YOUR FIRST YEAR IN NETWORK MARKETING - Summary

SUMMARY 1

• Failure in network marketing often results from two problems:
  1. The new distributor’s argumentative approach in recruiting frontline people who have already made it obvious that the timing isn’t right in their lives.
  2. The mistaken belief that the goal is to overcome objections, sign up people at all cost, then drag them across the finish line through motivation and management systems.

• If warm or cold market prospects are approached properly, they will only reject your offer if the timing isn’t right, in which case you want to gently back off and re-approach them every six months.
• Rejection is you ally, not your adversary, and if handled properly it will expedite your recruiting activities and actually set you up for a positive outcome.
• Don’t talk about this business with friends or relatives until after you have made a commitment and have been trained. (Make it a point to teach this at the close of your presentation.)
• As you begin talking to prospects, you have the choice of creating one of two mind-sets:
  1. You can strive to be well received by those you approach by setting yourself up for a friendly callback.
  2. You can try to avoid the pain of rejection by saying nothing, doing nothing, being nothing.

• Persistence, coupled with absolute belief, can never be defeated.
• When you are not getting the support that you desire from family and friends begins first by focusing on your own attitude and changes in their behavior will naturally follow.
• Once you are trained, begin immediately by picking up the phone and calling the people on your list.
• Don’t let “call reluctance” and the fear of rejection stop you before you start on your adventure in network marketing.
• Rely on the credibility of your upline leaders.
• Remember, you are in business for yourself, but you are never in business by yourself.
• As their sponsor, prospects look to you as their mentor and leader.
• If you are feeling low self-esteem, read, study, listen to tapes, attend seminars, and do all that you can to continue working on your personal growth.
• As you grow personally, so will your networking business; and, as your business grows, so will you.
• Building too slowly is discouraging, and often results in networkers focusing on those who rejected the opportunity rather than on those who accepted an invitation to look at the business.
• The growth of your business will be in direct proportion to the numbers of people you are prospecting on a regular, daily basis.
• Network marketing is a numbers game after the first ninety days of “warm marketing.” It becomes a people business once distributors begin interacting with their sponsors to build their organizations.
• Rejection is not to be taken personally, but merely as an indication that the timing isn’t right in the people’s lives.
• Persevere with every ounce of enthusiasm in order to give yourself the necessary excitement to do this business correctly.
• Prospecting small numbers makes the act of rejection bigger than life; prospecting larger numbers focuses your attention on those who said yes.
• Don’t make the mistake of presenting too narrow a focus, that is, by promoting a single product or just one division of your company. Create wide appeal by stressing leveraged income and time freedom based on generating orders of commonly used products and services.
• When retailing:
  1. Offer your customer the opportunity to redirect their spending on commonly used products they are already using.
2 Educate your customers about all your new products or services, thereby undertaking to change their behavior.

- Rejection can be redirected to become a force for good in building your business.

#2

"GO WIDE FAST!" Recruit as many frontline distributors each month as you can, until you are earning at least $10,000 a month consistently.

"success defies all logic…so quit trying to figure it out. Just do the numbers!

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**SUMMARY 2**

- Managing an organization is time-wasting practice that does for others what they should be doing for themselves, thereby creating codependency.
- Supporting the members of your group means being there for them when they call to ask for guidance, moral support, or request that you talk to one of their serious prospects.
- Managing organizations for our families and friends often causes the very people we love most to fail.
- Practicing a management mode is counterproductive for both those being managed and those doing the managing.
- We are empowered far less by heredity, luck, and circumstances, than by our vision of what we believe is truly possible for ourselves.
- Don’t be offended – be joyous – when new recruits finish their training and go to work without calling you every day and asking you to do everything for them.
- In this business, everyone has the ability to do great things, but those who lean on their uplines for every single thing are usually the ones who fail.
- What makes our industry so much grander than traditional employment opportunities is the fact that we are compensated ethically and generously for our productivity.
- If new associates want to earn more than the leader above them, they just need to be more productive, i.e., recruit more active frontline distributors and customers than do their uplines.
- If you become frustrated because you associates are not successful, teach them to visualize the end result and direct most of your energy toward those who do.
- Because this is a business of duplication, your people will do what you do: If you manage your downline, so will they; if you spend most of your time prospecting and recruiting, so will they.
- Baby-sitting a downline is not an effective way to build a business.
- The key to successfully building a large, dynamic organization is to steadily continue to prospect and recruit, creating a wide front line.
- Don’t make the mistake that results in nearly 50 percent of the failures in our industry: building your front line for the first few months, then stopping to manage your people.
- Merely overseeing the activities of your organization is not leading them, but rather misleading them into rearranging their deck chairs on the Titanic.
- Set your sights on the goal, consistently meet the steps outlined in your business plan, and don’t make excuses – whatever it takes, just do it!
- Of all the possible fiascoes stemming from the administration of your organization, “buying in” for your downline or teaching them to do this for their distributors in the worst.
- Promotional volume – that is, money spent on products, samples, and multiple kits – is initially a means of helping distributors meet volume requirements for qualification.
- Real volume – that is, products or services ordered for regular monthly usage by satisfied customers and distributors – is what ultimately creates passive residual income and is the essence of what makes network marketing a viable ongoing business.
- Your business can survive without promotional volume, but failure to create real volume, by not acquiring legitimate customers or not using all your own products, can lead to the collapse of your entire organization.
- Network marketing is a business of distributors building their own front lines and teaching their people to duplicate that process.
• If each network marketer builds his own front line, following the advice “Go wide fast,” the depth will take care of itself, and the cream will always rise to the top.
• Support a large organization by teaching them three words: “You call me.”
• Be there for your downline to render moral support, coaching, and assistance in closing their prospects, but don’t try to do for them what they must do for themselves.
• Success comes to people with leadership skills, a sound vision, enthusiasm, and the willingness to put forth the effort to build an organization and find others who will do the same.

#3

...When we sign up new frontline distributors, we give them one specific assignment prior to their one-on-one personal training, to which they are invited following the completion of these assignments. We’ll cover them in depth in a later chapter, but suffice to say, they are quite simple:

1. Define your goals. Visualize the end result – see yourself there – them commit your goals to writing.
2. Make a list of 2,000 warm market leads – people with whom you want to share the opportunity – then prioritize your prime twenty-five family members and friends.
3. After personally using our products, find ten customers who enjoy them as well.
4. For the sake of preserving your positive attitude, avoid any and all news for six months, except magazines which are 75 percent literature and 25 percent “current event” news.

SUMMARY 3

• Network marketing requires an upbeat, enthusiastic person who will in turn attract others seeking their own well-being.
• Attrition is a basic fact in the network marketing industry.
• The disappointment about those who fail to show up at meetings or, worse, those who quit, can be alleviated by putting your energy into approaching a greater number of new prospects.
• Don’t waste your energy supporting those who resist you; just think “next!” and move on.
• Work with the people who show an interest and will keep your spirits up.
• If you feel like quitting, call an upline for support and encouragement.
• Share your enthusiasm, never your negativity, with your downline.
• In order for professionals to be successful in network marketing, they must be willing to use their reputations and credibility toward building their business. Denying their commitment to their warm markets will only set themselves up for failure.
• These are the reasons to be proud and optimistic about sharing our business with others:

  1 We have the only entrepreneurial home business with no upside limits and no serious downside risks.
  2 Total time freedom goes hand in hand with the wealth and prosperity we achieve.
  3 By working diligently in the beginning, we can ultimately have a stress-free life. Better to trade in the traditional forty-year plan for a new Four-Year Plan.
  4 Recognition and travel await all those who are successful in building a network organization.
  5 In our industry, recognition is derived from things in life that truly matter, such as helping people make their own lives work.
  6 Global travel often involves bonding with new friends and sharing exciting cultural experiences with them – adventures beyond the grasp of those caught in the forty-year plan.

• If you attempt to recruit others while in a state of depression, your efforts will be futile.
• You alone have control over your attitude. If you exercise that control, adjusting your attitude from the inside, then your outward behavior will naturally follow.
• To change your attitude and eliminate depression, we encourage you to:

  1 Avoid watching or reading the news.
  2 Read uplifting books.
  3 Listen to inspiring tapes.
  4 Only speak and think to yourself in a positive, uplifting manner.
Recall positive emotional experiences from the past.
Focus on the future, not on the past disappointments that limit your possibilities.
Set goals and use affirmations to reach those goals on a regular basis. Striving to visualize ourselves as we want to be is the first step toward change and growth.
Avoid negative people or at least negotiate with them to avoid acting negatively around you.

• Don’t ever give up on your goals.
• An affirmation is a trigger tool – a positive statement of belief, written and repeated as if the goal were already and accomplished fact.
• As you visualize the news – believing ardently that what you visualize is happening to you at that very moment – you gradually begin to shed the old; it is then that change begins to occur.
• As many as 95 percent of those who remain in the industry for ten years or longer, working steadily at building their groups, reach the highest pay level in their respective companies – so just don’t quit!

#4

Most of the truly big-income earners in the field of network distribution have, over time, personally sponsored at least 100 frontline distributors, and many have sponsored even more.
“During the initial launch phase, I prospected about 100 people and recruited 26 frontline. By placing so much emphasis on the relationship between myself and those 26 recruits, 5 became long-term business partners.
“Success breeds success. Now, with relatively little effort, I’ve sponsored and recruited twelve new legs over the last eighteen months, with four of them averaging $2,000 to $8,000 monthly. At the same time, I helped my leaders expand and took my monthly income up to $100,000.
“Today, at thirty-three years of age, after nearly six years in the business, I’ve personally sponsored sixty frontline recruits: six of which average a monthly income between $8,000 and $45,000; three take in approximately $2,000 to $4,000 per month; and a few more are just getting started.
…So why tell folks they can do that in four months? Four years would satisfy most people. Nothing works better to convince a person to join our industry than the following honest dialogue following your presentation:
“You know I think you and your wife would make remarkable partners in this home-based business and I don’t want to go out of here today with false expectations, so please remember my closing comments. This is the most lucrative and fun profession in the world, but it’s also the hardest work you’ll ever do. This is like a lottery and it’s certainly no get-rich-quick scheme. But if you are willing to put in the long hours and long days for just a few years, you could end up earning over $100,000 a month and enjoying all the free time you’ve ever imagined. I say it’s tough because you may have to prospect a lot of people to find just one who’s willing to work. But remember, one good frontline distributor can easily earn you $50,000 a month or more!”

SUMMARY 4

• Don’t be misled by false expectations. Success in network marketing takes hard work and persistence.
• There is no one to whom we could not present the MLM opportunity as a chance for success, but be cautious to distinguish between the fact that, while everyone can, not everyone will.
• Along with references to the oversized checks, distributors will also want to discuss the amount of effort required in MLM.
• The more honest we are about the hard work required to succeed, the less attrition we will have and the more respect we will build for the industry.
• Whether in a breakaway, a unilevel, a matrix, or a binary plan, the greater the number of personally sponsored distributors, the larger the income.
• Network marketing is the “great equalizer” in which former blue-collar workers are allowed to compete financially with doctors and corporate CEOs
• With respect to the time it takes to do this business, set realistic goals based on real achievement of upline distributors or average earnings published by your company.
• Part-time efforts will virtually never produce full-time results.
• There is nothing wrong with telling people the uppermost possibilities in this business, but there is no need to exaggerate because the truth is plenty remarkable in itself.
• As you bring others into this business, support them without promising that you will do it all for them.
• *Networking* is “friends telling friends,” and it simply won’t work unless you are willing to share your enthusiasm with your friends personally.
• There is no better way to get started in the business that to just do it: Set up your first home meeting and begin.
• In network marketing, *retirement* means that we can ease up dramatically, no longer needing to spend our lives prospecting in order to achieve wealth and independence, while still finding an appropriate means of sustaining our support to those who depend on our accessibility.
• Think of networking not as a career but as a vehicle to help you do the things in life that really matter.
• Simply defined, network marketing is the word-of-mouth distribution of products and services for which distributors who are responsible for those orders are compensated throughout multi-levels in their organization.
• Even the most serious business builders are responsible for creating a small customer base, but you will not earn the big money by merely retailing products.
• Network marketing is about a lot of people using and sharing a little bit of product.
• Once you have built a customer base, the rest of you focus can be dedicated to building your organization by duplicating your upline mentor’s system and teaching others to do the same.
• Additional customers and wholesale buyers will inevitably come to you as a by-product of your business presentations.
• Network marketing is much more lucrative than most franchises, yet is only a fraction of the investment with no building, no employees, and no time spent away from home.
• False expectations can literally ruin would-be great distributors and destroy the credibility of the entire network marketing industry.
• Be honest and professional when you present network marketing as a business opportunity, and help put an end to the exaggerations that could pose a significant threat to the health and longevity of our industry.

**SUMMARY 5**

• A “warm list” is a group of individuals from your present and past whom you know well enough that were you to pick up the telephone and call them, they would recognize you once they heard your name.
• The direction of the twenty-first century is to build on warm market relationships as opposed to the philosophy of “throwing mud on the wall” and hoping some sticks.
• The larger you build your warm list, the more solidly you will establish your business.
• Make sure new distributors are taught how to use triggering devices in order to help them recall at least 2,000 friends and acquaintances.
• Remember not to yield to the arguments and rationalizations new distributors use in order to avoid approaching warm markets.
• If you let your doubts stand in the way of launching your business, you are guaranteed to fail, but if you go forward and persevere, you will succeed.
• Move past your comfort zone and offer everyone on your warm list this opportunity, especially those you feel are already too successful to consider doing this business.
• Professionals have a natural tendency to refuse to openly acknowledge their participation in network marketing, but this refusal can negatively impact their business because their doubts and insecurities can be sensed by both prospects and distributors.
• If you can’t let your associated at work know about your involvement in network marketing, be sure, during in-home presentations, to show that you are proud and enthusiastic about the industry and your company.
• Your reluctance to approach your warm market, because you have been in other MLMs and have already approached the same people in the past, can easily be overcome by assuring your friends and family that your research and analysis has finally led you to the right company.
• Never qualify your prospects: To decide in advance that one person is too important to be approached, or another is too inadequate to succeed, is economic suicide.
• If your professional career has a potential conflict of interest that hampers recruiting efforts, you can either:
  1. Prospect through “lifestyling,” that is, by approaching people through the normal course of your life, letting them know, without mentioning your business, that you would like to get together with them when it is appropriate; or
  2. Sponsor someone who knows your business associates and can ethically approach these people.

• You may want to consider prioritizing your list by using “target marketing,” wherein you share a personal background with certain groups from your warm or lukewarm market.
• Always allow your new distributors the courtesy of talking to their closest friends and family without the presence of their sponsor on the line.
• Three-way calling is most effective after the presentation — not before. Or you may prefer to have the prospect make a direct call to your upline associate.
• Use a card filing system to track your prospects.
• Call all the people on your prospect cards every six months until they either sign up or die.
• Beginning with the warm market is best because approaching friends and relatives is much easier than approaching strangers.
• Attitude is more important than ability in network marketing.
• During your recruiting efforts, think of yourself as an educator more than as a salesperson.
• Until the presentation, your intent is to stimulate the curiosity of your prospects, not satisfy it.
• When contracting warm market leads with the possibility of partnering in business, emphasize big money and free time rather than any specifics about the company or products.
• When prospects object to an enthusiastic, big-money/free time partnership, don’t argue with them; simply file their card and call them again in six months.
• “A person convinced against his will is of the same opinion still.”
• Remember the SW rule: Some will, some won’t, so what, because someone else is always waiting.
• Focus your first ninety days on “relationship marketing” — that is, reaching out to those closest to you to extend the invitation to create a business partnership intended to enhance the quality of your lives.
• During your first year, devote almost all of your time to prospecting, setting appointments, and presenting the opportunity until you reach your desired goal and teach your associates to do the same.
• When someone on your list says No, that is the time to ask for the names of one or two colleagues at work who might be interested in your opportunity.
• If you can learn to replace every No with just one new referral, your warm list will never run out.

#6
…During your training session with new distributors, you should state the following:

“We consider it our job as your mentors to assist you in earning millions of dollars and regaining total control of your time as quickly as possible. And we can assure you of two things: (1) we will never keep information from you about systems that work, and (2) we will never allow you to make the mistakes that, experience has taught us, can cause failure. Can you all understand our motives? We want to see that you succeed. As your mentors, we insist that you agree to one very important stipulation, because if you won’t agree to this, we can’t help you. Fair enough? (Get their consent!) You must be willing to promise us right now that you will never, under any circumstances, change to new systems because a leader in town has promoted them, or recommend books and materials to your downline until you check with us. That is, until we get you to an income of $15,000 a month. After that, you can do whatever you want. Is that a fair deal? (Again, get their verbal consent at this point.) We cannot afford to have you scattered and unfocused, or teaching new concepts to your downline, or doing anything else counterproductive! In fact, we suggest you check with us before you attend any big meeting in your first year. Fair enough?”

SUMMARY 6

• The Scatter Bomb is a mental explosion that diffuses the focus of distributors, causing them to stop using the system they have been taught and to frantically follow any and every new network marketing system or leader that comes along.
• Effective network marketing is a process of duplicating systems; each time you change the system, everyone in your downline gets confused.
• New marketers can be handed everything on a silver platter and still fail if they refuse to duplicate a simple system that has already been tried and tested.
• Novice distributors must be taught to follow the teachings of their sponsors and not deviate from them.
• Distributors must be warned to put on blinders their first year because of the veritable smorgasbord of competing companies, recruiting systems, videos, manuals, and numerous other sales systems available to them.
• Successful networkers build their businesses on their ability to shut out every negative influence around them, whether internal or external, and stay the course with clear vision, focusing intently on their goal and plan of action.
• One of the first manifestations of the Scatter Bomb will be the temptation to change, just slightly, the recruiting system you’ve learned, by either softening the approach or lowering the income of recruiting numbers.
• The way to prevent your new distributors from attempting to “reinvent the wheel” is to anticipate it early, and warn them during training of the importance of following a proven system.
• Counter the threat that first-year networkers will be offered other deals by:

1. Warning them of this fact.
2. Teaching them that perseverance with one company is the key to success.
3. Explaining to them that trying to build two downlines in separate companies will lead to failure.

• Most new distributors will be tempted several time to change companies, but, remember, no single person in your organization is absolutely indispensable.
• As you continue to build your group, new leaders will emerge under those who choose to leave.
• Keep your group from jumping from one system to another by preparing them ahead of time to glean new facts from a new speaker while never changing to a new recruiting or training system.
• The key to building a successful building is to stick with one system long enough to allow it to work.
• Ask a trusted upline associate for recommended reading, and don’t lose your vision by following authors not recommended by your mentor.
• Scatter Bomb fever can be caused by an announcement, often from highly respected leaders within your company, about a soon-to-be-released product or service that they say is so unbelievable that everyone will soon be clamoring for it. Be skeptical of their claims until you have used it yourself.
• When you or your associates occasionally fall victim to Scatter Bomb fever, don’t change your plan of action, simply continue on your steady course, while including a mention of the exciting new addition in your presentations.
• Many distributors suffer from lack of structure – particularly those who were accustomed to the structure of traditional business.
• If you have a problem organizing your time, use a planner or schedule to help you stay on track.
• Make clear requests for your own business and personal growth from a coach or upline mentor and, in return, give honest feedback to your downline associates, being mindful of their objectives.
• If you want to avoid being scattered and keep total clarity of vision, reevaluate how to better serve and be served by your team.
• The success of our business is commensurate with our enthusiasm, which in turn is affected by our personal lives.
• It is only when people can visualize the end result that they will consider joining you in this business.
• When you experience a personal crisis, don’t be afraid to include it in “your story” to help break down the barriers during your presentation.
• You can’t avoid crises, but you can prevent them from completely diverting you attention away from your intended objectives by using each one as a stepping-stone to propel you to success.

#7

The message we want to convey at every meeting with every single prospect and distributor is a simple one: “We are in a low-investment, low-overhead distribution business in which average people can achieve wealth and independence through hard work and the legitimate movement of products and services.” Here’s
the message we don’t want to convey: “We are in a pyramid system in which those with public speaking skills, who get in early, can lead profitable weekly, monthly, and annual meetings by selling books and tapes and hosting motivation rallies.”

**Training Objectives**

At the end of the two hours, make four assignments to your new associates: (1) go home and use the products in the starter package; (2) find ten solid customers among your close circle of family and friends; (3) set your goals in writing using the material provided; and, (4) using the memory-jogger provided, begin to create your warm list. Remember, those who are serious about their 2,000-person warm list and get their ten customers are usually the ones who succeed.

...Unless you can reduce your training system to one page, it’s too complicated. That may seem like a preposterous notion, but it works! We use a one-page training format to get our new associates started, a twenty-five-page “getting started” manual at training, and a comprehensive *Encyclopedia of Network Marketing* for serious business builders.

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**SUMMARY 7**

- Attending unnecessary meetings can become the stumbling blocks that lead to your demise in our industry.
- Large hotel meetings don’t work, unless used periodically as a supplement to regularly scheduled in-home presentations.
- Weekly hotel meetings are ineffective and not easily duplicated because they are expensive, create codependency, can be embarrassing because of no-shows, are not private, do not exemplify freedom, often create the illusion of saturation, and do not encourage personal development.
- Occasional hotel meetings are best used to bring the group together to hear an upline leader, provide awards, offer recognition, and create bonding.
- Most of your time should be invested in face-to-face prospecting, telephone calls, and in-home presentations.
- The “church service,” a regularly scheduled recruiting meeting in which frontline distributors are taught to bring guests to the leader’s home where he or she then does presentations for everyone, can lead to disaster, if continued long-term, by creatin codependency.
- A “deception meeting” is a dinner party to which friends are invited believing it to be a social gathering, only to find out that they are there for a briefing about network marketing.
- It’s proper to create curiosity about network marketing when inviting people to your home for a business presentation, but it’s never proper to deceive them about your intentions.
- It is not wise to use an office outside the home because:

  1. It cannot be duplicated for most people.
  2. It created unnecessary overhead.
  3. It does not exemplify the freedom that you should enjoy as a network marketer.

- No one can expect to be successful by conducting recruiting meetings in any public place, such as a bar or restaurant, where there’s no access to a VCR, no whiteboard, and a great many distractions.
- When possible, avoid conducting meetings at your prospect’s home or office because you have no control over the circumstances.
- High-tech recruiting methods – such as using the Internet, e-mail, phone drops, automatic dialers, and fax-on-demand – can be effective when used with other approaches, but using only one technology is a very limiting system that cannot be easily duplicated.
- Successful meetings revolve around the fundamental MLM principle of duplication.
- Any meeting that can not be replicated by the least articulate and successful person in your downline is ultimately doomed to failure.
- When beginning your business, start by recruiting in your own city.
- When doing a recruiting meeting, the quality of your environment is a fraction as significant as your enthusiasm.
• Convey the impression that network marketing is a truly legitimate business conducted during normal business hours.
• Expect about 50 percent of the people you invite to meetings will not attend, even after promising to do so.
• As the first step in training, we recommend that you set aside two hours each week on Saturday mornings to teach a small group of your newest distributors the basics of how to do our business.
• Following the first-step training, set up a one-on-one personal strategy session with any frontline associate who completes your assignments.
• Product details should not be a significant part of your training because networking is a business of sharing of products with family and friends based on personal excitement and results, not based on a technical knowledge of ingredients or services.
• Meetings, whether for recruiting or training purposes, should be kept short, simple and easily duplicated.

SUMMARY 8

• The Plug-In Pistol fires each time a network marketer signs up a new distributor long distance and then “plugs in” that recruit to any local training meeting that is available in that particular city.
• Select the long distance leader or group to whom you entrust your new frontline associates with the same scrutiny that you would use to choose the daycare provider for your own child.
• Just as the best of all possible solutions is to raise your own child, so, too, is it best to train your valued frontline yourself.
• Plugging in your new distributors to just any citywide training, especially during their formative first year in the business, can create confusion and cause irreparable damage to their careers.
• Conduct your own training with your long-distance distributors by:
  1. Faxing them a one-page outline of your system.
  2. Answering all their questions over the phone.
  3. Getting a commitment that they are willing to follow your system exclusively.
• As your new associates move through the process, continue their training by:
  1. Requesting that they purchase a short manual that expands on the one-page outline.
  2. Reviewing the short manual with them over the phone.
  3. Recommending to them one or two motivational tools.
  4. Offering to coach them once a week.
  5. Conducting individual personal strategy training sessions over the phone.
  6. Recommending that they order a complete training manual once they prove to be serious business builders.
  7. Closing prospects for them and being available and supportive whenever they call.
• When coaching downline associates, suggest what you want them to “do right” rather than reminding them of what they’re doing wrong.
• Only after you have your new distributors solidly on track should you agree to their attendance at citywide meetings in their locale.
• The first time your family and friends are introduced to network marketing, they should see the presentation in a private setting.
• When recruiting long-distance, stay personally involved with your new prospects:
  1. Do a mini-presentation by phone, fax, email, or mail.
  2. Send your prospects multimedia information and follow it up with a phone conversation.
  3. Use the support of your upline associates for closing.
• If closing your new long distance prospect is impossible, check out the kind of meetings being held in that area and encourage your prospect to attend only the business presentation portion of the best meeting.
• The preeminent purpose of network marketing has always been to consume and distribute quality products by word-of-mouth, while paying network distributors what they are worth, thus enabling them to live quality lives.
• You can only preserve the integrity of our industry by (1) affiliating only with those companies that will terminate even a “big hitter” who breaks the rules, (2) by inviting honest people into your organization, and (3) by training your new distributors to respect the structural integrity of our industry.
• Some unscrupulous marketers attempt to destroy the structural integrity of our industry by unethically inducing other distributors’ prospects, who attend meeting unaccompanied, to join their own downline by implying that they cannot be successful without local support…which, of course, is a myth.
• The myth of local support implies that distributors are limited to recruiting in their own city with no potential for global expansion, which is totally contrary to the nature of MLM.
• The exponential growth of a network marketing organization lies in the distributor’s ability to teach others how to become leaders who in turn can teach others an easily duplicated system for recruiting anywhere in the world.
• Success in a foreign market is dependent on:
  1 The loyalty and communication between sponsors and new distributors.
  2 Well-translated training materials that offer a simple, proven system that is easily duplicated.
  3 The self-reliance of the new start-up group in that country.
• Success does not result from merely finding one good person and then “plugging in” that recruit to whatever training happens to be offered locally.
• New recruits in foreign markets are often tempted to switch their allegiance from their original sponsors to local downlines who erroneously claim that training centers, signing bonuses, cultural ties, and other hoopla are critical for success.
• It is vital that corporate leaders crack down on policy violations before they get out of hand.
• As a new networker, don’t dabble in foreign markets unless the country is your birthplace, you have close family there, or your best friends in the whole world live in that country…or you have a downline who meets these requirements.
• With the advancement of technology, building an organization in a foreign market is more possible than ever before.
• The Plug-In Pistol won’t backfire and hurt you if you take charge of your own organization and teach your recruits a simple system that they in turn can teach to their recruits.

**SUMMARY 9**

• The Executive Explosion refers to the huge influx of corporate executives joining industry, bringing with them the same management styles that led to low productivity and unjustifiably high incomes in their former careers.
• These executives face two challenges as they enter the field of network distribution:
  1 An unmistakable desperation stemming from their loss of prestige and sudden withdrawal of benefits, company cars, and income.
  2 A misguided conviction that they can transfer their management strategies from traditional business into network marketing, an industry without managers.
• Most upline distributors have a high regard for education, experience, and expertise of corporate executives and are naturally inclined to listen to what they have to say.
• In light of the respect they carry, former corporate executives pose two obvious challenges to our industry:
  1 As high achievers with great egos, they often intimidate the very distributors who sponsor them.
  2 Even though many of the tools they used in traditional business are simply not applicable to our industry, they try nevertheless to introduce management styles and high-tech approaches into our business, which can sidetrack both their upline and downline associates.
• Even if you have a blue-collar work background, don’t make the mistake of assuming that some “corporate big hitter” knows more about our business than you.
• When teaching former corporate executives, take control in your training and teach them how different our MLM business is from traditional business.
• Give the fact that many former corporate execs are discouraged after their departure from traditional business, your risk is merely to sift out those who seriously desire change and are at the right time in their lives to join MLM.
• The quicker you can provide corporate people or business professionals with information about the upside potential of our business, the faster they can do their research and make one of three decisions:
  1 They are ready to get started (a positive step).
  2 The time is not right (a positive step – use the card-file system to follow up).
This business is not for them (ask for referrals).

- New distributors, especially from corporate America, must be taught from day one that product usage, prospecting, and recruiting are what lead to success.
- Memos and meetings are time-wasters, as are the creation of slide shows, presenters, overheads, and charts.
- While traditional business encourages people to emphasize their strengths and past successes, network marketing teaches people to also share their vulnerabilities – the circumstance that lead them to MLM – in order to break down the walls of resistance.
- It is generally this “down” experience that opens the door to network marketing. Telling your personal story is what makes other people relate to you – they want to hear why you’ve chosen this industry as a solution to your former problems.
- Unlike “passing the buck” in traditional business, executives who want to build a large organization in network marketing must leave behind their habits of delegating responsibilities and begin leading by example.
- Do not qualify your prospects, but rather make room for the widest possible cross-section of people.
- Home parties, clinics, and retail sales create immediate, short-term income; however, building an organization of people who use and share the products, and then teaching others how to duplicate this process, produces long-term residual income.
- A lowered self-image is the greatest emotional challenge for those who leave the corporate world and enter full-time into network marketing.
- Many part-time networkers worry about their bosses’ negative reaction and their spouse’s skepticism, while maintaining a positive outlook throughout the early stages of the process.
- There are hundreds of thousands of single women in network marketing struggling to build organizations while meeting all their other demands as wives, mothers, and female executives. But there is not one with average skills and strong drive who cannot achieve greatness.
- Network marketing can have a profound effect on many businesspeople after they discover that, first and foremost, our profession is about personal growth and development.
- Unlike the corporate work environment, there are no threats to an executive’s position in network marketing if he exalts his downline.
- A profound truth about our industry is this: Possessive clinging will never lead to success; only by giving the business to others will you ultimately receive huge rewards in the remarkable world of network marketing.

#10

As one of our contributions to the industry, we have begun a closing and motivation line that you or your prospects can reach by calling 1-900-PROSPER.

…This bold, new world of highly technical, academic research suggests that the key to unlocking the inherent potential within everyone may lie, not in the mere acquisition or competency tools similar to the ones presented in this book, but in more cognitive, personal change. These visionaries suggest that self-efficacy (i.e., having the power to produce certain effect within oneself) combined with competency development (i.e., promoting the specific skills necessary to accomplish a given task) may be the true key to unlocking the power within us all. And according to them, both proficiencies can be learned and duplicated.

Although we have but scratched the surface of these cutting-edge techniques, we have been sufficiently intrigued to join with other leaders from several countries in the formation of a synergistic, think tank consulting firm called 21st century Global Trust… Lou Tice and Dr. Bandura are absolutely correct in their assessment of the positive benefits of techniques that combine mastery of task performance with exercises in self-efficacy, and we intend to create and launch programs that will capitalize on these new mental applications.

…But we must demonstrate in the twenty-first century that a much larger percentage of people who join the ranks of network marketing have an equal chance to proper in our profession, and we now believe that the tools needed for such widespread prosperity are within our grasp. Currently, 3 percent of the MLM population earn over $93,000 per year, and 56 percent earn less that $6,000 per year. It is the middle 40 percent that we believe we can and must reach.

**WHAT STOPS ME: FEAR**

1. Lack of conviction
2. Lack of self-esteem
3. Fear of losing credibility
4 Embarrassment from other MLMs
5 Trying to quality leads like traditional business
6 Conflict of interest

Book By Mark Yarnell and Rene Reid Yarnell