A Study Guide for Eric Worre’s Go Pro Book

 **Study Guide for “Go Pro – 7 Steps to Becoming a Network Marketing Professional”, by Eric Worre**<http://networkmarketingpro.com/gopro/>

*This Study Guide helps you gain more as you read the book. Share with your team!*

*“When I read the outline I couldn’t help but plug in what I knew. I was surprised that I had not remembered a lot of key details, as I went back and filled in those gaps, the information is now locked in.” ~ Auggie Esquivel*

*“I love Eric’s training. Now I will be able to study it more in-depth with your Study Guide. It gives me direction and draws attention to things I might have missed.” ~ Dominique Thom*

**Amazon Book Review, by Bess McCarty:**

“This book is the chosen core textbook for the MLM Millionaire Club curriculum, and is being considered as the core book for the history-making world’s first accredited college course in Network Marketing at Bethany College of Lindsborg, Kansas. Why? It contains in a nutshell the how-to’s of professional Network Marketing, a hard-won summary of Eric Worre’s 25 years in the profession. Here are the 7 Steps:”

1) Finding Prospects
2) Inviting Prospects to Understand Your Product/Opportunity
3) Presenting Your Product or Opportunity to Your Prospects
4) Following Up With Your Prospects
5) Helping Your Prospects Become Customers or Distributors
6) Helping Your New Distributor Get Started Right
7) Promoting Events

**Study Guide:**

**\* Introduction** – Eric’s “turning point” story. On a scale 1-10, 1 being totally hoping for a luck, timing, shortcuts, and positioning in NM (Network Marketing), to 10 being totally committed to developing the skills needed to become a NM professional, where do you rate yourself?

**\* Chapter 1** – Network Marketing is better

Write down what you do and don’t want in the Perfect Career for you.

What are the 5 ways to make money? Do any provide your Perfect Career? Why are the first 4 ways not working anymore? This is important to know so when you talk with Prospects, you will know their pain and how MLM can help them.

The New Economy is moving toward a \_\_\_\_\_\_\_\_\_\_\_ economy.

How does that equate to working more for less money in a job?

NM is the answer in the New Economy for both companies and reps because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The catch to NM is you must deal with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**\* Chapter 2** – Decide to Go Pro.

Are you an Amateur, Poser, or Professional? Where would your rate yourself on the 3 types of MLMers?

**On taking self-responsibility**: Who have you blamed that you don’t blame anymore? How did you take responsibility?

**On getting out of your comfort zone**: When is the last time you stepped into your DIScomfort zone? What happened?

**Have you ever noticed** that people are succeeding in your company when you’re not? What did you do about it?

Eric’s definition of being a NM Pro: “A person who is an expert at the skills required to build a large and successful NM organization.”

Write one idea from this chapter that you will use in your business this week.
Enter this action item in your calendar now.

**\*Chapter 3** – You’ll need skills.

But you’re not going to need a lot of money to learn them.

**1) When have you been supported** by others? Kept on track? Or pulled OFF?

**2) You are the average of the 5 people** you spend the most time with. (Including who you listen to, study, etc.) Who are YOUR 5 people?

**3) Use the 3 ways to upgrade that.**
 **4) Getting started right**: Refresh negative thinking. Use all your company’s products and services. Use all their tools. Training is 90% on the job. Fill your calendar with events.
 **5) Set realistic expectations:**
1 year to become functional & profitable
3 years to make a full time income
5 years to become a high income earner
7 years to become world class

**Phase 1** = Excitement.
**Phase 2** = Doubt. How do YOU prepare your prospects for this inevitable phase, where most quit?
 **6) Make yourself known:**
\*Proclaim \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
\*Introduce\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
\*Tell \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**7) How to keep goals simple** in the beginning so your new recruits don’t get overwhelmed.

Three primary elements to your NM business:

Your company’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Your company’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
But MOST important, is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Say goodbye to your \_\_\_\_\_\_\_\_\_\_\_\_.

There only 7 skills to learn, and they are relatively easy to learn, but they are one of the highest paid skill sets in the world!

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**\*Chapter 4** – Finding Prospects

80% of people who join network marketing hope they will get lucky! vs. treat it as a career.

To drive that percentage lower, your job is to \_\_\_\_\_\_\_\_\_\_\_ people.

The professionals consider finding people to talk to as one of their \_\_\_\_\_\_\_\_\_ skills.

Make a list of ALL the people you know, and the people THEY know. Follow your interests and meet new people. Be aware!

**Types of people on your team:**

88% are Posers (unrealistic expectations) Build lists of 5.
10% are Amateurs (want to learn) Build lists of 100.
2% are Professionals (previous experience) Never-ending lists.
 **How can you help your Posers to become Amateurs?**

Eric says your list will be HUNDREDS if you write down EVERYONE you know who isn’t on your team already. Just stay in touch with them. EVEN people who are \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, or \_\_\_\_\_\_\_\_\_\_\_\_.
Here’s how to never run out of prospects:
**Harvey Mackay** (Swim with the Sharks without Being Eaten Alive) was told by his father at age 21: “Harvey, starting today and for the rest of your life, I want you to take every person you meet, get their contact information, and find a creative way to stay in touch.”

Add at least 2 a day. Compliment them, ask for their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Volunteer time and money. Get to know the community.

Don’t recruit at first contact. Check back later.

Don’t use social media to \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If they say “No”, it REALY means “\_\_\_\_\_\_\_\_\_\_\_\_\_\_”.

What story do you know of someone joining years later?

Great funny story of how to talk with negative people!! 
 **The Prospecting Mindset:**

1) Posture: Consultant vs. vulture
2) Protect from collateral damage
3) Mindset: red, green or rotten apple?

Only 30% may be ready.

**Nathan Ricks’ clock explains timing**: recognize where they are in the cycle.

**Experiences are not good or bad:** simply for learning. Results don’t matter. LEARNING DOES! What story comes to mind in your life about this?

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**\*Chapter 5** – Inviting Prospects

**Every rich person uses \_\_\_\_\_\_\_\_\_\_\_\_.**

**In MLM, we use 3rd party tools:** (NOT YOU!) CD, DVD, magazine, brochure, 3-way call, event, product, flip chart, website, upline, (or sometimes your own story: this is the ONLY exception to the 3rd party rule)

Why? They may have pre-conceived ideas about you. Or they may know and LIKE you, but RESPECT a 3rd party more.
 **If your lips are moving,** you need to be \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_\_\_, or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

It’s very hard not to say what you know. But you must not. Stay out of the way until it’s time for the application.

**Have you ever done this?** If not, try a week with 3rd party. Did you notice more success with 3rd party than when you did it all? What did you notice? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**If they want YOU to talk** about the business, what are 4 things you can say, one of which will work every time?

**Your goal is** that they UNDERSTAND it, vs. \_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_.

It takes an average of 4-6 exposures to join. An exposure is a phone call, website, meeting, DVD, 3-way call, etc.

**The ONLY goal of an exposure** is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

How many exposures did it take Neo in the Matrix movie to embrace his mission?
 **What is the Scale of Influence?** And how can you use it to your advantage?

What can you say to the people who look up to you? Vs. the people YOU look up to?

**Eric’s Ultimate Secret Script to get them to look at a 3rd party tool:**

1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

THEN, leave with urgency. Talk another time about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Be emotionally \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from the outcome.

Prospecting is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, vs. an event.

“Successful people in MLM… weren’t hunters. They were more like \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

They built \_\_\_\_\_\_\_\_\_\_\_\_ and offered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

“Their ONLY objective was to  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ their prospects.”

Stand in your prospect’s shoes. What approach would attract you? What would cause you to put up your defenses?

A tool is the best first step to invite prospects to. Why?

An event is the most effective next step. Why?

Eric’s formula for MLM success: “Your ability to get a large number of people to consistently do a few simple things over an extended period of time.”

8 Invite Steps:
1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – prevents questions & creates focus
2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – opens minds and moods
3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – offer a solution they need, ask for advice or a referral
4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – gets a conditional exchange and usually a Yes. (Eric’s most valued phrase in network marketing.)
5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – gets a specific, real time commitment
6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – confirms it
7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – schedules the next call (their 4th “Yes”)
8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – prevents questions

Practice these 8 steps to inviting with a friend until you feel confident.

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**\*Chapter 6** – Presenting

What duplicates?

What does NOT duplicate?

“The pros used \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ instead of their own wisdom
The pros used \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ instead of their own presentations.
The pros used \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to give the facts.”

Write your story, in about 5 sentences, with the 4 elements Eric suggests. Tell it often.

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**\*Chapter 7** – Following Up

“The fortune is in the \_\_\_\_\_\_\_\_\_\_\_\_\_.”

How good are you at Follow-up? Let’s see…

On a scale of 1-10, 10 being excellent, how would you rate yourself on these things?

\* You check back with your prospects when you say you would.

\* Your purpose is educating them to make an informed decision (vs. signing them up).

\* You lead them through an average of 4-6 education tools.

\* You do this in a short time.

\* You handle questions and objections well.

There, now you can see where your strengths and weaknesses are. (This is a great chapter!)

A fortune AND your good reputation can be lost in poor follow-up. Be the person who does what they say they will do.

The only purpose of an exposure is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

“The best follow-up question I’ve ever used is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

“Another great question to ask is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

If the answer is positive, go directly to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If not, just schedule the next \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

“Keep your urgency, but have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

How can you handle objections without being either defensive or offensive?

Objections are usually a limiting belief in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

In either case, let them know you are just like them.
Here are 2 ways to do that… \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Eric gives a GREAT way to handle limiting beliefs about network marketing. Try this out!

How do you answer, “How much are you making?” Try Eric’s tips for this, too.

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**\*Chapter 8** – Signing ‘em up

**Prospects want** guidance, direction, and a next step to take.

**Do not ask**, “What do you think?” DO ask: “What do you like best?” “Is there anything you need to know before we get started?”

Then say, “The next thing we need to do is… Here’s how we do that…”

It’s your job to guide them to a  \_\_\_\_\_\_\_\_\_\_\_\_\_.

What did Eric do wrong in his early years in network marketing?

The keys to this step are a confident posture and asking the right questions.

Five things that will give you a confident posture are:
1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Two dynamite questions to lead up to signup are:
1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Four questions to close are:
1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Practice these today!

**\*Chapter 9** – Start ‘em Right

To help your new distributor have the best start and not quit, you’ll want to set proper expectations and get quick results.

Eric didn’t have successful distributors at first. So he watched and learned from a mentor, who taught him a 5-Part Game Plan Interview.

Part One validates your new distributor’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Part Two makes an agreement with your distributor about their responsibility for their business. 3 points to make:
1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Part Three is a get-started checklist. Make sure your new distributor is:
1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Part Four challenges the new distributor to get results \_\_\_\_\_\_\_\_\_\_\_\_\_!

Part Five gives specific assignments and deadlines. Just like scheduling exposures, you now schedule assignments to accomplish things, thereby making it easier to continue than quit! Eric lists 8 of those things. What other ones can you think of? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Write down the next “Four Questions to Ask”** on a card to carry with you to help your prospect get started.

**Then set realistic expectations:** You can expect these setbacks \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_. And this is how I’ll help you \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Eric then tells you how to help them have small victories as fast as they can, and how to make it hard to quit: sponsor someone, get recognition, proclaim their goals, product experience, income, personal growth, rank advancement.

**See your new recruit as a baby** who needs lots of TLC in the beginning, if you don’t want ‘em to die.

1) First 2 days is like 1st month of a new baby. \_\_\_\_\_\_\_\_\_\_\_\_\_

2) First month is like a baby’s 1st 5 years.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) First 90 days is like a child’s 1st 10 years.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) After 6 months is like a teenager.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5) After 1-2 years, they become adults. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write one idea from this chapter that you will use in your business this week.
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**\*Chapter 10** – Promoting Events

“Meetings make \_\_\_\_\_\_\_\_\_\_. It’s just that simple.”

The MOST POWERFUL type of event is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Virtually every top-earner uses the destination events as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of their business.

How many have you attended in the last 2 years?

How many benefits can you find Eric describe about destination events?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Step 1 – Lead by example. What obstacles arise to you attending, and how do you solve them?

Step 2 – Grow the number of people you bring from your team. What is the difference between announcing and promoting? What are 5 tips to promoting?

Never buy someone’s \_\_\_\_\_\_\_\_\_\_\_\_ .

**\*Chapter 11** – Patience

Traditional businesses hope to pay back their initial investment in the first \_\_\_\_\_\_\_ years.

To earn more, you need to \_\_\_\_\_\_\_\_\_\_\_\_\_ more.

The 1/3/5/7 Formula: You can expect in network marketing:
After 1 year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
After 3 years: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
After 5 years: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
After 7 years: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Where are you on this journey described above?

Eric’s advice:
Learn by \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Model successful \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Study \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Be careful of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Teach your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Look at your 5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
Work \_\_\_\_\_\_\_\_\_\_\_\_\_.

Apply the Plan/Do/Review process to your business this week:
1. Make a Plan
2. Do it.
3. Review your results to improve.
Repeat better!

**\*Chapter 12** – Rewards

Which of these rewards appeals to you the most?

The career you create
The freedom you enjoy
The loves you touch
The people you meet
The places you see
The causes you can contribute to
The person you become

Write about the rewards you have gotten, or aim to have (which is your Why).

**THAT is YOUR STORY. Tell it often! Tell the world!**