



MLM Sponsoring Secrets:

How To Make People Stand In Line And Beg To Join Your Network!

The Ultimate No B.S.,
No Holds Barred,
Kick Butt,
Take No Prisoners,
MLM Enrollment Manual.

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Elizabeth Tracey

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How To Make People Stand In Line And Beg To Join Your Network!

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Chapter 1:

Overview & How To Achieve Maximum Results Quickly

Welcome and congratulations! You've taken a huge step towards standing responsible for creating your own financial independence! We are going to make today the most exciting and inspiring day of your whole Network Marketing career, so far. You see, today, right now, you have started a process that will forever alter your sponsoring results. Once you master and apply the techniques, tactics, and principles revealed in this special report you will never again have to beg anyone into taking a look at your MLM opportunity.

Today is **FREEDOM DAY**. The information contained in these pages will provide you with freedom, while at the same time providing you with a lot of fun and amusement. You see, the same "hard heads" that previously gave you a hard time will beg and even plead with you to please share your opportunity with them. You'll see. So if you're not excited now, check your pulse, and read the obituaries to make sure your name isn't in it (just a joke... we hope you have a sense of humor).

As successful committed individuals, we have an earnest desire to make a difference for those who have the courage to take their future on. Network Marketing is an option we believe in, not only for financial success, but for the personal development and growth that occurs for people when they take themselves on and enter the world of Multi-Level Marketing (MLM).

Before we get into the "meat of the matter," here's a quick background about how and why this special confidential report came into existence. As top 1% money earners and master trainers, both of us had sizable organizations. Many of our teammates were experiencing success in varying degrees, but more people were not.

After counseling with many frustrated individuals in each of our respective networks, we created a series of 'hands-on' training workshops. These workshops produced immediate results, such that individuals who had never even received their first check were now making money! And, those participants with sizable networks developed into true leaders and were amazed to receive their biggest checks ever. It is this training system that is the foundation of this special confidential report.

So why is this report "confidential"? We pondered long and hard as to whether we should release this information outside our networks. And here's why we ultimately decided to do it. Network Marketing is the greatest industry in the world but a crucial piece is missing. There's almost no REAL hands on "how-to" training designed for anyone to have success.

MLM is the purest form of team building there is. And it's probably the last chance the little guy has of making it really big. And unfortunately, there are many people who join the Network Marketing industry excited with dreams of living the lifestyle, only to find out that they have no clue how to have true success in networking. Not to mention that in most cases the person who brought them in has less of a clue than they did. It's the blind leading the blind which ultimately leads to failure.

So we have thousands and thousands of people joining this industry every week and almost as many leaving it just as quickly... disappointed, upset, and feeling let down. This leads to a lot of negative press and people bad mouthing the industry. This industry desperately needs some practical, workable, no BS guidance that will lead the average person to success.

That's why, on a limited basis, for a limited time, we decided to release this information, as a way to help the people who are frustrated and just about to quit, thinking it was "too good to be true." As a result, we've designed this special report to give you a real, proven, workable plan not based on conjecture or theories, but one based in reality!

There is already way too much hype and fluff in this industry. You won't get that here. What you will get is a realistic game plan and more importantly the training for you to be able to carry out that plan and have successful results with it, no matter who you are, your background, your experiences in

life, who you personally know, or what you've tried before.

OK, onward to your question of money. Do we make money by providing you with this information? Absolutely! We're not going to insult your intelligence by trying to convince you that we don't. But the only reason we do is because it's valuable - (conservatively) 100 times its cost! And why should you care if we make money if you make even more with this information?

We believe in Value for Value relationships. In other words, we will give you something very valuable in the form of knowledge in these pages. What constitutes value? Well, armed with this inside information you will be able to create as much wealth and time as you want. The sky is the limit. That's valuable wouldn't you say? "So, what's the catch?," you might be thinking.

The catch is: There's no such thing as something for nothing. Everything of value comes at a price. You have to actually do something with this information. You have to use it. Dare to try it. It works for everyone we've ever taught it to who dared to do it. And it will work for you too -IF- you use it. But please don't just passively read this like a novel or a good story. The world is already overflowing with too many broke intellectuals (people who know how to play the game but refuse to get out on the field and actually **PLAY!**). So don't become a professional student and remember...

Knowing Without Acting Is Like Not Knowing At All!!!

So, the price you will have to pay for the value you seek from this special report is mastering the information contained in it. And true mastery can not take place only intellectually, it must be actually experienced. But here's the good news. If you're serious and work at it you can master everything here in 30 to 60 days and then watch your Network Marketing business explode.

So our challenge to you is to take this very valuable information and put it into action. Don't blow it off as something that won't work just because it didn't cost you a fortune or you didn't have to go to school for 4 years to learn it. It's probably the single most valuable or profitable tool you will ever own... IF... you use it!

By using this information and creating new habits this will become second nature to you. You've got to dedicate yourself to mastering what we're about to reveal to you here. But here's the good news: We will teach you everything you need know and if you follow our instructions to the letter, you will be able to master this stuff in 30 days.

Here's even more good news: You only have to learn it once. Once you've got it, it's yours forever! Once you have this imbedded in your nervous system, no one will ever be able stop you. You will own it on a gut level, and by sharing will make a difference for more people than you ever thought possible in your lifetime.

So, PRACTICE PRACTICE PRACTICE - until it becomes automatic!

'Insider' Sponsoring Secrets

The secret of sponsoring more people than you can count all comes down to something called posture. And really all posture is, is confidence. Confidence in yourself. Confidence in what you have to offer. Confidence in your networking company. Confidence in the Network Marketing industry. Confidence that what you've got is much, much better than what your prospect currently has.

When you have REAL confidence in these areas sponsoring becomes a fun game that you are 100% totally in control of. So when we refer to posture throughout the rest of this book, here's the essence of what we mean: People always want what they can't have and if you make it readily accessible they don't want it.

There are two parts to the secret of quantum sponsoring with posture. First is developing the right mind-set (the person you will need to **BE**). And second is how to properly communicate your new mind-set to your prospects (what you will have to **DO**). Although we will spend a great deal of time spelling out the exact techniques and giving you the precise words to use, we want to let you in on a little known fact. It's this: The first part, who you're **being** is the master key to the whole thing.

Have you ever heard the phrase "Who you are speaks so loudly, I can't hear what you are saying"? What does that mean to you?

Here's how it applies here: You can have all the techniques down cold... have all the words memorized and be able to parrot them back flawlessly... BUT... you still won't have the success you want unless you first generate the right posture, the right confidence, and the right mind-set.

That's why this special report is broken down into 4 parts. We are going to start with the 5 mental "Posture Points" that will create the exact understanding you need to **BE** posture... to **BE** confidence. After the posture points we will discuss different ways to **BE** an enrollment machine.

These two areas combined will install the right mind-set into you. You will understand exactly the amazing gift you have to offer. **You will know that you are doing your prospect a favor. YOU don't need them... THEY desperately need and want you!**

Now, armed with that mind-set we will be able to move on to the verbal and non-verbal ways to communicate so powerfully to your prospect that they will no doubt beg to join you!

In the final section we will give you a fast start action plan and the tools to be able to coach yourself for long-term, sustained success.

So let's get on with it...

Chapter 2:

Developing Your Posture Power

Almost all new MLM'ers start with the attitude of: "If I could just sponsor so-and-so, I'd be on easy street. Please, God, let me sponsor George." This is a pathetic place for anyone to stand. When you have that mind-set you end up begging people to pleeeeeease join you. You see, the majority of all networkers who are just "giving this thing a try" end up feeling like they need the other person... they freely surrender and when that happens the other person automatically has the posture power.

We beg and beg and beg. Sucking our thumbs we ask, "You wouldn't want to do this, would you? Do you think maybe sometime, someday you might want to take a look maybe? Oh please, oh please, oh please." And we feel lucky if someone says "Yeah, maybe I'll try to be there."

Somehow, once we join our companies we tend to forget the vision of why we did it in the first place. We forget what it offers and develop the mind-set that we are doing something underhanded to someone we like. As if we have to convince and coerce them into doing something that isn't good for them. And when we want it so bad for our own selfish reasons they automatically become resistant. They feel our desperation and up go the walls of resistance. We appear weak, like we've gotta have them for success and this makes 'em run as fast as they can in the opposite direction! (It's what I call the "Scared Money Syndrome". You know, banks only lend money to people who don't need it.)

So we push and push and push. We cram it down their throats and then wonder why they throw up all over us. Wonder why they resist us... wonder why they cross the street when they see us coming... wonder why they won't call us back. But how would you react if someone approached **YOU** this way? Would you want to be a part of that team? A part of that desperation? Or would you feel like they were trying to convince you it would be fun to jump on a

sinking ship and all die together?

What if, instead, you had the mindset of a banker. Think about this: What product does a bank sell? How do they make money?

Give up? MONEY! Banks make money by renting out money, don't they? Yet how do we feel when we get "approved for the loan"? We start jumping for joy and feel lucky, don't we? But how crazy is that? I mean think about it, this could be compared to going into a supermarket and kissing the manager's feet because he **LET** you buy a loaf of bread!

Ridiculous, right? Yet we do this all the time. We fight to be accepted to a college, are excited when accepted into a "members only" club, and feel relieved when our car loan application is approved. How do we feel when get that new job (this is really funny because the only reason they are hiring you to begin with is because you have some valuable skill that they need and want that helps them get what they want)?

And so on.

So let me ask you a question. What if you created an atmosphere with every person you came in contact with, such that they wanted what you had? That they felt lucky if you decided to show them your MLM concept? That they would jump for joy once you selected and approved them for team membership? What if they had the same attitude as someone who just "applied for a loan"? Would sponsoring become fun, exciting, and simple? Do you think people would line up and beg you to let them join?

You bet your butt they would! And do, too. Everyone who understands this and has this attitude has POSTURE POWER.

What if you went into a restaurant at dinner time during a Friday night rush and announced over the sound system:

"I'm a multi-millionaire and I have here in my hand a blank check... and it's signed. I'm looking for a person tonight that meets my list of qualifications to give this check to. I don't know for sure but I think one of you here right now would qualify. If you are the one I select I will give you this blank check and let you fill in what ever amount you think you deserve.

"Now, I can't promise you anything, but if you would like to see if you qualify, you need to stand up right now and form a line right here. Be prepared to explain to me why I should pick you."

What do you think would happen next? A stampede of people would fight to be first in line, wouldn't they? Would they passionately try to convince you why you should choose them? Would each person in line try to out do the person that came before them? Do you think they'd have an attitude of respect towards you? Would they jump through hoops and do just about anything to sell you that they are the person you're looking for?

Well, guys, do you realize this is exactly what you're offering someone when you give them the opportunity to take a look at your network marketing business?

Posture Power Puts You In The Driver's Seat!

You see, it's not what you say... it's the strength of your posture when you're delivering the message to your prospect. Most people in network marketing have the exact opposite attitude however. They beg people to take a look... **AND THAT'S 100% THE WRONG ATTITUDE TO HAVE... IT'S BACKWARDS!!!** YOU are doing them the favor by considering them for membership on your team.

You are in the driver's seat with the proper posture. With Posture Power, you never worry about needing a big "check" to impress people. The Posture Power mindset says "Hey, I don't need everyone nor do I want everyone. I have something of value that you'd want and I haven't decided if I'm willing to reveal it to you."

Let's return to our restaurant story for a second. If you were going to give a blank check to someone, would you make damn sure they deserved it? That they would use it productively? Or would you offer it to just anyone? You'd just wad it up and throw it in the lap of the first person you saw, right? Of course not.

So why should it be any different with your Networking? You have the greatest gift to offer and people will beg you once you truly understand what you have (your Posture Power) and once you learn how to communicate it to them clearly.

Where is it written that you must show your MLM business to everyone? Does your company make it mandatory that you have to show everyone? No? Of course not. It's your prerogative, your choice to share your opportunity with whom you want. You have the keys to an exclusive club and you have been given the power to allow a few key people to become members also.

Are you beginning to see the different mindset here? You have to start looking at your Network Marketing business through a completely different set of glasses. It's a new paradigm... a new mindset that you've gotta adopt if you want people to beg you for a change. Sometimes just grasping what we've discussed so far is enough to change a frustrated MLM'er into a powerful enrollment machine. Ultimately, it all comes down to this: Do you really know (in your heart and in your gut) what it is that you're offering someone when you introduce them to your MLM business? We would assert that if you are not already experiencing the success you desire, then you don't truly know what you have here. So let's discuss it and build you some Posture Power...

The 5 Posture Points: How To Develop MLM Posture Power

There are 5 areas that once you see the complete picture you will develop iron-clad, rock-solid MLM posture power. They are:

1. The pain of your prospect's current situation.
2. Your prospect's other options (or lack thereof).
3. The current economic conditions.
4. Network Marketing & its Benefits.
5. The personal service you'll provide -- your consultant services free of charge.

In otherwords,

**YOUR POSTURE POWER = YOUR 'GUT-LEVEL'
UNDERSTANDING OF THE
5 POSTURE POINTS**

So let's look at each posture point in depth to give you such a clear picture of what you have with your MLM business, that posture power becomes automatic for you. We'll start with:

1. THEIR PAIN:

What pain does your prospect live with on a daily basis? What do they put up with? Where do they hurt? What do they desperately want? What will their lives look like five years from now? Will they have financial freedom?... eliminated their money worries/pressures forever? Will things get better or will it be more of the "same old stuff" (SOS)? Will they have more time to spend with their families or never see them? Will all of the stress make the little time they do spend together unbearable? With no peace and constantly being at each other's throats. Will they wind up, as so many do, in divorce court with children they never get to see? And will their children get caught up in drugs and gangs?

Does all this sound overblown to you? The sad part is, it's not. Just talk to people, read the papers and watch the news, this is what most of America has to look forward to. It's an age of darkness and loss of hope for many.

How many people wake up excited, passionate, and happy about what the day holds for them? Not many. It seems like most wake up more tired than when they went to sleep... dreading the day. Their only choices seem to be "Should I get up or hit the snooze button again? Or just forget the whole thing and call in sick?"

So they wake up, drag themselves out of bed and force themselves to the office, where they know loyalty is a one way street. Imagine the insecurity of living everyday knowing the company you gave up your life to help build can (and will) discard you any time they feel like it. While the company goes around shouting slogans like "loyalty" and "dedication" and being a "team player," your prospect knows the truth...

THEY ARE EXPENDABLE!

Your prospects are living in fear, wondering will the company be bought out? Will they get fired or downsized?... Forced out with some lame excuse, knowing damn well the real reason is that

in another six months they'd be vested for life in the pension plan? There are so many talented people out in the job market that companies know they can hire someone else to do the same job for much less money.

Or worse yet, your prospect fears actually surviving the cutbacks and being expected to handle (with no increase in pay or benefits) the extra work load of the 10 people that were just let go. There's something about being the last rat left on a sinking ship that really demoralizes and demotivates a person. Job security is a joke! There's NO SUCH THING. Corporations buy people at wholesale and sell 'em at retail for as long as it is profitable or until they discover a cheaper way.

Why do they tolerate it?

People feel like they have NO choice. They've gotta put up with this abuse because they're trapped - up to their eyeballs - in debt (no wonder bankruptcies were at an all time high last year). So, forced to swallow a mouthful of caca, they let their bosses control their lives and decide how much money they are worth. Their time is controlled: If they show up late they're in trouble, but if they work late... it's expected. They hate Sundays because they know Monday is just around the corner. Living for Fridays, they work 5 to live 2... Tolerating the job just to get to the weekend and start the same vicious cycle all over again. **They're spending so much time trying to win this rat race, only to discover they're living like rats!**

Tom Welch, America's career coach, says that more than 80% of Americans are working in jobs they don't like or actually hate. Deep inside they are unfulfilled, dying to feel important. Wanting to feel special, proud and respected. But to make it in the corporate world they have to give up their identity and sacrifice themselves totally to the company.

How many people do you think close the door to their office, lean against it, and out of their defeated frustration, silently scream? They're trapped with no way out. Most salaries in America are frozen or actually cut back. The mentality is "be lucky you even have a job." People are fed up with the dangling carrot. When will it pay off? The B.S. promises: Promotions and pay raises are always "someday" or "next year" or you'll just have to "be patient." Not to mention that they often feel like they

have to "prostitute" themselves and play the corporate brown-nosing game. They work in an environment where playing politics is valued more than a person's ability and skill to get the job done.

So your prospect fights his/her way to top (or at least to not be at the bottom)... and has to fight to stay there. So much energy is wasted on back biting and playing politics that they have nothing left to give the job. And this literally drains them. Before they even get to do the work they were hired for, they're exhausted, run down, and diseased. No wonder, by far, the highest percentages of all heart attacks in this county happen on Monday mornings at 9AM.

What does all this do to your prospect's mental state and condition? No wonder they hide out in fantasy watching movies and TV just to escape this dismal existence. This messes with the mind... no self-confidence, low self-image, no self-worth. No wonder teenage suicide is at an all time high.

Lives of Quiet Desperation

People think they are free, living in a free country. Yet they have their own dictator. Their lives are spinning out of control with their bosses dictating the neighborhood in which they will live... the house... the way it's furnished... where they will vacation and how long... the kind of clothes their children will wear... the kind of car they will drive... whether the spouse works or not... which school their kids will attend or even if their kids will attend college... whether or not they have to worry about retirement. Their lives become routine. They stop dreaming of bigger and better things. They have to tell their children "wait for payday." They yell at their spouses to stop spending so much money, to stop being so extravagant just because they want a name brand tooth paste.

Lives filled with broken promises like, "next year, honey, next year I promise we'll take the children to Disney World." Every other statement that comes out of their mouth is "we can't afford it." When grocery shopping, they choose the generic can of beans just to save three lousy cents.

It's sickening!

Living paycheck to paycheck. Knowing they have absolutely no security and are only two or three paychecks away from being homeless. They spend all they make... always strapped for money... worried and wishing for things to get better. Did you know that according to the Social Security Administration in Washington D.C., at age 65, 75% will be dependent on friends and family for handouts to survive... 23% will have no choice but to keep working to make ends meet because their savings will average only \$250.00. Maybe that's why so many people play the lottery, admitting to the world that a crap shoot is the only way out.

Well, we're depressed, how 'bout you? But can you see the value of what you have to offer with Network Marketing? Wait... don't answer yet, we still have to discuss...

2. THEIR OTHER OPTIONS:

Are you starting to see that 98% of America is mad as hell and hungry for some other option? They don't want to take it anymore but feel there's no other choice. This compounds the situation. They feel trapped like a caged animal. Most give up, resigned that there's no way out. Can you think of a more hopeless and frustrating way to live? But what other options does the average person have?

They can get a second or third job, have their spouses get a second or third job. They can try to get a better job. So let's take a look at the current job market.

As jobs vanish, more people compete for the ones left over. And when there's a surplus of anything, what happens to it's price? It goes down. That's why the average salary has been steadily decreasing for the past 7 years. People settle for less and less pay because they know that if they won't, one of the thousands standing behind them will! Here's what the New York Times (3/3/96) says about this:

"In this game of musical jobs, people making \$150,000 resurrect themselves making \$50,000... Those making \$50,000 reappear earning \$25,000. And these jobs are discovered often after much time, misery and personal humiliation."

So what's the answer? Well, for most the American dream is owning their own business. But there are a lot of downside risks in starting your own business. First and foremost, over 95% of all "Mom & Pop" businesses will fail within the first 3 to 5 years. You can spend thousands of dollars and countless hours, only to have your legs cut out from under you. It's hard to pave your own way and the odds are definitely stacked against you. That's why franchising is so successful. But the average franchise costs \$87,500... and that price tag puts a franchise out of reach for the average Joe.

This is the first generation of children that isn't expected to do better than their parents. The average salary in America has dropped progressively for the last 6 years. At the time of this writing it's \$26,000 a year - who can raise a family on \$26,000 a year? That's a **REAL** dilemma.

And what about those "lucky" few who are making good money or who have a successful business? Well, the chances are they don't have the time they desire to enjoy the fruits of their labors. What they really have is a job or a business that OWNS THEM... there again lack of control!

When you begin to see the real picture of what's going on out there, do you see the incredible value you can bring to millions of people's lives? So you see, you have what they need and want. So if you're dealing from a position of weakness, begging people to just take a look at what you have, that's 180 degrees opposite what it should be... And the only thing that is wrong is your mind-set. Nothing else.

You are doing people an incredible favor by even considering them for your team. They need you. You DON'T need them! The problem is that we feel we have to sponsor everyone... and we don't. So, by now your posture power should be building at a fast rate. But we're just getting started, we still have 3 more posture points to cover.

3. Current Economic Conditions:

We've already discussed this a little in the previous two posture points, but let's really dive in here. What is the current state of our economy? Where's our economy heading? What

does the future hold for it?

Remember when you were young, trying to run up a down escalator? You've gotta run very fast and expend a ton of energy just to stay in the same spot. And if you stop, the down escalator will take you down with it. Well, our economy is like trying to run up a down escalator. You've gotta work real hard just to stay even in this economy.

With 43.5 million jobs permanently eliminated, the American Dream is fast becoming a nightmare! We've worked hard all our lives - made good contributions - BUT suddenly the rules of the game have been changed. Mergers. Acquisitions. Downsizing. Re-engineering. Plant closings.

Call it what you will, the net result is still millions of jobs have been permanently eliminated in the last ten years. At one time the formula for success was to go to school (or get some sort of formal training) get an entry level job in a good company and work hard eventually retiring at the top with a nice pension. Today, that's a recipe for disaster. Why? **Because time-honored business practices and theories no longer work.**

It's More Than A Simple Recession

Respected business leaders, futurists and economists like Tom Peters and Paul Zane Pilzer agree: "Don't look for much relief in the years ahead. The current economic problem we face is no ordinary crimp in the business cycle. Fundamental changes are sweeping every sector of the economy."

Billion Dollar Industries Destroyed Overnight

Look at the vinyl record industry. In 1985, it was a vibrant, two billion dollar a year industry, employing approximately 100,000 people. Fact: By 1990 - just 5 years later - this industry (after surviving two world wars) was dead!

How many of those 100,000 people, back in 1985, foresaw digital CDs dominating the music business? Probably a few. But the majority, caught by surprise, found themselves out in the cold

with obsolete skills.

Now that's just one example. These types of changes are happening in every industry, across the board. That's why so many jobs have been lost... so fast.

The breakneck speed at which today's technology creates new & better innovations (and introduces them to the market) is the root of this job loss problem. As technology feeds on itself (growing stronger and faster), "state-of-the-art" products/services die out with shorter and shorter life-spans. When the next greatest innovation comes along, the technology it replaces is rendered obsolete.

So with every new innovation, jobs are lost - for two reasons. One: New technology makes our old skills and training outdated. Two: Each innovation seems to require less and less people to produce the same or even greater output. It's estimated that over 500,000 jobs a year are being permanently eliminated, never again to return, due to technology alone.

RETIREMENT BEFORE DEATH?

Did you know that for the average 35 year old, wanting to retire at 65 with an income equivalent to \$60,000 (in today's dollars) would have to save and invest about \$46,000 each and every year, for the next 30 years? Company pension plans are becoming irrelevant because the average American changes jobs every 3.7 years so the compensation is too small to even think about. According to Forbes magazine, IRA's may become obsolete very soon.

But we'll have Social Security to provide for us, right? WRONG! Did you know that when the Social Security was formed, it was designed such that, for every one person collecting, ten people in the work-force contributed to the system. But if current trends continue, by the year 2005 the system will be 100% opposite of it's design, with 10 people collecting for every one person contributing to Social Security. And by the year 2023 it will virtually cease to exist.

OK, let's talk about the flip side of all this 'doom and gloom.' Onward to posture point number 4...

4. Network Marketing & its Benefits:

We now know the environment that our prospects are used to living in, so let's compare that to the benefits that network marketing offers. Just what does MLM offer? Do you know? Are you excited about it? If someone woke you out of a sound sleep at 3 am, and asked you why the Network Marketing industry, could you tell them without hesitation? If not, it's time to be **RE-Sponsored**. So let's re-sponsor you (if you need it) or simply build your belief and your posture stronger if you're already charged up about what MLM offers the suffering masses.

Network Marketing is a powerful \$70 BILLION dollar a year industry, practiced in all 50 states and well over 65 foreign countries around the world. Did you know that according to recently published data, of all the millionaires created in the last 10 years, 20% of them made their money in Network Marketing? That's 1 out of every 5 millionaires! Did you know that last year, in the greatest "Bull Market" in the history of Wall Street, the 13 publicly traded Network Marketing companies outperformed the Dow Jones Industrial Average by an additional 79%?

According to USA Today, almost 96% of all adults ages 25 to 44 want to own their own business. The problem is that the average person doesn't have several hundred thousand dollars (if not millions) to buy a franchise or to launch, start-up, and run a company. Not to mention most lack the experience to make that business successful if they did have the money. MLM offers everyone (their age, sex, race, or experience doesn't matter) the chance to start a potentially multi-million dollar lucrative distribution company without the risks of conventional businesses, for less than a thousand bucks. So, as the Baby Boomers flee the corporate world in droves, crying, "I can't take it anymore!" MLM is adding over 100,000 people every single week to it's ranks.

It appeals to everyone... Doctors, Lawyers, Accountants, Homemakers, Corporate Executives, Jet Fighter Pilots, Teachers, and so on. Household names and almost every Fortune 500 company in existence, (like AT&T, MCI, Coca-Cola, Sprint, IBM, Sharp, Texas Instruments, Gillette, Discovery Toys, Colgate-Palmolive, and Rexall Drugs to name just a few) has somehow become involved with the Network Marketing revolution.

Here's what world renowned Presidential economic advisor, Paul Zane Pilzer, had to say about MLM:

"I would be very surprised if we don't see Network Marketing sales DOUBLING every three to five years."

It's the greatest source of "Grass-roots" capitalism and will totally reshape American business. Just like the franchise revolution, those of us who cash in on the Network Marketing trend early, will be among some of the wealthiest and most powerful people in the world. Do you realize that we will see MLM, in our lifetimes, become one of the most respected business methods in the world?

But what is Network Marketing?

It's a non-traditional business... one of the most important business revolutions of this century. Success magazine calls it "**The most powerful way to reach consumers in the 90s.**" As a form of direct marketing, MLM companies cut out all the costs associated with the middlemen in the distribution process (like the shippers, wholesalers, national & regional distributors, warehousemen, jobbers, and retailers). Network Marketing also eliminates the need to spend billions and billions of dollars on advertising. Did you know that the waste in the distribution process combined with the advertising expense generally accounts for 65+% of the product?

So where does all this savings go? Two places. First, into product research and development (you will see some of the best, most exciting, state of the art products ever known to the world introduced through Network Marketing). Second, to the independent distributor force of people (like you and me) who are conversationally marketing the products. It's a new concept in distribution and an amazing opportunity for anyone with a dream to escape the shackles of the rat race.

Because of its newness and the astonishing laundry list of benefits MLM offers, many are scared by it. They think anything this good must be illegal, immoral, or just plain wrong. So let's take a look at what Network Marketing offers. The first thing it offers is...

FREEDOM

Freedom to live life on your own terms. Freedom from a linear income (you know, when what you earn is directly related to the amount of time you trade for it... you want more money... trade more of your life away for it). While most people are too busy earning a living to make any money or enjoy it, successful MLM'ers end up working less and less but get paid more and more. You can even make money while you're sleeping in this business. How would it make your prospect feel to never again say, "We can't afford it." What can be more freeing than having money for life... doing the work once but being paid forever?

The business is so strong and solid it attracts high profile professionals, yet simple enough that a 22 year old kid with no business background can build a six figure monthly income. And best of all, Network Marketing offers the freedom to spend quality time with the ones you love. MLM'ers get to choose who they work with. They get to the top by experiencing the joy of empowering people they care about to grow and succeed, NOT by tearing 'em down.

Complete financial independence, with money for life, can be achieved in less than 5 years, with only 8 to 10 hours a week, working from home or anywhere else, with little or no overhead. There are no huge capital investments or continuous "out-of-pocket" expenses. It's an automatic profit generating system. And often times non-sales types actually have an advantage over sales types in MLM. It's not a business where you spend years learning and training, then go out and apply. No very often you can be in the profit in just a couple of months.

And we're talking about unlimited earnings potential. Were you listening? We said, "UNLIMITED." Do you understand what unlimited means? That's when you decide how much money you're worth. It's like having Bill Gates and Ross Perot each give you a signed blank check! Now, that's our idea of unlimited.

What about the tax advantages? Did you know that the tax savings this business offers can be huge? Say your annual taxable salary from your regular job is \$45,000. With the tax savings your MLM business offers, you will probably wind up with several thousand dollars (maybe \$5,000 to \$10,000) EXTRA in your pocket from your regular job that you would have paid in taxes if you

didn't have your networking business. (Please note: This is not meant to be financial advice. Please consult with a qualified accountant for guidance in this area.)

Do you like to travel? Imagine being able to vacation one week out of every month for the rest of your life. Or, what if, once you've established your network, you packed up your family for a month of "hammock-swinging" in the tropics sipping coladas and enjoying life. And when you return home there's a bonus check waiting for you bigger than last month's. That's the lifestyle of Network Marketing.

There's one more piece to this posture power puzzle that will tie the other 4 together, it's...

5. WHAT YOU'LL GIVE 'EM

Play along with us for a moment. Picture yourself as a consultant. You are a high paid consultant... one with a track record of success. Everything you touch turns to gold. You have a waiting list 1 year long filled with clients begging you for help. Your reputation means everything to you. Everything you do, or fail to do, reflects back on your reputation.

So let us ask you a very important question, do you just select any client or are you choosy? Would you make sure that the clients you do choose to work with have a good potential, or would you risk your reputation and track record on some doomed business? Our guess is that you would make the clients on your waiting list jump through hoops to prove themselves to you.

That would be a nice position to be in, wouldn't it? Well, you already have that situation with your MLM business. It's exactly the same thing. Let us explain.

When you invite someone to join you, you're letting them be a part of a winning team with a proven system for success (for example, with this confidential report you can - instantly and effortlessly - ensure everyone in your network has the tools to make people beg to join their network - which, of course, is also your network). And believe it or not you actually have more at risk than your new enrollee does. You're taking the responsibility to develop their business until they catch on.

But you're doing more than just teaching them what to do, you're guaranteeing their success by doing everything for them at first. You're their expert... their consultant... their mentor. You provide on the job training so they earn and learn at the same time. Every detail is attended to by you. Nothing left to the imagination for them. No guess work... just a systematic way of producing consistent results time and time again. Every single time. For all of your sponsorees. You will help them attract massive amounts of people to their team; keep those people on their team; and empower your sponsorees to empower their team to success.

When you sponsor someone you become their personal success coach. You're their savior. You're offering them the opportunity to take charge of their future... to develop self-confidence... to be really free for the first time in their lives. Don't ever lose sight of this:

**BECAUSE OF YOU, YOUR PROSPECT'S
LIFE WILL BE IMPROVED FOREVER!**

You're the expert with a clear cut game plan and a proven successful system to implement that plan. You're the one with an amazing system to build a multi-million dollar marketing business for your prospects. With this system you're the one who's going to help them create a "turn-key" operation. Through your hard work, guidance and the help of this special report, for everyone you sponsor you will give them their very own...

Little Money Machine!

Would you give it to just anyone? We don't know about you, but we're NOT willing to build an MLM Money Machine (one that can generate a six or seven figure "walk-away" income stream) for just anyone! With all the hard work, time and effort we have to put into a new enrollee, you'd better believe we're gonna end every presentation with "Tell me, why should I work with you?"

Remember, you're offering them something better than what they've got now. Plus you're offering them your time and experience (which potentially is worth thousands of dollars per hour - a whole lot more than they get paid for their time). So

the question you should be asking yourself is: Do they qualify to work with you? Are you willing to invest your time, your experience, your life into theirs?

So when you're thinking "who can I get to do this thing?," change it to "who do I want to grant freedom to, today?" Realize that, unless you take a stand for the people you care about in your life, they will be cheated out of the most freedom they can ever imagine.

So if you fully understand and internalize these 5 posture points deep in your gut, you will come to understand a very important fact...

**You Don't Need Them
THEY Desperately Need You!!!**

When you get to this state of mind, you will have installed POSTURE POWER into your nervous system.

**NETWORK MARKETING, THERE'S NO
BETTER GAME IN TOWN!**

Chapter 2 Action Notes:

Chapter 3:

"BEING" SUCCESSFUL:

Do your *words* and your *music*
give the same message?

**WARNING: SKIPPING THIS CHAPTER WILL BE
HAZARDOUS TO YOUR WEALTH!!!**

If you are like most people you might have a tendency to say "get to the bottom line. Just teach me the techniques and the right words I need to say to have people fighting to join my MLM team." If this is your first reaction, this chapter will be the difference between your success and failure in networking. Guaranteed, if you don't read the next 14 pages now, you'll be coming back to them later because you will **NOT** get the results you want.

To focus in on how you will need to be to create networking success, think about the people who are at the top of the pay plan in your company. Realize that they possess a set of skills that anyone can learn. If you want the same results that these people have it's simply a matter of doing exactly what they do and how they do it. In other words all you have to do is "BE" the way they are being... and if you are being those ways you will automatically (almost without effort) do the things they do for success. And guess what? If you are being who they are being and doing what they are doing then you'll have no choice but to experience the same results (MLM riches) they have! It's literally this simple.

Hence, the words must match the music to create comparable results. So, in this chapter we'll be examining certain characteristics or "ways to be" that a successful Networker has developed. Some of these characteristics you may already possess

and others may be a bit of a stretch for you and may require focus and practicing them on a daily basis, until they become an automatic part of who you are (about 30 to 60 days of concentrated effort).

Experiencing the same successful results as the world class network marketers is just like baking a cake... it requires all the ingredients in their proper quantities for it to come out right. So, as we go through this chapter you will want to take inventory of yourself to discover what's currently working for you (don't change these things) and what characteristics you need more of or are missing all together. **BE HONEST WITH YOURSELF:** The only way you will be able to successfully bake that cake is if you're clear about what ingredients you already have, what you need more of, and those which you need to go to the store for. (If you get our drift).

Ask yourself this: Would you be an ideal partner? Would someone want to choose you? Would you hire or employ yourself? If not, what's missing? Being a successful network marketer is nothing but a set of skills. And, like any skill, **BEING** a successful Networker can be learned.

This chapter is about putting yourself into your business! Have you ever heard the saying...

**"WHO YOU ARE SPEAKS SO LOUDLY,
I CAN'T HEAR WHAT YOU'RE SAYING"**

It's not **WHAT** you're saying, it's **HOW** you're saying it. Or who you are being when you're saying the words. **BE** who you need to be and you will automatically **DO** what you need to do and that will create the results you want to **HAVE**.

Before we get into the specifics of what to **DO** to build your business, we need to discuss who you need to **BE** to get the results you want. Because, believe it or not, it's not **what** you say (the actual words) it's how you say it and the person you are being when you say it (ex: confident, authentic, excited, passionate, empowering, etc.).

This is so important it requires repeating multiple times! Who you are and the way you say something is much more important than the actual words you are using. You can say and "perform"

all of the verbal techniques in the next chapter perfectly but they still won't work if you don't believe it yourself.

If you don't have the excitement, the conviction, the enthusiasm, the power & confidence... how in the world can you expect your prospect to either?! If you are being powerful and have the intent when you are getting on the phone that you are doing these people a favor then WHAT you say almost doesn't matter because your determination and conviction to succeed will send a signal to your prospect that transcends words.

HAVE YOU DECIDED TO BE SUCCESSFUL?

Let's say, you have children. Someone kidnaps them and takes them half way across the country from where you are now and you will never see them again unless you get there by 5pm this afternoon (lets say it's 9am now). The problem is that you have no money, no credit cards, no car, no friends, nothing but the clothes on your back and your iron willed determination and intent to get your children back. If you don't get there by 5pm you will lose your kids forever. What would you do? Would you figure out a way to get there? Would you do what ever it took? Would you talk to people even if you were scared? Would you enroll the help of who ever you needed to get there in time to save your children? Would you be willing to risk everything you had to, to get there?

What would you be willing to do, where would you be willing to go, who would you be willing to become, what would you be willing to give up... If you knew you HAD TO make your MLM business successful? Like as if someone pulled a gun, put it to your head, and was going to pull the trigger unless you made your business work. Would you do what ever it would take or would you just lay down and die?

Stupid question right? Well it's exactly that feeling, that intent of doing what ever it takes that VIRTUALLY GUARANTEES YOUR SUCCESS IN MLM! But here's the problem: A gun is not being held to your head. So, you've gotta put that pressure on yourself and decide to be successful.

Did you know that with the right intent you could go out today, right now, and personally sponsor 10 people in your business in just a couple of hours? Very little can resist the intent that says "Get out of my way, because I'm absolutely going

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to get the job done, I will not be denied! I will get the job done with no problem."

After developing a winning mindset, you need to focus on putting all of you into your business. In other words, since this is a business where you're literally the Super Bowl commercial, Life magazine spread, 1 hour Infomercial and walking billboard for your company, who you are being (the qualities you exude) is paramount to your success!

So right now, take a few seconds and in the space provided below list at least 7 qualities that an ideal business partner would possess. (Hint: You might think of the top 5 people on your contact list, what is it about these people that makes them your hottest prospects?):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

OK; done? You probably have listed things like responsible, dependable, integrity, direct, empowering, caring, hardworking, confident, enthusiastic, etc. A virtual enrollment machine of a human being, right? Surely you wouldn't imagine him or her as a boring, powerless, passionless, out of integrity, wishy-washy, self-centered, negative, quitter, would you?

Yet some of you actually run into people you haven't seen in a while, and when they ask you how you're doing, actually have responses like "Oh, hang' in in there" or (we just love this one) "Surviving!" Wow, do I want to be a part of that, how 'bout you? And then there's the ones who think they're really fooling someone by using their oh so half-hearted monotone voice to say "things are really going great."

This chapter is about **BEING** a master of enrollment. It's about having the words match the music. You see, we can give you all the proven magic enrollment techniques but they will **NOT** work for you if the way you're being is not enrolling. We need to clarify something here: There's a big difference between acting and being.

When we act rather than be, people get that we are phony and just talking the talk, but not walking the walk. When you are **being** a quality, people can just look at you and get the message you are sending. Have you ever been around someone who was just "beaming" with excitement? They are just letting it out from a very genuine place in their heart. Are you affected by just looking at them? **That's** the difference between acting and being.

So we are going to focus on several ways to "BE" that are vital to building relationships. (In case you haven't realized it yet, you are now in the relationship business - how to build 'em and how to teach others to build 'em.)

1. BE TRUSTWORTHY

The reason this quality is so vital in the business is because trust is a major factor in all relationships, especially in an industry that has historically been associated with scams, schemes, rip-offs, over inflated income projections and product claims, etc. Your ability to be trustworthy will truly make the difference between a few or no customers for limited profits and money for life through lifetime relationships.

Being authentic is what creates trust with people. Someone who uses a lot of hype, exaggerated statements and manufactured, self-serving excitement, as in the "in and out" closers of the sales world seldom ever create lasting client relationships which lead to lasting or lifetime residual income.

ACTIONS TO TAKE TO BUILD A TRUSTWORTHY WAY OF BEING:

1. Catch yourself at least twice a day for the next 21 days when your reaction would be to tell someone an exaggerated truth or the answer they would want to hear... and DON'T! Instead, tell what's true and real for you. Notice the reactions you will get. Example: Someone asks you a question about a particular fact about your company that is not necessarily favorable or let's just say not a strong point. Many people would be tempted to sluff over the issue by avoiding it or altering what is true about it. In order for you to be worthy of someone's trust you've got to be willing to tell the good, the bad, and the ugly. After all, you know these issues and you saw a positive side given the fact you signed up. So in this example you'd look your prospect directly in the eye and boldly state the truth with no sugar coating.
2. Keep a journal. It will be a very powerful tool to review the lessons you discover as well as to pass on to your team. Write down a daily or weekly record of events, lessons you've learned, mistakes you've made, etc., and especially the special actions you've taken that have taken you outside of and broadened your comfort zone.
3. When you give your word to someone (about anything) KEEP IT! Even if it's as small as "I'll call you later." And if for some reason you don't call, then acknowledge that you didn't keep your word, don't just give an excuse. This lets the person know that when you say something, you mean it... that you CAN be trusted. You can't imagine how rare this is (Just doing this one little activity will have you stand head and shoulders above 99% of the world. This fosters an environment that people are starved for and results in lots of people beating a path to your network.). Think about how many times in our society we throw statements around with no intentions of following through with them. The absolute best way to create trust with someone is to be accountable for everything (no matter how small or insignificant it might seem) you say. **LIVE YOUR WORD.**

2. BE AUTHENTIC

Being authentic also builds relationship and creates trust with people. Real, heartfelt authentic enthusiasm will come from

focusing on what is real for you. If you are excited that you have taken control of your own future, about taking yourself to the next level, about empowering other people to reach for their possibilities, about standing for other people's dreams, then focus on that. When you are authentically enthusiastic and communicating with effective words (the words and the music are in sync) then your message is so powerful that it can not be ignored or denied.

Have you ever been around someone who is speaking a foreign language that you didn't understand? Could you pick up on the power and the passion of their message through their intention anyway? You got what was going on even though you didn't comprehend their words, didn't you?

Notice this is not focusing on doing any one specific thing. We're talking about **BEING** authentic. This quality is all encompassing. If you are being honest and authentic then you will automatically do the following: Tell the truth, share your true feelings, look the person in the eye, speak clearly and comfortably, and keep your word to people at all times.

The fun part is that you can choose to be authentically enthusiastic and to believe what you're saying (even in spite of having absolutely no evidence to prove it yet). Belief is just a choice. If you want to check in and take inventory of your belief level at any given time, just look at your prospect. They will be an exact mirror for you. If your prospect is open, it's because you're being open... if they are resistant, it's because you're being resistant... if they're excited it's because you're being excited... if you hear things like "I don't get it" from your prospects, it's because you're being confusing. Your heart will equal their heart from both the positive sense and also the negative. Your prospect is just a giant reflection of yourself. So the trick is picking up on the feedback they're giving you and shift how you're being if the results you're getting are not the ones you want.

ACTIONS TO TAKE TO BUILD AN AUTHENTIC WAY OF BEING:

1. If you are making an appointment using a script, in order to be authentic while speaking, you will have to be comfortable with the words. This means practicing the words OUT LOUD!

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So you can be genuine, so you can be present to whom you are speaking. Watch yourself in the mirror. What is "all of you" saying? Are you saying the words while your body is sending an entirely different message? Just remember, the people you see driving down the road in their cars talking to themselves might very well be incredibly successful network marketers. So the next time you see someone talking to themselves as they drive along, don't laugh! You'll also want to be fun, lighthearted and spontaneous with people during sponsoring conversations, so this means that you can't be reading or trying to look up what's next. You must practice and know what comes next.

2. Practice **SHARING** your authentic and **real** feelings that you have with people. Such as a time when you were afraid of something but you did it anyway. Or sharing some of the mistakes you have made along the way. Begin to notice how often you edit what you say so it meets with the approval of those around you... or so you look good... or so you can be right... or show up in a particular way. How often do you edit yourself? How often do you begin to say what you really authentically feel inside and stop yourself and change it or change it before the words even come out of your mouth?

3. BE DIRECT & CONFIDENT

A person who is direct and confident does not beat around the bush, they get directly to the point. Can you imagine a person making \$50,000 a month skirting around the issue when setting an appointment with someone? "But wait" you say? "If I was earning that kind of money, I wouldn't beat around the bush either." Well guess what? There's no way they'd ever be making that kind of money unless they were first being direct and confident... "BE" "DO" "HAVE" in that order. First you get to be and do what that person is **being** and **doing** in order to **have** the same results they have.

ACTIONS TO TAKE TO BUILD A DIRECT & CONFIDENT WAY OF BEING:

1. Try approaching someone you do not know this way: Being direct, confident, looking them in the eye, speaking clearly, and **totally** expecting their interest say to them, "You are

extremely sharp. I'm a recruiter for a company that would like to greatly reward you for your talents."

4. BE EMPOWERING

The mark of a true leader is not how many followers he/she has, but how many other leaders he/she has created. This is what empowerment is all about. Empowerment is the true essence of network marketing. It's being aware that at the end of every future sponsoring conversation that someone has been enrolled - in something. Either that person has enrolled you, or you have enrolled them. Either they have enrolled you in selling out on them for what they really want (their dreams, goals, etc.) and buying into their excuses, weaknesses, and circumstances - or you have enrolled them (enrollment is about empowering people to take their lives on... to open up new possibilities for them that they never knew existed) to believe in their self, in their own abilities to go for what they want and not stop until they get it.

An empowering person pulls people up, holds 'em high (no matter how that person holds or sees themselves), sees them as a leader and is a virtual cheerleader for their possibilities. Empowerment is giving power to others. Not giving away your power, but building theirs up. An empowering person often gives off such an EXUBERANT, PASSIONATE, ENTHUSIASTIC presence that anyone who enters their space feels bigger than before.

It's that kind of enthusiasm that makes it possible for a person to find a positive side to any situation, opportunities when doors are slammed shut. An enthusiastic, empowering individual lights up a room, serves as a "people magnet" and provides inspiration. This is the type of sponsor people love to join, a partner people would die to team up with. A person who's passionate and enthusiastic provides a breath of fresh air to someone who's given up on their dreams and stored them on a shelf many years back. This person can shift the entire energy of a room, automatically smiling, expressing, and generating fun, excitement and empowerment around them.

ACTIONS TO TAKE TO BUILD AN EMPOWERING WAY OF BEING:

1. Practice being empowering by noticing genuine qualities in people that are under the surface and authentically acknowledge them for it. This will allow you to connect on a

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deeper level with people and wake them up to the true potential they have (even when they doubt themselves). Notice if they have a spark in their eyes, a spring in their step when you get done talking to them. Notice how they feel when someone lifts them up by their bootstraps and shows them their potential and **TRULY** believes in the qualities they have inside.

5. BE A GIVER

A successful Networker is a giver. Giving an opportunity, inspiration, empowerment, enthusiasm, support, friendship, information, honesty, coaching, etc... They give whatever the person needs at any particular moment.

If a person has a network of 1,000 people, they have chosen to give a certain amount of themselves to others. If a person has an organization of 10,000 people then that person has truly learned to focus on what's best for other people. Walking into a meeting room, conducting a conference call, doing 2 on 1 presentations and small home presentations, this person asks him/herself "What can I contribute here?" This person doesn't question whether or not his/her talents are valuable, nor does he/she only do something with the thought of "what's in it for me?"

ACTIONS TO TAKE TO BUILD A GIVING WAY OF BEING:

1. The next time you enter a room, ask yourself "What can I contribute here?" Instead of assessing what others are doing or not doing, seek to reach out and give of yourself. The opportunity will present itself. If you are open to it, you will know exactly what to do or say in the right moment. Trust yourself and listen to your heart.

6. BE RESPONSIBLE

Obviously, to be successful in this industry you have to really get it about responsibility. Being responsible means taking it upon yourself to accomplish the next step, to figure out what's next, to learn, to grow, to empower, to be passionate and, of course, to lead. A responsible person does not hold back, wait and see, blame others, nor does he/she fight the unquestionable fact that his/her success is 100% up to him/her. Therefore...

RESPONSIBILITY = POWER

Having an excellent relationship with responsibility (in other words being excited at the thought of responsibility and eager to "take it on") means you are truly in charge of creating your own future. When you give someone else the responsibility, you have given them control and placed any future results in their hands. Being responsible does NOT mean, however, that it's up to you to make all the contacts for your people, always do all the presentations and trainings for them throughout their entire career in network marketing!!! It does mean it's your responsibility to empower them to learn the business, to do the business, and, of course, empower them to empower others. Being responsible in networking means that you make it clear that a new team member is doomed to failure unless he/she adopts this relationship with responsibility.

ACTIONS TO TAKE TO BUILD A RESPONSIBLE WAY OF BEING:

1. Take out a sheet of paper, or a sheet in your journal, and write at the top of the page: **IF IT'S TO BE - IT'S UP TO ME.** Then begin to make an outline of everything you'll willing to be responsible for when you sponsor an individual into your network. Make sure that they know and it has been communicated to them by you and have had the example given by you of responsibility. What exactly are you willing to be responsible for with them? What part of a presentation are you willing to do? What are you willing to help them with? What and when are you willing to be available to him?, etc... so they understand that you have a clear cut plan about your responsibility. And then on the next page make a list of what you expect from them in the relationship and be responsible to communicate that with them.

7. BE CONNECTED

This is extremely important to building strong relationships and to empower people to overcome their biggest obstacle... "THEMSELVES". If you are connected to someone you will automatically be listening carefully and be responding to what really matters to them and what they're facing in their lives.

It also helps to be familiar with the particulars of someone's personality in order to understand and connect with them. Did you ever say to yourself "I just don't get him"? Or "No matter what I said, I just couldn't seem to get through to that prospect." Being in the networking arena puts you in front of many people that you don't know on an intimate level, and often times don't know at all. By understanding the 4 basic personality styles and how to recognize and communicate with each, you can connect and build a rapport with anyone. First lets look at...

THE DOMINANT CONTROLLERS:

Strong, self-assured delegaters, these individuals are very outspoken and usually very results oriented. They almost never have a lot of fears about their ability to accomplish something. Know that they require an opportunity to take charge, they like to do it their way so always make it their idea. Give them lots of choices and acknowledge them for their attributes and you will win their trust. They're born leaders. Most independent business leaders are of this category and should be admired even if their overbearing impatience is a bit intimidating.

THE SUPPORTIVE RELATERS:

The personality style of the supportive relaters is the complete opposite of the controllers. These warm and gentle relationship oriented people are amongst the caregivers of the world. Excellent listeners and often soft spoken, the supportive relaters need to know that they are cared for and that their feelings matter. Build relationship and connect with them on a personal level and they will follow you anywhere. Be careful not to be loud and overbearing for they feel victimized and bullied very easily. They strive to be powerful so assure them that you'll be there with them every step of the way. Give them encouragement and they're sure to step up to the plate.

THE CAUTIOUS ANALYZERS:

Like the controller style, the cautious analyzer types are task oriented individuals, but in a quieter, more low key way. They are very logical about things, putting their emotions on the back burner to make sure all the facts are in order. You must be organized and well planned to connect and work with these individuals. Otherwise they will see you as flighty and uninformed and will negate your opinions. They typically find trusting most difficult and change very uncomfortable. To build

trust with them, pay close attention to the details and do not exaggerate.

THE FUN-LOVING PROMOTERS:

This brings us to the most social of the group and the opposite style of the task oriented analyzers, the promoters. These people are the life of the party. Outgoing extroverts with a great sense of humor, they often have difficulty with structure but love to be expressive and have fun. Give them room to be creative and spontaneous and they will jump in. Definitely DON'T bog them down with details and DO communicate with a ton of enthusiasm. They'll be very interested in the social side of networking, for they're very relationship oriented people and love to express themselves.

The more familiar you become with other people's styles, the better you'll be able to speak their language. For example, you probably wouldn't ask a controller to meet over a long slow lunch... a quick power breakfast at 7:15 am would be better. And you wouldn't open a business conversation with a supportive relater by reciting your 13 point plan and supporting data... this person would rather get to know you first.

HOW TO INSTANTLY IDENTIFY WHICH OF THE 4 STYLES YOUR PROSPECT IS:

This brings us to learning how to spot each of the 4 styles. The simplest way to start sorting people into the different categories is by listening to how much someone talks. Controllers and promoters generally are fast paced extroverts. Though they're outgoing in a little bit different ways - one a commanding presence, a delegater and the other is more of a spontaneous entertainer - both are emphatic energetic talkers. So for starters, if you meet someone who comes on strong and talks a lot they are likely either a controller or a promoter.

On the other hand, if they're quiet, soft spoken, a deep thinker, they're probably either a supporter or an analyzer. Neither one of these styles are quick to reveal what's really going on with them. So right away if you can peg someone as very assertive and talkative or low key and reserved, keeping to themselves, you're half way there.

The second major sign is what people say and how they say it. You can expect controllers to speak quickly, sometimes loudly, very strongly and confidently and they listen less and talk more. Usually they make strong statements rather than asking questions. You can expect a controller to look at their watch a lot, checking the time and making statements like "OK, let's get this settled right now" or "What's the bottom line" or "get to the point" or "what are the options"?

The social promoters on the other hand are outgoing and verbal, but because they are more people oriented they have more of a social quality. Seldom being authoritative, the promoter would probably include you in the conversation and be quite vague about results, saying things like "Hey, there's an idea, what do you think?" or "Spare me the details, just give the drift." Something a lot less formal than the directive controllers would say.

The more low key supportive relaters and analyzers often relate with questions rather than direct statements that reveal their own thoughts or feelings. Especially the sensitive supportive relaters are often indecisive and little bit wishy washy. You might hear them say "I'd like to go kind of slow on this, is that OK?" or "Are you gonna be there to help me in this situation?" or "Can we do this together until I get the feel for it?" Generally they're not as quick to jump in and tell you exactly in a confident way what they think.

It would be typical for the analyzer to say something like "Now look at this logically." or "Let's take this first step and then we can decide step 2." They ask a lot of questions and seem to appear deep in thought when they're listening. Typically they touch their face or rest their chin on their hands as if they are in deep analysis of the situation.

To work best with each personality style you need to adapt (customize) your approach and follow through. While retaining your own identity, handle the different personality styles you come in contact with in a way that puts them at ease. You'll want to speak to them in the way they feel comfortable listening.

ACTIONS TO TAKE TO GET BRILLIANT AT IDENTIFYING AND WORKING WITH THE 4 BASIC PERSONALITY STYLES:

1. Take your personal contact list and the list of your current distributors and make notes next to each name as to what are the dominating factors of their personalities so that you can work with them in a different way when you see them next or when you initially approach them for the business.

Remember if they are an analyzer to make sure that you are totally prepared, have all the data in order and that you speak methodically. Present in a very logical way to these people. You'll want to build rapport with the supportive relaters... Give a "straight to the point" presentation for the controllers... And be sure to express all the fun and excitement that MLM offers to the promoters.

WRAPPING IT UP:

So, hopefully you've discovered that who you are and the way you say something is much more important than the actual words you use. You can say and perform all of the techniques revealed in the next chapter perfectly but they still won't work if you don't believe it yourself. If you're not being excited with conviction, enthusiasm, power and confidence... how in the world can you expect your prospect to either?!

If you focus on expanding your comfort zone by taking the actions suggested in this chapter and... being empowering... being connected... being responsible... being trustworthy... then you are well on your way to huge success in your network marketing business as well as in your life and in the relationships you currently have.

Remember to focus on who you are being. Illuminate the qualities you have inside of you and you can not and will not go wrong.

Chapter 4:

Posture Power: In your verbal communications

Welcome to chapter 4. Did you complete chapter 3? Or did you skip directly to this chapter thinking "Just get to the point guys. Teach me the tactics & techniques and don't waste my time with this words and music stuff." We hope you really paid close attention to the last chapter because - although most people think it's all about the actual words you say - it's really about who you are being when you're saying the words. That is the secret. Without a clear understanding of the previously chapter, MLM success will be a crap shoot.

We've seen it happen time and time again. Two people... say exactly the same things... one person has amazingly positive results, and the other one winds up with disastrous results. What makes the difference? The secret lies in the previous chapter. You see, you can learn all the verbal techniques and tactics taught in this chapter perfectly and still not have them work for you. So if you've skipped the last chapter or didn't take it seriously, we invite you to go back to it now and really dig in.

THE STRONGEST POSTURE BUILDING ASSET KNOWN TO MANKIND: AND YOU ALREADY OWN IT FREE AND CLEAR!

OK, onward to learning how to communicate powerfully with posture. The first step in learning to communicate with posture is having plenty of people to communicate your message to. Therefore we have to talk briefly about "THE LIST." Yes, the dreaded personal contact list. Everyone knows about it - almost everyone can show you how to make one. It's usually the first thing we're told to do after signing up. Yet how many actually sit down and really create it? For the most part it's zip, nada,

doodily squat! Yet, your personal contact list is the most vital asset you can use to build your Network Marketing business with posture. The list is the fuel for your business. So, don't even think of starting off without a full tank!

Everything we'll discuss in this chapter is predicated on you having created your personal contact list of at least 100 people. You will be adding to the list continually because (after the wisdom you gained from chapter 3) you'll be building new relationships all the time (you'll know you've been applying the lessons in chapter 3 when you're continually attracting new people and powerful relationships into your life). And the list really needs to have at least 100 people on it. Why? Because it creates posture for you naturally.

You can be guaranteed that out of every random list of 100, there are at least 2 or 3 superstar diamonds (the kind of people who will run hard and build a multi-million dollar business with your help) just waiting for you to discover and develop them. And probably 20 or 30 more people who will do the business on a smaller level. Now, here's how posture enters into this. When you have plenty of people to talk to you don't feel desperate. A prospect can sense when you "need them." And it's that "neediness" that turns 'em off and makes them react negatively towards your offer.

When you have a lot of people to talk to about your networking business, you tend to have much more confidence and, as a result, much more posture. This gives you control over the situation and your destiny. Knowing that your success doesn't rest with any one person (except the one you see in the mirror) gives you an incredible edge. When you have an abundance of people to share your business with you'll stand powerfully with people, knowing you don't need them, they need you. You'll actually look forward to bumping into a negative jerk because you get to tell them you're sorry but they don't qualify to work with you.

**SET YOURSELF
AND YOUR NETWORK
UP TO WIN!**

Keep in mind that the people in your network will do exactly what you do... not what you tell them to do. Contrary to what

many people think, getting your people to duplicate you is not hard. Duplication happens no matter what. The real question is: **"Are you worth duplicating?"** So, one of the most powerful ways to get your people to get to work is to whip out YOUR LIST! When they see you're walking your talk, they will duplicate you and follow your lead.

So, if you have yet to complete your personal contact list of at least 100 people... you need to. We've designed a workshop in the next chapter that will assist you in this process. If you spend the time and follow our instructions you should have no problem coming up with a list of at least 100 and more likely closer to 200 or 300!

Powerful Communicators Know What To Listen For!

Communicating powerfully with posture has two parts to it: The actual words you use and what you listen for. Of the two, listening is the most important. Asking questions and really listening to the answers is rare these days. Most people listen just enough to come up with their response. As a result, there are many people starved for some authentic attention.

If you make it your goal that everyone you come in contact with experiences what it's like to actually be heard, you will find people drawn to you like steel to a magnet. Authentically listening will work miracles in the persuasion department. You see, people will automatically be open and will actually want to be persuaded by you if they know you genuinely care about them.

Learning to listen to what the prospect isn't saying in words is equally important as well. Remember the discussion in the last chapter about your words matching your music? Well, if you can recognize if a prospect's words are matching their music then you'll save yourself a lot of heartaches. For example, you invite a prospect to take a look at your business and they say "Sounds good, I'll try to make it." Now you might be all excited just to have someone not tell you "NO," that you weren't listening to hear that what they were really saying, which was that they really had no intention of keeping the appointment but they didn't want to hurt your feelings by just telling you "NO." We'll get into this in depth when we discuss 'how to solidly lock in the appointment.'

But, for our purposes, the most important part of communicating with a prospect is this: When you ask the right questions and really listen to the answers, they will tell you everything you'll need to have them foaming at the mouth, excited about this "networking thing." You'll know how to present your opportunity to them in the way they want to hear it.

6 Hot-button Motivators:

So you have your personal contact list and you know the importance of listening, now what? Well, now we're gonna spend a few minutes classifying the people on your list to determine what each person on it really wants in their life... what are their hot-buttons? Here are 6 of the strongest MLM motivating factors you should classify your list by: **FREEDOM, TIME, MONEY, LIFESTYLE, SECURITY, and CHALLENGE.** Look down your list and think about each of the people on it. For each person, think back to some situations that have come up for them and to some of your past conversations with them. Put yourself in their shoes. What motivates them? What are they missing in their life? Where are they incomplete? What do they really want? Are they making good money but have no time or life to enjoy it? Do they always have too much week left at the end of their money? Is life a boring cycle of hurry up and wait? Have they given up hope?

Just spend a few minutes thinking about what will motivate each of the people on your list and write it next to their name. When you know what a person's primary interest will be, you're more than 50% to the finish line. You see, it's all about speaking to your prospect in a way that has them wanting more. Think about this: Doesn't everyone - all across the entire United States - want the benefits Network Marketing offers? You bet they do! So why isn't everyone just signing up immediately?

The problem is that they don't get it! The vision of MLM, the freedom it offers, the fact that there is another option has not been communicated to them in a way such that they really understand it. So they make a snap judgment based on what they currently believe is possible. The problem is they have no idea what's possible with the leverage of Network Marketing. Therefore, the only thing standing between you and MLM millions is communicating the true value of this industry in a way that your

prospects can soak in all the possibilities for them and their families. Remember...

It's All In How You Explain It To 'Em

Once a prospect knows (or admits it to him or herself) what they are missing and (more importantly) that there is in fact a better way - something more for them - they want a way to get there now!!! They desperately want someone to provide them with some leadership and direction to get what they're missing. They immediately want someone to coach them... some expert to show them the way. And that someone is you. Once you get your prospect to this point you become their savior... and they will be thanking you for the opportunity.

One reason why a prospect never reaches this point of vision is that our vision, our understanding, our belief about Network Marketing is not strong. If you don't really believe in this business (but you're just doing it to make a quick buck) and you don't see it as a real legitimate business then neither will your prospect. Don't expect your prospect to get anything other than what you get (no one likes people who say "do as I say not as I do"). They will only get as excited as you get. Your heart equals their heart. You can't fake it. They will automatically be enrolled exactly where you are, if only on a subconscious level.

Nothing will kill a potential sponsoring conversation quicker than when you start to feel like you have to defend what you are doing or justify it to your prospect like it's something you have to apologize for. Put yourself in the right mindset (before you get on the phone or sit down with a prospect) by repeating the following phrase aloud 10 times with excitement and passion:

**"I AM A VISIONARY LEADER.
AND AS SUCH I WILL LEAD,
COUNSEL AND EXPLAIN.
I WILL NOT DEFEND!"**

Do you think this is 'hoakie' suggestion? Well, try it anyway. Have you been happy with your results up to now? We're assuming the reason you're reading this special confidential report is because you want different results for your business. If this is the case, please give this a try even if you think it's

"one of those positive thinking things." This will work if you surrender to it. Just try it for the next 30 days and let the results speak for themselves.

DIALING FOR DOLLARS

OK, we are finally getting to the meat of the matter. It's time to take all the preparation we've done up to this point and give you some techniques and tactics to go out and force people to beg you to let them join your network.

When you call someone to introduce your MLM opportunity to them it is absolutely vital to your success that you keep in mind what your purpose is in calling them. What do you want to accomplish? So, before every phone call ask yourself "what is my purpose in calling _____?"

And that brings up a good point, what *is* the purpose of calling your prospect? Is to sell them on your company? Is it to share with them how great your products are? Is it to explain your compensation plan to them? Is it to convince them to sign up?

NO! NO! NO! NO! NO! NO! NO! NO!

Your only purpose in calling your prospect is to **SET THE APPOINTMENT** to see if this is something they'd like to explore further. It's not to explain everything to them and convince them why this thing is so great and why they need to sign up and join you now.

ARE YOU GONNA BE THE DRIVER OR THE PASSENGER?

Do you realize the incredible power and control you hold when you call a prospect? Congrats if you do. The majority of MLM beginners don't. When you call a prospect, you have **all** the power and control in the conversation (unless you freely give it away). **You're** in the total drivers seat. You contacted them. **You're** directing the conversation. It's **your** game and if they want to play they will play by **your** rules.

Unfortunately, a lot of us in the beginning get on the phone and feel like we have to play their game. Because, deep down inside, we're not really sure if this is going to work... we don't have the absolute faith and confidence yet. So our voices convey uncertainty which is often interpreted by others as weakness or inauthentic.

Most people want powerful leadership. They want direction, someone to solve their problems. But there's no way they'll let someone lead them who appears indecisive, wishy washy, and unsure. Who would follow that? Now this is not meant to say you should be mean, arrogant, pushy and never let them speak. No. It simply means that you control the flow of the conversation. If they ask you questions you can respectfully and powerfully direct them by saying something like:

"Clearly, from all your questions you're very interested in this. I want to get them all answered for you. Now I can't promise you anything, but let's get together and we can explore what possibilities, if any, that exists for you. You're gonna love what you see. Would a day or an evening work better for you?"

You must guide the conversation to your end... not their end... your end. That's what posture is all about. It's about realizing what you have and being picky or selective about who you'll share it with. You're calling them to make a difference in their life. You're doing them the favor of offering them the greatest gift in the world. You're offering them something better than they currently have.

THE MARRIAGE PROPOSAL BEFORE THE FIRST DATE SYNDROME

Picture this: You meet the person of your dreams. They walk up to you and instead of taking the time to get to know you and asking if you'd like to go out some time, they blurt out: "I love you, will you marry me?" What would your response likely be (even though you found them very attractive)? It would probably turn you off, wouldn't it? You'd say something like, "Get lost, you

creep!" And to make matters worse, you'd probably have a terrible impression of this person who blurted out this insane question that no normal human being would be ready for. This person of your dreams has now become someone you'd hang garlic around your neck to avoid! Sound like any MLM junkies you know?!

You see, the timing of WHEN you pop the question is MORE important than if you ask it at all. It sounds crazy when you think of this in terms of a marriage proposal. Yet 99.99% of all new MLM'ers are asking their prospects to marry (to sponsor in) them before the first date (the opportunity presentation). They forget that the prospect doesn't see the same vision they do yet. So the net result is that because they lose sight of their purpose (to set the appointment) they lose a potential diamond. Here's the real tragedy: Just like in the marriage proposal example, they've turned off someone who wants to fall in love with Network Marketing.

You've gotta give your prospect all the information by which to make a sound, informed business decision--but you've got to deliver that information in the proper order. The biggest reason a prospect will tell you "NO" and throw-up all over you is that you have delivered information to him or her out of sequence. Here, we'll prove it to you...

Have you ever walked into a store and had a salesperson pounce on you with "Can I help you?" What's your immediate response? "No thanks, just looking" Isn't that what automatically pops out of your mouth? Sure it is, you've been **programmed** that way. Why would you be in that store to begin with if you were not interested in something? But, because the sales person caused you to respond on automatic pilot, he or she will never have the opportunity to help and serve you. Had he/she approached you differently, you very likely would have given a different response, which may or may not have led to you getting the benefits (from their product or service) you wanted and to them making the sale.

Well, it's exactly the same thing with your MLM business. Your prospects have also been programmed to respond in certain ways. And there are things you can say which will trigger these pre-programmed negative responses. Before you or your prospect even know it, they automatically shut down and throw up the walls of resistance. These trigger phrases will immediately turn your prospect off and cause them to say the equivalent of "No thanks,

just looking." to you. Only it might sound like this: "I can't believe you'd get involved with one of those things, what are you stupid? I'd never get sucked into one of those things."

THE INTERVIEWER'S MINDSET

Would you let just anyone be the vice-president of your multi-million dollar company? "No way," you say, right? Well then, we suggest you adopt the same mindset an interviewer does when interviewing someone for a new position. If you push, push, push, your prospect will naturally push back by becoming resistant. But if you make it their idea, they'll move heaven and earth to get it. Don't ever forget: **PEOPLE ALWAYS WANT WHAT THEY CAN'T HAVE. SO, IF YOU MAKE IT READILY ACCESSIBLE THEY DON'T WANT IT!**

The difference between good growth and great growth in Network Marketing is having a good way to open people up to what you are offering. This is more important than closing the sale for two reasons. First, a good approach will bring you 90% of the way to the close anyway. Second: You will not have anyone to close if you can't feed the system with appointments.

Because of the extreme importance of this subject it's vital that you master everything that follows. It will take practice. It will take a devotion of time (about 30 days if you work at it... a lifetime if you don't). It means daring to feel awkward, and even a little uncomfortable in the beginning. You've got to get this on a gut level. It's got to become automatic. So it just comes out. You've got to have ingrained into so solidly that it's as natural as breathing or your heart beating - you don't think about it, you just do it.

Just like making your personal contact list, don't make this stuff difficult. Have fun with it. As you are about to see, it **IS** fun. Don't build it up in your head into an insurmountable task. Working through your personal contact list is like going fishing. You throw the line in with the right bait, when you get a bite you pull 'em in and look at the fish. If you don't like the way it looks, throw it back. You decide. It's as simple as that.

Remember, **you're evaluating them.** They have to qualify to be in business with you. You should continually be asking yourself:

"Do I want to be in business with this person?" There's a lot of dumb people out there. And I don't know about you, but I only want to work with the people who are willing to play ball. Not everyone is going to qualify to work with you and that's OK. You're just looking for people who are looking.

When someone does turn you down or is negative, don't take it personally. Taking it personally is as silly as if a waiter came to you, asked you if you wanted fresh ground pepper for your salad and then ran away crying because you rejected him by saying "No thanks." Silly, right? So please don't get upset when a prospect says "No thanks." Just go out and find someone who does want to play ball with you.

We're gonna give you several appointment setting techniques here. You don't have to use them all. In fact, please don't. Select the ones that best suit you and your personality. Try them on to see which ones fit. There is no one best technique that will work all the time no matter what. A good appointment setting technique is one that you will use. You can have the best technique in the world and never use it. You'll never make any money either. But take someone who has the worst technique in the world but who uses it on everyone he or she comes in contact with. And you will find someone who will be a successful Network Marketer. A ton of lousy presentations will always beat one or two great ones! So he/she who makes the most attempts at setting appointments wins.

HOW TO FORCE PROSPECTS TO BEG YOU FOR AN APPOINTMENT

There is a specific formula or pattern or set of guidelines you should follow when you call someone up to set the appointment. Everything we'll discuss throughout the rest of this chapter will help you adopt and adapt this pattern to your style and personality with posture.

Here's the pattern for setting appointments that's been proven to work the best. Ask them a qualifying question, if the response is positive you then edify an 'expert' third party (some superstar in your sponsorship line), confirm the appointment, and reconfirm it with posture. Let's break down each of the 4 parts.

STEP 1: QUALIFYING QUESTIONS

The first step (in the interview process) is to qualify your prospect by asking a question(s) to see if this is someone you'd be willing to explore working with further. You won't be able to sell 'em aspirin unless they have a head-ache. So you have three choices: you could try and force your aspirin on everyone you come in contact with, you can wait until someone comes along with a headache and then sell 'em your aspirin or **YOU COULD GIVE 'EM A HEADACHE AND THEN SELL 'EM ASPIRIN.** Here's what we mean, if you remind your prospect that they have a problem or problems they automatically want the solution to it.

So, here's some proven qualifying questions you can select from:

"Have you ever thought about developing a second income or diversifying your current income?"

"Do you ever look at ways to make extra money?"

"Are you in the market for more money, more time or both?"

"Have you ever thought about opening your own home based business?"

"Are you making what you're really worth?"

"You consider yourself open minded, don't you?"

"Do you want to own your own life?"

"Can you retire before you die?"

"Do you like your job?"

STEP 2: EDIFICATION

After you receive a positive response from your qualifying question you move to the second step in the appointment setting pattern... **EDIFICATION** of some superstar in your sponsorship line! Edification is the most powerful and often the most overlooked business building weapon you'll ever have in your bag of MLM tricks. **Edification is the secret of how to build credibility with even your toughest and most skeptical prospects instantly.** It works so well, because it takes you out of the picture.

All edify means is "to build up." When you edify someone, you "talk them up" in a way that your prospect will be impressed with them. In other words, you brag about them to your prospect and make them bigger than life. The only experience your prospect will have (so far) of this person (assuming they don't know the superstar you chose to edify in your sponsorship line) is what you tell them.

So in your prospect's eyes, this person is now the amazing expert. And they will be able to hear things from this so called expert that they would be unwilling to hear from you because of your pre-existing relationship with them. In other words, your prospect will doubt everything you tell them but accept everything your expert says as fact. If you master this step, the rest is a piece of cake. When you edify properly, your prospect will show up just to meet this amazing expert you talked so much about. Your prospect will feel lucky or privileged to get to meet this superstar.

Here's an example of how you can use edification when you're setting the appointment:

"Well, Tom, I don't know if I mentioned this to you or not but recently I just got tied in with some very wealthy and successful business people who have a multi-million dollar marketing business that's really growing gang-busters here in _____ . Boy, Tom, I can't tell you how privileged I feel to be working with these guys. Joe, one of my new partners, asked me if I knew one or two sharp people who

wanted to make some real good money on the side. You're the first person I thought of, Tom. Now I can't promise you anything, but Joe said he'd be able to sit down next week to show two of my key contacts some of the profit potential in this thing - it's mind boggling. Tom, I'm just calling to find out if you wanted to be one of the two people we meet with next week."

Get the idea? Now you can take these same principles and adopt and adapt them for your personality, (or use them as is if you like).

STEP 3: BOOK THE APPOINTMENT

Step 3 is simple. All you have to do schedule the appointment. But sometimes people fall short at this step. Here's what it might sound like:

"Would a day or an evening appointment work better for you?"

"OK, great. I'm looking forward to seeing you on Thursday at 6:30 PM."

Now here's something you need to know: If your prospect starts giving you a hard time... meaning they aren't willing to make time for you... then don't be afraid to tell them that you're not sure if they'll even qualify for this. Don't ever let them tell you (even indirectly) that their time is more important than your time or the time of your superstar expert.

STEP 4: LOCK 'EM DOWN

Step 4 combines edification with a little "good cop, bad cop." This allows you to put some subtle pressure on your prospect without him/her getting upset... in fact, quite the opposite, they will actually feel grateful to you. The best way to illustrate this is to just give you an example of what we mean:

"Now, Tom, I know you're a person of your word so if you say you'll be there I know I can count on you. But, Tom, will you do me a favor? Joe's time is very limited and I feel lucky he's even able to meet with us next week. So if something comes up and you can't make it, promise me you'll let me know at least 24 hours before our appointment so I can put someone else in your spot. Do I have your word?"

Here's another example you can adapt and adopt for step 4 of the appointment setting process:

"Look, Sue, like I said, I'm pressed for time, I'm getting ready to walk out the door. I can't promise you anything, Sue. This may be for you... it may not be for you. I have no idea. You may not even qualify for what we're looking for. Like I said, we are just looking for a couple of key people in the area who are serious about increasing their incomes. But, because you tell me you're serious, I will promise you this, you will get flat out excited about what I'm gonna share with you. It's the best thing I've ever seen in my life. It's a business owner's dream.

"Sue, I just need to know a couple of things. My business partner is going to be coming over to my house Tuesday and Thursday night from 8 to 9, for one hour. He told me I could only invite a couple of key people I respect the most. Sue, I immediately thought of you. Sue, I need to know, which night can you and your husband make it, Tuesday or Thursday? The reason your husband will need to come is that there is a lot of permanent, willable income that he will need to see. It's willable to your kids. But I need a firm commitment from you to know you're gonna be there. If you can't come, it's all right because I already have someone else I'm gonna call and invite in your place, but I wanted to give

you first shot. Which night are you going to be here? Now, you got it for sure in your calendar, don't you?

Pretty simple, don't ya think? It is simple. These 4 steps work. If you take them, make them your own and set aside just 1 hour every Sunday evening (proven as one of the best times to reach people at home) to work through your personal contact list, you'll have more people to work with than you'll have time to handle! Now, here are a few more approaches you should have in your bag of tricks that work extremely well.

THE "HOTTEST THING" APPROACH:

"I've got the hottest thing I've seen in my _____ years of business. I'm gonna let 8 key people in on it with me, do you want to be one of them?"

THE SCHEDULE FIRST APPROACH:

"What's your schedule look like on Thursday at 6:30pm? Do you have any plans? NO? Great, you do now!"

THE "SHOT IN THE DARK" APPROACH:

THE SET-UP: You've met the prospect some place and don't know them real well, not too much of a relationship.

YOU: ***John, this is _____, I don't know if you remember me but I met you at _____.***

THEM: "Oh yeah, I remember" (because you were pleasant and made a good impression.)

YOU: ***I just wanted to give you a quick shot in the dark.***

THEM: "OK, yeah, what?"

YOU: ***Well I'm looking to expand my business right now and I'm***

looking for someone who wants to make some good money on the side. And I just thought I'd call you 'cause you seemed ambitious like you might be looking.

THEM: "Yes" or "No" (or they will ask some questions) If "yes" then set the appointment... If "no" then say: ***"Oh hey John, no problem, it was just a shot in the dark."*** CLICK.

THE APPROACH FOR PROFESSIONALS:

YOU: ***Hey, you consider yourself open-minded, don't you?***

THEM: "Yes," "No" or "Maybe" (yes or maybe is what you're looking for)

YOU: ***I've got a solid, aggressive business venture I want to sit down and run by you.*** (or bounce off you).

THE THIRD PARTY TAG TEAM APPROACH:

This technique is ideal when someone is new and they don't have the skills to immediately approach a prospect directly. Whoever has the relationship with the prospect calls them and says:

"John, I'm looking at some really hot things in marketing right now and there's a good chance I'm going to be able to do some things with this guy from _____ (build him/her up as an expert). This guy is making a lot of money with his marketing business. He's going to be doing some work with me and he said he's looking for 1 maybe 2 other people and I told him about you. Now I can't explain anything about it but he's probably gonna call you 'cause I talked you up to him. So, I just want you to be ready."

That's all the new rep has to say... then they just give you the prospect's name and number and all you have to do is call them and say:

YOU: ***"Hello John? Tom Smith tells me you and I are supposed to get together."***

PROSPECT: "Well, yes we are. I've been expecting your call."

Then all you do is book the appointment. This works so smoothly it's unbelievable but it does something else very important... It got the brand new rep to pick up the phone which gets him/her used to calling. It will be easy at that point to get the new rep to make the transition into booking the appointments for themselves.

What to do if the new rep really gets pinned down with all sorts of questions. Like: "Can't you tell me anything about it?" Response: "Yeah, it's really good and you'll make a lot of money at it."

The better job they do of edifying you (or the expert), the better this works. Here's some additional things the new rep can say to build you or the 3rd party expert up...

"You'd better listen to what this guy has got to say."

"This guy makes lots of money and I'm just fortunate to be able to work with him and he told me he's looking for maybe a couple of other people to work with and I mentioned your name right away and he told me he might give you a call and I encouraged him to call you and it was very close but I think he's about willing to call you and so I just wanted to call you to let you know he's going to be calling."

You should only use this if you have to because you're getting bombarded with questions... but you should keep it as your ace in the hole.

John, I can't explain anything to you about it. I don't understand it that well. But _____ (the name of expert who will be calling) will be able to explain it, he/she is a specialist in this area.

This third party expert approach will work 100% every time -- IF -- the person is LOOKING. If they are NOT looking, it does not matter what you say, you could be the smoothest guy in the world and it's still not going to work. When you understand this simple fact then you will fully understand the law of averages and be able to use it to your advantage.

It all comes down to... is this person looking or are they satisfied? We want a hungry person. "Success is when opportunity meets preparedness." It's all about timing in their life... and that changes with their circumstances. Could be the greatest opportunity in the world but they might not be prepared now to take advantage of it... but six months from now may be a different story. And that's beyond our control.

THE BUSINESS IS BOOMING APPROACH:

This is based on the premise that you have (or are involved with people who do or are part of) a multi-million dollar a year or million dollar a year international marketing business.

4 keys of this technique:

- a) Large marketing business really on the grow
- b) It just so happens that we're expanding into your area.
- c) We are in the process of talking to a couple of key people [lets them know that you are not looking to take on the world... just a couple of key people]
- d) John, you really impress me as someone who's ambitious and really looking to move up [plant the seed with a nod of your head]

YOU: ***I just became involved with some people who have a multi-million dollar marketing business in the _____ area, and it's really on the grow!***

OK, so we've covered some specific techniques and their different adaptations, but we're not done yet. Next we're gonna show you how to build posture with something you might view as a limitation... your busy schedule and lack of time. And then how to handle possible questions and objections that might come up.

BUILDING POSTURE WITH YOUR CALENDAR:

You're busy. You only have a limited amount of scheduled time to work your networking business. So don't be afraid to put a prospect off for a week or two if they are giving you a hard time about getting together because it says all the right things. You should always keep a two week calendar and let 'em know you're busy and your business is really growing and going well. Give your prospect 2 days to choose from this week and if none work say..

"Fine, Joe, then I'll call you next Sunday."

Strike one for Joe.

Call Joe next Sunday. If he gives you the same run around next week, that's strike two for him. Tell him:

"Joe, I'm gonna be out of town (or tied up) for the next couple of weeks. So I'll give you a call in about 3 weeks then and see if we can't set something up then. Sorry we couldn't work something out."

If Joe was cold and his attitude wasn't quite right after strike 2 but you told him you'd call in 3 weeks (lets say during those 3 weeks you didn't wait for Joe to hatch but went out and sponsored a couple of people) when you call, here's how to handle it:

"Joe, I really hate to tell you this, but remember when I told you I was looking for a couple of key people to work with? Well I found 'em and so what I'm gonna have to do is put you off for about 3 months. I know I promised you I'd

call back in 3 weeks. So I'm calling but I just want you to know that I can't really set anything up with you right now but I'll tell you what, three months from now I'll give you a call. Sorry that it happened, just be patient with me."

Now, take it from us, it feels really good to tell a hard nosed prospect they missed out for the time being... it makes them respect you and take you more seriously. If Joe is really looking when you call him 3 months from now (and don't call him any less than that! Make it 3 months or more!) Joe will look then because he respects you and knows you're a serious business person. He may be so curious he calls you first (but don't lose your credibility or posture by going back on your word... you're tied up, working with those key people until the end of that 3 month period). If he's not ready to look then you've saved yourself some major time. If you call him 3 months from now and he still is not looking - guess what - he wasn't really looking to begin with, he just didn't have the guts to tell you "no."

One more thing on posture in your calendar: Never allow a prospect to think that their time is more important than your time! Here's a sample role play to illustrate what we mean:

YOU: *"Joe what nights are good for you? I've got 2 nights this week, Tuesday and Thursday. The rest of the nights are bad, I'm booked."*

THEM: "Well Thursday would work for me."

YOU: *"Well, let me see, what time Joe?"*

THEM: "Well, what would work for you?"

YOU: *"Well, if I could get you in at 7pm I could pull it off Joe."*

[If Joe says Thursday will work then book the appointment, otherwise...]

YOU: *"Oh that's right, Carol booked me anyway I completely forgot. Tell you what, Joe, I'll just give you a call next*

Sunday because next week is looking a little better for me."

HOW TO ANSWER QUESTIONS AND MASTERFULLY HANDLE OBJECTIONS WITHOUT BEING DEFENSIVE:

First thing you should know about questions and objections is that the prospect who has lots of them is very interested. Don't be afraid of them, no matter what the prospect says. They wouldn't be asking the questions if they weren't interested. The first thing you should do when you get a question or objection is to make sure you understand it by repeating it back to them. This allows your prospect to really feel listened to, allows you to make sure you understand and define their concerns. And, most importantly, it gives you time to think about the best way to respond.

Now let's discuss the **FEEL... FELT... FOUND** formula for dealing with objections. When you want to point something out to a prospect you should always handle it in such a way that they don't become defensive or feel attacked. The best way to do this is to use yourself as the example. Here's **FEEL... FELT... FOUND** in action:

"You know, it's funny you say that. I totally understand how you feel. I felt exactly the same way when Joe, the guy who introduced this to me, called me. He said to me"[repeat back to them their objection in your words] "And you know what else he said to me? He said, and I couldn't understand this one, he said, 'You know what I found out, Joshua, is that an intelligent person who is seriously looking for ways to increase their income will sit down and take a look at an idea before voicing an opinion or making a decision on something, wouldn't you agree with that, Joshua?' Now I listened to him tell me this and I didn't know if he was calling me an idiot or what. But as I thought about it for a second, you know that kind of made sense, doesn't it _____ (fill in their name)?"

You know, I found that if someone is REALLY SERIOUSLY interested in making more money or leveraging their time that they will sit down and take a look at something before they make a decision or voice an opinion. You'd agree with that, wouldn't you?"

Now by saying it about yourself, you can say anything to anybody because your prospect will not feel attacked. But they will get the point. So always use yourself as the example, it puts your prospects at ease.

"What do you do for a living?"

When some asks you what you do for a living, this should be your automatic response: "I work in marketing" or "I own my own marketing business." or "I have a multi-million dollar marketing business." or "I work with some people who have a multi-million dollar marketing business."

You've got to practice saying one of these statements that you feel comfortable with. This simple statement: "I own my own marketing business" will work miracles for you. Here's how I use it to create excitement and curiosity. When I start a conversation with someone I always start off by asking about them. I get really wrapped up in them... what do they do? how long have they done that? what got them involved in that? do they like it? Etc....

This really opens people up. People love to talk about themselves. After they've poured out their guts and really feel listened to they always respond with something like: "Well, now that you know all about me, tell me, what do you do?"

That's the magic opening you've been waiting for, don't blow it. Come back confidently with: "I own my own marketing business and it's really growing like crazy. I'm so excited about the direction it's going!"

And then do something that goes against everything you think you should or will want to do at the time... YOU CHANGE THE SUBJECT! This will absolutely drive them crazy with curiosity.

They will want to know more because you are being so excited and confident and almost secretive... like you're not sure if they deserve to be let into your inner circle. Americans hate to have anything withheld from them.

Here's how it might look in action:

YOU: (after a little relationship building talk)

"Hey, listen Tom, I'm in a really big hurry, I'm getting ready to walk out the door. But before I leave I wanted to give you a call. The reason I'm calling is that I just started my own marketing company. I got tied in with some very wealthy and successful business people from _____ (in your area). We happen to be going through an expansion stage of our company. It so happens we are expanding our business in your area. I feel like I was in the right place at the right time to get hooked up with these business people. We are looking for a few key people in your area that are business minded, long-term thinkers, that are serious about increasing their income dramatically over the next 2 to 4 years.

"Tom, the reason I'm calling you is to find out, are you the type of person that ever looks at different ways of increasing your income or leveraging your time?"

PROSPECT:

"Well yeah it depends on what it is"

YOU:

"Well, that's why I called!"

The most commonly asked question you will hear when contacting and inviting is:

1. The **"What is it?"** questions. (different versions might look like: Can you tell me a little bit about it? What's it all about? What kind of marketing business is it? Etc....)

RESPONSE:

"It's a referral based marketing business. It's been the fastest growing business in Japan for over 5 years. It's one of the fastest growing businesses in Mexico and Spain."

2. Can you explain to me over the phone what it is?

RESPONSE:

"Sue, you and I both know we're talking about a business. There's no way I can do it justice and give you a clear understanding over the phone. You'd agree with that, wouldn't you, Sue? I mean, Sue, you're in the _____ business, could you give me a clear understanding of how that works over the phone?"

19 SECRET WEAPON KEY PHRASES:

Throughout this entire special confidential report we've recommended that you adapt and adopt these principles and make them your own. Now we're gonna change it up a little. The following are several secret weapon key phrases that we recommend you memorize word for word. These are some of the most powerful posture building phrases known to mankind. They can be used to answer questions, or just as general statements to build posture in the course of your normal conversation. You can use them to stay in control of the conversation, increase curiosity and have your prospect beg you to show them what you have. These phrases are not designed to be used in any particular order.

You'll find that if you memorize them verbatim that they will automatically come out of your mouth at the exact moment you need 'em... and they work miracles.

1. *"I work in marketing" or "I own my own marketing business" or "I'm working with some very high powered business people who have a large scale marketing business"*

(This lets your prospect know you're involved in a real, legitimate business.)

2. ***"Our business is really on the grow right now. We're expanding our business into this area and are looking for some sharp people who want to make some real good money on the side to help in this expansion."***

(This lets the prospect know how successful your business is and makes them curious to want to know more. It doesn't sound like "one of those pyramid things.")

3. ***"You can't spend any money or sign anything."***

(This takes the pressure off your prospect and puts their mind at ease so they'll be open to listening to you instead of being defensive.)

4. ***"I can't promise you anything."***

(This lets the prospect know that you're not sure if you want to work with them or if they qualify to join you.)

5. ***"Can't do business over the phone." or "As a rule I never do business over the phone."***

(This reminds the prospect that this is a real business and requires face to face contact. Also lets them know that you're in the driver's seat and makes 'em curious.)

6. ***"I don't know if you'll be interested in this or even if you'll be right for it... but since you appear serious I'll try to punch out some time to sit down with you so you can judge for yourself."***

(This lets the prospect know your time is equally important, if not more important than his or hers.)

7. ***"I need to get a pad of paper and a pen and sit down with you to show you some of the profit potential."***

(This lets the prospect know it's visual and as such it can't be done over the phone. It also builds curiosity and excitement with the words "profit potential.")

8. **"An intelligent person gets all the information before making a final decision."**
(This discretely lets your prospect know that they shouldn't be closed minded.)
9. **"You'd agree with that, wouldn't you?"**
(Gets the prospect's head nodding in agreement with whatever you said immediately before it. The final agreement - to meet with you - is a sum total of all the minor agreements you get along the way.)
10. In response to the question: **Is it selling (or Network marketing)? "Why do you like to sell (or Network marketing)?"** Regardless of their response answer with:
"Great, then you're gonna love this."
(This gets your prospect to be excited and curious about sitting down with you.)
11. **"If you're really serious, I'll try to make some time in my schedule to sit down with you and show you some of the profit potential this business has."**
(Makes prospect justify interest and place value on your offer to share an opportunity with them.)
12. **"Tell me, why should I work with you?"**
(Makes the prospect sell you on the reasons why you should work with them. Has them trying to persuade you.)
13. **"Why would you make a good addition to the team?"**
(Same as above.)
14. **PROSPECT:** "I don't have the time." **YOU:** **"You mean you couldn't find an hour to sit down and look at something that could make you an extra \$10,000 to \$20,000 over the next 12 months with very little time required from you?"** or **"You know I used to think I didn't have the time either. And then I realized that's why I DESPERATELY needed this business now... so I'd never have to worry about time again. How**

would you like to make money while you're sleeping?"

(Self-explanatory)

15. PROSPECT: "I'm not interested." YOU: **"I wouldn't expect you to be interested... you don't know enough about it yet to make a sound business decision. As a matter of fact, I don't even know if you qualify to be a part of this yet. The only way we can know for sure is to get together for about 45 minutes to see if it would be right for both of us. But, if you don't want to that's fine with me, I have several others who I'm considering working with and I probably can't even fit you in for about two weeks.**

(This smacks the prospect out of his/her automatic rut by first agreeing with them.)

or acting confused say **"Not interested in what?"**

(This gets the prospect talking and flushes out the real objection.)

16. PROSPECT: "I'll try to make it." or "I think I can make it."
YOU: **"When I hear someone say 'I'll try' or 'I think' it's been my experience that they are NOT going to make it. Now, I know you're a person of your word, so, can I count on you - for sure - to be there? If not, let me know right now so I can invite the next person on my list."**

(Self-explanatory)

17. **"You'll either love it or hate it, either way that's OK. But if you love it, it will change your life forever!"**

(Tells it to the prospect straight and shows them that you're so confident with what you have to offer that it doesn't matter if they don't want to do it... it's their loss, not yours.)

18. PROSPECT: "How much money did you earn in your first month?"

YOU: **"I don't know. I haven't finished collecting it all yet. You see, I get paid a royalty income in this business. I'm**

still earning money from my efforts of my very first month!"

(Allows you stay in control of the conversation even if you don't have an impressive first 30 days story.)

19. ***"We aren't looking for investors, we're fully capitalized."***

(This puts your prospect at ease so they know you're not trying to get their money.)

NOTE:

We cannot stress the importance of this enough, as soon as you answer the objection, **ASK THEM A QUESTION!**...

Questions = Control

The person asking the questions (**not** the person who dominates by talking the most or the loudest) has the complete control over the conversation. By following up with a question after you answer their objection, you regain control of the sponsoring conversation.

**HANDLING TOUGH PROSPECTS WITH
PREVIOUS NEGATIVE MLM RESULTS**

Again, here's a sample role play you can take the essence from and adopt and adapt it for your use:

THEM: "I had a bad experience with another program."

YOU: ***"That's the mistake you made, you were in the wrong deal. If you'd been in the right deal that wouldn't have happened."***

OR

"I had a couple of those myself before I was educated about the industry. My experience and results are totally different."

THEM: "I suppose you're going to tell me why this one is different and why you should sponsor me, right?"

YOU: ***"I'm not gonna tell you anything. You already seem to be an expert on everything the way it is. You know, in fact, the way you're acting right now I wouldn't want to work with you. You'd have to tell me you're interested."***

THEM: "Well what if I'm kinda interested."

YOU: ***Well I'm busy for the next couple of weeks.***

Remember, posture is when you have something they don't have.

LOCKING IN YOUR APPOINTMENTS:

The most important thing to remember when setting appointments (besides focusing on your purpose) is to, without pausing or hesitating, lock the appointment in place and get off the phone. The more silence and dead space in a phone conversation, the more opportunity you give the other person to think of 50 more questions to drill you with and gain control. So, immediately after handling their objections, take charge and begin to direct the appointment to fit into your calendar. And by all means be assumptive! Assume they're dying to sit down with you. Don't say "Great, you're gonna love this, are you sure you want to get together?" NO! NO! NO!

Think of yourself as a painter with a blank canvas. You can design the appointment setting process to look however you want it to... you are the creator. So, take your paintbrush of posture and begin to paint this blank canvas, called "the appointment," exactly as you want it look. And don't forget to use your posture power. Since you won't be working your business 24 hours a day, you could say something like ***"I'm really busy for the next couple of weeks, what's your schedule look like?"***

Remember, you're always busy for the next couple of weeks.

But if they are really interested in looking at something, a sincere interest, [make them convince you] if this is the case then you could set aside some time in the next couple of weeks to sit down and show them what you're into.

Your attitude should project one of complete control and posture. That's the key to this whole thing. Here's your mindset: "If you're really a candidate, really interested, I might throw you a crumb and take some of my valuable time and sit down and show you this."

HOW TO GET SPOUSES TO ATTEND:

Most people stop before this point. We're just so excited to have booked an appointment that we don't want to "rock the boat" and risk losing it by insisting that the prospect's spouse also attend. But nothing will kill your prospect's enthusiasm quicker than to try and explain "this pyramid thing" to their negative spouse. It's your job to share and explain your MLM opportunity... the prospect isn't qualified. So, here's some things you can say to your prospect to make them want to have their spouse attend with them.

"We're gonna be discussing some serious money here. If we end up working together there's the potential for a lot of willable income and you're gonna want to discuss it with your spouse."

-OR-

THEM: "Why does my wife have to be there?"

YOU: ***"Joe, you won't be able to explain it to her. You're not going to understand a lot of what I show you. I'm just going to give you a quick brush over the first time. And I'd like Susan there so you can see it together. I'll bring my spouse (if appropriate). He/she helps me with a lot of the paperwork."***

-OR-

"Stacy, the reason I want your husband there, is because IF you and I ultimately end up working together, I'm gonna invest a lot of time and a lot of money in you. And, before I make that investment in you, I want to make sure that your husband is in alignment and won't be working against us."

OK, now, we have one main topic left to cover in our final chapter, "How To Get Yourself Going And Keep Yourself Going To Achieve Your Goals."

CHAPTER 5:

"How To Get Yourself Going And Keep Yourself Going To Achieve Your Goals"

OK, so you've learned how to develop posture, how to communicate it in a powerful way and how to **BE** the qualities of a successful Network Marketer. Now it's time to develop some skills in the area of coaching yourself and how to stay on track to create the results you want.

The best way to coach yourself is to remain objective. There will be times when your results are not exactly what you want them to be. So you must be able to maintain your attitude and focus. The formula or thought process that we find most effective is a weekly check-in of:

What's working?

What's missing?

What's next?

You want to begin evaluating yourself with what's working. Always take a moment to truly acknowledge yourself for everything and anything you are being and doing that is positive and working for you. People often think of evaluating their results as looking only at the negative. This typically creates one of two things: 1. They avoid checking in altogether and keep going even when they are totally off track; or, 2. They go into self-judgment when their results are a little off and beat up on themselves unmercifully.

Each of these things can be avoided by practicing self-acknowledgment on a daily basis. So if you're risking, getting in front of people and keeping your word, make sure you acknowledge yourself for this.

Chapter 4 Action Notes:

CHAPTER 5:

"How To Get Yourself Going And Keep Yourself Going To Achieve Your Goals"

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Each of these things can be avoided by practicing self-acknowledgment on a daily basis. So if you're risking, getting in front of people and keeping your word, make sure you acknowledge yourself for this.

Now you're ready to go on to objectively, without emotion, examining what's missing. This cannot look like, "I totally stink at making appointments." Nor, can you go to the other extreme, "Nobody wants to be in Network Marketing." In the first version there has been no identification of what's actually missing. The second one, makes it all about everyone else. There's no personal responsibility for the results. So to identify what's missing, you will have to be objective and honest enough with yourself to use your results as a gauge. This requires you to use some method, preferably one of the charts at the end of this chapter, to track them.

As an example, if you had 4 presentations this week and all have told you, "NO," chances are there's not enough posture and confidence in your presentation or you're not building enough relationship and trust to key into what's important to people. Let's say in another week you had no presentations and you know you only made 2 attempts to set appointments and got answering machines. Possibly you need to brush up on your belief system or dig a little deeper into the reason you're working the business (your "why-to"). Refer to questions on page 81. These are options to perk up your commitment level, because obviously it's a little off.

Remember that your results are just a measurement, or a gauge if you will. Take an entirely objective look at your results meter, acknowledge what's working, honestly own up to what's missing from you. Then declare out of your commitment what's next. The what's next part should never be taken lightly. It should be a declaration, as in "How many? By when?" How many do you plan to focus on? And by when will you have this accomplished?

You should always include specific action, or set of actions, an intended result, and a definite "by when" you will have this accomplished. Don't forget, keeping your word starts with you. So keep your word, especially when it's to yourself.

SELF-EVALUATION:

In order for you to stay focused on your goals it's important for you to know yourself and what motivates you on deep enough level, so you can be your own best coach. Below is a list of

questions to assist you in this process. Remember there are no right or wrong answers, but you'll need to give real thought to the depth of your answers.

1. What great things would you do if you knew you could not fail? What would your life hold for the next 1 to 10 years if you were guaranteed you could have anything? (What do you want to DO, to BE, to SEE, to HAVE, to GO, to SHARE?)

2. What motivates you? (Example: Recognition, feeling of winning, money, share wealth with others, learning, etc...) Why do these things motivate you?

3. What talents are you going to share with your team and the new members of your team? What do you have to contribute?

4. What are your "nitty-gritty reasons" for building your Network Marketing business? (What do you never again want or will never again accept in your life?)

5. What does teamwork mean to you? How do you act in a team situation? Does empowerment and encouragement come naturally for you? If not, what could you do to make sure it does?

6. If there are any goals you've failed to reach in your networking business so far, what **really** stopped you?

7. What would you do if you **HAD** to be rich? What if you **HAD** to make your business payoff in the next 6 months? What if your very life, or the lives of your loved ones, depended on it? What excuses would you be willing to give up? What would you do right now that you haven't been doing?

8. If you had to describe yourself, (not physically) in only three words, what would they be? Why?

9. What are your biggest challenges when communicating with others? What can you do to overcome it?

Now, together, the three of us (you, Joshua and Elizabeth) are gonna design...

Your Custom Game Plan

Everyone wants different things from their business. For some it may be to earn an extra \$1,000 or \$2,000 a month. For others it's the opportunity to build a home-based business part-time/spare-time, that gives them time to spend with their families, and eventually replace their full-time income. And still others want to create a six figure income quickly. Whatever it is that you want from this business, it can deliver... IF your

desires are matched evenly with your level of commitment AND you have a workable plan to follow.

That's why this is an interactive process. As you progress through this part, take the time to answer the questions and fill in the blanks. When you're done, you will have a plan to follow that will take you where you want to go!

Step 1.

What you, personally, want from your MLM business is usually comprised of at least two elements. The tangible elements (like the actual dollar figure income you're looking for and the things you want to buy) and the intangible elements (like the freedom and time it will give you). Let's start with the tangible first.

How much income do you want from this business? \$50,000 a year? \$100,000? \$300,000? List a specific amount of money you would ultimately like. For example, you might write: "One year from today, I will have an extra \$50,000 a year in passive income." Also write down the reasons why you want these tangible things. Whatever it is for you, write it down now...

Next, write down the intangible elements of what you want from your MLM business. For example: *"I want to buy back my time and have the freedom to live my life on my terms."* Also write down the reasons why you want these intangible things. Whatever it is for you, write it down now...

What you just wrote down is your destination... where you want to go. Now we need to draw a map to show you how to get there. It takes three things to build a successful business: Time, Contacts and Capital. The more you are willing to commit to each of these elements, the faster your business will grow. If you have a limited amount of one of these elements, you can compensate for it by offering more of the other two elements. Let's start with "Time" first...

Step 2.

In light of what you now know you want from this (Step 1,) how much time are you willing to devote to it to get there? And is it realistic for you and your lifestyle? If you wrote down you want to earn \$200,000 this year but you can only devote one hour a month to building it, it's never going to happen for you. In general, you should try to commit at least 7 to 10 hours a week to

building your business. Your sponsor can help you determine if your commitment of time is in alignment with your goals.

Here's a planning tool to help you block out designated times each day you will commit to building your MLM Business...

- ❖ Mondays From _____ to _____ = Total _____ hours
- ❖ Tuesdays From _____ to _____ = Total _____ hours
- ❖ Wednesdays From _____ to _____ = Total _____ hours
- ❖ Thursdays From _____ to _____ = Total _____ hours
- ❖ Fridays From _____ to _____ = Total _____ hours
- ❖ Saturdays From _____ to _____ = Total _____ hours
- ❖ Sundays From _____ to _____ = Total _____ hours

OK, now that you've blocked out your time to work this business, what are you going to do with it? Many MLM'ers are so busy being busy that they never accomplish the critical actions necessary to lead them to Network Marketing riches. So don't you get caught in that trap. If you've decided to devote 10 hours a week to build your Network, don't waste one minute of it because if you do, it will rob you blind.

You make money in MLM by sharing it with others and teaching them to do the same. Therefore, your income is a direct result of the number of people you expose to your opportunity. Shake up a lot of trees and teach others to do the same and you'll make a lot of money. If you don't then you won't, it's that simple. So your first goal is to find a couple of key people who you are going to empower to success. This being the case, it's vital you keep track of your numbers. Because remember...

"The numbers tell the whole story on your success!"

By looking at the key numbers in your business today, we can determine, almost exactly, what your next bonus check will be, as well as what your income will look like in the long-term. The numbers in key areas tell you if you're on target or not.

Here's an example: How many people per week are you committed to offering the privilege of joining your team? As a rule of thumb, you should be drawing circles for at least 3 personal people every week until you're too busy drawing circles for people in your network.

So, the following is a starter list of some of the different areas and its numbers that you must monitor:

- X **The number of people on your list.**
- X **The number of new friends you made this week.**
- X **The number of prospecting calls you made this week.**
- X **The number of people you drew circles for this week.**
- X **The number of people you and your network sponsored this week.**
- X **The number of retail customers you have.**

You see, the numbers give us a good indication of where the breakdowns are in the system. For example, if your list isn't big enough, you won't have enough people to contact. If you don't have enough contacts then you won't be drawing circles every week. If you're not drawing circles every week then you won't sponsor anyone. If you don't sponsor anyone you'll remain stuck trading time for money in a job or traditional business. Do you get the idea?

Always keep in mind, however, you are not your results, but results don't lie. Therefore, give up any excuses you may be hanging on to; they don't count.

Your Personal Contact List: The Ultimate Posture Building Tool

Obviously, as you can see from the above example, your whole success starts with developing your personal contact list. So please use this section and build your list to its fullest potential. Remember your best tool in leading your people is your experience. So even if you've already created a contact list, go through this section and expand it.

"But I don't know anyone"

You know, it's funny, when someone gets married they worry that they can only invite 2,000 people to their wedding. But somehow, all of a sudden, when they start a Network Marketing business they talk to 5 people and all of a sudden they don't know anyone. Did you know that according to Readers Digest, the average 21 year old can recall the names of over 500 people? Then why do people have difficulty in making a list of 100? Well, for two reasons. First, because they feel they have to have a crystal ball to see if everyone they write on their list will be a diamond. Second, because they haven't developed their Posture Power yet (so they think that people will think less of them and that they will have to talk them into it).

So...

Don't think, just write!!!

First requirement is to have fun as you create your list. Get excited! You're about to alter your life and the lives of the people you care about. If you knew that every name you wrote down would be worth \$1,000 a year to you for the rest of your life, how many names could you come up with?

So, who would you like to help? Who do you know that wants a better lifestyle? Who do you know who wants more money? More time? Hates what they're doing for a living? Use the memory jogger list starting on page 91 and write down every name that comes to mind. You're looking for volume. If a name - no matter

how ridiculous you think it is - pops into your mind... **WRITE IT DOWN!** Don't think about it (most people spend way too much time thinking about who won't do this business that they never go to work). Just get that pen moving non-stop. If your 93 year old grandma comes to mind, write her name down, too. You never know what other names the thought of your grandmother might trigger.

If you think about people individually self-doubt will creep in. You'll find yourself saying things like, "Oh, Bob is a rich lawyer, he would never want to do this business." Never prejudge! Maybe Bob has a huge mortgage, or kids about to start college or knows 3 people dying to start their own businesses but don't know what they should try. Plus, even if Bob is very successful, you know he's still stuck in the time for money trap.

It never fails - someone you think is going to be a major player doesn't do squat, while someone you thought had no chance of success, goes out and does better than you. **You'll have no way of knowing who's who until they both try it.** That's why you have to give everyone you can a chance to see what you're doing so they can decide for themselves. You can't decide for people if they can or will do this. If you do, you may cheat them out of their dreams and financial freedom.

So, every time a name pops into your head, write it on your list. Think of events, situations, and walk backwards through your life's memories. Don't worry if all you have is a first name or a title like, "Keith's ex-girlfriend". Half the fun is playing detective to find these people and sharing with them a life-altering opportunity.

Make sure you block out a time you'll be uninterrupted (leave yourself at least an hour and half) to complete your list. If you don't limit yourself, you should have no problem coming up with 100... and probably more like 200 or even 300. And remember to have fun with this process. This is the first step in translating your dreams from fantasy into reality. Remember, you can have the greatest opportunity in the world but if you don't have anyone to show it to, what do you really have? **NOTHING!**

Just list every name in your Daytimer, Rolodex, Christmas card list, checkbook, and then move to the...

Memory Jogger & Trigger List:

Family Members	Plays Tennis
Friends Of Family	Appraises Real Estate
Neighbors	Loves Their Job
People You Work With	Does Your Dry Cleaning
People Your Spouse Works With	Is An Accountant
People You Do Business With (look through your checkbook)	Likes to Gamble
Doctors	An Engineer
Lawyers	A Doctor
Barber	A Lawyer
Merchant	A Dentist
Grocer	Does Home Repairs
Gas Stations	Has Little Kids
Laundry Mat	Has Big Kids
Mailman	Has A New Car
Garbage Man	Sold You Your Car
Insurance Broker	Sold You Your: Home, Clothes, Furniture, Insurance, Contacts or Glasses, Hunting License, Fishing Rod, Shoes, Avon Products, Tupperware
Real Estate Broker	Teaches School
Hairdresser	Bestman/Ushers, Maid Of Honor/ Bridesmaids
Church Members	Works In A Bank
Civic Groups	Has Pets
Rotary	Does Baby-Sitting
JC' s, Elk' s, Moose, Waterbuffalo Lodges	Drives A Taxi
School Groups	Plays Sports
PTA	Gave Me A Parking Ticket
Past Associates	Lives Out-Of-Town
Schoolmates (use yearbook)	Lives Out Of State
Former Co-Workers	Lives Out Of Country
Hates Network-Marketing (this might be some of your best people)	Sells Ice Cream
College Buddies	Is A Professional
Army Buddies	Has A Computer
Christmas Card List	Has A VCR
Church Roll	Works In A Factory
Civic Club Membership	Always Is Busy
Works With You Now	Is A Sales Rep
You See At The Gym	Is A Farmer
Said They Hated Their Job	

Works In A Store
Is Retired
Is In College
In Politics
On Volunteer Groups
Life Guard
Race Car Driver
Paper Mill Worker
Brick Mason
Draftsmen
Printer
Officer
Bakery Owner
Plant Foreman
Dietitian
Small Business Owner
Entrepreneur
Professor
Water Delivery Person
Chiropractor
Plastic Surgeon
Surgeon
Mechanic
Missionary
Librarian
Soft Drink Distributor
Moving Van Operator
Performer
Actor/Actress
Waitress
Furniture Dealer
Landlord

Notary Public
Lithographer
Actor
Horse Trainer
Brewery Salesman
Drinks Homemade Beer
Studies Martial Arts/
Karate
Shoe Repairman
Auctioneer
Highway Patrolman
Judge
Motel Owner
Railroad Ticket Agent
Fishing Partners
People Who Need \$\$\$
Travel Agents
Flight Attendant
People Who Have Great Ideas
People Recently Divorced
Golfers
Recently Married
Expectant Mothers
Cigar Smokers
Pipe Smokers
Bookstore Owners
People Who Like To Read
People I' ve Admired
People I' d Like To Meet
My Mentors
Directors

Expanding Your List

By now, just from using the memory jogger and trigger list, you should have a sizable list started. If there's not at least 100 people on it, pull out the Yellow Pages telephone directory and slowly go through the different categories and you'll be surprised by how many new people come to mind that you didn't think of before. Think of who you know that is involved in the various industries listed. Who do you know that owns a business or works for a business like those listed?

There's one more thing you can do to really expand your list. Go back over your list - name by name - and concentrate on past memories. Who do they know? Who are their friends and relatives? You should be able to expand your list by 20-30% with this method alone. And one of these contacts may be your biggest player.

Insanity is doing the same things again and again but expecting different results.

So in order for your results to change, you've gotta change. This means that you're gonna have to dare to try the things we've discussed in this report. You're gonna have to risk being poor at them at first, feeling awkward and uncomfortable with these new tools in order to master them.

You should already acknowledge yourself for the fact that one thing working for you is that you've chosen to step into this wonderful industry that's changing so many people's lives.

STAYING ON TRACK:

The problem in Network Marketing, as in life, is that if you fail to practice and apply the basic fundamentals you will find yourself way off course. The danger is that at first you don't really notice you're off course because it's just by a very little bit. And then you stray just a bit more without much notice. And some more. And so on, and so on. Before you know it you're off course by a mile, even though you got there gradually, an inch at a time.

To keep you on track, the following is a check-list you can use to make sure you are practicing and applying the basic MLM fundamentals. You should review it weekly as you plan out your upcoming week.

Self-Inventory Basic MLM Fundamentals

- ⇒ Plan entire week before starting the week and schedule your network building time.
- ⇒ Understand and use one of the most powerful tools you have: Edification. Always edify the sponsorship line to build instant credibility with your prospects and use edification to empower your team.
- ⇒ Walk in the other guy's shoes. Help 'em get what they want, not what you want. Always ask, "What can I contribute here?"
- ⇒ Look for opportunities to build new relationships. Add 3 people per week to personal contact list.
- ⇒ Strategically work through personal contact list of at least 100 people and teach everyone in network to do the same.
- ⇒ Make regular presentations... draw circles at least 3 times a week.
- ⇒ Ignore the negative comments of the dream stealers.
- ⇒ Participate in daily "mind-feed" (read books, listen to tapes, go to seminars, etc.)

- ⇒ Review the 5 posture points that lead to posture power on a monthly basis.
- ⇒ Practice and role-play with sponsorship line to master the communicating techniques.

Of all the basic fundamentals, probably none is as important as drawing circles every single week. If you do everything else poorly but draw circles consistently every week and teach your team to do the same you will build a huge network. Therefore, we've included a little commitment statement for you to fill in to keep you on track in this area.

I, _____ am committed to offering the privilege of team membership to _____ people this week and every week until I work through my complete list.

By now you're probably ready to start applying some of the information you've learned in this special report.

Keep in mind that sometimes applying some of this will be uncomfortable because it's new. But, as you dare to step outside your comfort zone and do things that you haven't done before, it will get easier.

**THANK YOU FOR ALLOWING US TO HELP
YOU DEVELOP YOUR POSTURE POWER**

We've revealed all the secret tactics and techniques of posture that will have people begging to join your network. All these things work astonishingly well, and they'll work for you just as well, too, but you have to dare to apply them. Don't just let the knowledge you learned in this confidential report lead to learning... have it lead to action. So, in closing, we'd like to invite you to become a PLAYER. The only thing that will stop you in this great industry is YOU. THE BALL IS YOUR COURT... WE HOPE YOU' LL PICK IT UP AND RUN WITH IT.

Appendix A: Business Building Tools & Resources

Recommended books and audio tapes:

Books:

"How To Build A Multi-Level Money Machine,"
by Randy Gage
"Million Dollar Habits," by Robert J. Ringer
"Think and Grow Rich," by Napoleon Hill
"The Dynamic Laws of Prosperity," By Catherine Ponder
"Leadership Secrets of Attila the Hun," by Weiss
Roberts, Ph.D.
"All You Can Do Is All You Can Do," by A.L. Williams
"The Richest Man In Babylon," by George S. Clason
"Self-Made In America," by John McCormack
"Unlimited Power," by Anthony Robbins
"Awaken The Giant Within," by Anthony Robbins
"How I Raised Myself From Failure To Success In
Selling," by Frank Bettger
"The Popcorn Report," by Faith Popcorn
"God Wants You To Be Rich," by Paul Zane Pilzer
"Psycho-Cybernetics," by Maxwell Maltz, M.D., F.I.C.S.

Audio Tape Programs:

"How To Make At Least \$100,000 A Year In Network
Marketing," by Randy Gage
"Take Charge Of Your Life," by Jim Rohn
"The Power Of Ambition," by Jim Rohn
"Personal Power," by Anthony Robbins
"Unlimited Power," by Anthony Robbins
"Your Secret Wealth," by Jay Abraham
"How To Master Your Time," by Brian Tracy
"First Things First," by Stephen Covey
"Power Negotiation For Sales People," by Roger Dawson
"Lead The Field," by Earl Nightingale
"The Closers," published by Hampton House
"How To Master The Art Of Selling Anything,"
by Tom Hopkins
"The Psychology Of Selling," by Brian Tracy
"The Neuropsychology Of Self-Discipline," by SyberVision
"The Universal Laws Of Success And Achievement," by
Brian Tracy

