing or you are able to take it in as a learning experience and better your techniques. People who have been in the arena for a substantial amount of time know that it's the second technique that truly sustains them.

You, as a fledgling entrepreneur or even as somebody who has been here for a long time but hasn't savored true success, must emulate this as well.

When someone rejects you, you have to believe whether there's something wrong with your plan of attack.

If others in the same business as you are doing well, it is not the business itself at fault. Something is miscarrying with the way you're setting about the subject. See if you are able to work on that. Speaking to somebody in your line of business may help. Or, you may check into how other popular businesses are being carried on. There's always a learning process.

Then you have to learn to be relentless. No one may please all the people all the time; not even the greatest corporate entities of the world. Consider it - if you have to meet 100 individuals in a day but out of them ten show interest and five really take some action, do you care about the remaining rejections? You don't! You're still successful. With business, it's largely a numbers game. You shouldn't let rejections disillusion you, even though they may seem momentous to you.

The most crucial thing is to take rejection in your stride, even as you have to do with so many other things in every sort of business venture. Only then will you be able to harvest the results of your work.

# Chapter 2:

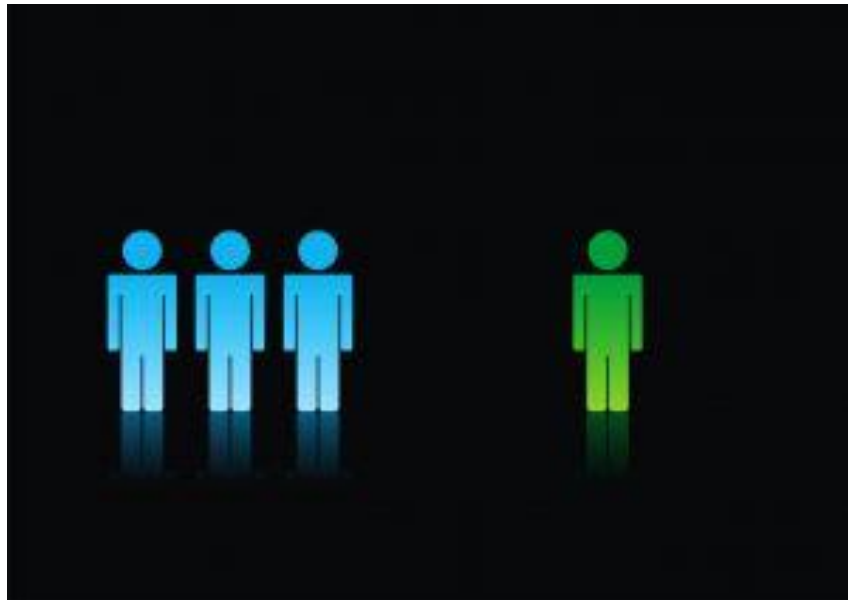
## *Business Is About The Numbers*

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### Synopsis

Among the most crucial aspects of business that you have to comprehend at the very outset is that this is a game of numbers. You have to keep in mind that in a business, you're the advertiser and the promoter.

You're the individual who has to produce the brand identity of the product inside your network and even outside it. Without that, it isn't going to work





## **Know This**

If you take a big corporate illustration that is not a small home business, say like McDonald's for instance, no one needs to advertize it one bit. You are able to just open a McDonald's franchise in the midst of nowhere and it will shovel in the moolah without a doubt.

However this is not the case with your small business product. Here, you have to truly sweat it out to produce the brand name. You don't have the advantage of glitzy TV ads and billboards to assist you.

So, what do you do in order to accomplish that? The simplest thing to state here is that you go out and get as many people's attention as you are able to.

Only people who advertize their business like crazy bring in true cash - the sort that takes them to those deluxe yachts on the shore of an island with an exotic name.

These are the individuals who are not ashamed of what they are marketing and they wouldn't wince to catch the following man in the street to explain what their product is.

It may take you a while to be able to do that, particularly if you have merely started, but there are assorted places where you ought to have no qualms marketing your product.

You are able to go all out promoting your business by the Net, which is in reality the way to be in today's market. As a matter of fact, most businesses will give you a site where you are able to do that.

The equation is easy. The more individuals you approach with your business idea, the better are your chances of acquiring some good results.

Even if you have to meet a hundred individuals online or offline a day and have to advertise your business wares to them and only a few of them actually take interest, buck up as it is a day well-spent.

It doesn't matter that many of the individuals you meet reject your business without even listening to you. What truly counts is that the rest five% are now part of your steadily increasing business.



# Chapter 3:

## *You Have To Make Yourself Known To Cut Down On Rejection*

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### Synopsis

How is it that most business owners are doing so well in business when you're only meeting with open rejections everywhere you make an attempt? The secret isn't that they're pushier than you are; the secret is that they're more relentless.



## **People Need To Know Who You Are**

And that they utilize the power of the Net. Look around you... most multilevel marketers that are doing well with their business are utilizing web techniques of bringing in individuals.

Even you will recognize that the Net has a great potential in bringing in individuals. It's time that you started utilizing its potential if you aren't already.

Most companies nowadays facilitate their people to have their own sites where they may promote the product and build their businesses. These sites are quite sophisticated as well.

They're designed with expertise (after all, they are business sites), they have highly magnetic content, they have potent securities and they have extremely user-friendly ecommerce solutions like assorted payment alternatives, shopping carts, remembering users, and so forth. This makes you really rememberable in individual's minds and helps cut back on rejections.

How come you believe most companies are supplying information on these sites? The reason is easy - they understand the reach of the Net. If forged and promoted properly, these sites may reach out to 1000000s of individuals in a day and there's no end to the people that can look at it then. Naturally, it is a long way to go before you are able to reach that sort of traffic, but every Fortune 500 business today has

started smaller once upon a time and you shouldn't shoot something down before you have attempted it.

One more very crucial point about bringing over individuals to your business site and enticing them by that vehicle is that it helps you overcome the rejection that you'll face. Each business person has to meet with much rejection from the individuals that he or she approaches with the venture. All the same, when there's strength in numbers, the rejections don't truly count. What does it matter that four hundred individuals reject your business in a day if a hundred of them demonstrate interest? That sort of business prospects may only come through net promotions.

Techniques like blogging, article marketing, taking part in forum discussions, submitting links to directories, building opt-in lists, and so forth, are all techniques that may bring in a crowd of traffic to your site every day. A lot of these individuals will be attracted to your idea if it's strong enough and the advantages to them are obvious. Promoting online likewise has the grand advantage that you are able to never know who's rejected you - you only know the ones that evinced interest in the business. This is something that truly downplays the rejections and keeps your spirit high!

# Chapter 4:

## *Ways To Get Your Name Out There*

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### Synopsis

Here is an overview of a few marketing techniques that may help you expand the bulk of your people interested in your business, frequently to such an extent that the rejections won't truly matter.



## **Get Known**

### **Blogging**

When you have a blog for your business, you are able to excellently get the leverage of the big number of individuals who will be visiting your blog and participating in discussions there. It all starts out with a single enlightening blog post that speaks about your business and a few promotional techniques like link sharing with other blogs.

Individuals will come over to your blog, read your post and remark on it. You are able to direct them from your blog to your business site where they may subscribe to your ezine perhaps. Blogs are regarded as excellent net marketing machines as they're regularly updated and have the impression of a nearly live interaction with the visitors.

### **Article Promoting**

Each businessperson worth their salt is utilizing article marketing today. Compose a few informative, interesting-to-read articles and submit them to article directories with a link to the business site with them. Individuals will stumble on these articles because of the high SEO of the directories, get impressed with them and will visit the site by clicking on the link.

That's the total idea of article marketing. The most beneficial thing here is that you've already presold your idea to the visitor as they have read your article and then chose to visit your site on the basis of that.

### **Opt-in Lists**

These are built by your site itself. When individuals land on your sites landing page, offer them something attractive like an eBook or something in exchange for their contact information.

Most individuals will provide their e-mail ids if they're getting something free in return. This list of e-mails becomes your opt-in list. These are your leads that you've generated by conjuring up interest in your book and hence they are targeted leads.

You are able to pursue them and promote your business to them and have a bigger chance of success with them as they're already acquainted with your theme.

All these techniques may bring in a heavy volume of traffic to your business site. You are able to even get 100s of individuals visiting in a day if everything is done correctly.

The most beneficial thing about these tools of net marketing is that you get such a high volume of traffic that a few individuals will definitely stay with you and the rejections won't matter, however much large in number they are.

For any business - whether it's promoted through websites or otherwise - branding becomes a really crucial aspect. A brand is something much more than a name or a certain logo or a particular blend of colors - it's a personal identity of the product.

It's the name individuals recognize the product by. If a particular individual likes a particular product, it's the brand name that helps the individual sustain that in memory and utilize it for the next time.



Even at the distributor level, branding becomes crucial as distributors will try to stock more products from reputable brands.

The significance of branding is felt greatly in the world today. There's good reason for that. Products are promoted through word-of-mouth publicity.

Many times there's no media advertisement for these products. It's only the referrals of the people that help in selling the product. Rather obviously then, it pays to make the product popular. Branding helps in just that.

More than anything, branding helps repeat buyers to remember the product and order it for the next time, something which is crucially important in promoting.

We live in the age of brand recall. Individuals don't recall products by their names but they remember them by their brand names. Like, they won't say cola but will merely order a Pepsi or a Coke.

This works in any business. Individuals like recommending and purchasing particular brands that they've been hooked to, and not general products.

In the world of business, branding has a really vital significance. It helps in overcoming rejections. If your brand is really strong, it will sell well. Individuals will trust the brand and buy it.

For that reason, you'll acquire more sales than for a product that doesn't impress individuals. Thus, you don't have the fear of being rejected too frequently.

Just consider it this way - the individual you're trying to sell your product to needs to purchase some of it. Now, the only question is that which product they'll buy. If your brand is strong enough, they'll have no qualms in buying your product.

The bottom line is that branding is of great essence in business. It's among the most concrete ideologies to promote and expand such ventures.



# Chapter 5:

## *Don't Take It Personally*

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### Synopsis

Many business people - particularly the ones that are just starting out - bomb as they don't understand how to take rejection in the correct manner.

Rejection is something that's bound to occur when you're prospecting somebody with your business proposal. All the same, the thing you have to recognize here is what the rejection truly means.



## **Make It Happen**

In many cases, the rejection is of your business concept and not of you. When somebody you are meeting with votes out the idea you are telling them about the business you are in, they're not rejecting you personally. In all likelihood, they are rather comfortable with you as an individual, but they are not too happy with the idea you're marketing.

If you have this one thought in your brain, it will truly motivate you to take your business venture sportingly and make constructive forward motion there. You'll start to recognize the effectiveness of numbers too - even if a 90 people in a hundred pass up the idea, there will be 10 who will show interest and this is what business progress truly is.

If you started with your business, at one point you must have promoted the concept chiefly among your friends and others that you know. Think about it now - did everybody show interest in your idea? That may never be the case.

So, the individuals who did not wish to take part in the business, did they reject you or did they pass up the business you were marketing? Naturally, they rejected your theme and not you. This is how it works with strangers who you'll market too. They will not be happy with your business idea probably, but they'll have no issues with you as an individual.

So, what's the answer? One answer could be to change your tactics. Perhaps, you could try to explain the concept in a more beneficial way. You may ask for one more meeting with them - a short one likely - but one in which you truly put the point across and explain the

greater things of the plan first. Or, you may carry with you a lot of written and digital data about the venture when you go marketing and hand it over to them to read at their leisure. This will help them get familiar with the whole thing and they may begin to see it in a fresh light.

The next time somebody rejects your business proposal, don't get all worked up and take to the woods. You have to learn to be relentless, within limits naturally, and attempt to present the concept to them in a better way till they start to see their own advantages in it.



# Wrapping Up

The thrust behind many individuals that keeps them from being authentic human beings and being a success in business is rejection. They are so driven by the need for acceptance of other people that they lose their own identity in the process.

They mimic the ways in which other people act, dress, talk, think, believe, and function and abandon their own views and business ideas. They become the three-dimensional clones of the "role models" they so urgently need to emulate in order to gain acceptance.

It's time to get this engine of your business going and get started right away.

Are you going to take action and tell your grandchildren how you capitalized on your awesome business idea or will you simply sit by and justify to your grandchildren why you overlooked it?

The option is yours!