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# NETWORK MARKETING

MLM

STRATEGIES FOR SUCCESS

AND WEALTH CREATION

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## Author's Note

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I like to take a no-holds-barred approach to business. That means when I see an opportunity, and decide it offers a low risk and high payoff potential, I jump in. I've been burned a few times in my over-zealousness, but an occasional failure is part of the game. Over the years I've learned you either play the game, and accept the risks (it helps to understand the risks going in), or you don't play. In my opinion, life is too short to waste time on the sidelines. I rode the bench in high school football and hated every minute of it. The publication you now hold is an expression of my "play the game" business philosophy. Be a player, not a spectator.

I hold a masters degree in business administration, and have worked in public and private industry for over 25 years. Don't let that throw you off your game plan. Most of what I've learned about business I learned on the streets, playing the game, getting knocked down a few times, and getting back up in time for the next play. During the past 12 years I have built and managed several successful companies using a technique of (1) educating myself about a business opportunity, (2) diving in and learning from hands-on experience, and (3) using this knowledge and new fund experience to gain insight into how to play the game better, and how to adapt my behavior to find either a profit in the business, or minimize my losses.

Throughout the trials and joys of business ownership, I have learned there is one constant in life: nothing stays the same. Change is everywhere. Be flexible. Treat every circumstance as a learning opportunity, and never rest on yesterday's successes; for tomorrow is another day.

In the end, don't let the words "he/she had the potential to achieve great things" be a part of your epitaph. The words "had" and "potential" are clues to a life full of promise never realized. Woody Allen once said, "eighty percent of success is showing up." You have to show up. You have to be willing to take the plunge. You have to do the things other people refuse to do. You have to persevere in the face of adversity. And, you have to believe in yourself, no matter what others may say and think about you. Fortunately, through the sheer beauty of the network marketing concept, you can take this plunge into the business world with minimal financial risk.

## Opportunity Knocks

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Network marketing is an opportunity. An opportunity to meet positive people. An opportunity to earn an extra income. An opportunity to re-ignite your personal enthusiasm for life. An opportunity to build a business. And, an opportunity to create wealth.

President Calvin Coolidge posted a sign in the Oval Office that said “The business of America is business.” And it is. You live in a land of opportunity. Each year over 100,000 Americans achieve million-dollar net worth status. On average, 74% of these people achieve wealth through business ownership, while another 5% achieve wealth through sales commissions. Network marketing combines business ownership with sales, putting the MLM distributor in the same career fields as 79 out of 100 of every new millionaire in America. That’s not to say they all achieved wealth through network marketing; however, as a business owner and salesperson, you’re in the same ballpark.

Opportunity does not, sadly, mean the same thing as promise. Opportunity means potential. Achieving that potential is up to you. Promises mean nothing here. Save the promises for your sweetheart, this is business. And never forget, network marketing is big business.

The sole purpose of this workbook is to help you realize the potential of the network marketing opportunity. In other words, my goal is to help you succeed as a network marketer. I’ll let you know right off, I measure my success in terms of my progress towards my long term goal to achieve wealth.

Putting money in my hip pocket is why I choose to sell products and recruit leaders. I am successful when I do those things necessary to move me in the direction of my goals. I fail when I do not take decisive action to achieve my goals. If you share my interests, you’ve come to the right place.

I know that you may have spiritual, educational, or health goals beyond making money, and I invite you to discuss these goals with your minister, school counselor, and physician. This workbook, however, is focused on the financial aspects of your life. What is your current income? How does

your income match with your standard of living or retirement goals? How much money would you need to make to live the life you desire?

I cannot answer those questions for you, but I can present you with a tool to achieve a higher income, and perhaps an alternative to your daily work routine that will have you jumping out of bed in the morning with enthusiasm. This tool is Network Marketing. But like any tool, its proper use takes training and experience.

In 12 years of selling and using products associated with various network marketing companies, and experiencing the highs and lows of network marketing, I have seen people quit the business after a month of not being able to recruit anybody into their organization. I have also seen lost sales opportunities because the marketer did not know his product, or how to demonstrate and discuss the product's features, advantages, and benefits.

There is more to this business than just being excited, or sharing your dreams with prospects (although both of these are important). Successful network marketers know there are four essential tools required to make this business work:

- **Selling**
- **Recruiting**
- **Training**
- **Attitude**

Each of these tools works together to support network marketing. Imagine an air compressor. The compressor is made of many components, such as the tank, pump, hose, and hose attachments. Try to inflate a tire with one of these components missing. After a little effort, you are sure to either quit in frustration. Network marketing is just like this compressor. It is made up of components, and all must work together for the business to function.

In short, people fail in this business because they neglect to take the time to learn how to use the tools in their network marketing toolbox. Give yourself a break. Learn how to use your product. Become familiar with its features. Be able to answer the first question out of any customer's mouth: "Why should I buy this product from you?" before becoming frustrated by your lack of instant stardom.

I propose you master the art of selling your product before worrying about recruiting people. The first 90 days in this business are stressful enough as

it is. If you dive in trying to recruit people the first day, rest assured the rejection you face will be overwhelming.

If you will devote the first 90 days to contacting potential customers and servicing those customers however, you will face less rejection, and you will see an immediate return on your efforts, in the form of cold hard cash, that you can deposit in the hip national bank. In polite business terms, this is known as margin, or profit. Your sales activity will generate enthusiasm among your customers as they witness first hand your success.

In my experience, a satisfied customer will make the best prospect for your recruiting goals later on. I experienced this firsthand in 1979. A co-worker introduced me to a detergent produced by Amway (a great company, which I do not represent). I bought a box of soap from this man every month for over six months before he even bothered to mention that he was a Direct Distributor for Amway, and that distributor opportunities were available.

This may be too extreme for you, but I was impressed by my friend's relaxed approach to network marketing. He suggested a product to me, gave me a small sample, and a week later asked me if I wanted to buy some. That was the extent of his sales technique. Rather than try to recruit me to join his organization before I knew a thing about the product line, or his company's integrity, he asked me to become a regular customer. He introduced me to the product, and Amway's quality brought me back.

Network Marketing can be stressful, if you allow it to be. In my experience, the source of this stress is lack of skills and confidence, coupled with desire and big goals. This is a classic example of conflict, where a person's wants are held just out of reach by a bevy of obstacles. The big goals and desires are necessary for your motivation, but you need to recognize that acquiring skills and confidence will take time.

Take the time to learn your trade, and set realistic goals that match your knowledge level and time commitment. It always amazes me that people want to join network marketing and make a million dollars the first year, before they have even secured their first sale. Would you like a surgeon operating on your child before going to medical school? How about allowing a person to prepare your taxes before learning the tax code? We expect professionals to be trained, qualified, and certified prior to operating on us or completing our tax forms. Should we not expect the same standards for ourselves when we go into business?

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I had a similar experience with a career ambition to become an electrician. I was shocked to discover I would need 6,000 hours of documented electrical work experience before being considered for an apprentice position. That's over three years of full time work, just to get started on the bottom rung of its formal training program that would one day lead to a journeyman or master skill level certification. Yet as network marketers we expect to be shown the big money by next Thursday, at the latest. This is a recipe for disaster and disillusionment.

If you have already joined a network marketing organization, I want you to consider this plan of action: Within the next 24 hours find one person who will buy your product. Forget about recruiting for the moment. Concentrate on generating personal sales volume. Don't get distracted by recruiting goals, conventions, fancy cars and wardrobes, or the income of people in your upline. Focus on creating a small batch of regular customers.

After you have 9 regular customers, broaden your scope of operations to finding one person to join your organization, and then help that person find 9 regular customers. As they say on the back of shampoo bottles: Repeat as necessary. *Helping other people succeed is the heart of network marketing.*

Some MLM industry analysts' claim only 10% of active network marketers receives a commission check each month. This does not mean MLM is not a viable business opportunity. What it does mean is that up to 90% of network marketers choose to attempt recruiting people into the business, without attempting to make sales. As you will learn in this workbook, I believe this approach is backwards and foolhardy. Build a regular customer base and you will be a part of the 10% that receives a commission check each month.

Your prospects will see your success and be encouraged to follow your lead into the business. We all love success and want to be around successful people. Your record of making consistent sales will be seen as proof that the business works. By the way, make a show of handing out commission checks during your opportunity meetings. You do not need to disclose the amount of the checks to the audience unless the recipient requests it. Just the spectacle of active sellers receiving cash back from the company will motivate others to focus on making sales of their own.

A second concern in network marketing is the dropout rate of starters. The statistics are grim, but they do not have to apply to you. According to MLM company averages, up to 90% of starters quit the company within a

1-2 year period. What the statistic does not show is where the quitters have gone. Many still believe in the MLM opportunity, but have chosen to change companies. In my experience, the leading cause of this departure is related to the new marketer's relationship with his or her upline. An upline that does not train, or support its downline is worthless, and you can't blame people for not wanting to hitch their dreams to a falling star. For fall they will. Always remember, in network marketing, you succeed by helping the people you sponsor into the business succeed.

The concept of network marketing is so powerful that many companies cannot resist the lure of creating a huge sales force to market their products and services. These companies will resort to any unscrupulous act or promise imaginable to draw you in. Of particular concern are offers made through the Internet.

Avoid the email spam scams. Stick with legitimate companies, with long-standing records of delivering a quality product to its customers. Don't be fooled by Internet offers. MLM is a belly-to-belly business. That is, it depends on people meeting with people to trade goods and services, and discuss business opportunities. It is not a hands-off, lazy man's way to riches. MLM takes work and discipline—which is what makes the rewards worth striving for. Please don't be fooled. If you learn nothing else from this workbook, your wariness towards the MLM charlatans that want to steal both your money and your dreams, will make the price of this workbook worthwhile.

My objectives in this workbook are to convince you that network marketing is a viable business opportunity, show you how I think you should get started, and present some techniques of recruiting, training, and selling that you can add to your network marketing toolbox. Be a professional. Learn your trade before expecting to be paid vast sums of money.

I invite you to turn the page and begin your apprenticeship training. And by the way, in network marketing, we measure success in terms of money earned, not years of loyal service, college degrees, or inheritances. Make a sale today, and you're on your way.

## Why You Should Consider Network Marketing

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The future of network marketing begins with you, today.

Network Marketing, also known as Multi-Level Marketing, offers an incredible opportunity to the go-getters of today's marketplace. The concept has born the criticism of skeptics and been tested by time, as well as the courts. According to industry records, nearly \$100 billion in goods and services are sold around the world each year via network marketing, and over 25 million people are involved as distributors. How big of a piece of this pie do you want?

Network Marketing is a viable tool for achieving lofty financial goals, but it does not come easily, nor is wealth assured for the greedy and dishonest. *Network Marketing is not about using people, but about getting other people involved in the business as your partners.* I won't tell you recruiting people into your business will be easy, in fact it may be your biggest challenge, but according to national surveys, well over 90% of all adults in America dream of owning a home-based business.

There is nothing new about engaging other people to help you attain financial goals. Capitalists have known for generations that true wealth was built upon the shoulders of huge labor forces and the control of production machinery. Exploitation was the name of the game, and soft-hearted, philanthropic businessmen were often short-lived.

Adam Smith revealed the secrets of capitalism to the world in his book *The Wealth of Nations*. Smith's book goes into painstaking details of the manufacturing process and how the use of capitalistic concepts, such as the division of labor, mass production, and the use of a carefully orchestrated labor force, can enrich the entrepreneur and allow the consuming society to benefit from higher quality products, sold at lower prices than what competitors offer.

Smith used the example of a pin factory to demonstrate how a one-man operation may be able to produce a handful of pins per day, where the individual steps in its production may include drawing a thin strip of steel from a spool, cutting it to size, flattening an end for the eye, sharpening an end for the point, and finally packaging it. Each of these steps, accomplished by one individual, takes a considerable amount of time, and



the proprietor of the pin factory is limited in his sales by his production capacity.

Using Smith's principles, a pin factory entrepreneur could hire five workers to complete the individual tasks of producing and packaging pins. The production capacity of this factory does not simply go up by five times, rather, because of specialization, the production capacity and product quality increases geometrically.

This is the beauty of mass production and the proper use of a labor force. In a sense, network marketing allows you to duplicate yourself through the efforts of a motivated workforce. What would you rather have: 10% of all the sales you could generate by yourself, or 2% of all the sales your network produces? Network Marketing harnesses the powers of capitalism Adam Smith wrote about over 200 years ago. Frederick Taylor's scientific management theories provide a more recent example.

Frederick Taylor's concepts of scientific management revolutionized how mass production was accomplished. Best known for his time and motion studies, Taylor demonstrated that the careful use of labor, through training and goal setting, could dramatically increase an organization's production capacity. Likewise, through training, motivating, and deliberate goal setting, you can reap the benefits of explosive organizational growth and sales.

Until the development of network marketing, the keys to producing and selling a product were held by a handful of wealthy industrialist. In the early 20<sup>th</sup> century the common laborer considered himself lucky to hold a steady job and to receive a wage that could be stretched to meet the daily living needs of his family. Going into business for himself was an unlikely option, and at best was generally small mom and pop operations with little potential beyond Adam Smith's one-man pin factory example.

Today, you have a chance to build your own empire, while helping other people at the same time. Unlike traditional business organizations, *your success is dependent upon the success of the people within your personal organization, and the day you forget that, is the day your business will collapse.* In network marketing, you do not exploit people; you help people. And in the process of helping other people realize their goals, your goals will magically fall into place also.

Fortunes are being made everyday in network marketing. Are you ready to step up to the plate and claim your piece of the game? Network marketing

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does not require you to be beautiful, college educated, or heir to an empire. All you need is the conviction to believe in yourself, and the gumption to get out and make something positive happen.

In this workbook you will find dozens of hardcore “principles” to help guide you through the challenging, and rewarding waters of network marketing. Your goal in reading this workbook should be to learn how to earn money, with nothing less than financial independence as proof of your success. Read this workbook today, and then invite the members of your booming organization to read it also.

## **Job Security is a Myth**

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Your job is not a route to wealth. Jobs are created by entrepreneurs who understand that wealth is created by adding value to raw materials or services; and then selling finished products or services at a profit. Who adds the value to raw materials and services? You do. And, you are only valuable to an employer when you can effectively and efficiently add value to the organization's product or service.

As I write this, the headlines in my local newspaper announce the closure of three grocery stores in my community. 170 people, with families to feed and mortgages to pay, received a 30-day notice of termination today. The company gave no notice to its employees, and in fact chose to let the newspaper make the announcement for them. Talk about a lousy way to be laid off. This is what it means to be another man's employee, rather than working for yourself.

There's no denying the fact that a job, with a steady income, is nice to have. It helps you pay the bills and keeps a roof over your family's head. Unfortunately, that's about all it does. What's in a job? Security? A pension? The retired employees of Enron and Worldcom are excellent examples of what happens to people who stake their financial futures on company promises. If you are working towards a pension, or have already met the requirements to receive one, congratulations. I hope it works out. But you may want to set yourself up for an extra income, remembering that it may be difficult to live the way you want on half the income you're making now.

A job was never meant to make people wealthy. In a free market environment you sell your labor and skills to an employer for the highest pay possible, while your employer tries to pay you the lowest wage you will accept. Usually the boss wins, because he is in control of the purse strings. As long as you look to your job for wealth, you will be disappointed.

It's been said that 80% of Americans are two missed paychecks away from financial disaster. Do you fit this mold? What would happen if you were laid off without pay tomorrow? Can you look forward to a secure retirement under Social Security, or the company pension plan?

Most Americans think a job is security, but they are wrong. As long as you depend upon somebody else for your livelihood, you are a slave to that

person and/or organization. And like a slave, you can be dispensed with as soon as they deem your services uneconomical. It's a negative image, and I apologize for hitting you with it, but you can't sit back and relax in the pseudo security of a job or retirement plan and expect others to secure a financial future for you and your family. *Dependence is not security; independence is security.*

While dropping my son off at school recently, I noticed an elderly gentleman standing in front of the school with a sandwich sign draped around his neck. The man was protesting unfair hiring practices by the school in the form of age discrimination. We live in a society that rewards youth and beauty, while disregarding the value of experience and ability. This man was willing to stand before the community to protest this injustice.

His dilemma is all too common today, where hard working people have entrusted employers to provide them lifetime employment. Unfortunately, this trust does not reflect reality. Network marketing is a vehicle you can use to take responsibility for your own financial future, without having to depend upon the vagaries of an unjust job market. But for some people, self-employment sounds too risky.

The expression, "if you want to catch fish, you have to risk the bait," is so common it has become cliché. But how many of us actually incorporate that basic philosophy into our lives? Are you willing to risk the "security" of the traditional nine to five, Monday through Friday routine, to enjoy financial freedom? Vince Lombardi once stated "the will to excel, the will to win: these are the things that endure."

A business built with your own hands, energy, and ingenuity can endure where a job cannot, but if you expect to become a successful entrepreneur, you will have to take risks.

These risks do not mean senseless gambling of your savings in the stock or bond markets, or betting everything on a horse race. Taking a risk means putting your self-confidence and self-image on the line. It means taking the chance of being embarrassed in the marketplace. And, it can also mean going against popular opinion and peer pressure to follow a dream. As Teddy Roosevelt was fond of saying, "seek opportunity, not security."

## Virtually a Franchise

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Okay, if you accept the premise that job security is a myth, what can you do about it?

Plain and simple, you need to go into business for yourself. You are fortunate to live in a country that rewards enterprise, and with the abundance of opportunities available today, there are only two reasons possible for your not being in business already:

- You don't want to be in business.
- You don't have the right information.

The business world is full of horror stories touting the rates of failure and bankruptcy in small business start-ups, making a mockery of your dreams to succeed in business. It has also been said that the best way to make a small fortune in business is to start with a large one. You have a weapon that can destroy the statistics however, because multi-level marketing is like owning a franchise, and compared to the failure rate of sole proprietorship start-ups, franchises have a remarkable success rate. Here's why:

### a. **Proven Marketing Plan**

Franchising as a business model succeeds because it has proven, in the marketplace, to offer a marketing plan that makes a profit for their distributors/franchisees. The marketing plan encompasses how the product is displayed and demonstrated, how the retail outlet is laid out, the store's atmosphere, and the clerk's uniform. All of these elements combine to offer a product to the public in a proven framework. The franchise model will also work for you as an independent distributor.

### b. **Proven product or service**

Similar to the marketing plan, the franchiser has a proven product. One tested by the consumer. By the time you join a nation wide network marketing company, the product has been proven reliable by thousands of satisfied customers. Companies that do not offer a quality product, such as Internet email scams, usually collapse long before they have a chance to grow nationwide.

**c. Economically feasible pricing structure**

Figuring out what the market will bear in terms of price is not a simple matter. Consideration must be given for what economists call “elasticity of demand” for the product, and of course, the availability of comparable products elsewhere in the marketplace. A franchisee generally has the price structure for her product established at a point that maximizes both consumer demand and profit margin. As a network marketer, you’ll enjoy a similar arrangement, as your customers order from a catalog or purchase items from a pre-priced form.

**d. Economies of scale**

Franchisees can save money in sales material and product by taking advantage of economies of scale. That is, because of the parent company’s size, the production and distribution of the product can benefit from “bulk load” discounts, which translate to a higher profit margin for the distributor.

One area in which economies of scale benefit the network marketer is the rental of meeting rooms. Alone, you would have to pay several hundred dollars to rent a nice banquet hall or reception room for a one-night opportunity meeting. As a group, each of you can pay a couple of dollars, and have the privilege of introducing prospects to the opportunity in a professional environment.

**e. Training**

Franchises are famous for their training programs. When a franchisee prepares to open a new store, trainers from the company’s headquarters are brought in to train everybody, from the dishwasher to the manager, on how to run the store, serve the customer, and present the product. Network marketing is no different. When you join a multi-level marketing company your upline has a vested interest in training you to work the business right. Their success is dependent upon your success--and there’s no better arrangement in the business world than that.

**f. Like-Minded Associates**

The business community is often characterized as a pack of cutthroats, willing to do anything necessary to destroy the competition. In franchising, your fellow distributors support you because they know any negative publicity or failure that shares their name is a strike against them also. Network marketers want the enthusiasm for the opportunity and

product to grow, and your personal failure is counter-productive to this end. You may also want to bear in mind a great quote by Winston Churchill: “Success is going from failure to failure without loss of enthusiasm.”

As you can see, franchises are a powerful force in the marketplace, and most network marketing opportunities offer the same great package. Without the legal papers to say so, your independent distributorship is like a micro-franchise, with the added benefits of low start-up costs and ease of entry.

With network marketing you do not have to invest in a new building, you don’t need a boat-load of high tech equipment, and you don’t need a product research and development team on your payroll. Your sponsoring company already has that covered.

Network marketing is a business you can be good at, and best of all; it is something you can decide to do—now. If you’re already involved in network marketing, then it may be time to recommit yourself to truly trying to make it work, which is the subject of the next principle.

## Get Involved

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Before you can expect to succeed in network marketing, you must get involved in network marketing.

Your invitation to the world of network marketing may come in any one of many different forms. Some network marketers find classified ads effective, whereas others succeed through cold calling. The tried and true method is to discuss the opportunity with the people you know (friends, relatives, co-workers, and ideally, steady customers) then expand your organization size through helping those recruits introduce people to the opportunity from their own personal spheres of influence.

Either way, to become successful in network marketing, you must get involved. Being involved is not limited to joining. Being involved means taking an active role in building your own business, attending opportunity meetings weekly, conducting training seminars in your living room, using the product or service you market, and sharing the opportunity with everyone you meet.

After serving most of my adult life in the military I had become accustomed to following other people's orders and working to achieve other people's dreams and missions. At the time that was what I was paid and expected to do. I had sworn to do my duty and follow the orders of those placed over me. As a civilian I had to learn to take charge of my own life, to become a leader, rather than just a follower.

The motivational speaker and writer, Les Brown, often states: "You gotta be hungry." "Hunger" is a metaphor for the desire to chart your own course in life through self-leadership. How hungry are you? How bad do you want to succeed in your own business? Decide today to become a leader. Take charge of your life by getting involved and adopting a "take no prisoners" attitude.

If you have yet to join a network marketing company, look for a company that meets the following criteria:

- Has been around for over 5 years.
- Has a sound management team and history of paying its bills.
- Sells high quality, consumable products not readily available in retail stores.



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- Offers direct purchase of product from the company, not through your sponsor.
- Pays distributor checks directly to you, not your sponsor.
- Offers professional marketing materials, such as catalogs and training videos.
- Has a simple compensation plan (matrix) you can describe on a paper napkin.
- Is not overly blasted by negative comments on Internet chat rooms.
- Most of all, be sure your sponsor is somebody you respect and want to emulate.

The quickest way to find the answers to most of these points is to go to [www.google.com](http://www.google.com) and conduct a search on the company name. Avoid the company-sponsored websites at first. You want the candid truth from the general public. But, keep in mind that every successful company has its share of horror stories and disgruntled former distributors.

For example, look at Amway (I do not represent Amway). This company has probably produced more network marketing millionaires than any other and has a long history of producing quality products and honoring its financial obligations, yet you will have no problem finding numerous websites warning you to stay away from Amway. Consider the source. Weigh the evidence. Then decide for yourself what is right for your personality and goals.

There are hundreds of opportunities out there, so do your homework. Know what you're getting in to. When you join a company, you become part of a team. Be loyal to that team and support it, just as you would your son's high school football team.

## **Luck is a Fickle Lady**

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Don't count on luck to make you wealthy.

The truth is, counting on luck is for losers. But luck can be made to work in your favor if you prepare for it. How do you prepare for luck?

You prepare for luck by educating yourself about the business and investment opportunities you're interested in, focusing your energies and financial resources on building your empire, and being at the port when your ship comes in. Consider this example:

During the annual convention for a multi-level marketing company a man named Sam Hinkle was invited onto the stage to be recognized as a "Gold Executive," the highest distributor position in the company. The emcee announced to the awe stricken audience that Sam's annual income exceeded one million dollars. As the excited crowd settled down, I heard a woman next to me say, "He's so lucky. I never have luck like that."

Later that evening I had the privilege of meeting one of Sam's associates, so I asked him to define for me what made Sam successful. The man said, "Sam has worked sixteen hours a day, every day of the year, for the best three years building his business. He calls around fifteen prospects a night, and hosts opportunity meetings almost nightly. And, you should see his garage. It's like a bookstore, packed with books, tapes, and videos on how to work the business. Sam works hard. He's earned every penny he's ever made."

Is Sam lucky? Yes. But Sam makes his own luck through hard work and perseverance.

## SALES

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Sales are the lifeblood for any business endeavor.

Waiting to be rescued by the Financial Cavalry is equivalent to counting on the Tooth Fairy to pay your kid's college tuition. It's not going to happen. In business your financial savior is sales. And in network marketing, sales begin with you.

Look at the most successful companies in your community. Chances are, products or services are being sold. What good does it do to buy a business license, hang a sign, and pay for advertising, if nobody follows up with the customer to make a sale? Like it or not, sales are the lifeblood to any profit oriented business venture. If you believe meeting customers, demonstrating the product, and writing orders are beneath you, then you better stick with your day job. Network marketing is not for you.

It has been said that you only grow up when you accept that nobody is coming to your financial rescue. Unless you're content with the prospect of a paltry social security check as your sole source of income, then your financial future is in your hands. You do not have to accept the government's version of your future. You can change things right now, by making a sale.

## Building a Lasting Income

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In the excitement to recruit, many network marketers wonder why their commission checks seldom cover their expenses. The answer is simple. Companies don't pay you to recruit. They pay you to sell their product or service. And although it is certainly admirable to have a battalion of distributors in your downline, the truth is, until there is a sale, there is no commission. Therefore, in conjunction with your recruiting goals, you must incorporate sales volume goals.

## How to Build Organizational Sales

### a. Use the product

It seems hard to believe, but some people do not like or use the product they market. If this is the case for you, find a different company. In the network marketing business, people buy from you because they are responding to your heart felt enthusiasm for the product. People will trust you, but they are also perceptive. If you are unfamiliar with the product, or do not use it regularly, they will notice.

Before asking a potential customer to get excited about a product and open their wallet to spill out hard earned dollars, you must first have the conviction to honestly say: "This is a good product. You will get your money's worth. I guarantee it." How can you do this if you don't even use the product yourself? If you want to be a charlatan and operate on the edge of incredulity, find another line. Don't soil the industry for the rest of us.

### b. Encourage your downline to use the product

The same sermon from item (a) above applies to your downline. But this shouldn't be a problem, because, if you'll follow the advice from item (f) below, your downline will already be regular users of the product.

### c. Never miss an opportunity to sell

One of the best times to secure a sell, and possibly find a repeat customer is immediately after a prospect turns the opportunity down. During the course of your presentation of the plan they have been exposed to the product, and although resistant to the idea of getting into business, may be interested in using the product. Never leave a prospect without at least asking for an order.

Throughout the day, whether you realize it or not, you pass up several opportunities to market your product and possibly share the dream. Wherever you meet people by chance, overhear conversations, or conduct business with an individual, you have an opening to mention your product. If people ask what you do for a living, hand them your business card and say, "I market a unique home cleaning product, give me a call if you want to learn more about it." Don't flood them with information at this point. Wait for them to ask something like, "Oh, what kind of cleaning products do you carry?" At this point, you better be reaching for your samples and order pad.

**d. Ask for the order**

Amazingly, many salespersons will demonstrate a product, convince the customer it is the right thing for them to do, then fail to ask for the order. You're not being paid by the hour, so what's the use of standing around like a teenager working in a hamburger stand? Ask for the order. When you complete your demonstration, ask the customer, "Would you like the traditional or heavy duty cleanser. Or, "Which do you prefer, the automatic re-order plan, or the single purchase option?"

When they make a choice, fill out the order form. Although you have to guard against being openly arrogant, it is important as a salesperson that you go into the demonstration assuming the sale is a done deal. All you need to do is educate the customer about the product and fill in the order form.

**e. Qualify the prospect**

Asking for the order, as described above, may make the process sound too simple. But, if you adhere to this important principle of sales, it will be.

Don't waste your time attempting to sell the product or opportunity to people who have neither the funds, nor the inclination to get involved.

What a colossal waste.

The efficient and effective use of your time demands that you pre-qualify your prospects, to the point that it does not cause you to prejudice a person's ability to succeed in the business as a distributor. If you're selling a health product a simple question like "are you concerned about your health?" will tell you if you have a responsive prospect or a dead beat. If you sell soap, you may want to ask, "would you be interested in learning about a revolutionary cleanser that will simplify your housework?" Again, their answer will tell you whether to proceed with the presentation, or proceed walking.

**f. Find regular customers before recruiting**

In some organizations, new distributors are encouraged to market the product and develop a regular clientele of repeat customers before even attempting to recruit. Often times, consumers of your product come to you, asking how they can get involved as distributors. This may be the best way to build a network marketing business--sell the product, then recruit your customers.

## What to Expect in Sales

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Mail order entrepreneurs know that response rates for direct marketing pieces (what you may call “junk mail”) averages around 2-3%. That translates into about 20 to 30 sales out of every 1,000 pieces mailed. It doesn't sound like much, but an entire industry has been built on these numbers.

Industry standards for MLM sales and recruiting success rates are not as well known or as predictable as the mail order response rate. On average, I can expect to make a sale if I share the benefits of my product with 18 people. That's a little over a 5% response rate. In practical terms, 5 out of every 100 people I meet in a business context will become my customers. Not a lot, but enough to build a business.

This is why successful companies and successful network marketers value their customers and work hard to keep them. In network marketing your advantage over the department store or Internet website, is personal service, tailored to the specific needs of your customer. Don't shortchange your customers. Serve them and keep them. Regular customers are your bread and butter.

To increase sales you must prospect for new customers. Knowing that 95% of the people you approach will turn you down helps keep it all in perspective. You have to be willing to sort through 100 people to find the 5 that want to be your customer. How many new customers do you want by the end of this month?

1 new customer: talk to 18 people.  
5 new customers: talk to 100 people.  
10 new customers: talk to 200 people.

If you only talked to one person per day, you could expect to grow your business by 1-2 new customers per month. By the end of your first year in the business, you could have 12-24 regular customers, and customers = income opportunity.

Many network marketers choose to stop recruiting customers when they achieve the personal sales volume necessary to achieve a certain commission rate or distributor rank. In my opinion, this is silly. Satisfied

customers are your best source of potential recruits. Continue to add to your customer base. You will always need new people for your sales team.

*Ron's Recommendation:* Never miss an opportunity to share the benefits of your product or service. Two new customers per month, added to your existing base of regular customers, is a booming business.

*Newbie Trap:* Failure to share the benefits of your product or service with others on a consistent basis. Consistent means day after day, week after week, until it takes a computer to keep track of your customer list.

*MLM Factoid:* Personal and group sales volume are key indicators of success in network marketing. Higher sales volume = higher commission rates = bigger checks. Personally, I'm looking for checks the size of billboards. Puny checks are for little people with dime-sized dreams. You can do better. The fact you are reading this book proves that.

## Protect Your Professional Image

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Contrary to the opinion of the misinformed, network marketing is a business, and therefore should be conducted like a business.

One of the easiest things you can do to help build your business is to conduct yourself as a professional. After all, a professional is someone who gets paid to conduct their profession. As a professional you follow a code of ethics set down by business law, societal mores, and the rules of your sponsoring company. Beyond that, you must look within yourself for guidance.

Ask yourself what kind of people you like to do business with. Would you buy meat from a dirty butcher shop? Would you consult a physician who blows cigarette smoke in your face and has grease under his fingernails? Network marketing is the same. Prospects will not respect or join an organization that does not present itself well. Do your best to follow these guidelines, and of course, raise the standards to meet your own expectations:

**1. Dress for success**

Wear the clothing appropriate to your product or service and your prospect pool. Whatever level of formality, the one rule that cannot be broken is this: you must always be neat and clean.

**2. Keep your samples snappy**

Nobody wants to buy a product that appears used, grimy, or damaged. To sell a product, have fresh samples on hand at all times. Also, remember that when recruiting prospects, they must first be sold on the value and marketability of your product or service.

**3. Carry great literature**

Prospects love to look at literature. Some salespeople believe giving literature allows the prospect to safely back out of buying your product, but this is not always true. When you first approach a prospect they know nothing about your organization or its product. The carefully considered presentation of your company and product, via literature, can help assuage any fears they may have concerning your legitimacy. Keep your literature handy, give it out freely, and make sure it's not worn and tattered.

**4. Your hot wheels**

One of the final, although most troublesome, areas for your image is the car you drive. Unfortunately, we cannot all drive imported cars with letters and numbers after the model name. However, what we can do is keep the car we own clean and in good running order. This is another reason not to be deceptive in your income claims when discussing the opportunity with prospects. Anyone can see what kind of car you drive, but if you'll keep it clean and be honest with people, your car will become a "non-issue."



## RECRUITING

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For many people the subject of recruiting is the deathblow to their network marketing dreams.

Does it have to be this way? Why do so many people join multi-level marketing organizations, only to dropout in disgust within the month? There is no denying this fact: Recruiting can be tough.

The toughest thing about recruiting is not approaching people and discussing the opportunity, your enthusiasm for the business will see you through any hesitancy in this area. Lack of interest and outright refusal on the part of your prospects, however, can demoralize you. Disappointment and discouragement can eat through your excitement for this business like rust through the hull of an aircraft carrier--and that's what sinks the bulk of us. Not rust, discouragement.

How do you keep from becoming discouraged? It's easy for people to say, "keep your chin up," or "keep trying, a positive attitude will see you through." But verbal encouragement can only get you so far.

Recruiting should be approached in a particular frame of mind, and that is: "Not everybody will be interested, but somewhere out there are six people I can lead to joining my organization. All I have to do is find them."

The art of finding those six people brings to mind the oyster parable. In the Persian Gulf pearl divers drop forty to sixty feet, without scuba equipment, to reach the oyster beds. During the day, they may dive numerous times, retrieving hundreds of oysters. Later, on the decks of their dhow, they will open the oyster shells in search of pearls. Sadly, less than one out of a hundred of the oysters contain a pearl. Yet, the pearl diving industry has thrived for thousands of years.

Your business is the same as the pearl diver's. Your prospect pool is the oyster bed you must search through to find the pearl. Don't despair, this is the real world, and it is not going to change to suit your individual needs. Adapt to it. Accept the fact that not every person you meet will be excited

about the opportunity, nor will they willingly submit to being trained or taught to think differently.

As Aristophanes wisely stated years ago, “you cannot teach a crab to walk straight.” Fortunately, you don’t need everybody. You only need to find a handful of pearls, to be on your way. Success is just one more dive to the oyster beds away.

*Newbie Trap:* Reluctance to recruit. Recruiting is tough, but failure is tougher.

Here’s a fact that will not make you happy: Most of your recruits will quit before ever getting to first base. Period. Now all you can do is accept that fact and then take some calculated action to help decrease the percentage of people from your organization who quit.

What good does it do you to recruit ten people, and then have them all quit within the month? Think about it. Wouldn’t it be better to recruit just one person during that same month and spend a little extra time helping that person develop? Everybody has their own opinion on this matter, but if you want to increase your chances of hanging on to the people you recruit, consider some of the following techniques:

**a. Support Your People**

Once you inspire a prospect to join your organization, you need to support him until he gains his “network marketing legs.” A new prospect needs to be encouraged, even baby-sit to a certain degree. Most importantly, a new associate needs to be appreciated. Let her know that she is a part of the team, and that her individual development and success is both wanted and critical to the success of the organization. Reward her frequently with t-shirts or other inexpensive gifts for achieving predetermined levels of growth and sales volume, and of course, help her establish new goals and action plans.

**b. Train your People**

Have you ever walked into a new job and not been given the benefit of a trainer? What does it feel like when a boss tells you to get the job done, but doesn’t offer to tell you how to do it? That’s how the new recruit feels when you sign him up and say, “go to it, buddy. You can do it.” This is not enough. If you intend to retain this person in your organization you must sit down immediately and brief him on the following:

- Developing a prospect pool
- Using the product
- Making a sales presentation
- Presenting the plan
- Basic company does and don'ts
- Your expectations and hopes for him
- What you think he should do within the next 24 hours
- When you want to meet again

**c. Challenge Your People**

Yes, even a new recruit needs a challenge. As a part of your initial training briefing you should ask him to discuss his goals and aspirations. Help him translate these dreams into concrete action plans, then challenge him to take a step today, towards meeting that goal.

**d. Set a Good Example for Your People**

As the sponsor of a new recruit, you are the person that recruit will look to for guidance. In network marketing, you are not a supervisor, you are a mentor, and as a mentor every word you utter, and ever act you commit, will be observed and evaluated. Be careful what you do and how you act, because your organization will develop into a mirror image of your personality.

At a very basic level, always appear clean and neat, attend opportunity meetings regularly, conduct training seminars in your home (and encourage your direct downline to do the same with their downline), use the product, and always keep your meetings free of foul language and alcohol.

To succeed in network marketing you need to grow and retain the people you recruit. As discussed above, people will not stick around if they cannot see an opportunity for their personal reward. This may come as a shock to some, but people worth recruiting do not join multi-level marketing companies for you, and they join them for themselves. And if you can't show them, or they can't understand, how to duplicate the techniques and successes you enjoy, then they will not stick around.

The secret to retention is keeping your presentation of the opportunity, your meetings, and every step in the business building process, as simple as possible. Always remember that whatever you are doing, your downline is asking themselves: "Is this something I can do?" If your methods are

simplicity itself, they may stick around long enough to duplicate your successes. If they perceive your methodology as too complex, then they will become intimidated and quit within the month.

Simplify everything you do. In your training sessions, break the business into bite size chunks: recruiting, sales, recruiting, sales, recruiting. Break each of these chunks into smaller morsels. For recruiting: make prospect list, drop off video to prospect, return two days later and invite to meeting. If they haven't watched the video, pick it up anyway and move to the next prospect. For sales: use the product, demonstrate the product, hand out catalogs, and ask for orders.

Break the business into manageable pieces so people can comprehend the entire process. The simpler you make it, the easier it will be for the new members of your downline to take decisive action to build their own business.

Action Statement: I will review my approach to prospects and my presentation of the plan to ensure that it is as simple as possible. Where necessary, I will adapt it to fit the suggestions above.

*Newbie Trap:* Becoming impressed with yourself. Don't get proud and uppity on your prospects. Keep it simple.

Would you believe that success in network marketing can be obtained by using a cookie cutter? Unfortunately, this is not the little aluminum device stored in the bottom drawer of your kitchen cabinet. But, the concept is the same.

A cookie cutter is a device that allows you to quickly stamp out exact replicas of intricate designs and patterns in your cookie dough. As a businessperson, you can use cookie cutters to reproduce small successes. For example, a successful home opportunity meeting usually has an agenda similar to the following:

- a. Provide light snacks and soft drinks--no alcohol, and no burdensome meals. This is something you want to be able to repeat weekly.
  - Have a discrete product display.
  - Present the opportunity.
  - Ask your prospects to join.
  - Collect referrals and new customers from prospects who turn down the opportunity.
  - Take up less than 90 minutes of your prospect's time.

If this method of presentation works for you, why change it? Do the same thing over and over. If you, or your mentor, greet prospects in a certain way that seems to consistently work, would you change it? No. Repeat the exact same process over and over.

If your technique is not working, would you change it? Certainly. Any method that proves unacceptable or offers poor results needs to be tossed out like a broken cookie cutter. You can't afford to repeat mistakes. Adjust your cookie cutter methodology and try again.

## **Don't Forget to Communicate**

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*“Be aggressive! Not in a violent manner, but be aggressive in your driving, forceful energy to get whatever you are after.”*

Scott Alexander

Human beings share information through communication, and as your organization grows, it will become more and more critical for you to adopt effective communication techniques.

One interesting and effective way to do this is through a newsletter--an organizational newsletter written, produced, and distributed by you.

Why a newsletter? Because a newsletter will keep the members of your downline informed and lend an air of professionalism to the conduct of business in your group. Some elements you may wish to include in your newsletter:

- Scheduled meetings
- Upcoming events
- New members
- Training tips
- Inspirational quotes
- Product information
- Sponsoring company policy updates
- Testimony of member successes

Tom Watson, founder of IBM, believed start up companies often make the mistake of assuming they are too small to engage in big league activities, such as national marketing campaigns, international recruitment, etc. He called this a “small time” mentality. Even if you are just getting started, and haven't even convinced your spouse to help you yet, begin to think big. Go ahead and develop a newsletter (circulation: 1), plan training meetings, and host home opportunity meetings. Think big to be big.

## Activities

Does your company or upline produce a monthly newsletter?

Go to the Internet and sign up for five free newsletters. These are typically distributed via email. If you do not have email, go to [www.yahoo.com](http://www.yahoo.com) and create a free account. It's easy. I've used Yahoo email for years with very few problems.

Study each newsletter you receive. Many e-zine producers have back issues archived on their websites. This is a great resource. With a little effort you can research the back issues and become an expert in a specific area within hours. List a key point that you like about each newsletter you study:

- 1.
- 2.
- 3.
- 4.
- 5.

Start your own newsletter and distribute it to your downline. Even if you have only one distributor in your organization, start a training and news service, now. You don't have to offer your letter to the Internet, just type up product information, special offers, recruiting and sales goals, meeting announcements, etc., and pass copies to your people. You may also want to produce a letter designed to keep your customers informed. In all cases, do not misrepresent your company. Also, some companies have policies regarding newsletters, so know the rules that apply to you. Why not talk to your sponsor about this? You're supposed to be partners. Work together.

## **Be Yourself**

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Network marketing is unique in the business world in that it is the only business where your true success is visible to everyone around you. People in your downline know how many other people you have in your organization, and can guess, based on company privileges and sales volume awards, what kind of income you have. Those in your upline, are of course, knowledgeable of your status also.

If you try to recruit prospects by inflating your income, you will be found out. If you try to become something you are not, such as a sophisticated playboy, eventually you will be humiliated. Why risk it? Why go through the hassle? Be yourself. That is where your power is.

**Be true to yourself,  
and grow through integrity,  
not  
deception.**

The true measure of success is doing and being what you want. Accept no imitations. We all have habits and business practices that could use revision and/or improvement, and that is where training from your sponsor and others above you is helpful. But, don't change your values to fit the mold of someone in your upline.

Values are what make you an individual. They're why your spouse stands beside you, and what your children look up to. Don't compromise yourself for business. Be true to yourself, and succeed with your character and family intact.



<b>Activities</b>
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What are your hobbies?

How do you currently spend your free time?

What do you enjoy doing more than anything else?

Is there a way to focus your business activities in the direction of your interests? For example, a neighbor of mine enjoys bodybuilding and spends a lot of time in the gym. What would be an ideal product for him to get involved with? Another neighbor reminds me early every morning that he enjoys big and loud motorcycles. Are there companies that sell products or services that match his interest in motorcycles? Is there a product or service sold through network marketing that fits well with your passion?

It is easier to succeed when you do the things you love. Trying to build a business in an industry you have zero passion for is like swimming against the current of a raging river. It may be theoretically possible, but the odds are against you.

What types of products or industries do you despise? Please realize that trying to make money in these fields may be difficult for you. Stick with what you love, and building this business will never seem like work.

## **Don't Alienate Family and Friends**

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Some of your sponsors and trainers will ask you to “flush” family and friends that won't accept your new lifestyle. While it's true that some people close to you may prove discouraging, if not flat out negative, don't let this get you down. These people are still important to you. Don't let business get in the way of relationships.

In the network marketing business, you need to recognize that people may have other goals than yours. They may not see the potential for success that you see in the network marketing arena. They may be at a point in a career (job) or emotional crisis that prevents them from being receptive to opportunity. Some may eventually come along, while others will never change--even after you prove successful.

**Business is business,  
and  
family is family.**

**Sometimes, the two  
just won't  
mix.**

The important thing to remember is not to alienate friends and family members. Love them even more for their stubbornness and heart felt concern for you. Help them rise above their ruts in life by being as successful as possible. Your testimony of success may influence them to join you, and when they do, you have truly succeeded, because family and friends working towards a common goal cannot be stopped.

<b>Activities</b>
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Sooner or later you will have to look beyond friends and family for customer and recruit prospects. Discuss this with your sponsor. You may want to consider a radical approach to the MLM business, and that is to avoid soliciting your friends and family (what is known as your “warm market) until you have either been in the business for 90 days, or received three commission checks. Nothing succeeds like success, and nothing says success like a paycheck.

List five ways you could meet potential customers or recruits.

- 1.
- 2.
- 3.
- 4.
- 5.

List five ways you could approach people from your “cold market.”

- 1.
- 2.
- 3.
- 4.
- 5.

Call or arrange to meet with somebody from your cold market within the next three days.

## **Believe in Your Opportunity**

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*“If you know your product, prospects and customers will look on you not as a peddler, but as an expert—a sales counselor for your product.”*

Percy Whiting

If you don't believe in your opportunity, will others? When you first start, it may be difficult to believe in the plan. You've heard it presented several times, and you're excited about it, but in actuality your confidence in the plan is based purely on faith. Faith that says: “if they can do it, so can I.”

**Keep the faith.  
If the plan works  
for others, it can  
work for you.**

When you're just starting, faith is all you have going for you. And, until you begin to see a few small successes in the business, you'll have to rely on this faith to see you through.

Stay close to your sponsor, attend opportunity meetings regularly, try to bring a guest to each meeting, and present yourself in a professional manner. Eventually you can believe in the opportunity for yourself and be an example for other people's faith.

In the end, life gives you pretty much what you ask of it, and things turn out pretty much the way you expect. Henry Ford once said, “If you think you can or think you can't, you're right.” Ironically, circumstances in life seem to reflect our expectations and preconceived notions.

Take for example, the man who moved his family in search of a more congenial neighborhood. He asked the real estate agent, “What kind of people live around here?” The agent answered the question with a question, “What kind of people lived in your old neighborhood?” “Oh, they were a rude and thoughtless lot,” the man answered. The sales agent shook her head in dismay and folded up her brochures. “Then I'm sorry, the people here are the same.”

How many people have you interacted with today? Did you share the dream with any of them? Successful network marketers share the dream with numerous people every day, knowing that somewhere out there, is the right person for this opportunity.

**You can't get anywhere  
in this business  
by keeping the opportunity  
a secret.**

Network marketers live by their mouth. That is, their mouth is the key ingredient in a marketing strategy that demands, "talking up" the opportunity. If you can learn to share the dream in a concise and interesting way, overcome your hesitancy to meet strangers, and simply ask people "are you interested?" you will be on the path to multi-level marketing success.

## Activities

Network marketing is plagued by a sea of distributors who tend to live and die by a get-rich-quick, instant gratification, attitude. In my experience, the successful people in this business have taken a long-term approach to success. That does not mean the opportunity to receive an income immediately is not possible. What it does mean, is that it takes time to build a big money organization.

How long has your sponsor been in the business?

Find the most successful person in your company you have access to. Ask them how they started. And, how long it took to see the returns.

Don't be discouraged by the success of others—be encouraged. They are living proof that the system works. Learn from them.

## **Persuasive Speaking Without Being a Bully**

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Persuasive speaking is the art of swaying people's opinion and perceptions in favor of the points you are propounding. As a network marketer, this means persuading people to see your multi-level marketing opportunity in a positive way, and to consider how it may be beneficial for them to listen without prejudice.

Persuasive speaking is often mislabeled or misunderstood as the art of "arguing" or overpowering other people with a booming voice and intimidating behavior. Although these techniques are certainly used by some, they are not recommended, nor are they necessary, for your success.

Use the following steps to start developing a persuasive style of speech and presentation:

- Eliminate speech mannerisms such as, "you know," and "like."
- Avoid filling your verbal pauses with nonsense words like, "uh," and "well."
- Look at people when you speak to them. Give them your full attention, and listen to them as well as you would like for them to listen to you.
- When giving a formal presentation, tell them what you're going to say, say it, then tell them what you told them.
- Anticipate doubts in the minds of your listeners and be prepared to back up statements with facts and sources.
- Use parables and anecdotes whenever possible to illustrate points you wish to make.

Network marketers live by the words they speak. To learn the art of recruiting and selling, master the art of persuasive speaking, which for the network marketer means learning how to overcome objections..

One of the strongest techniques in the network marketing industry for overcoming objection is the "feel-felt-found" statement. Try it the next time a prospect responds with something like: "This opportunity is not for me, I'm not the selling type."

Your response:

"Bobby, I know how you *feel*, I *felt* the same way once myself, but do you know what I *found* out? I found out you don't have to be a salesperson to make this opportunity work. Yes, network marketing is about sells, what

business isn't? But with the literature and video tapes available from the company, all you have to do is hand out material and invite people to meetings."

The feel-felt-found method allows you to recognize the prospect's objection, sympathize with it, and then share a simple solution. It's a powerful tool that you can learn to use in virtually any stage of prospecting and recruiting.

Don't allow objections to destroy your dream. You're going to hear them, so just accept objections as a part of the business.

Keep this in mind: If the opportunity makes sense to you, it will make sense to others. You are not going to convert every prospect into a motivated recruit, and thankfully, you don't have to. Network marketing is a numbers game, and if you can recruit one person, you can recruit a second. Build on small successes, and when your practiced attempts to overcome objections fail you, press on and introduce yourself to the next candidate for success.

Bring on the next prospect, I'm anxious to try this feel-felt-found technique.



## Activities

Ask your sponsor and spouse for candid feedback on your personality. Don't get angry. This is research.

Are you a forceful, controlling type of person?

Are you an easy-going, take it or leave it type of person?

What traits do you have that are beneficial to this business?

What traits do you have that are detrimental to this business?

Learn how to build on your good traits, and minimize your bad traits. In the first half of Benjamin Franklin's autobiography, Franklin reveals how he identified worthwhile character traits and enlisted his friends in helping him learn these traits. This is a great lesson, worth reading about.

Another old classic that is worth reading is Dale Carnegie's *How to win Friends and Influence People*.

## **Common Objections**

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Objections are a way of life for the network marketer. We all face them. The difference between a successful network marketer and one who quits in frustration, is how these objections are handled. The first thing I learned about overcoming objections is not to get in verbal arguments with a prospect. You will always lose. Your objective is not to win in a shouting match, but to educate the prospect about your business opportunity.

Here are some of the more common objections you will hear. The responses are in a format similar to what you may say to a prospect. Remember, don't argue, and try to use the feel-felt-found technique whenever possible.

### **1. I don't have the time.**

Who does? We all have the same 24 hours per day. We all have work and family obligations. Before I got started in this opportunity, I felt it would be impossible to find one evening a week to attend an opportunity meeting, or the time to spend talking to customers on a Saturday afternoon. But once I got started, and realized the potential of owning my business, the excitement started to put other things in perspective. Network marketing has changed my life. I'm excited about getting up in the morning. I spend my weekends talking to people rather than hanging out in front of my television. It's amazing, actually. I think I have more time now, than I did when I started this business. *The next section addresses this subject in more detail.*

### **2. I'm afraid I'll lose my money.**

This is not like the stock market, or speculating on cotton futures. All you will be risking is the price of your enrollment. There is no minimum inventory purchases you have to make. And no monthly dues to pay. The minute you make a sale, you start receiving an income. The idea in this business is to attract money, not spend it. It has been said that the easiest thing about money is losing it. But I don't want your money. I want you on my team. We can work together, and without risking the mortgages on our homes, operate businesses on our own.

**3. I can't afford it.**

There's nothing to afford. I'm not asking you to buy a bunch of product. The enrollment fee is very low, less than price of lunch for a week.

**4. I would be embarrassed.**

The seeds of embarrassment lie in doing something that you would be ashamed of. The company I represent offers a quality product to its customers, and has a proven track record of meeting its financial obligations in the marketplace. We have a strict code of conduct, which we all follow, and we do not engage in any illegal or unethical business practices. I'm proud to be a representative of my company. Rest assured, you will be a part of a winning team. That is nothing to be ashamed about.

**5. I've heard network marketing is a pyramid.**

Network marketing has been given a bad rap here, due mainly to shady dealers. All industries have unscrupulous members. A pyramid is an operation that charges exorbitant fees to become a distributor, and does not make any effort to sell a product or service. The company makes money by collecting enrollment fees. Kind of like a chain letter. I can assure, the company I work with offers a quality product, and its enrollment fee is very low, just to cover the company costs for your initial product samples and processing of your account. I would never be associated with an illegal operation, and would not ask you to join one either.

**6. I had a friend in MLM. He never made a dime.**

I hear this a lot, and to be honest with you, many people do not make in network marketing. But it isn't the fault of the marketing concept. Ask your friend what his monthly sales volume was. How can you be a distributor for a product, representing a legitimate company, and not make a commission on a sale? Success in this business comes down to selling a product or service. Of course you won't make a dime if you have not made any sales.

**7. I don't think I could recruit.**

Guess what? I know how you feel. I use to feel that way myself. But then I found I did not have to actively recruit. I'm only talking to you now because you have used my products and said they do everything you expect them to do. If you choose to join with me, I'll help you find some

customers and teach you how to provide them with excellent service. When you're ready to grow your business, all you have to do is ask your satisfied customers if they are interested in becoming a distributor. I don't think of myself as a recruiter. All I'm doing is matching the opportunity with people like myself, who want an extra income and a shot at making some bucks.

**8. What about returns. I don't want to have a garage full of junk.**

Quality network marketing companies, the type I hope you want to be involved with, accept returns, especially if the product is defective in any way. When faced with this objection I remind the prospect that he or she will not be filling the garage with product. In fact, most companies discourage stock piling of inventory. I buy product for my personal use, to give away as samples, and to fulfill orders. I do not buy boxes of products just to have around the house. Let your prospect know that massive purchases of inventory is not necessary to succeed in this business, then redirect the conversation to discussing the benefits of joining, such as purchase discounts, commissions on sales, and the opportunity itself.

## Activities

Robert Louis Stevenson once said “everybody makes their living selling something to someone.” This includes employees who sell their services to an employer. We are all salespeople.

According to Brian Tracey there are three reasons people retire poor: either they don't know how to sell, are afraid to sell, or think they are above selling.

Great salespeople are not afraid to roll up their sleeves and do the grunt work necessary to meet new prospects, discuss product features and benefits, and to write sales orders. Sales are the lifeblood of any profit-oriented business—even MLM. Some of the top sellers in history have people like Tom Watson of IBM, Ross Perot of EDS, and Lee Iacocca of Chrysler.

You need to become a proficient seller. Whether you plan to sell in MLM, or just want to improve your marketability with potential employers, learning how to sell can improve your life. Observe your sponsor while he or she makes a sales talk. Identify five techniques or methods you notice and believe you could repeat:

- 1.
- 2.
- 3.
- 4.
- 5.

Read a book on sales this week. Visit your bookstore within the week. Spend at least one hour browsing the various books available in the “Sales” section. Leave the store with at least one book on selling. Zig Ziglar and Tom Hopkins are good writers to start with.

## Creating Time

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*“Use the product or service you sell. If you don’t believe in it enough to use it yourself, you don’t believe in it enough to sell it.”*

Attributed to

Percy White

“I don’t have time.”

Get used to those words. They are the network marketer’s curse. But, if you can learn to manage your own time better, you can persuade others through example and training, that “I don’t have time,” is just another way of saying, “You’ve yet to convince me this opportunity is worth my time.”

What activities would you accomplish, or extra projects you accept, if you had an extra day each week? How many more prospects could you contact if you had an extra eight hours each week, to do with as you please? Think about it. Imagine you lived in an eight-day week, while everyone else slugged away in a seven-day week. What could you accomplish?

**Take tasks to the  
cleaners  
by adding an extra day’s  
work to your week.**

The trick to finding an extra day’s work for each week is time management. Now, you’re probably thinking already, “Oh no, he’s going to tell me I can’t have any fun.” Wrong. All you need to do is plan each day’s activities. Analyze how you spend your time, and get rid of time busters such as: waiting around for people without doing something useful, showing up for appointments an hour early then sitting in the waiting room twiddling your thumbs while you wait, or coming home from work and plopping down on the couch for four hours of mind numbing television. Time management is not about sacrifice. It’s about setting priorities and recognizing the time busters in your life. Consider the following example of a typical day:

## Network Marketing: MLM Strategies for Success and Wealth Creation

- Preparing for Work.....1 hour
- Commuting to Work.....1 hour
- Work.....8 hours
- Dinner.....1 hour
- Family Activities.....4 hours
- Sleep.....8 hours

Look at that schedule. Where is the time to build a network marketing business? How about the time it takes to help your kids with their homework, or answer phone calls, and do household chores? There is a heavy demand placed on the average adult's schedule. And not only must you figure this time management stuff out for yourself, you also need to be able to convince prospects that they have the time to work the business, because guess what? "I don't have the time," is one of the most commonly heard objections in the business.

To get the most out of each day, you need to learn how to shave minutes and fill dead time with productive activity. Start slow. For the first few weeks learn to save one hour each day. This can be accomplished by either cutting out one television program per night, spending less time in the bathtub, or simply planning your day in advance.

The trick to time management is to get rid of the dead time--put it to work for you. Listen to tapes in your car. Read a book while waiting in the doctor's office. Spend your lunch hours doing something productive, rather than moping around the office cafeteria like most people.

You can find minutes every day that have the potential to add up to over eight hours per week. With that extra eight hours, you have a full day's work advantage over everybody else each week. Which, incidentally, can amount to over one month of free days in a year (52 days to be exact).

*Newbie Trap:* Failure to make time available to work the business. Forget the excuses. You will find time to do the things that are important to you.

Business is like the lessons in the Book of Ecclesiastics, which remind us that there is a time to sow, and a time to harvest. All things have their time. Business is no exception. You can't always do what you want at a given time, sometimes you have to do the chores you've put off, make a phone call you've been dreading, or approach a prospect you've delayed meeting. The important thing is that you do, this minute, the thing that is most important and/or productive. Just as there are four seasons, there are four R's of time management crucial to network marketing success:

**a. Read.**

Yes, read a book. Learn a new sales technique. Rejuvenate your enthusiasm for success by reading a biography. Read something by Og Mandino, or Zig Ziglar. Read your sponsoring company's literature.

**b. Relax.**

Take a nap. Go fishing. Play catch with your daughter. Watch a football game. Enjoy the afternoon with your spouse. Recharge your batteries.

**c. Rehearse.**

Practice your sales presentation. Improve your plan presentation. Find new anecdotes or interesting stories to add to your presentations. Call a prospect and ask them for feedback on your presentation.

**d. Recruit.**

Call people on your prospect list. Stand on a street corner and hand out business cards. Visit a new recruit and help her call on people from her prospect list. Present the plan. Attend an opportunity meeting with a guest.

**Right now,  
do the most  
productive thing  
possible.**

If you'll do the four R's described above, and consistently apply the philosophy of "doing the most productive thing possible," one day soon you will be able to add a fifth R to your repertoire: "Retire in style."



<b>Activities</b>
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Time is not that important, it's just the stuff life is made of. Complete an hour by hour diary of your activities today.

Morning Hours:

Afternoon Hours:

Evening Hours:

Where do you spend most of your time?

What activities are you currently doing that somebody else could do? (I quit washing my car when my son demonstrated the ability to use the water hose by watering his sister's bedroom through the window)

How much time do you want to devote to building this business? You spend over 40 hours a week working for your boss, how many will you give yourself?

What will you sacrifice to make it happen?

## **Enlarging Your Prospect Pool**

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*“Making money beats collecting stamps or old bottles any day. Get good at this hobby and you are liable to become wealthy.”*

Scott Alexander

Sooner or later you will need to go beyond your family and friends to find prospects, and at this point you will either accept the requirement to call upon strangers, or quit the business. A few network marketers have been fortunate enough to create a self-building organization on the strength of acquaintances alone, but for the rest of us, drastic action becomes necessary about two days after we hop on the network marketing wagon.

This drastic action takes the form of introducing ourselves to strangers on the street, running classified ads, and joining civic groups and clubs to enlarge your fields of acquaintances. So, what can you do to enlarge your prospect pool? At this point you are not trying to recruit anybody, you're just looking for candidates that may be receptive to hearing the plan. Here are four methods that have proven successful in the past:

### **a. Three Foot Rule**

This technique is amazingly effective, but should be reserved for the more brash among us. The three-foot rule simply stated is this: If a person steps within three feet of you, show them the plan. The worst that can happen is that the prospect will look at you and tell you to get lost. “All right, I'm leaving. Sorry you're having a bad day.”

On the other end of the spectrum, how do you know that the person standing next to you does not have the potential to break every record known to the multi-level marketing industry? And what about that “lucky” guy who recruited her?

### **b. Eyes Wide Open**

To see opportunity, you must first have your eyes open to opportunity. Did you ever hear the story about the man whose ship came in, but he wasn't at the dock to meet it, so it left without him? It could happen to you. Listen and observe what is going on around you. People are constantly complaining about lousy jobs, being broke, wanting a shot at the big

leagues. People are discontent. If you can tune your ears to it, you can open a wealth of prospecting avenues to your organization building efforts.

The next time you hear somebody complaining, try this. Turn to them, and say: “I may have a solution to your problems if you’re serious. Here’s my business card, give me a call sometime.” Usually this approach will elicit a polite “thanks, I’ll keep it in mind,” or ideally a question such as, “what do you do?” To which you pull out a napkin and present your polished “here’s the plan” presentation.

### **c. Shout it Out**

This is a simple technique of letting people know you are in business. Every waking day your are barraged by commercials, want ads, billboards, and magazine ads begging you to spend your money on “our” product or service. Within the policy limits of your sponsoring company, you can advertise also. Keep it simple and cheap, and if it doesn’t work, don’t waste your money. You may want to try: flyers, classified ads, and business cards.

### **d. Who do you Know**

Never leave a prospect that has turned you down without asking these two questions: Would you like to become a customer? and, Do you know somebody (specifically ask for a co-worker, friend, or relative) who may be interested in hearing about this opportunity, risk free?

Some network marketers believe that family and friends invariably turn out to be the worst performers you’ll ever recruit into the business. Regardless of their individual performance, they serve an important role for you in that they provide an audience for your fledgling sales and opportunity presentations. People are more comfortable discussing the opportunity with family and friends then they are with total strangers. Eventually, however, you may need to find prospects beyond the scope of family and friends. It’s at this time that you must adopt different marketing techniques to find new prospects.

*Newbie Trap:* Discussing the business opportunity with family members before you have all your facts straight. Invariably, family members will discourage you from becoming involved in something they don’t understand., and as a beginner you will not be able to adequately address their questions and concerns.

<b>Activities</b>
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You need to have your ducks in a row when approaching distributor prospects. Prospects will expect, and deserve, answers to some tough questions.

Study your company's compensation plan. Learn everything you can about its product line. Be prepared to address questions like those below. Write some ideas for possible responses in the space provided.

Why should I listen to you?

What exactly does your product do?

Who else uses it?

What product research or worthwhile testimonials can you tell me about to support your statements?

Best of all, prospects want to know why they should get involved. This is usually expressed as, "What's in it for me?"

## **The Cost of Doing Business**

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*“Don’t let your learning lead to knowledge. Let your learning lead to action.”*

Jim Rohn

“I can’t afford it” is a lousy excuse for not getting involved in network marketing.

The network marketing business is blessed by low capital investment requirements to get started. Usually, there is a nominal annual fee paid to the sponsoring company and the price of samples necessary to demonstrate and market the product. Beyond this are the individual add-ons that may or may not be entirely necessary to successfully operate the business.

Keep your investment to a minimum. You don’t need fancy equipment. You don’t need a flashy new wardrobe. And, you don’t need a new car. You already possess the most powerful tool you need--your mouth. As a salesperson (yes, network marketing is about sales) the words you use, and who you speak them to, are the keys to your success, not a fancy presentation easel, or a thousand dollar suit. If you want to spend money, spend it on training (although this is often freely available for the asking). Benjamin Franklin once wrote: “Put the coins of your purse into your mind, and your mind will fill your purse.”

**The words you speak  
are more valuable  
than false impressions,  
or fancy equipment.**

Most importantly, you need to conserve your financial resources, and learn how to manage money. No prospect will come near an opportunity that is represented by a broken down “ne’er do well.” Be solvent. Be frugal. Be a professional. And, learn not to squander money on credit card loans, office betting pools, the lottery, new cars, and frivolous jewelry. Get your financial house in order before you go out proclaiming to have the answers to other people’s money problems. Remember, your prospects will form opinions about you and connect them to the opportunity. If you are broke,

and appear desperate to “land” a recruit, they will run from you, shouting at the top of their lungs, “stay away from the con man.”

Poverty is a dream killer, and where it does not kill, it enslaves. Don't be a slave to an empty wallet. Learn to manage your money, and thus enjoy the empowerment of financial stability and security.

<b>Activities</b>
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What do you hate about being broke?

List five negative aspects of not having money:

1.

2.

3.

4.

5.

If money were not an object, what would you do today?

You just put your dream in writing. What can you do, starting now, to achieve it?

## TRAINING

---

*“Tell me thy company and I will tell thee what thou art.”*

Cervantes

It’s been said that nothing succeeds like success. In network marketing, you succeed by helping the people in your organization succeed. The key to this success is the proper training of your downline.

Training is critical to helping your downline develop and stay motivated. Training is an ongoing process that involves constant effort on your part to make the basics of this business second nature to your people. Consider the professional football team. These people are experts, they’ve played football their entire lives. But what do they do five and sometimes six days a week? Train.

**Master the fundamentals  
of your business.  
Practice. Practice.  
Practice.**

As your organization grows you need to make regular training sessions in your living room a habit. Invite everybody in your organization, and cover the basics of the business over and over:

**a. Focus on the big picture**

One of the most important things you can do for the members of your downline is to keep them motivated. To do this, remind them why they joined. Rekindle the fire of their dreams and aspirations, and be an example to them that is worthy of emulation. Have a dream session at the beginning of each meeting. Ask each of the attendees in turn, “Why did you join this company? What can I or any of the other associates do to help you succeed?”



**b. Goal setting**

At this point the people in your downline should know how to set goals. During the meeting ask people to share their goals with the group and then lead the group in a discussion of how that person can best achieve that goal. Remember, keep the goals focused on those areas where results can be seen and measured, preferably within the month.

**c. Working the Action Plan**

The same applies to the action plan as to the goals in item (b) above. Openly discuss each individual's action plans, and help him or her, as a group, to fine-tune them. Throughout the training session, reinforce the idea that your organization is a team, and should work together and openly, to help one another achieve his or her individual goals.

**d. Demonstrating the product**

The importance of sells is discussed in the next section. In your training session it is important that you not only remind members of your downline of the importance of sales volume, but also give them some ideas on how to do it. Don't be like the proverbial boss who assigns a task to some hapless laborer, then walks away without providing the tools or training to accomplish it. If you are serious about sells, then train your people how to conduct sells. If you don't know yourself--learn; or ask someone from your upline to come in and help.

**e. Recruiting**

The issue of recruiting should be discussed in every training session, and individuals should be allowed to share with the group their successes and failures in this area. One of your distributors may be on the edge of dropping out, fearing that his recruiting failures are unique and incurable. However, fifteen minutes of group discussion may show him that he is not alone. A few more minutes of group brainstorming may find a solution to the problem.

A group of people, working towards a common goal, has access to an enormously powerful tool called synergism. Synergy is where the culmination of the mental resources within a group is greater than simply adding up the number of people in attendance. Synergy lets you share ideas, enlarge upon another person's thoughts, correct somebody's misperceptions, and feel the joy of teamwork. In your training sessions,

don't waste this valuable resource by not engaging everybody in the training process.

**f. Managing the business and your image**

Finally, remind people of the criticality of presenting themselves and representing the sponsoring company in a professional matter. Be a good example here. Your downline will follow your lead in this area quicker than any other.

<b>Activities</b>
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Attend an opportunity meeting or free training seminar this week.

Write five things about the style of presentation, the environment, the presenter's personal input, or any other things that grabbed your attention during the training session.

- 1.
- 2.
- 3.
- 4.
- 5.

Write an itinerary/agenda for an opportunity meeting or sales training meeting you would host:

Beginning with your first sponsored distributor, organize and conduct sales training classes. Discuss product uses, benefits, methods of demonstrating, and techniques of meeting and approaching prospects. Practice on each other. Two people working together, towards a common goal, form a team.

## **Cultivate the Discipline of Self-Improvement**

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*“If you always live with those who are lame, you will yourself learn to limp.”*

Latin Proverb

How long has it been since you’ve attended a training seminar, listened to a motivational tape, or read a business book (other than this one)? Do you believe that your education ended the day you graduated from high school or college?

Effective network marketers know that education and self-improvement is an ongoing process. There is no end to it, and in fact, the process itself is to them, one of the greatest rewards in life.

**Self-improvement  
is an ongoing  
process.  
Enjoy the journey.**

Your access to educational opportunities is not limited to registering for a course at your local college. Here are a few alternative ways to improve your mental attitude, speaking skills, sales techniques, and overall business acumen:

- a. Attending seminars and conferences should be a monthly habit. Check your local newspaper and organizational newsletter for information, and make it a goal to participate in any training available to you.
- b. Participate in training sessions that you host in your home, or those sponsored by members of your upline. Remember, in an active network marketing company, there is an opportunity meeting or training session going on somewhere within decent driving time nearly every night of the week. How bad do you want to go? Ask around, and invite yourself and a guest.
- c. Listen to tapes in your car while driving to work, or while driving a prospect to an opportunity meeting. The point is, you can turn hours of dead time spent in cars into a virtual classroom. It takes about 480 hours of classroom work to complete a master’s degree in college. How long

would it take you to acquire a comparable education specifically geared to your business, just by listening to tapes in the car?

d. Post inspirational and informative quotes around your house, such as on the bathroom mirror, on the refrigerator, on the television, next to your bed, at eye level on doors, etc.

e. Read a good business or motivational book, then share what you learned with your organization during the next training session.

f. Watch a video, then share it with another member of your organization, or play it during the reception part of your opportunity meetings.

Having knowledge and not using it, is like starting your car, but never backing out of the driveway. It may feel good, sitting in the driver's seat snug and comfortable, revving the engine and watching the dials and gauges vibrate, but where does it get you? In the end, you're still sitting in the driveway. To succeed, you must take action and put this newly acquired knowledge to work, now. And this is the subject of the next principle.

## Activities

Do you have a habit of making plans, and then failing to see them through?

Make a list of all the things you can think of that you need to do to achieve success in this business.

Organize this list by priority, according to what you can do now, or what is presenting the obviously most pressing need. If your toilet was broken and garage needed to be swept, what do you think holds the highest priority? Business activities can also be organized by priority. If commission checks were being handed out at tomorrow's opportunity meeting, would you be getting one? If not, finding a customer may be your biggest priority.

Pick the item you listed at the top of the priority list above and get it done. Focus on it alone. You need to learn to focus. If you try to do a bunch of things at one time, the likely result will be never finishing anything. Learn to focus, and you will see steady progress towards your objective.

In the area of self-improvement, could you benefit from doing any of the following?

- Reading more books on motivation, sales, etc.
- Exercising more frequently.
- Going on a diet.
- Learning to speak in front of a group.
- Improving your wardrobe.

## **Be a Student of the Plan**

---

*“Mispending a man’s time is a kind of self-homicide.”*

George Savile

A failure to plan is akin to planning to fail.

Every network marketing opportunity known to mankind has a plan. The plan is the diagram, or matrix, that explains how one can become successful in the business. It illustrates commission levels, and distributor promotion requirements graphically, and is a critical element in communicating the opportunity to prospects. Without a concise plan, prospects will be left cold, and disinterested.

However straight forward or complex, it is essential that you master every element of your sponsoring company’s plan, and be able to discuss it succinctly and coherently. Ideally, you should be able to draw and discuss your plan on the back of a napkin while sipping coffee with a friend--in less than five minutes.

**Work the plan,  
and the plan  
will work for you.**

Take a look at the successful people in your upline. How do they present the plan? Chances are, they are experts. Imitate them. Watch their gestures, take notes, and follow their example. In the privacy of your living room or bedroom, video tape yourself making a presentation. Review it, then work to improve yourself. Ask yourself: Is this presentation interesting? Does it motivate people to join my organization? Would this presentation convince me to join? With practice, experience, and enthusiasm, you can become an expert also. And with that expertise, exponential growth of your organization will follow.

**Activities**

In the privacy of your own home, in a back room if need be, pretend you are presenting your company's compensation/opportunity plan to a prospect. Talk aloud to yourself as you draw the plan below:

What's the commission level at the first level?

What personal sales volume is required to move up one level?

What are the commission rates at each level of your compensation matrix?

How often are commission checks paid out? Who prints and distributes them?



## ATTITUDE

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*“My rule always was to do the business of the day in the day.”*

Arthur Wellesley

Success in network marketing demands an attitude adjustment for most of us. If you're joining with the dream of instant wealth, or expect customers and recruits to fall over themselves to get to you, think again. Yes, the potential for astounding success is there, but winning the lottery is also theoretically possible for anybody who plays the game.

In the next section you will learn about perseverance, meeting adversity with a smile, and training yourself to rebound from rejection. Best of all, you will learn that when you love what you are doing, the word “work” will cease to have meaning to you.

## Do What You Love and You'll Never Work Again

---

*“A business with an income at its heels  
Furnishes always oil for its own wheels.”*

William Cowper

If you want to stop working today, find a way to make a living doing something you enjoy. Have you ever been on a camping trip where you hike up and down mountains all day, chop firewood, and sleep on the damp ground? Many people may find your camping trip worse than spending Saturday in the office, but if you enjoy the outdoors, it is not work at all. It's fun.

The point is, when you enjoy what you are doing, it is not work in the traditional sense of the word. Typically, work is defined as doing something you dislike, at a time when you would rather be doing something else.

Find what it is you enjoy in life, and figure out how to make a living at it. It is not an easy task, but it's a worthy one.

There is a tendency, as old as mankind, to search out alternative routes to the easy life. In the network marketing business, this takes the form of jumping from one opportunity to another with the belief that the next opportunity will offer an easier path to the dreamland. Forget it and turn your attention to the opportunity at hand. You're in it, you're familiar with it, and you've already started, so why not dedicate yourself to it without distraction? There is no shame in being a green grasser; shoot, even cows think this way, as a story I once heard illustrates:

Two cows were standing in a pasture looking across the highway to a feedlot where huge trucks drove around in a circle, constantly forking hay in front of the cattle.

"Man, what a life," said one cow. "I'd like to get my teeth into that easy life."

"I don't know," said the other cow. "I'm kind of content here. No telling what could happen to you in a place like that."

"I'm climbing the fence and joining the herd across the street," the first cow said, and proceeded to trot to the greener pastures in the feedlot.

About the time she reached the feedlot a bull wagon pulled up to the pen and herded the cattle, her included, into the truck for shipment to the meat packing plant.

The moral of this story is probably obvious. Why forsake what you have for something that appears better and/or easier? And, if you must jump ship, be sure to gather all the facts about your destination before you commit yourself.

*Newbie Trap:* Worrying too much about what other people are doing, rather than focusing on what you need to do.

<b>Activities</b>
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List five things you enjoy doing.

Make a list of the things you did today.

Did you do any of the things you enjoy doing, today?

Think about your daily activities. What could you do tomorrow that would allow you to do more of the things you enjoy?

How do the things you enjoy doing match the activities and routines necessary to succeed in network marketing?

Do you see a conflict of interest between the things you enjoy doing and the things you need to do to succeed in this business?

Discuss the results of this activity with your spouse and sponsor.

## **Implement Your Plan of Attack**

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*“Dost thou love life? Then do not squander time; for that’s the stuff life is made of.”*

Benjamin Franklin

To succeed in this business you must attack your plan of action like there’s no tomorrow. Don’t wait for the right moment. There is no right moment. Right now, today is the best time to make the call you’ve been dreading, organize the meeting you’ve put off, or deliver your first sales presentation. Whatever it is that needs done--and you know what it is--can be done right now.

Procrastination won’t cut it. As General Patton was fond of saying: “A boldly executed plan, however flawed, will win.” Your plan of action does not have to be perfect--forget it--there is no such thing as a “perfect” plan. Take the knowledge you have today and apply it. Get help if need be, but do something decisive immediately.

Years ago, before I owned a car, my wife and I walked to the grocery store two miles from our apartment. Coming home with groceries under both arms was no fun, particularly when the milk ate through the paper bag before you were out of the store parking lot. But when we finally stumbled into the house, the pain of the long walk was history. The long walk was forgotten as we put the groceries away and planned an enjoyable dinner.

A  
worthwhile objective  
is  
worth the  
effort.

The point is, your business is the same as my grocery store trips. Sometimes the going is tough, sometimes you may not feel like doing something you know needs to be done, and at other times you are flat out exhausted or mentally distraught. But when you do what’s necessary, and you begin to see your organization grow, and the sales volume build, then those initial, painful steps are forgotten. Race to get beyond the startup

stage. Forget the pain by developing an action plan, then implementing it, now.

The key to success is continued effort in the face of failure. Success books are full of anecdotes citing the value of plodding on against all odds and assorted obstacles. The Book of Proverbs even suggests this strategy by advising us to consult the ant for a lesson in productivity. But, in addition to working hard, you need to work smart.

Failure is only helpful if you take the time to analyze the cause of that failure, and what you can do to prevent its recurrence. For example, while attempting to recruit a prospect over the phone you get turned down cold. What went wrong? While discussing the rejection with your sponsor she tells you telephone calls are the wrong place to recruit. According to her, telephone calls are designed to invite a prospect to an opportunity meeting, or get an appointment for a private meeting.

Now, as a plodder you would ignore this information and continue trying to recruit over the phone. But, as one who learns from failure, you stop trying to recruit over the phone, and simply use the phone to secure appointments.

**If at first you don't  
succeed,  
try, try, again.**

**But next time, add a little  
smarts to your  
plodding.**

You are part of a country whose economy and government afford the greatest opportunity for individuals to achieve financial success in the history of mankind. Don't let failures or setbacks get you down. The power of learning from mistakes is in taking corrective action with the added knowledge of what "doesn't" work. Learn from failure, and press on.

<b>Activities</b>
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List the most devastating mistakes you have ever made in business. If this doesn't hurt, you're not being honest.

Take a moment to analyze each mistake. What would you do differently under each of the circumstances you listed above?

Are mistakes in the past influencing your business decisions today?

How can you turn the lessons of past mistakes into a profit in the form of experience or education?

The next time you are confronted with a situation that smells like it may go bad, reflect on your life experiences before pressing forward. Use your painful and expensive mistakes to improve your future.

## **Break Out of Your Comfort Zone**

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*“The only thing I am afraid of is fear.”*

Arthur Wellesley

Are you comfortable? Are you happy with the status quo? Do you like where life is taking you?

Some people claim to be happy with minimum wage jobs (legalized slavery), and retirement plans that offer to pay half of what people can't live off already. How can they be happy?

These people are not truly happy. They are content. To be content means to accept your lot in life without question. Being content is “comfortable.” Nobody asks anything of you. Nobody expects anything of you. You never have to worry about being disappointed or rejected, because comfort demands that you not ask for anything.

Is this the life you want to live? If not, what are you willing to do to jar your comfort seeking soul out of its inertia? Sooner or later you will need something extra to cover hospital bills, college tuition, weddings, a retirement home, and on and on. In your quest for comfort will you rely on family or society to provide you with these things? Why not take matters into your own hands by doing the things you may find distasteful or uncomfortable.

**“I’m not comfortable  
with that,”  
is just an excuse.  
Get uncomfortable if  
you expect to get  
comfortable (rich).**

Here are some frequently heard excuses for not getting up and making success happen. Study them, and consider your position on each excuse. Is there room for self-improvement?

1. I'm uncomfortable calling people.

Get over it. The business world rarely rewards a whiner.

2. I don't like asking people to spend money.

Calvin Coolidge once said, "The business of America is business." We are a nation of entrepreneurs and salesmen, and every sane adult in this country knows it. People are sold things everyday of the year. What are you trying to do that is so different? All you're doing is offering them a personal service, and your word that the product is worth the money you're asking. That's better than they will ever get from the local department store. Swallow your pride. There is nothing to be ashamed of, provided your sponsoring company is legitimate and offers a high quality product or service.

3. I feel uneasy about inviting people to an opportunity meeting.

Why did you join the multi-level marketing company you joined? Do you believe in the product? Are the people in our upline respectable, hard-working people? Do you believe the opportunity is administered fairly to all distributors? Do you think other people deserve to hear about the opportunity as you did? Is it right to prejudge how other people may feel about the opportunity?

I think you're getting the drift of these questions. Don't feel uneasy about discussing the opportunity; rather, embrace it as your chance to show the people you care about a means of their escaping the drudgery of insecure, minimum wage jobs, and poverty stricken retirement plans.

4. I'm not the sales type.

Who is? Do you think great salespeople are born? Network marketing involves sales of product and sales of the opportunity. Without sales, nothing in business happens. You need to make this connection, today: The money you make in this business is the result of commissions earned from products sold.

If you are insecure about selling, get training. There are countless books and seminars available, in addition to the wealth of knowledge stored in



the minds of your upline. However, you should realize that most sales training involves experience gained on the job. Due to the nature of sales, there is no better training than pure action. Take action today, and your fears of inadequacy will quickly be replaced by the confidence of competence.

**Action Statement:** Within the next 48 hours I will present my product line to a prospect solely on the grounds of making a sale, and not recruiting.

*Newbie Trap:* Failing to recognize your weaknesses and take action to resolve them.

*Newbie Trap:* Lacking focus. Don't try to do too much at the same time. Focus your efforts in a specific area, such as sales, master this area, then move to another.

<b>Activities</b>
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What are you comfortable doing?

Where do you like to meet prospects?

These are your comfort zones. It's human nature to find comfort and security in our routines. As a network marketer, you must force yourself to operate outside your comfort zones. Sometimes you have to do things that are not fun. For example, if you have a deathly fear of speaking in front of a group, you will one day have to overcome this.

Ask yourself: Is living within my comfort zone holding me back from building a booming MLM business?

Is there someone in your upline you admire that you could learn from?

Ask your sponsor if you could spend a day shadowing him or her. Observe your sponsor in action. Model your behavior in accordance with his or her example--if it is worthy of emulation. If not, find another sponsor.

## Stay Excited

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*“Do not let your chances like sunbeams pass you by,  
For you never miss the water till the well runs dry.”*

Rowland Howard

No matter what the pitfalls or setbacks, it is important for you to maintain your excitement about the opportunity. Your attitude is under scrutiny, and the slightest blip in your behavior will be cracked open and dissected by prospects and members of your downline. Never forget that people are looking to you for guidance. It's tough being a leader, but success demands effective leadership.

So, how do you keep positive day in and day out? Remind yourself of the rewards. Yes, start each day by reminding yourself why you try. Remind yourself of the rewards due those who persevere and conquer the marketplace--the vacations, the perks, the lifestyle, the new car, the gift for your spouse, and even the new home for your mother. A goal worth achieving is a goal worth working for. Truthfully though, the network marketing business is fraught with frustrations, like those listed below:

### **Rejection**

#### **Recruits dropping out**

#### **Prospects who are not responsive**

#### **Slow growth of your organization**

#### **Disinterested prospects**

#### **A disrespectful or unhelpful upline**

#### **Low sales volume**

Have you ever analyzed those things that upset you and attempted to resolve them? Or, are you more comfortable worrying about them, and luxuriating in self-pity? Have you ever sat down with your sponsor and discussed with her the things that are bothering you? If the daily grind of

working the business is getting you down, can you expect to entice others to join you?

Eliminate or resolve those issues that get you down, and accept the things you cannot change. If you can, the daily involvement in your network marketing opportunity will be much more enjoyable. Eliminate the frustrations in your business, and enjoy the journey.

*Newbie Trap:* Dwelling on the negatives. Keep a positive attitude. Nobody wants to join an organization full of grumpy, depressed people.

*“The secret of success is constancy of purpose.”*

--Benjamin Disraeli

The Apostle Paul was known for saying, “this one thing I do.” The strength in that statement is immense if you can apply it to your business, because it represents the singleness of purpose and pinpoint targeting of your efforts necessary to succeed in network marketing.

Have you ever heard the expression “jack of all trades, but master of none?” To build an organization that will propel you towards your goals requires an expertise above and beyond the level of mediocrity. You must be great at what you do. And you can be. But, you must focus your efforts.

Limit your activities outside your business. This is difficult to do because you must support your family in their activities, and it’s important to maintain ties with your civic groups and clubs. The point is you need to find a balance in your life.

- How many hours per week are you willing to dedicate to building your network marketing business?
- How serious are you?
- Would you be willing to give up a couple hours of T.V. each day?
- Would you be willing to attend a sales training seminar this weekend, rather than going fishing?
- What activities can you fit into your schedule and still stay on track with your milestone deadlines?

**No obstacle can withstand  
your focused,  
concentrated efforts  
to achieve success.**

Network marketing takes sacrifice, but it doesn't mean you have to lead the life of a monk. What's the use? Remember, the true joy in life is the journey. If you can keep yourself on the correct path towards your ultimate objective, then have at it. But, temper that thought with this analogy. A broad beam of light will light a room, but a focused beam of light becomes a laser, capable of cutting through steel. Your focused efforts are like that laser beam--unstoppable.

You hear it over and over, "keep a positive mental attitude." But, what's the value of a positive mental attitude?

Several years ago my neighbor approached me and said, "Your problem is, you're an optimist."

"You're right," I answered. "I like to think positive."

The neighbor laughed at my apparent naiveté. "I'm a pessimist," he proudly proclaimed. "When something works out to the good, I'm pleasantly surprised. When things turn out poorly, it's basically what I expected. Now an optimist is a different story," he continued. "When things turn out poorly, you're devastated, and when they turn out good, you think 'oh well, that's what I expected.'"

The pessimist is correct in the sense that optimists set themselves up for disappointment. But, it's hard to imagine a negative person making the effort to dream of a better future or improve himself in any way. The network marketer cannot afford to be negative. To succeed in this business requires a truckload of positive attitude. Here is just a brief list of the things a positive attitude can do for you:

- Excites those around you, particularly prospects.
- Helps you to see the rewards of tomorrow, which makes today's trials and tribulations worthwhile.
- Enables you to ignore the downsides of operating a business and focus on the rewards of success instead.
- Allows you to enjoy a higher level of health and satisfaction in life.
- Energizes you to present the opportunity in way that catches the imagination, hopes, and dreams of the people taking time out from their schedule to attend your meetings.
- Makes you more pleasant to be around.

How to remain positive in a negative world is an intriguing subject, and many authors have addressed this issue by suggesting that you limit your exposure to the naysayers of the world. But, the biggest naysayer in the world, is one you cannot avoid, it's yourself.

How would you characterize the internal dialogue you conduct within your mind? Is it positive or negative? Constructive or destructive? Supportive or cynical? Although we may spend about eight hours per day interacting with other people, our internal dialogue runs constantly; therefore, becoming a major influence in our attitudes and our lives. If your mind rattles on non-stop in a self-deprecating manner, you need to shut it up.

Unfortunately, the human mind does not like silence (try to think nothing for five seconds), so you're left with only one option: re-directing your internal dialogue.

Tom Hopkins calls this technique "self-instructions," and Anthony Robbins terms it "Neuro-Linguistic Programming." Whatever its name, the point is to focus your internal dialogue on positive affirmations about yourself, rather than negative ones. The following are some examples of negative affirmations

- I don't feel so well.
- I'm always behind on my bills.
- I don't have the time to call prospects.
- I can't make this business work.
- People aren't interested in my company.
- This product doesn't sell.
- What a life, I've been cheated.

Forget statements like the ones above. Instead, focus on positive affirmations, like those below.

- I'm healthy and will stay that way.
- I am in control of my finances.
- I call at least three prospects per day.
- I am a success.
- People want to join my organization.
- I have a great product to market.
- What a life. I'm so excited I can barely sleep at night.

Attitude does matter. Make it a point to be positive and stay positive. Write seven positive affirmations on index cards and carry them in your pocket at all times. Review them at least three times each day until you are confident they are a part of your permanent thinking processes.

Earlier, we discussed how it is important to maintain a positive attitude and how your internal dialogue influences your attitude. But, is a positive attitude essential to success? You see successful people in your upline that have positive attitudes, but you wonder, which came first, the attitude or success? And, how can you have a positive attitude when you have little, if any, successes to hang an attitude on?

A positive attitude is not an essential prerequisite to the enjoyment of success, however, it can help you get there quicker. Consider this: You want to succeed in network marketing, a business that requires convincing other people to join your ranks and fight along side of you. Now, if you appear to this prospect as a doom and gloom prophet from the land of Never Never, how will the prospect perceive your opportunity?

**Create an atmosphere  
responsive to people's  
need for pleasure.**

**People tolerate drudgery  
and boredom at work.  
If that's all you have to  
offer with your opportunity,  
forget it.**

People invariably want to have a good time--even in business. Their perception of you as a negative person, whether accurate or not, will scare them away. Nobody wants to join a bunch of naysayers out to prove the world is cruel and unfair to beginning entrepreneurs. Be positive. Be enthusiastic. Let your laugh and sprightly walk shout: "I love what I'm doing. Join me."

So, which came first? Who cares? For you, a positive mental attitude is the only way to go. From the day you join a network marketing team, expect success, and nothing less. Your expectations for success will keep you positive.

Negative dead heads are everywhere. Unfortunately, many of them are the people who love you the most. People don't consciously destroy other

people's dreams, but if you're not careful, all the good Samaritans around you will convince you that failure is imminent.

**Turn a deaf ear  
to the  
negative programming  
around you.**

In Richard Bach's story *Jonathan Livingston Seagull*, Jonathan is ostracized for attempting to do things that normal seagulls shouldn't do. His attempts to get ahead and prosper are scorned by the other seagulls until he is banned from the flock. Flying alone, he discovers the joys of life outside the realm of rotten fish and crowded beaches.

The story is a metaphor for man. Are you struggling to rise above the crowd? To separate yourself from mediocrity and failure? The harder you try, the more people will tell you it's impossible. Misery loves company, and the last thing people want is to see you rise above them.

Your job is to ignore the negative dead heads and remain focused on your goals. If you let the negative programming of friends, relatives, teachers, and the media rule your thoughts, then you are destined to spend your life within their ranks.

Action Statement: Within the week, I will read *Jonathan Livingston Seagull*.

*Newbie Trap*: Failing to take decisive action to improve yourself.



<b>Activities</b>
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Read the following books as soon as you can:

Richest Man in Babylon, by George Clason

Greatest Salesman in the World, by Og Mandino

Think and Grow Rich, by Napoleon Hill

The Millionaire Next Door, Thomas Stanley & William Danko

As a Man Thinketh, James Allen

List one lesson you learned from each of these books:

1.

2.

3.

4.

5.

Discuss the results of your analysis of these books with your sponsor.

## **The Effective Use of Mileposts**

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*“Unless you want to wander through life without direction, you need to set goals and go after them.”*

--Les Brown

Goal setting is essential to your success in network marketing.

A lot has been written and said about goal setting, and rightly so. However, the focus on most goal setting is misguided in that it asks you to visualize high incomes and jet-set lifestyles, as if the dreaming of such things will cause miraculous materialization of all your wants by next Thursday.

The purpose of this book is to help you progress in the field of network marketing and achieve your financial goals. To do this, you must do more than imagine driving to the grocery store in your Mercedes. To achieve success, you need to focus your attention and efforts on achieving specific recruitment and sales volume goals (or, mileposts). Somewhere in the back of your mind is the image of wealth and success, but your day-to-day visualization of the future should be on the next definitive milestone you have established for yourself.

**Take care of  
recruiting and sales volume,  
and income and lifestyle  
will take care of itself.**

The establishment of milestones is dependent upon your ability to determine structured levels of growth. For example, how many people do you need to recruit to reach the next promotion in your plan's matrix? Or, What sales volume do you need to move up to the next commission level? A definitive milestone may read: Sponsor three people into my organization by March 15. Or, By March 15 have organizational sales volume in excess of \$1,500 per month. These are goals you can visualize and measure.

The effective use of milestones does not, however, end with the simple statements illustrated above. Now, you must get into the meat of goal setting and spell out in detail how you intend to achieve this next milestone.

This is your action plan. Viktor Frankl, a Nazi concentration camp survivor, suggested a circuitous route to goal achievement.

Rather than focusing on a goal, such as, “become a Direct Distributor within 30 days,” Frankl claims it is more effective to focus on the individual steps necessary to achieve that goal. If the Direct Distributorship level in your organization requires sales volume of \$2,500 per month and an organization of three personally sponsored associates, using Frankl’s method you focus your efforts on recruiting three people and increasing monthly sales. The Direct Distributorship falls naturally into place when you achieve these intermediate mileposts.

This is so important I need to restate it. Using Frankl’s suggestions, focus on the daily tasks of increasing your sales volume and recruiting three people into your organization. Take your eyes off the Direct Distributor goal. Wear blinders if you have to. This technique should not be new to you. Have you ever heard the expression “take care of the pennies and the dollars will take of themselves?” It’s the same idea. When you focus on the small steps, you will achieve your goal of becoming a Direct Distributor, without becoming intimidated by the one huge step of jumping from raw recruit to Direct Distributor. Develop action plans and goals that use Frankl’s ideas.

Action plans should be written for each specific milepost. The activities delineated in the action plan become the focus of your attention and efforts until the objective is achieved. Note that you do not focus on, for example, the statement: “recruit three people.” Going to bed each night chanting, “recruit three people, recruit three people,” will never achieve anything. Instead, reflect on the things you must “do” to recruit three people.

Following up on the hypothetical milepost given above, here is a sample action plan:

Milepost: Recruit three people by March 15.

Action Plan: I have fourteen days from today to achieve this goal. To accomplish the above milepost, I will:

- Plan and implement a daily list of activities.
- Introduce myself to three people each day.
- Discuss the opportunity with at least one person daily.
- Attend two opportunity meetings with at least one guest.
- Host one meeting in my home during this time period.

To monitor your progression and adherence to the established activities, you may further break the action plan into daily activities, which you can check off as you complete them. Some people find it motivates them to do what needs to be done when they have a written list, like a grocery shopping list, of required activities. Failure to complete daily activities will indicate that your achievement of the milestone is either unrealistic, or not truly desired. Either way, only you will know the reason.

Daily Activities To Do List:

Monday

1. Review prospect list and call people on list until I have reached three people (item b of Action Plan)
2. Through contact with people throughout the day, discuss the plan with one person (item c of Action Plan)
3. Secure one commitment, preferably two, to attend opportunity meeting tomorrow night at restaurant (item d of Action Plan)
4. Send invitations to everyone on prospect list to attend opportunity meeting in home this Thursday. Call to confirm on Wednesday night. (item e of Action Plan)

The milestone and action plan illustrated above may or may not be realistic for your purposes. The point is, to achieve your personal goals you need to establish definitive, smaller levels of accomplishment, which can build and grow upon one another, resulting in your eventual success in network marketing.

Even lottery players set goals to win, in a game they cannot control.

The dream of hitting it big drives these people to purchase tickets week after week, and to bank their future on random number generators that pop little ping-pong balls into a cup. Their drive and confidence is so strong that many share with family and friends what they plan to do with their winnings, knowing full well the odds are about one in ten million or more against them. It's just a matter of time, they say. And, for some they are right. Unfortunately, it's all about luck, and the astronomical odds against the individual.

Imagine the power of setting goals in a game you can control. You don't need the lottery to dream. You need a vehicle, a plan, and personal

ambition. Network marketing gives you the vehicle, your sponsor can teach you the plan, but you will have to provide the ambition. Goals will set you on the right course and help keep you juiced along the way.

An important part of setting mileposts is the act of charting your progress up the network marketing ladder. This is a graphic representation of where you started, where you are, and where you want to go in the sponsoring company's rank levels and commission rates. It should coincide with your mileposts, and may in fact be a viable first step in establishing realistic mileposts.

After completing a progress chart for your first year in the business, discuss it with your sponsor. Be receptive to her suggestions and comments, and ask her to help you. Because of your inexperience, you may have unrealistic expectations, or you may have understated your abilities.

The progress chart is not written in stone and should be adjusted up or down according to your progress. Keep notes on where you fall short of expectations and evaluate the causes of this shortfall. This is part of learning from your mistakes. If you can identify the root cause of the shortfall, you may be on the fast track to success. On the other hand, if you consistently surpass your goals, you may not be challenging yourself sufficiently.

<b>Activities</b>
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Read a book on setting goals. Any book by Zig Ziglar or Anthony Robbins is a good place to start.

List five reasons you set goals:

- 1.
- 2.
- 3.
- 4.
- 5.

What is your most important long-term goal (2+ years)?

List five short term goals that will propel you towards achieving your long-term goal:

- 1.
- 2.
- 3.
- 4.
- 5.

## Character To Proceed

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*“Boredom is the keynote of poverty...for where there is no money there is no change of any kind, not of scene or of routine.”*

Moss Hart

Anyone can succeed in network marketing, but it's not for everyone.

Network marketing is unique in that it affords people equal opportunities without nepotism and favoritism. In other words, network marketing will not restrict your growth because you are not related to the boss. However, as a purely merit based reward system, it can be a brutal way to make a living.

The question is: Do you have the character to proceed?

The inability to succeed in network marketing should not be seen as a personal insult. This business is not for the weak at heart, or the easily offended. From day one in this business, you will be bucking an ancient business culture and marketplace that does not understand multi-level marketing. This lack of understanding translates into fear and loathing. People will call you stupid, relatives will shake their heads, and friends will stop dropping by to visit. You'll work countless hours for no pay, host parties where nobody shows up, spend long evenings in meetings and training sessions rather than at home, and spend your weekends calling prospects rather than fishing.

Do you have the character of a network marketer? Take a look at these questions and answer each one truthfully.

- Is this business for you?
- Do you want it bad enough to tolerate the negative aspects of the business described above?
- Can you see the future bright enough to believe that all the pain and sacrifice is worthwhile?
- Can you handle possibly being disowned by your family and friends?

## Network Marketing: MLM Strategies for Success and Wealth Creation

- Are you willing to do whatever is morally and ethically necessary to succeed in this business?
- Are you willing to dedicate ten to fifteen hours per week of your time to make the business work?
- Are you willing to work the business for several months before seeing the first “real” commission check?
- Does your spouse agree that this is the right thing to do?

You may not be able to answer some of these questions due to your lack of experience in the business. But this is no different than any other line of work or business endeavor. You will never have perfect information at your fingertips for use in decision-making. At the moment, all you can do is proceed on your intuition and feeling for the opportunity. If you have faith in the people in your upline, and you can see people enjoying success in the business, then it may be for you. Have the character to proceed, but if you do, do it with everything you got. Give yourself the chance to succeed. Give network marketing a true and fair test.



**Activities**

What made you excited enough about MLM to become involved in the first place?

Have you lost sight of that initial enthusiasm?

If you are unhappy, what are the things making you unhappy?

Are they your fault?

What can you do today to restore your initial enthusiasm for your MLM opportunity?

Are there people in your downline that are suffering from discouragement? What can you do now to help them regain a driving interest to build a booming organization?

## No Time for Part Time

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*“Find out what your prospect’s wants and needs and talk to the prospect about it. If you do, you have a good chance to succeed. If you don’t, you have an even better chance to fail.”*

Percy White

George Burns once stated he would “rather fail doing something he loved, than succeed doing something he hated.” I would like to add, when you are doing something you love, you cannot fail, because the act of doing it is success in itself. If you love building a future for yourself and your family, while helping others build a future for themselves, how much time would you be willing to give to this endeavor?

How many hours per week are you willing to give the business? If you give an employer eight hours a day of your life, how many hours a day will you give yourself?

In the interest of supporting your family as you build the business, you may not be able to give forty plus hours a week to network marketing, but that is not an excuse for having a part time attitude. You can work this business full time by focusing on ways to remain positive while at work, reading and learning in your spare time, and giving it everything you got when you have that precious two to three hour window each evening to call prospects and host meetings.

Don’t turn off your dreams for success during the workday. Keep it alive, and approach your business with a full time attitude.

*Newbie Trap:* Working the business with a part time attitude. In network marketing only you stand between success and failure. Focus your priorities. The stakes are high. Your financial future is in your hands.

Here’s a thought that may not go over so well with the fast burners, but is true for most of us: The first year in this business is all just education.

Why is that so? Does it have to be that way?

**Consider your first  
year  
in the business  
as on-the-job training.**

Consider this analogy. Auto mechanics today must be whizzes at diagnosing and repairing highly complex equipment. Cars are no longer simple machines. Could you imagine a young person walking into a garage and rebuilding a motor without hundreds of hours of training? Yet, within minutes of our first opportunity meeting we are calling family and friends to join, and becoming frustrated when they say no. At this stage of our network marketing career we have not earned the right to win their support any more than an untrained person has the right to replace the head gasket on my new car.

Why do network marketers expect success by next Thursday, when they haven't even begun to learn the business? I've mentioned this subject earlier because I am shocked by the prevalence of this "instant gratification" attitude prevalent in network marketing. I'm sorry. It's just not realistic to expect instant wealth. You have to work for it. Give yourself a break. Take the time to learn the business before you lose faith in your abilities to succeed.

*Newbie Trap:* Expecting immediate success. Even in network marketing, you must earn the right to be successful.

Successful people are energetic people and work at the business with a sense of urgency. Although they recognize the need to learn the business, they're in a hurry, and this anxious desire to leap into tomorrow infects the people around them.

So much of success in network marketing depends upon enthusiasm and excitement. People want to be a part of a winning team, and everybody knows that winners jump with joy, speak at the speed of sound, and shout, "we're number one," to anyone who happens to pass by. In short, successful people are bursting with energy.

**Create some get up and go  
if,  
you want your business  
to get going.**

How can you acquire this “get up and go” attitude? The most important thing you can do, today, is get mad. Get mad at yourself for not excelling in past endeavors. Get emotionally charged about having to ask your family to make sacrifices. Demand change in the status quo, starting right now, and slam your fist into the other hand when you say it.

If you want to create get up and go, you’ve got to get angry, grit your teeth and proclaim, “I’m tired of the way things are. Today I have the opportunity to change it, and by God I’m going to do it.”

Take this enthusiasm into the marketplace and for the next thirty days stomp around like a demon possessed vacuum cleaner salesman. If you set your mind to it, thirty days is not that long, and with each minor success you will be rejuvenated and want more.

**Make your emotional  
high a habit for  
achievement.**

After about twenty-one days of concerted effort and angry self-determination, you will have established a behavior pattern that is self-perpetuating. At which time you are ready to recommit yourself to the grim determination to succeed and ratchet yourself up to another level of emotional fortitude.

<b>Activities</b>
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Do you believe my earlier premise that the first year in this business is education?

Whether you believe it or not, my point was that you should look at the first year as on-the-job training, and not become discouraged if the sells and recruiting do not go well in the first year. Maintain a long-term focus, but don't let the long-term approach give you an excuse to take it easy. You still need to work the business as if the world depended upon your success by next Thursday.

In my experience, maintaining a sense of urgency in your actions, while realizing that small failures enroute to your long-term goals are to be expected, is the essence of success. Successful people do the most important thing first, and do not procrastinate. Waiting for the football game to end, or for New Year's Day, to get started on something, is not a route to success. You must adopt a "do it now" attitude.

How many hours did you spend last week building your MLM business?

Is this a sufficient number of hours to achieve your goals?

How effective are your prospecting methods? Could you improve your efficiency and effectiveness by discussing your methodology with your spouse and sponsor? Is it time to step back, re-evaluate your progress and methods, and perhaps totally revamp or change the way you are trying to build the business?

People are naturally resistance to change. As I have discussed before, it's easy to fall into a comfort zone. Are you operating from a comfort zone? If you're feeling brave, ask your sponsor to give you a figurative "kick in the butt."

## **The Critical Four D's**

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Anything in life worth having will not come easy. If it did, we would all be sitting around swimming pools sipping iced tea, waiting for an industrious invader to conquer us. Unfortunately, or fortunately, depending upon how you look at it, the rewards in our capitalistic system must be earned through hard work, diligence, and an opportunity. You have the opportunity through your network marketing company and your upline. Now you must add an additional element: The Critical Four D's.

Don't despair if you are not the proud recipient of a huge inheritance, and don't begrudge the silver spoon that others you know, may have been given. Build your own empire and set your children on that proverbial "easy street." You can do it, starting today, if you will make desire, determination, dedication, and decision a part of your daily life.

- **Desire:** I want to do this more than anything else. I live, breathe, and eat this opportunity.
- **Determination:** No matter what the obstacles, no matter what the pitfalls, I will persist and prevail.
- **Dedication:** I believe in my company, its product, and its opportunity. This is for me. This is something I am proud to be a part of.
- **Decisiveness:** I have decided this is something I can do. I want to do it, and I will start right now to make it happen.

Time will not stand still, and the world is not going to wait for you to make up your mind. Given the knowledge you have this minute, are you willing to commit yourself to the Four D's? If so, take action, now. Have the courage to forge a new trail in your life. Forget the mistakes of the past. Forget the disappointments of business deals gone sour. This is a new day, a new you, and a new opportunity.

## Activities

Achieving success takes hard work. If it was easy, everyone would be successful, and it would be a perfect world. Sadly, God told us we would earn our bread from the sweat of our brow.

About 20 years ago I was working a full time job, helping my wife raise four children, and attending college four nights a week, plus an occasional weekend seminar. My goal at that time was to receive a college degree. I achieved that goal, and it took every ounce of desire, determination, dedication, decisiveness and I could muster.

A strong desire pushed me to register for classes each term, determination helped see me through the long hours of study and sitting on my backside in classes when my friends went camping, watched the local Saturday night car races, and earned extra money in part-time jobs. I was dedicated to the task because completing the goal of getting a degree was my highest priority, and the decision to attend school was one I made myself, and committed myself to.

Think about the things you have dreamed about doing, the goals you have worked hard to achieve, and the small successes that have pushed you towards your long-term goals in life. Can this same desire, determination, dedication, and decisiveness be applied to building an MLM business?

Put your desire to succeed in this business in writing. Write one sentence of commitment to yourself below:

How big of a commission check do you want to earn next month? Write the exact amount below:

What is the exact amount in sales you will have to make to achieve this commission check?

## **Overcoming Fear of Failure**

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Psychologists have found that fear of public speaking ranks above fear of death for many people. However, for the success driven entrepreneur, fear of failure takes a back seat to nothing. It doesn't have to be this way. If you understand failure, you will understand that it should not be feared.

Franklin D. Roosevelt once stated: "The only thing we have to fear, is fear itself," in connection with meeting the challenges of the Great Depression. For the Depression weary, there were only two options: press on and do what was necessary to survive, or die. They were in a do or die situation, and they choose to "do."

In a sense, you have the same choices in your business. Get with it and make something happen, or fail. Excuses don't count.

Failure is not defined as a temporary setback, but as the decision to permanently quit trying. Giving up is failure. And if you are truly determined to succeed, you know that you cannot fail, because you have no intention of quitting.

**You cannot fail,  
because  
you choose  
not to quit.**

You will face rejection any time you step out the door of your house and engage in human activity. Rejection is a fact of life, and depending upon how you respond to it, it can either be beneficial or hurtful. What happens when you ask a person to attend an opportunity meeting and they reject you?

Do the rejection police knock on your door in the middle of the night, break your legs, and then confiscate your firstborn child? Perhaps in your neighborhood they do, but for

most of us, no physical harm will result in your being rejected. But, with the wrong attitude, rejection can be nearly as devastating as a visit from the rejection police.



**Fear of rejection is a lousy excuse.  
Face it, if you're going to succeed in business, you're going to face rejection.**

The secret to perceiving rejection as beneficial is in your attitude. For example: if you could make a \$100 commission off the sale of a product, and on average it took ten telephone calls to make a sell, each phone call would be worth ten dollars to you, rejections included. Yes, think of your rejections as profit centers.

The more rejections you incur, the closer you will get to an acceptance. Think of a person in your life who has never experienced rejection. Is it possible to be successful and not have experienced rejection?

Rejection hurts because we take it personal. But when a person says no to your opportunity, they are not necessarily rejecting you. Chances are, they are rejecting themselves. Think about it. Why would a person say “no” to an opportunity for success?

- They don't understand the opportunity clearly, but won't ask for clarification.
- They don't understand failure, and therefore fear it.
- They are embarrassed to try something that doesn't fit their image of business.
- They are afraid to try something they are not totally confident of succeeding in.
- They don't want to start something on their own. They want somebody, like Mom or Dad, to give it to them.

The list could go on and on. Meanwhile, you're sitting there groaning about having been “rejected” once again. Get over it. Rejection is a fact of life, and as you've seen from the above illustration, it frequently has nothing to do with you.

**Rejection  
is a fact of life.  
Get used to it.**

The world can be a cruel place, and whenever you attempt to build something, there will always be those who want to tear it down. Your network marketing dreams are also subject to this inescapable cynicism.

The best you can do is hang on, and continue to build your business in the face of ridicule. If you are wounded by the words of a prospect, take refuge with your fellow marketers, gather your strength, then forge back into the fray. With each small success your anti-cynicism armor will thicken, and the resolve of your critics will weaken.

**Critics will always be there.  
The question is,  
do you have the strength  
to outlast them?**

## Activities

In the process of completing my college degree I had to take and pass a college algebra class. I was terrible in algebra. On three separate occasions I registered for an algebra class, only to withdraw before the course ended because I could foresee the failing grade coming my way. Finally, my academic counselor told me I had to pass algebra or drop from the program.

The next term I held back my desire to register for several classes, and instead took one class: algebra. Throughout that term I worked on one subject. I dedicated myself to completing the class with a passing grade. I squeezed by with a low A. The lesson I learned from this experience is that when I focused my mind on one thing, virtually nothing was impossible.

If you focused on nothing but making a sale of one item to one customer this month, could you do it?

If you set the goal to find and recruit one distributor for your downline, could you do it?

The Apostle Paul was famous for his focus. He stated, “this one thing I do.” Meaning he was driven to spread the word of his savior. He would not allow himself to be distracted. How many irons do you have in the fire right now?

What could you put on hold for the moment to focus on one key objective?

Consider the analogy of the laser beam. A light, spread out can brighten a room, but one it is focused into a small beam, it can cut through steel. We can do the same with our goals. Focus your energy on one thing. See it through, and you will achieve success in that area.

## Invite Challenge

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*“A prospect is someone who is willing to take an active step to talk seriously about the possibility of working with you.”*

Stephan Schiffman

*“Stop spinning your wheels with prospects that won’t commit.”*

Ron Taylor

Just before President John F. Kennedy was assassinated, he challenged the people of America to put a man on the moon before the end of the decade. During that speech he stated: “We choose to go to the moon, not because it is easy, but because it is difficult.” And that folks, is what it means to be an American, and Kennedy knew it.

Americans love a challenge. It’s in our blood. Challenge yourself today. Sit down at the kitchen table and write a set of definitive goals. Plan a strategy for achieving those goals, and then do something productive towards achieving that goal before going to bed tonight.

**Embrace a challenge,  
and challenge  
will brighten your life.**

Unless you challenge yourself, you will wither on the vine, like a tree separated from its roots. The human mind needs a challenge to pressure it into doing those tasks it finds disruptive to a naturally pleasant state of mental laziness. That is, if you’re not careful you will spend your entire life watching sitcoms and wondering what’s for dinner.

Challenge yourself. Demand more from yourself. Challenge yourself to give the network marketing business at least one year of concerted effort. Dedicate ten to fifteen hours per week to build the business, talk to at least two people per day about the opportunity, and attend every weekly opportunity meeting with at least one guest.

If you will challenge yourself, success will be yours.

There are people in this world who have experienced bad things, made grievous business errors, and lost fortunes due to deals gone badly. In the course of discussing the opportunity with your prospects, you're going to come across these people. They'll be gun shy, and very negative about getting involved in a business of any sort again. Most of these people may be hopelessly lost in thrashing themselves for past mistakes, but a few may come around with a little coaching.

One of the first points you can make to a prospect in this category is the low start up cost. In network marketing you will not be asking them to buy thousands of dollars worth of product, or to invest in a fancy piece of equipment. Secondly, you can use the story below to illustrate how costly experience should be considered education, not defeat.

One day a young executive for IBM made a mistake, costing the company over one million dollars in expenses. Thinking the worst, he approached Tom Watson, the founder of IBM, and said, "I guess I'm fired." Tom Watson is reported to have answered, "Are you kidding, I just spent a million dollars on your education."

**A bad experience  
does not  
have to spell the  
end of your  
dreams.**

The moral of the story is this: just because you've had a bad experience, or tried and failed in another business, does not mean it is the end of the world. Learn from the mistakes of your past and build on them. You've paid dearly for those errors. Don't waste them.

Successful people have often failed more often than failures. Confused?

Failures are not people who have failed, but people who have ceased to try. They have given up on self-improvement, and disregard the power of goal setting and the pursuit of a worthwhile objective.

Successful people are not immune to failure, but rather than see failure as a setback, they see it as an opportunity to try something again, hopefully in a different manner. The old saying "If at first you don't succeed, try, try again," is apt advice for the network marketing entrepreneur.

**Where there is effort,  
no failure**

**can long endure.  
There is no shame in  
failure, only quitting.**

The network marketing industry rewards perseverance with organizational growth and increased incomes, but swallows quitters whole. You cannot expect to get ahead in this business by quitting. Your personal challenge is to stay motivated. Keep a firm grasp on the fire you felt after your first opportunity meeting. Without it, the rejection and setbacks of this business will discourage you to the point of quitting.

The knowledge that the rewards of success are worth the effort will compel you to pursue whatever ethical means, to overcome the most burdensome obstacles, and to outlast the most stubborn resisters to realize your dreams. When perseverance in the face of adversity becomes your mantra, success cannot be denied.

Take a look at the Great Pyramids of Giza in Egypt. Can you imagine a project of this magnitude being completed overnight? Not hardly. It took years of torturous (and slave) labor to stack thousands of individually cut stones into the neat pyramidal shapes we see today. Likewise, success can be yours if you'll tough it out and pile small successes atop one another, like an Egyptian building a pyramid.

<b>Activities</b>
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It's human nature to avoid work and challenge. As I've stated before, you must jolt your system, and force it out of its comfort zone.

What is the one thing about this business that you are avoiding more than any other?

Are you reluctant to host an opportunity meeting? Volunteer to host a meeting. Even if you don't have any prospects to invite, do it. Ask your sponsor to have other people in his downline to invite people to your opportunity meeting. Do the meeting. Write the itinerary for your meeting below:

Set a date for your meeting:

In the corporate world, businesses pay big bucks for key employees to hold brainstorming sessions to dream up new marketing plans, develop new product ideas, and share methods of meeting customer prospects. Have a private brainstorming session with your sponsor. List ten ways you could possibly meet new prospects outside your current sphere of influence (family and friends):

## **24-Hour Action Plan**

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*“Before you make a sales talk, get enough information about your prospect’s needs and wants so that you can talk intelligently about how your product will benefit the prospect.”*

Percy White

People are often at a loss as to what actions they should take to build their business. Truthfully, they probably know exactly what needs to be done, but it’s human nature to hesitate taking decisive steps without a coach or mentor pushing you forward. In that spirit, I challenge you to complete the following items within 24 hours of having read this book.

- Commit yourself to working the concepts presented in this book.
- Talk with your sponsor about the ideas in this book and what *you* think needs to be accomplished.
- Come to terms with your sponsor on a set of realistic goals, and develop a plan of action to achieve them.
- Implement your action plan by completing at least the first step identified in the plan.
- Organize and commit yourself to a scheduled meeting to be held within five days, in your home, with your sponsor as the guest speaker.
- Discuss your enthusiasm for the business with your spouse, and ask for his or her support.

## **An Alternative Plan**

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For the next 24 hours forget everything you’ve learned about network marketing, except sales.

Concentrate solely on generating sales and find at least three people who will order your product. Disregard recruiting for now. Disregard goal setting and hosting meetings for now. Put everything you have into using the product and building a base of customers; and only then expand your operations into recruiting (look to your satisfied customers first for new recruits).



## Activities

It is time to get started. I love to read, study, and do research. But, sooner or later, all that learning needs to be applied. Don't be guilty of "paralysis by analysis," where the act of research becomes an end in itself, rather than the groundwork for making things happen.

Identify five things you can do right now to get your business rocking:

- 1.
- 2.
- 3.
- 4.
- 5.

What is the single most important thing you can do within the next 24 hours to build your business? Ask your sponsor for help with this.

Do you have the confidence, knowledge, or skills to carry off what you need to do?

If not, what specific things can you do to change? By the way, don't be afraid to try and fail. So what if you can't make a presentation sound like a news anchorman rolling off the words in crisp, grammatical form—she's reading somebody else's words, from a teleprompter, no less. We constantly measure ourselves against the celebrities and pros we see and hear. This is extremely self-defeating and discouraging. You can only work with what you have at the moment. Remember, in MLM people won't care what you look or sound like, if you have the organization and group sales. If listened to people stutter through a "plan" presentation, drop their product samples in a sales talk, and stand in front of a thousand people with their fly down. Nobody cared. The presenters were successful in this business, and we all wanted to hear what they had to say.

## Opportunity Knocks, Again

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We've covered a lot of ground in this workbook, and I would like to leave you with one final analogy.

Your success in network marketing is like a rocket ship destined for the stars. In order to leave earth, it must expend huge amounts of energy. Its progress is at first lumbering, even perilous. But as it rises and gains speed, the energy required to propel it into orbit decreases. Eventually, by maintaining a steady course and concerted effort, the rocket reaches the upper reaches of earth's atmosphere and gravitational pull. At that point, there is no stopping it from reaching the stars.

Likewise, your network marketing career begins with a ton of ground work.

- Meeting people.
- Showing the plan, one prospect at time.
- Selling product, one customer at a time.
- Recruiting leaders, one person at a time.
- Training the leaders in your organization.
- Keeping the momentum going forward.

Keep working, and eventually you will have an organization supporting your quest for stardom.

Despite my advice in this workbook, always follow the rules guidelines established by your parent company. If they prohibit the use of unsolicited emails (spam), don't send emails. If they discourage the use of classified ads, don't buy ad space. Likewise, if your sponsor asks you to host an opportunity meeting, and you respect his or her opinion, then host a meeting.

I wish you the best of success in your network marketing efforts. Remember, success smiles on those who persevere.

*Newbie Trap:* Self-doubt is the leading cause for failure in this business. Have faith in yourself. If you can bring passion, commitment, and discipline to your quest for success, you will succeed in network marketing.

*Ron's Recommendation:* Use the products you sell. Learn everything you can about your plan. Take chances. And, read motivational books daily.

*MLM Factoid:* People do not fail in network marketing. They fail themselves. In my experience, the leading cause of this failure is the result of becoming frustrated by unrealistic goals coupled by a shortage of knowledge and experience. Give yourself a break. Take the time to learn your business, build a bank of regular customers, service those customers to the best of your ability, and give it time. If recruiting turns into a major source of stress, back off. Don't let the stress of meeting outrageous recruiting goals destroy your dreams. Your best recruits will come from your satisfied customers, automatically. Outstanding customer service and a die-hard attitude towards sales will drive you towards an explosive network marketing organization. You can do it.

### **NEVER QUIT**

If you are interested in learning how to make \$300 to \$1,000 per month doing online surveys, I have found this company delivers a lot of high paying surveys to your inbox. This is easy money—not a fortune, but a reliable source of additional income for very little effort. Visit <http://www.wealthsearch.org>

Phillip Collinsworth mentors home business entrepreneurs who are serious about achieving success in their home businesses. You can check out one of his business projects by visiting <http://www.5grandmonthly.com>