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## **Chapter One**

# Get Set and GO!

## With MLM



Dear reader, I am writing this book to share with you some of the tips about building up a successful MLM business, *because I have been there...I have seen it.* I am sharing with you what *I have gathered from my years of experience with **Multi Level Marketing***. In this chapter I will tell you things that nobody has told you about HOW TO GET STARTED.

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Believe me, it is not difficult to build up your own organization and keep earning for years to come. Take it from the one who will give you the necessary information, in simple words, and get you started.

## **What is MULTI-LEVEL MARKETING?**

**Multi-Level Marketing**, or MLM in short, is also known as *Network Marketing*. In this system, commodities or services are delivered directly to the end user through a 'network' of independent contractors. Here there are no middlemen. You will be surprised to know that this system has made thousands of families wealthy throughout the world.

*So...get set... go!*

*Get started with MLM.*

*Remember MLM is FUN.*

*And it takes you WHERE YOU DREAMT TO GO!*

## **MLM will suit you, because**

- ✓ This book will tell you many real success stories.
- ✓ It is for anybody who is somebody.
- ✓ It needs very little investment to start with; so you do not lose much if you discontinue in future.

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- ✓ Just by working for 10 hours a week you can earn up to several thousand dollars a month.
- ✓ This is the right time to start building your gigantic MLM Empire. *Right now.*
- ✓ You think you need a lot of money to live in style; MLM is the right thing for you.
- ✓ Job security is a hazard in today's world. *You cannot depend on your job...seriously. You need your own resource.*
- ✓ MLM can really help you earn a LOT of money, if you are serious.

**But remember**

*It's possible, but it's not easy. Ask me 'why?'*

- ✓ It needs planning. It takes time.
- ✓ It is a process of learning. *Those who learn fast, earn fast.*
- ✓ You cannot quit at any level. You just change your strategies.
- ✓ Aim for optimum result and choose a product you like.
- ✓ Get up and start today! If you want things easy, better think of something else.
- ✓ It is rewarding and satisfying...but not easy.

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- ✓ It is challenging, but not gambling.
- ✓ It is hard work – a combination of effort, desire, sincerity and only a little bit of patience.

### **Learn about the business**

Be with your *upline* to learn as much as possible but remember it's your responsibility to absorb information. Your up line can only support you. So –

- ✓ Read books, attend seminars, and listen to audio-tape-lessons.
- ✓ Attend all local meetings.
- ✓ Read your upline's newsletter and subscribe to Upline Magazine, if it is available in your country.
- ✓ Do not hesitate to ask questions, find the right person who can answer you.
- ✓ Prepare yourself to attend the next National Convention or leadership Seminar.

### **The advantages of MLM**

- ✓ It is a part time career; you can have the most flexible work hours. Hey! That's a lot of fun!
- ✓ Travel whenever you like, as much as you like.
- ✓ Make new friends; develop your leadership skills.



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- ✓ Send more quality time with your children, take them to and pick them up from schools. You will not need day care. Attend all their school functions.
- ✓ Earn extra money. All business related activities are tax deductible.
- ✓ Get great products at a discount. Buy the clothes you desire. Live a full life.
- ✓ Have a savings plan for the future.
- ✓ Develop an all round personal growth; become a happy, positive person – a person with drive, motivation and ambition.



*Remember, a person who has dreams is a great guy to be with!*

## **12 secret tips for success**

1. To know about your products, **use them personally**. Buy all the new items and do not waste time learning about them from others. Be ready to throw away all

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competitive products when you buy the latest product that you recommend others.

2. **Accept your leader** or *upline* as your best guide and do not try to fight the system. If you want change put it in writing through proper channel. You got to like what you do ninety percent of the time. The remaining ten percent you can do what you like. That means – **follow the beaten path** that has proven successful. Try your own ideas or innovative skills only in ten percent of the cases.
3. **Set up a goal.** The best option is the Five Year Plan. It is the most effective as it gives ample time and provides regular checkpoints at intervals. So fix your goal, write it down, tell your friends and repeat it to yourself.

‘IT WILL COME TRUE’

4. **Meetings are important.** Hold them always. Hold them anyway. Schedule your meetings and prepare for them. If nobody attends give your presentation to anybody – may be your wife, or to a set of empty chairs. Attend all meetings likewise. Without fail. For best results you can also attend my seminars on MLM success secrets not discussed here. Register your seat for *The XXXXXXXX Intensive Seminar* by visiting [www.XXXXXX](http://www.XXXXXX)

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5. Make the meetings interesting by putting in **unique features and fascinating plans** into them. Look at every business strategy through the eyes of a psychologist or a mathematician. Do it with pride and confidence. You will impress rich and poor, young and old alike. Your aim: NOT TO GIVE UP
6. Choose and promote **products that are exciting and interesting**. There may be many reasons for that. The products may have a high consumption rate. The distributor himself may be your largest consumer. Even a small customer can ask for a bulk order.
7. **Optimism** makes you a better person. You are more acceptable when you have a positive attitude. So, be confident and push towards the goal. You will find yourself opening up to newer possibilities. You will change into a better YOU  
  
Replace all doubts and negative thoughts with positive ones. Think of your future, your goal and you will reach towards it. Think about success and you will succeed.
8. Make business **a part of your daily routine**. Throughout the day, at your workplace, at the driving wheel, think about your product. While using the product, think how amazing they are. Talk about them to your friends and your colleagues.

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Even if you choose one or two days of the week to do business, it should be in your mind throughout the week. Only then you can grab all the opportunities when they come.

9. **Set an example** by doing what you want others to do. Be a model to your distributors who work for you. If there is a problem, solve it yourself, others will learn from you.
10. **Make things easy** for those who follow you. Teach simple ways that others can learn. Hard work can be done in simple ways too, that others find easy to follow. Finally it is the combined effort that matters. So, the real leader in MLM allows many to follow their ways by making things interesting and doable.
11. **Never say die.** If you keep your eye at the end of your five-year plan, you will be able to hold on. You will be able to swim through the ups and downs of your journey. So never give up. Plans are made not to give up in between. If the first six months do not fetch much result, the next six months are bound to yield fruits. Such is the way of life. So, think of the people who make seven figures annually. How could they have done it had they given up midway?

### **The Precautions**

- Do not spend too much money on advertisement.

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- Do not waste money on leads.
- Do not sign up and sit idle, expecting to get rich in six months
- Do not choose the wrong teacher. Take advices from only those who have done it in MLM.

*Remember there are more talkers than achievers.*

### **The Results: How to get them**

- ✓ Teach others to lead. Make many leaders down the line.
- ✓ Improve yourself constantly, by developing your knowledge, your skills and your personality.
- ✓ Know more about your Company, about the product. Learn how many you need to recruit to get all you want.
- ✓ Start a partnership and be a manager from the very beginning.
- ✓ Be swift to take a decision when opportunity knocks.
- ✓ Do not be overwhelmed by 'fast cash' stories of others in MLM. It cannot be that fast. Work for it.

Remember – **THOSE WHO ARE ENTHUSIASTIC AND AMBITIOUS AND NEVER GIVE UP – WIN THE GAME. IN MLM. IT CAN MEAN \$100,000 OR MORE IN A YEAR.**

### **STEP – 1 : Buy the Kit**

*Invest in the Product Kit and use all the items yourself. That will enable you to:*

- Recommend them to others.
- Explain the advantages of using the product.
- Save money.
- Get all the support materials.
- Do the paperwork yourself and learn while you earn.

### **STEP – 2 : LEARN**

- Be your own client. Buy all the things you need and use for yourself.
- Buy the product to give as gifts.
- Get feedback from others so that you learn more about each item.
- Spread the good reports.
- If you do not use a certain product, find a friend who does. Make him try and get his report.

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- Even if you do not like all the products, choose the ones you like best. Know them like the palm of your own hand.

So that –

- You are ready to answer all the questions.
- You can explain how to use them
- You can confidently point out how they are far superior to other similar products,
- You can explain the salient features excellently even if you do not carry samples.

*Remember! Knowledge gives Conviction and  
Conviction gives Confidence.*

### **STEP – 3 : RECOMMEND**

- To me, the best way to start your MLM business is to talk and RECOMMEND the products.
- For that, first spot THREE friends who would work



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with you; who would present your product and soon become your recruit.

- Gather a large group of potential RETAIL customers, and follow them up regularly.
- Go BEYOND your immediate family and friends' circle.
- Your confidence will increase as you learn more; you will be able speak STRONGLY about your product.

That will do the magic!

#### **STEP – 4: MAKE A LIST OF 100**

- Identifying a hundred people from your circle of friends, neighbors and relatives is an excellent way to begin your MLM business.
- You know out of that hundred, some would readily accept your idea and be with you from the beginning. Mark them.
- Keep in touch with all in your list. Someone else might get to them if you hesitate.
- Use a notebook. Keep notes or keep track of each acquaintance and potential listener to start with.

**Remember: You have to be a good talker and have genuine faith in the products you use. That**



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**will help you in holding your hundred friends together.**

Now –

### **HOW TO MAKE THE LIST**

Get people who are in Constant touch. So that you can see the product spreading – Mom, dad, sisters, brothers, cousins, uncles and aunts, neighbors. Then comes the next circle – your barber, butcher, grocer, baker etc. whom you meet every second day or in a week. Next, remember your old School friends, College mates, Club-mates, colleagues from previous jobs. If you have not completed a hundred go to the car service station, children's school, the doctor's clinic. Meet new people at wedding parties. Make friends.

**What to do if some of your near ones are**

### **CLEARLY NOT INTERESTED**

*Yes. It can be shocking and disheartening indeed! I know it, because I had the same pitiable experience.*

You cannot afford to despair. Say '**yes**' to anything. Any new suggestion.

I contacted my remote acquaintances; my colleague, ex-school teacher; just anybody who knew me by face. I called a party, clearly expressing my intention, telling them that I just touched

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upon this new venture, and also told them there would be no compulsion.

I still remember my first party many years ago. After that there was a series of parties; parties and presentations; presentations and meetings.

Some of the people who attended the first party are now the best of my friends, my recruits. And in fact, one of them called me the other day to say that she has quit her job due to health problem and is now **ready to join me. After 8 years! Wow!**

**So nothing is impossible in MLM. Therefore**

**DO NOT DESPAIR**

**BE POSITIVE**

**BE PATIENT**

When you succeed your people will come closer. They will see you are not neglecting them. In fact you have more time to spare. So, with those who are not interested in the beginning, your technique should be –

**To Talk less & Do more**

Those who fail –

Fail because –

1. They are negative to start with

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2. They are half-hearted and are ready to fail.
3. They lack self-confidence.
4. They have no family bond or friend circle.
5. They dream of fast cash, too much of it.

**FORGET ABOUT SUCH PEOPLE – They are not for MLM.**

**Now you start your own office:**



**YOUR OFFICE**

To set up the office you do not need much space. The basic necessities are –

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1. A telephone.
2. A table with notebooks and **pen**.
3. A 'DO NOT DISTURB' board for your family.
4. Enough space to store your products.

To start with, do not miss the meetings, seminars, self-development programs and

**DO NOT HESITATE TO ASK QUESTIONS & TO CLEAR DOUBTS.**

My first office was my home. My children would play around me and I would do my cooking and washing during breaks.

Now after nine years I have shifted to a new flat with the top floor overlooking the terrace-garden. The top floor is my office. It is furnished and well equipped like any regular office. Only difference is that – **I am my own boss.**

### **Now get going on your own business**

- Attend all seminars and development programs. You can enroll for my *The XXXXXXXX Intensive Seminar* at the next schedule. Information on next date and venue are available at [www.XXXXX](http://www.XXXXX).
- Give out your business card to ten new people everyday.

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- Ask prospective recruits if they can spare some ten hours a week to make money.
- Go to product training and use own products.
- Learn more everyday.
- Be positive and enthusiastic about your own business all the time.
- Talk about your product and your business
- Make phone calls everyday.
- NEVER GIVE UP

**ASK YOURSELF:**

Wake up every morning. Think of the bright future ahead. And ask yourself –

- ✓ Am I going to get more disciplined?
- ✓ Am I putting effort to learn more?
- ✓ What do I need to change in myself?
- ✓ How do I gather more knowledge?
- ✓ What do I need to do to be a leader?
- ✓ Do I need to change my life and be richer?

YES. YES. And Yes. You are the boss. Have a great career ahead! **Wish you all the best.**

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## **Chapter 2**

# **SET GOALS FOR YOURSELF**



To work yourself up towards a better, brighter tomorrow, setting goals are absolutely necessary in life.

To reach up to the desired Goal; it is important to revamp yourself constantly, to rekindle your passion everyday.

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So, in this Chapter we will discuss HOW TO SET GOALS and HOW TO WORK UP TO REACH THEM.

1. Decide why you are working, and for what.
2. If it is possible for someone else, it is possible for you, too.
3. If you have big dreams, only then, you will grow bigger, get richer.
4. Do not cut your coat according to the cloth; start with enough cloth; you deserve a bigger and better coat.
5. Time never stops. A missed opportunity is missed forever. So, grab it.
6. Every new day should be better than yesterday. So, work for it.
7. Own your life, take responsibility, and do not blame others.
8. Never regret the mistakes, or the initial hard work.
9. The sky is the limit to success.
10. So, make short term, achievable goals.

To set your goals, remember that indefinite goals will get you nowhere. So focus on your goals. Make it one at a time. Make

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it achievable, but not mundane. Each goal should excite your passion.

Learn about other people's goals so that you can select the right group. With wrong association, you will not achieve much.

Be a master of yourself. Then go out to master and lead others; others who are like you. For whom income itself is not the main focus. But life is; a better life – YES.

### **Some examples of GOALS**

When I started with MLM business, my immediate goal was to clear my credit card outstanding. Then get my daughter join the dance class she wanted so badly, and get a cricket kit for my son. Gradually my goals went up to higher levels. Within a year I started dreaming of buying a new car and traveling by air with my family.

A DREAM COMES TRUE –only if you have a dream, right?

All along my initial tough journey, I stuck to two rules –

- ✓ I must help others around me to achieve their dreams. I cannot do it alone.



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✓ However rough life got at times, I must not give up.

1. In rule no. 1, to help others and form a team, your message should be “either follow me, lead me or get out of my way”. There will be people, your close and loved friends who will try to dissuade you, discourage you. Push them aside. Do not interact with them. Ignore their views. Take those who will dream with you. And work for it together
2. In rule no. 2, hang on with successful people. Let nothing stand in your way of accomplishing your dreams. Put your goals in writing – in full view. Plan ahead and take action on your goals. Never say quit—whatever comes.

## **SUCCESS IS IN YOUR HANDS**

Provided you know the truth about reaching goals in MLM.

- ✓ Get clear about what you really want.
- ✓ Identify your dreams
- ✓ Let no one stand in the way
- ✓ Listen to motivational tapes everyday.
- ✓ Practice your presentations and how you approach people.

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- ✓ Avoid negative people
- ✓ Remember it's not always easy to reach the top
- ✓ **But**
- ✓ If your goal is reasonable and you sincerely work on it.

**SUCCEED YOU WILL!**

My advice to those who have goals to become financially independent –

1. Start saving. Even if you do not have surplus at the moment, make it a habit.
2. The first three months may be discouraging, even frightening. Do not let it dishearten you. Plan to get over the first 90 days somehow.
3. Set higher goals to make it difficult, but not impossible.
4. You may work part time. But that does not mean you can work sometimes. There is no place for casual approach. So set aside time and do not let anything interfere with it.
5. Learn seriously from those who have succeeded. Big goals mean more effort and more tenacity. So get leaders who have struck it big.
6. Plan to work more. Then work and work only – up your way to BIG SUCCESS.

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**There is the day when you join MLM.**

**There is the day MLM gets into your blood.**

**In the process, you become a Master**

**Or you remain just average**

**Aim high and take personal responsibility.**

**YOU WILL BE A MASTER.**

**Do you have a daily Schedule?**

If not, listen to me. I make it a point to call at least 20 people every morning and meet at least one of them.

So, to get new recruits, get into touch with as many as you can. But it's better to fix a schedule of say 10 or 15 calls everyday.

**It is also called Single Daily Actions or SDA.**

So fix SDA for each day. Just fixing SDAs day after day and following them can give you tremendous success. SDAs may be small or big. But they make up your total business strategy and adhering to your SDAs mean your total business management. SDAs can be like this – making five Customer Calls, five follow-ups, five leadership calls. Sending three catalogues and so on.

**Think: What would you do with the money?**

Just counting money is not fun. If it does not change your life, what is money for? So think, in what way are you going to use your money? How will your house look? How will you spend the days? What new things will you possess? What car will you drive? Which places you will visit? What sort of parties will you host?

And finally – what sort of a person you will become.

When you think of these questions often, it will help you keep focused.

**Set goals with your leaders** – upper level and lower level.

- Determine goals for your recruits
- Fix up at least 3 goals for them when you call them up.
- When you set goals FOR your leaders and WITH your *upline* it helps you to discuss progress at you next meeting.

**Goals and Results Ratio**

I have gathered during my experience these following rates of possibilities in relation to goals set by me.

- Making 20 conversations, I got 1 recruit.

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- Sponsoring 5 distributors, I got 1 potential leader.
- By making 80 conversations, I found 1 leader.

So,

To make 20 conversations, I distributed 4 conversations per day 5 days a week, and in 4 weeks I got 1 leader. You can increase the ratio by say doubling your efforts.

After all, success is directly proportional to your efforts. In fact the more active you are, the more you enhance your skills. Your presentation improves, your circle enlarges and your business gathers momentum.

### **How to Set the Goal**

Find out exactly where the profit generating position kicks in by going through your Company's Compensation plan. There is a point where the business volume of a group that includes you and your team reaches an amount of say, 10,000 dollars over a period of two months. Once you reach there, you will become a leader. And you will earn far more in commissions on the same volume.

This is where you want to reach!

**To reach there, you have to set up a long-term Goal.**

Here are some tips: -

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- Your income will amount to something between 3 to 8 percent of the total volume of your business.
- If you want to earn \$ 2500 per month, you should have a total group volume of \$50,000 per month.
- Now you find out the number of leaders that will bring the necessary group volume.
- How many people you will need to talk with to find the required number of leaders?

Now you work upwards from the last point given above. There can be no reason why you will not succeed. Get richer and you will realize that 'nothing succeeds like success!' Change yourself and have an amazing lifestyle.

### **Start Action**

Remember two points and get going.

1. Planning
2. Commitment

Once you have got these two points cleared, follow the rules –

- Buy your own products; give them as gifts.
- Once you form a group, help in others' success.
- Keep recruiting and train others how to recruit.

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- Have patience. All the time.
- Once you teach others all that you have learnt, things become easier for you.
- So, never behave as if you know better; let all know.
- Use your products; throw away other brands.
- Make daily schedule and work everyday.

To reach –

### **From a dreamer to a millionaire**

Your first goal should be to attain first rank in the Company.

### **WHY SHOULD YOU FAIL?**

Yes, you may fail only if you:

1. Do not plan.
2. Do not have commitment.

### **Remember the 10 commandments**

#### **For new recruits**

1. Be your best customer.
2. Write down your own goals.

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3. Look for opportunities.
4. Be an ideal leader.
5. Follow the leader who has shown the best results.
6. Teach others who will teach others.
7. Be positive; shun negative people
8. Evaluate your progress weekly with your *upline* leader.
9. Spend at least 50 hours in a month to build up.
10. Commit to work steadily for one year to begin.

**For upline leaders**

1. Provide constant help to your new recruits; answer all their queries.
2. Counsel your new recruits.
3. Teach them how to conduct presentations.
4. Help them face challenges; motivate them.
5. Help them in sponsoring their first four recruits
6. Supply products promptly
7. Counsel and plan with them, never behave like a boss.



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8. Teach one-to-one presentations.
9. Be an exemplary *upline* leader.
10. Their work means your work.

## **THE FIRST 2 months of your Career in MLM**

### **FIRST WEEK**

- ⇒ This opportunity to join the MLM business comes to less than 5% of the people in America. So **consider yourself lucky**.
- ⇒ **Study everything** you can from the starter kit. Take the help of your *upline*.
- ⇒ Become **your best Customer** yourself. Keep a part of your budget for purchasing all consumable items you need. It can be anything between \$ 200 and \$ 2000 depending on the size of your family.
- ⇒ Buy the spiral notebook that is going to be your constant companion and start making a list **of 100 names**.
- ⇒ **Contact your *upline***, duplicate his method if you find him getting results. Bring one or two persons with you.

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- ⇒ **Attend local meetings**, if any. Set your own meetings. Choose the time and stick to it. Do not get discouraged at a small turnout. It will not matter in the long run. Have the meeting anyway.



- ⇒ **Be a sponsor** – a leader in the making. Take responsibility for those you recruit, or are going to recruit. Be patient – study them. Look for workers, not talkers.
- ⇒ **Study your Company's Compensation Plan.** After all, that is your chief motivation, your gold mine. Know it thoroughly. All your future plans will depend on that.

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## **SECOND WEEK**

- ▶ Getting a steady flow of recruits is the backbone of this business. So by week 2, you should **sponsor your second recruit**. Your aim is to get 8 – 9 recruits by the end of the first 2 months of your great career in MLM.
- ▶ **Have your first meeting at home**. Call your *upline* and ask him/her to present the first meeting for you. At least 5 – 8 persons should be present.
- ▶ Workshops are the most interesting and entertaining part of MLM business. **Plan your first workshop** in the Second week. Make people realize the superior quality of the product, whether they buy it or not.
- ▶ Get a **rubber stamp** made. It should have your name, designation (e.g. Sales Representative), name of your Company, your address and phone number.
- ▶ At presentations, show WHO YOU ARE. **Make a presentation book**. It should have the Company's brochure, your photos with your *upline* and the masters of the industry. And finally copies of your *upline's* checks.
- ▶ Open a **separate Bank Account** only for your business transaction. Do not mix up your personal account with it. That way you can siphon the profits back into your

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business. Moreover at any given moment, you will know exactly where you stand.

- ▶ **Have your own library of books and tapes** with the help of your *upline*. Keep motivational CDs in your Car. Keep learning all the time. Do not mind investing on books and CDs. It won't go to waste.

### **THIRD WEEK**

- One new recruit per week makes this the time for the **third recruit**. This is the minimum pace required for MLM. Those who can double or treble this speed of sponsoring new recruits will increase their business at a geometric progression – i.e. four to nine times.
- Hold your **Second meeting**. However small the meetings may turn out to be at home, have them at regular intervals. Keep up the spirit and build a solid base. That's what these meetings are for.
- Remember **the workshop** you planned last month? Have it now. At home. Let your family members, friends and neighbors attend it. You and your *upline* form an exciting team and demonstrate the products – the real things. See the difference in the attitudes of the people gathered.

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- **Meet your upline** again. Bring one or two persons this time too. Be attentive – there are always things to learn.
- **Practice demonstration.** In time become an expert in explaining the features of your main products. Also replace other products at home with your own products, so that visitors can see.
- Allocate a portion in your house to **make your office** described in the previous chapter.
- **Share your products** and your knowledge about the products with at least 10 friends. These 10 are your potential recruits in the weeks to come. So, get some more names.

#### **FOURTH WEEK**

- ↔ **Sponsor your fourth recruit.** Remember one recruit per week is the bare minimum. So, do not delay.
- ↔ Conduct your **third meeting** and the **second workshop** at home. By now, you have an office at home.
- ↔ **Note down your goals** in paper. Have photos of events during the last 3 weeks. Have them in front of your eyes; show them to others.
- ↔ If you are married, by now your spouse starts taking serious interest. Get him/her involved and **work as a**

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**team.** One may be good at speaking, other in accounting. Be supportive of each other. This is an excellent way to double your efforts and keep up your spirit.

- ↔ This week is the time to **launch in full swing**. You have done the groundwork. Let nothing stop your move forward. Let no one dampen your spirit.
- ↔ If you can afford, **buy extra stock** of products. Look up your plan and goal and utilize the bonus offered for your next purchase.
- ↔ **Identify the best performer** in the group and get to know them (if a couple) better. Take them out for a theatre or a dinner together. Be friends. Partners.

## **FIFTH WEEK**

- ↔ Sponsor your **fifth recruit** and hold the **fourth meeting** at home.
- ↔ By now the previous four recruits should have learnt to recruit others under them. One or two of your direct recruits should be able to hold meetings at their homes. So, **help your direct recruit to conduct meeting**.
- ↔ Now you are the leader. Your role has changed. You have to **help others build their business**. Now you

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need not bother about your own business. Your people will run it.

- ⇒ **Conduct your third workshop.** The purpose is to create new customers. Communicate the quality of your products again.
- ⇒ Have thorough knowledge about the progress of your business. **Review the prospecting notebook**, study the marketing plan and update your *upline*.
- ⇒ Your growing **knowledge and enthusiasm** about the business will add impetus to your growth. When others see your business thriving and your connection growing, they will know MLM as the most exciting and prospective business venture available.
- ⇒ Meet your *upline* and his/her other successful recruits. **Number of like-minded, energetic people will increase** further in your group.

## **SIXTH WEEK**

- **Study your goals and analyze your progress.** By now you know your own strengths and weaknesses. Be proud of your strengths and flaunt your achievements. But do not become complacent. Complacency is the secret killer of success. Be on your guard.

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- **Sponsor one new distributor.**
- Have your **fourth product workshop**,
- Hold your **weekly meeting at home**.
- Identify your strongest first level leader. Help him/her to have a **meeting at his/her home**.
- This week you will be in touch with **your retail customers**. Tell them about your progress. Some of them may become your potential recruit after seeing you flourish.
- **Keep sufficient stock of products**. Your inventory will help you to give better service when the company has discontinued a particular product. It will earn you a good name and increased confidence.
- **Build up a library of CDs**. Listening to tapes while at home or while driving will keep your spirits up. So, add to your existing library. Make your team do the same and buy their own tapes.
- **Service your distributors**. To build faith and loyalty, be punctual at your commitments. Work for you *upline* when he needs.
- **Help others to become leaders**. Pass on all the knowledge you have gathered to your team.



## **SEVENTH WEEK**

- ↔ **Sponsor another new recruit.** This one may turn out to be your best producer.
- ↔ Conduct **your weekly meeting** and also help your first level leader hold his second meeting at his home.
- ↔ **Have another product workshop.** By now you are an expert. Your workshop should set an example to others in your team. Your aim is to prepare at least seven or eight expert professionals by the end of three months.
- ↔ **Keep copies of every check you get.** Keep record and also take a copy of each check. It will be a pleasure to look at the progress. So, keep the copy in your recruiting book before you deposit it in your bank.
- ↔ **Study more about the products** to gain confidence.
- ↔ **Work hard and continue to improve.**
- ↔ **Do not talk about failure** even when you have doubts.

## **EIGHTH WEEK**

- ▶ **Sponsor a new recruit.** In MLM business, the more you recruit the better. That is the specialty of networking business.

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- ▶ **Conduct the first meeting of your second first level leader.** These are the strongest building blocks of MLM business.
- ▶ **Conduct your weekly meeting.**
- ▶ **Attend your *upline* meeting.**
- ▶ You must be wondering at the pace your workload is increasing. Yes, there will be pressure of work. But don't let that fluster you. **Keep your cool** and show that you are having fun. You will enjoy the business.
- ▶ **Keep a daily note-book.** Write down the things you need to do next day before you go to bed.
- ▶ **Keep helping hands / hire services** for odd household jobs. Things that you were doing earlier – like, mowing the lawn, marketing, small repairs etc. need to be handed over to other professionals.

The above two points will enable you to cope with your added work-pressure. And take my words, you WILL BE ABLE TO AFFORD SERVICES!

## **NINTH WEEK**

- ⇔ **Sponsor a new recruit.**

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- ⇒ **Hold your weekly meeting at home.** Make it more interesting than the previous one.
- ⇒ **Conduct the second meeting of your second** first level leader
- ⇒ **Allot more time to your business.** Start the day one hour earlier if necessary.
- ⇒ **Add more names** in your Prospecting Book. Take references from your customers and distributors.
- ⇒ **Subscribe to America's No. 1 upline magazine.** You will get excellent management material and monthly boost for your spirits.
- ⇒ **Keep your books updated.** Check on your accounts book and see if the figures tally right from the start.
- ⇒ **Make a list of your first four future leaders.** All the people recruited by you should move upward as you go up. That will build up a proper base for your MLM. You have to make them independent so that they can run it on their own. Keep replacing those who fail or quit.
- ⇒ **Follow the Rule of Four of networking business.** Your four leaders will get four leaders each and so on

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and so forth. You will then be the Sales Manager of a nationwide network of your company's distributors.

- ⇔ **Keep a stock of products even** with borrowed money. If you cannot spend much at the moment, take a loan. Your stock is like your saving. Only difference is that it can be sold at a profit.

### **TENTH WEEK**

- **Sponsor your ninth recruit.** Your network is growing. You are not an individual anymore. You are growing nationwide. May be worldwide.
- **Conduct your weekly meeting.**
- **Conduct your third meeting with your second** first level leader.
- **Reaffirm your commitment to yourself.** Check your goals.
- **Be a leader of leaders.** Now that you have a big number of people recruited by you who are at varying levels of progress in the MLM, you select those who take over a part of your planning and training activities. By allowing them to climb higher, you ensure your position as a leader.

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- **Write down your goals.** Set long term goals and have pictures of what you want.
- **Improve your Communication skills** further. By now you are quite a good talker and an interesting person to be with. The fact that you have dreams and are working successfully makes you interesting to others.
- **Keep your commitments.** Keep all your promises and appointments. Be punctual at meetings.
- **Give away samples** once a week from now onwards as gifts. While making the gift, tell the person receiving the gift that you are just going to qualify as the Manager of this company. Do a word of mouth advertising of your product.

### **BY THE END OF WEEK TEN –**

- \* *You have understood the concept of spare time. You utilize the evenings – say 7 pm to 11 p.m., which were wasted before— to build up your future.*
- \* *You have established a firm understanding with your distributors on how to market your products.*

**So,**

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In a nutshell the knowledge you have gathered is that –

- ❖ It is not too difficult to build a highly successful spare time MLM business. It calls for patience and hard work.
- ❖ In five years you can build up the business in such a way that after 5 years you will be financially independent and be able to retire if you want.

At this pace within **ONE YEAR** you should become a leader –

- With 30 customers who regularly buy your products. Your personal sales volume should reach \$500 per month
- Sponsor 12 first level recruits at the shortest time possible. One out of every four recruits will work seriously. So, do not stop even after recruiting the first 12.
- Improve the quality of your meetings and workshops. Follow the methods prescribed in this book for success and teach them to your group.
- Look for ambitious people with promise to succeed and develop your organization in depth

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by educating more and more managers to have  
their own managers and so on.

Make your PLAN Book for the next 5 years with columns for  
each month with following details.

<b><u>Year 1</u></b>	<b><u>January</u></b>	<b><u>February</u></b>
----------------------	-----------------------	------------------------

Where I traveled –

Total no. of recruits –

Personal team recruits –

Total Team Sales –

Personal Sales –

Amount of Check –

### **Then Comes Your 5 Year Plan**

**First year:**

**Second year:**

**Third year:**

**Fourth year:**

**Fifth year:**

=====

### **Chapter Three**

I am going to tell you about  
Some new habits that will  
change your life



- \* **Live for tomorrow.** After going through your day's work at night, forget about the past. Revise your plan for tomorrow and wake up to a new day.
- \* **Find out your inherent value.** Everyone is passionate about a certain part of his or her life. To some career comes first. Some give top priority to their children. Check the top value of others of your team. You will find some with similar values. Those with different values will probably have clashes with you.



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- \* **Care for others.** If you care, only then you will know the top value of each of your team – your *upline*, your recruits, your customers. Talk about their values, not your own, and listen. You will know.

- \* **Top values can be like this –**

Children

Ambition

Church (or Religion)

Cleanliness

Environment

Medical Help (or doctors)

Good Food

Friends

Good grooming

Happy movies

Holdings

Home

Learning (Reading)

Parents

Paintings

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Personal growth

Rationality

Science

Technology

Travel

Love life

..... And many more you will love to discuss.

- \* **Use the telephone.** Most people talk too long on the phone. Make your calls friendly, quick and businesslike. Always Cover the following points –
- ✓ Things are going great
  - ✓ Cite the latest success you have had
  - ✓ The business is getting easier day by day
  - ✓ End the conversation with – ‘Let me know if you need help. I’m always there for you. By the way come to my meeting on ...

Since communication is the most necessary skill in MLM and the number of acquaintances multiplies at a pretty fast rate, TELEPHONE is your most important tool. Make your

conversations brief, enthusiastic and sincere. Do not pressurize; do not drag.

\* **Ask Questions and listen to your Contacts.**

To bring the person on the other end in your conversation, to make him or her really listen to you and get involved, ask questions first or in between. You do not know what he or she might be doing. May be your listener's mind is elsewhere. So it is important to get them involved.

Ask – ‘Do you have some time?’ ‘Do you wish to make some extra money?’ ‘Have you heard of this product?’

\* **Ask when you do not understand.** Ask your *upline* for more information –

- About the product
- About the compensation plan
- About anything your customers or recruits might ask

\* **Look your best.** Make it a habit to dress well and have a smile on your face. While you attend seminars or hold workshops or meetings in your home, groom

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yourself for the occasion. It is like facing an interview board, where people's first impression counts.



- \* **Look out for the best people.** Wherever you are, look for smart, enthusiastic, sincere people to work with. Develop an eye for catching the most promising people and go ahead.
- \* **Equip your office and keep it well stacked.** Till you become a millionaire, keep your office neat and beautiful. Have the following items – acquire the more expensive ones gradually.
  - A bookshelf

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- A table
- A Spiral notebook
- A pen, preferably an expensive one.
- A clock
- A Calendar
- A Stapler
- A few binders
- A waste paper basket
- An address book
- A rubber stamp (details given earlier)
- A telephone
- A fax machine
- A voice mail box
- A separate Bank Account Book
- A good looking container for your products
- A good stock of products or inventory
- Catalogues and order forms
- A separate business telephone line will be needed – as you move up.

**Wow! What an office!**

- \* **Get the clutter out of your house.** A lot of unnecessary things accumulate as time goes by. They may be items your children needed or those connected to your old hobbies, or utility items that were once important to you.

Now you cannot afford to have keepsakes. Since your office is at home. You have to tidy up and throw away the unnecessary. Make it a habit.

- \* **Do not hesitate to invest on the right things.** You have to take urgent action and get a few important things that helps you to succeed fast. Keep in mind – SUCCESS is the primary concern now.

So other than the office equipment mentioned in the previous point, spend money and time on things like –

- √ Going to the library
- √ Reading a lot
- √ Buying motivational CDs
- √ Getting dressed and being on your toes
- √ Helping others succeed.

**Be focused and you will achieve what you desire.**

\* **Change your attitude**

- Do something for others. In MLM it's not the 'go-getter' but the 'go-giver' that gets promotion faster.
- So, only knowledge is not enough. For all you know about the business, unless it helps others to benefit from it, your knowledge is of no use to you either.
- Look for the spark in others eyes. Give a gift, add to his knowledge, give him some tips regarding business, see him succeed and express your genuine pleasure.
- Be friendly with the young. Take time to sit with young adolescents and listen to their interests and aims in life. Your wisdom and attitude will inspire them. They may take the right decision now.

\* **Compliment, encourage and appreciate others down the line.** Gone are the days of punishment and rebuke. Now support and guidance only can do the trick. So, only positive reactions need to be voiced by you. Be vociferous and bubbling with good words for those who show even a little result. It is always better to forgive and forget the negative aspects that you cannot change in others. Be positive, not critical in your approach.

\* **Have fun all the time –**

- Find happiness in all that you are doing
- Be grateful for what you gained today.
- Enjoy yourself. See yourself as a winner.
- Life is precious
- Laughter is the best music
- Play with your work
- Be with young and positive people. Work with them.
- Tell stories of fun and success – your own and others.
- Be a participant in life's game, not a spectator.
- Feel honored to have such fabulous opportunities.

**If I were you, I would read the above 10 points every morning as a prayer book and begin my day!**

\* **Make Selling your Products a habit, a part of your daily routine**

- Stick to the fundamentals – sell the benefit of your products



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- People want benefits; know the benefits of your products thoroughly.
- Design your own presentation so that it looks novel but easy.
- Be passionate, enthusiastic and sincere.
- Tell stories about others who use the products quote their comments.

\* **Be determined to succeed**

- √ Don't let anyone stop you
- √ Don't let anyone dishearten you
- √ Don't let anyone or anything distract you from your goal.
- √ Copy the successful
- √ Be better than all others, but keep goading others to improve. So that you push yourself up.
- √ Take control of the situation – your life and your work.
- √ Keep business ahead of everything else.

- \* **Forgive and forget** others who have hurt you or disappointed you. Forgive yourself for the mistakes. There is no place for regret in a successful person's life.

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- \* **Be a good listener and** try to answer all the queries and clear all doubts of the person talking to you.

Listen between the lines. Find the unspoken hints.

Be encouraging and reassuring to those who tend to despair. Love your co-workers.

- \* **Be punctual.** TIME WASTED IN WAITING IS LOST FOREVER..

- \* **Motivate yourself continuously.** Believe in your own power, your own qualities. Never feel sorry yourself on pity yourself. You are the winner. Others will learn from you. Attend motivational seminars like my *XXXXXXXXXIntensive Seminar*. Information on next date and venue are available at [www.XXXXXX](http://www.XXXXXX).

- \* **Do not waste time** with wrong people, doing wrong things. By now you have developed a knack for knowing people. So just be prompt to discard those who will dampen the spirit of this business.

Do you want to add to the idea of NEW HABITS that you think you need to develop? Make a list of what changes you have brought to yourself –

## **Chapter Four**

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## To be a leader KNOW YOUR PEOPLE

There are various kinds of personalities.

All of them together make this great human race.

You need the kinds of people who are sensible and ambitious for your business. Even in this broad category you have various



types. To identify a personality type you have to study their

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speech, their body language and their attire. Some people say it is unfair to study people like this; to find out more about them that they want to give out.

But don't we always do it unknowingly? Don't we form an opinion by looking at a person? We have it in our subconscious to judge a person as soon as we come face to face with a stranger. So, why not develop it into an art that will enable us to accurately find out the personality traits in the people who are going to be our teammates, our partners in business?

**Let me give some examples of 'types'.**

- Masters
- Followers
- Givers
- Takers
- Greedy
- Tenacious
- Dutiful
- Careless
- Fickle
- Jealous

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You can make an endless list of varied human qualities. But there are four broad categories. You will find it interesting to know and study people, and realize that all of us belong to one or a combination of two or three of these categories.

**1. AUDITORY**

**2. VISUAL**

**3. KINESTHETIC**

**4. DIGITAL**

**1. AUDITORY:**

These are persons who need to **hear**. They will often say –

- i) ‘Tell me more’
- ii) ‘I’ve heard it before’
- iii) ‘That sounds great!’
- iv) ‘Read it out to me’
- v) ‘Tell me your plan’

Etc.

These people react more strongly to sounds. They want to learn by hearing. They do not want others to talk too loud. They want to be heard. They love to tell jokes. They love to hear praises and appreciation. To solve a problem or to

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sort out an argument they do not mind spending hours or sometimes the whole night.

**What do you do for auditory persons?**

- Call them and talk over phone more often.
- Use music, audio cassettes to impress them
- Appeal through good, solid presentations
- Talk to them at length when you meet them,

Use all your business tactics through the verbal method.

## **2. VISUAL**

These are the people who need to see.

They often remark –

- i) ‘I See’
- ii) ‘I can see myself doing this.’
- iii) ‘Now I get the picture’.
- iv) ‘Let me have a look’
- v) ‘It is not clear to me; I can’t get a total picture.’

Etc.

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These people are well dressed and conscious about their own visual impact. They are neat and worry about their image. They are often well organized. If you have a look at their office, you will know. They love to wear jewelry, tie and other accessories. They need to be convinced by actual sights rather than stories they hear. Most young people belong to this category.

**How do you handle Visual People?**

- Remember that these people want their *uplines* to be nice-looking and smart.
- Give them more stories and examples that will have a visual impact in their minds.
- The meeting rooms and workshops should look impressive and proper for the occasion.
- Use a lot of flip charts, whiteboard presentations, overheads and power point presentations.
- Compliment them on their looks and the neatness of their houses.
- Take them to good restaurants.
- Give visual description of the future of the business.

### **3. KINESTHETIC**

These are the people who need to feel strongly about things.

Their reaction to situations would be like –

- i) 'I feel so happy I'm working on this!'
- ii) 'I know how you feel'.
- iii) 'I have a feeling, this will work out'.
- iv) 'I'm touched by this'.
- v) 'Thank you for including me' ----- etc.

Kinesthetic people love group activities. They need constant support and feedback on their work. They want to feel loved, feel special and secured. Your enthusiasm and appreciation will provide them what they require. These people love to belong, to be included. They like to handle things – their products, the people below them. They like to be invited to parties and be spoken to.

‘What do you do to handle kinesthetic people?’

- Do not hurt their feelings, they cry easily.
- Recognize and appreciate their efforts.
- They cannot communicate with people who do not feel like them. So, try to understand their feelings and reciprocate.



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- Do not go for conflict with them. They are the most reasonable when you explain things with sympathy.
- Be friendly, courteous and cordial in your behavior with them.
- Include them in all activities. They do not mind hard work. What they really dislike is being left out.
- Take them out to eating-places. They will love the food and the special attention.

#### **4. DIGITAL**

These people get kick out of numbers and statistics

They will usually ask –

- i) ‘Show me the figures.’
- ii) ‘Can you give me a copy of the compensation plans?’
- iii) ‘I want the details’.
- iv) ‘What are the chances that this will work?’

..... And so on.

The digital people like to take notes. They explore all the possibilities and think about the cost. Your day-

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timer, written statistics and other facts and figures will naturally impress him. They have excellent memory.

For the Digital personalities you need to –

- Give specific, time-bound orders.
- Give him the charge of newsletters and maintaining statistics.
- Use his skills while arranging presentations.
- Take his help while fixing up agendas and deadlines.
- Ask him to help in pricing the products and make budgets for meetings.
- Never miss out any details.

Now that you have categorized all your teammates, remember that no one is in a water tight compartment. There can be and usually is mixtures of basic personalities. But nevertheless, this classification will help you to give equal importance to all four aspects while organizing your business – your meetings and presentations.

**YOU** got to have all four in your work.

That is –

1. It should have music and audio reports.

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2. It should have visual impact. It is most important in your workshops and meetings.
3. It should give a general feeling of well-being and happiness – a feel-good factor.
4. It should provide all the necessary data as and when called for. The accounting of profits and calculation of compensation checks should be at your fingertips.

So, by knowing all four types of personalities, you know how to organize and equip yourself with various strategies.

After that you allot work to various team leaders and new recruits according to their types.

For example –

- *Auditories* will arrange the music and give introductory lectures etc.
- *Visuals* will prepare flip charts and arrange the interior of the rooms.
- *Kinesthetics* will greet the delegates. They should be given a free hand at mixing with people and making them feel welcome.

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- Digitals will think out the cost, take notes and give ideas to improve. They will give statistics when required.

**REMEMBER – All four Types are useful for your business.**

They can all fit into posts of Leaders and Responsible achievers.

**Leaders** consist of less than 5% of MLM population whereas 25% are **responsible workers**. They need direction and guidance from leaders. Leaders become leaders through work and continuous grooming and coaching. The willing workers need constant training and motivation. They are not born to lead; they drop out if not given support and leadership. They can write newsletters, make phone calls and take part actively in programs. They need directions from leaders.

There is a third category that make the largest part – say 40-50 percent who are made to work, but do not take responsibility. They will sign or buy the products if told to. They do not have ideas or much of interest. They make good customers. They do not take active roles in running the business.

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Yet another group is made up of inert people. They make for some 20% of MLM population. They do not take part in anything. And by just being there, they may prevent others from shining. You should avoid them. They usually have negative attitude and their habit of criticizing behind your back may do tremendous harm to the business. Find out their personality type and move on to search for leaders.

Once you know your people, their personalities, their strengths and weaknesses, your business will thrive. Build up your organization with a strong base made up of the right people in the right place.

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*Some of the best MLM leaders prefer to attend my The  
XXXXXXXXX Intensive Seminar. For information on next date  
and venue are available at [www.XXXXXX](http://www.XXXXXX). Enroll today and  
meet the best MLM leaders of the world.*

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## **Chapter Five**

Be a  
MASTER  
RECRUITER  
&  
MASTER  
TRAINER } = LEADER

*Leaders are not born; you learn to lead. By being a mega **recruiter** and a **super trainer**, you grow into a great leader.*

### **HOW TO BE A LEADER in MLM**



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Do not miss out on any new idea, any new bit of information on how to grow, how to develop yourself.

- ✓ Leaders are Readers.
- ✓ Leaders are servants. They serve their own business.
- ✓ Leaders are masters. They take charge.
- ✓ Leaders are not afraid of confrontation
- ✓ Leaders are sincere and interested in the well being of others.
- ✓ Leaders are always improving their own skills.
- ✓ Leaders have goals.
- ✓ Leaders have perspective. They can see the full picture
- ✓ Leaders are ready to follow other leaders.
- ✓ Leaders take others along when they go up.

Leadership is fun because you enjoy power and popularity simultaneously. It needs courage and responsibility and therefore draws others towards you. And you start tasting the thrill of being emulated by others down the line. And that is fun. And that is the key to success in MLM. **The Best Leaders bring out the best in people by stimulating them.**

A true leader is honest to himself and to others.

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- He passionately promotes the company.
- He does not order, or demand.
- His spirit grows and his vision expands.
- He encompasses everybody around him.
- His aura of knowledge and confidence attracts others.
- To him work in enjoyment and he instills the fun in others.
- All his qualities gather momentum as he moves upward.
- He listens to and observes others. He knows the shortcomings in others.
- He accepts his mistakes before showing others their mistakes.

## **HOW TO BE A LEADER**

- Believe in the Catchword **T.E.A.M.**

**T**ogether

**E**veryone

**A**chieves

**M**ore

- Behave like a leader



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- Do not let anyone discourage you
- Set a positive example
- Learn leadership qualities from successful leaders.
- Learn MLM thoroughly as a subject
- Become expert in recruiting and selling
- Be ready to develop a leader by giving ample opportunity and support to your *successline*.
- Your own solid financial position will encourage others. So build up your own base simultaneously.

**Your willingness to combine personal growth and leadership development will determine your success.**

### **HOW TO SELECT FUTURE LEADERS**

Through your knowledge of personal traits you select potential leaders. Talk to them. Get to know them better. Know about their personal life. Listen carefully when they open up to you.

Find out about

- Their family.
- Their interests.

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- Their dreams

Find out what is missing

- Whether they will go for leadership.

Once they are found suitable and willing, your job is to support them in whatever they want to accomplish. Tell them that business is fun and it can be duplicated. Tell them you are going to teach them to support *their* leaders in the same way.

Find out the top three values of your future leader. It will help you to effectively teach them to reach their goals.

Give them some sort of an assignment before every meeting. Ask them to fax or e-mail their reply before you meet next. They have to complete it in time. So you come to know about their seriousness and commitment. Also you know of their values and goals.

In the next step, tell your future leaders that you will teach them the benefit of your products and how to explain these benefits to others. You can have a mock question and answer session to test whatever you will teach them. Explain to them that they in turn will have to teach others in their *successline*.

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## **HOW TO DEVELOP CUSTOMERS**

If you want to have 10 new customers who will purchase products worth \$30 every month, that is have a business of \$300 sales in volume in a month, you need not always wait for the next meeting. If you support your leaders in doing the same business, your volume of sale will go up very quickly.

Sometimes distributors are so eager to get recruits that they lose on the possibility of getting customers. Many times, people will say 'No' to business, but will be ready to try some of your products. So, why not try? Why should you lose on sales? Go ahead. Get new customers at least. If some of your leaders do the same and get about 10 customers a month, your volume will grow dramatically.

Duplication of efforts means duplication of results. If 10 of yours leaders get \$300 sales volume in a month you get a business of \$3000 a month.

### **Why should you make a leader?**

It is better for you to let more people down the line become successful. Those who have leadership in them will launch on their own. Why not help them to get their first 2 or 3 recruits.

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## **How to make a leader**

- You should help only those who sell a minimum of \$300 per month with consistency.
- Keep recruiting personally. Have a large number of recruits with you. Build those as leaders who are direct to you.
- When you have at least 20 recruits in your personal team, see if you have at least 100 in your *successline*.
- Look for those who have consistent monthly sale of \$300 + and have at least 2 new recruits.
- Have an interview of the selected few.



### **Questions**

- \* What do you like best about MLM business?
- \* What are your expectations?

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- \* How do you sell this much every month?
- \* How did you recruit?
- \* Do you want to make money?
- \* Would you like to be my partner?

- Coach him on attending seminars, reading books, participating in team meetings, writing a monthly newsletter and so on.
- Warn him that if ever he were seen wavering, you would stop helping him.
- Commit to help him if he is up to the mark. Say that you would take responsibility and wouldn't let him down. Together you would move on to the next step.
- Identify your future leaders' personality types. Find out their goals.
- When you get new recruits, tell them that you are not sponsoring them personally, but making them partners of one of your top leaders. This way they will ultimately get your support.

And this will be **your way of supporting your leader.**

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### **Set your Goal for \$3000 a month**

- ↔ Have an open house meeting once a month for all your local customers.
- ↔ Have sufficient food for thought, and thoughts for action by way of books, tapes and seminars.
- ↔ Just 10 people doing \$300 sales will get you a total of \$3000 per month.

*“If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours.”*

*-Henry D. Thoreau*

### **The ideal qualities of a success partner**

#### **He should be**

- √ At peace with his self
- √ Believable
- √ Committed
- √ Compassionate
- √ Confident
- √ Focused

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- √ Energetic
- √ Humble
- √ Organized
- √ Positive
- √ Visionary
- √ Working in Partnership.

**He should not be**

- × Nervous and ill at ease.
- × Phony
- × Undecided
- × Uncaring
- × Negative and whiny
- × Distracted easily
- × Lethargic and meek
- × Arrogant
- × Disorganized
- × Self-sabotaging
- × Lost in too much details
- × Working alone

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## **How to BE an MLM leader**

All organizations doing successful MLM business are built around a few outstanding leaders. And their joint accomplishment is preceded by a great vision, a dream with a perspective.

**To be one of these top few MLM leaders keep the following in mind.**

- Choose to dream big and be a leader
- Get the knowledge from the Masters of our industry and bring it back to your organization
- Listen to those who have developed the ability to train, inspire, motivate and lead others.

## **FOR YOUR FAMILY**

- Show your love and gratitude to your spouse and children every day.
- Tell them you are sick of this static life.
- Tell them you are going to take risk and work hard to drastically improve the status of your lives.



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### **FOR YOURSELF**

- Change your old look and get a set of new clothes.
- Attend other MLM seminars – outside your own company.
- Develop your own style, have a self-improvement program.

### **FOR YOUR TEAM**

- Form a group named TOP 10
- Keep moving people up into your TOP 10
- Soon it will become a prestigious club charged with positive energy, where everyone will be full of praise and recognition.
- Share ideas
- Lead your *successline*. Nobody else can do it, but YOU.

### **NOTES OF CAUTION**

- Once you are in, do not hesitate like a pessimist.
- Let go of whatever makes you stop.

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- Do not become complacent or static. You will remain where you started.

## **TO MANAGE THE EXTRA WORKLOAD**

Once you go up you will have to manage a huge organization. It is difficult to manage a large *successline*. Here are some tips



**Get Smart: Use the following accessories at your office**

- ✓ **Voice Mail** – Use it only if you alone are controlling the outgoing information. Do not let others interface with your business.

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- ✓ **E-mail** – Use it daily. Put one of your *successline* in charge of it. He/She can use it many times in a day and get printouts for you. It's cheap.
- ✓ **Telephone** – Be available always to be in touch
- ✓ **Newsletters** – write a newsletter to get the information out to your leaders. If you have a good rapport with them they will communicate the information down to the last level of each leg.
- ✓ **National Conventions** – make it a point to meet your leaders at national conventions. Ask questions and listen to their answers. Make sure all your leaders feel comfortable and safe. They will give you the necessary input.

## **LET THE WHOLE THING BE A TEAM EFFORT**

**T**ogether **E**veryone **A**chieves **M**ore

### **HOW WILL YOU RECRUIT?**

- **Design** your own presentation. It will be easy.
- Make it a habit from the beginning to make more presentations / demonstrations. You will improve your skill and sell more. End your presentation with a **slam**.

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- Thousands of recruiting presentations go on all the time. Go with your *upline* to **several** of them.
- Have your **ideas** and your recruiting materials ready for recruiting.
- Tell anybody who gets acquainted to you about **what you do** for a living and the benefits of your company.
- Most people would like to have your **assurance** that they will succeed in the business. Tell them how the products will benefit them and their family.
- Most people try this for a little part time income. But soon they will **expand their horizons** provided you keep holding their attention.
- Reassure them. Use the right words. Your **enthusiasm** will show on your face.
- **Believe** what you are doing and saying.
- Get over or **discard the negative** forces.
- If your *upline* is not recruiting and the group is complaining for the lack of money, **ignore such upline completely**. Find out people who will help you.
- You should have so **much faith** in your product that whoever comes close to you feel it necessary to get them.

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- Talk to people everyday; with **energy**.
- Become a **Master Prospector** to be a Master Recruiter.
- Triple the number of **phone calls** and presentations.
- Recruit and train others to **recruit**.
- The big step is to get **just one** recruit. The next goal is to get **five** recruits – then **ten** and then **fifteen**. By this time your business will run.
- Make it **look simple** so that most will think ‘I can do that!’
- Remember that it is so simple that – you just need people to **sell and buy** the product.
- Remember these great words from the **Good Book** –

**“Ask and you shall receive. Seek and you shall find. Knock and it shall be opened to you.”**

### **HOW TO DEAL With your new recruits**

Here are some lines that will be helpful –

- 1) “Have you liked what you’ve seen today? It might be a business for you to consider. If you are interested please tell me before you leave. Let’s fix up a time so that we can sit together and see if this is a match for you.”

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- 2) “Have you heard of this Company? Have you heard of home based business?”
- 3) “Many people begin their business with limited hours. Many of my customers are busy working people who appreciate the convenience, personal attention and easy pace of buying from their own sales representative. Can you tell some people about the products today? How many?”
- 4) “You understand this is not a ‘get rich’ opportunity and you’re going to want to invest some time in your business. Who are the first three people you are going to present the product and the opportunity?”
- 5) “Attend at least one presentation of the products with me. Read the company literature and my office publication. Hold a minimum of six presentations in the first six weeks. Feel confident and start recruiting from the first presentation you give.”

**What is Prospecting?**

Prospecting is finding out by interviewing, if someone is interested in discussing the possibilities of buying or representing your products. While prospecting, you share your knowledge, enthusiasm and passion for your company.

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Offer the opportunity to as many people as possible. **What is needed in prospecting is some time and personal attention.**

You can tell your prospect –

“I’ve got an idea how you can stay at home, care for your children and earn money.” or “I know how you can make some extra money and clear your credit card debts.” or “I know how you can retire early and still keep earning.”

**All your acquaintances become Prospects when you start asking questions.**

### **Eliminate Rejection**

When you talk to your prospects, give them lead and ask questions in a positive manner. It is **my suggestion** to get affirmative answers.

For example –

- √ Do you have eight to ten hours a week to dedicate to building up your own MLM business?
- √ Have you heard of MLM? And my Company?
- √ Are there any questions you’d like to ask me? I can answer all your questions.
- √ Are you ready to enjoy the benefits of these products?

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- ✓ Are you prepared to present these products?
- ✓ I love what I do. I've been in this excellent company for the last 9 years.
- ✓ If this sounds interesting, fill out this form and get your checkbook. Make out a check for just \$25 so that you get started. Give me your address please.
- ✓ If I show you a way to earn \$200, \$500 or \$1000 a month, would you have some time to hear about our company and product?
- ✓ I share my knowledge with you and in time we become partners.
- ✓ Our company has simple product and training manuals for you to refer to when you have questions.
- ✓ One of the benefits of our company is that we don't encourage you to stockpile inventory.
- ✓ Our product is easy to demonstrate. If you believe in it, you can sell it and recruit others to sell it.
- ✓ May I show you our compensation plan?
- ✓ If you say 'YES' to this opportunity, you can begin immediately and enjoy the benefits. Now is the time.



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- √ The next step is to get out you check book and credit card and start the paperwork.
- √ Welcome to our company and to my group.
- √ The company does not treat you as an employee. You are a partner.
- √ Thank you for meeting me today. You will fit in great in our company.

## **NEVER STOP RECRUITING**

### **That would be a mistake**

In a great company, there cannot be sufficient recruits.

In a great company, success has no limits.

A few days later, just imagine the impact on your new recruits when they receive this letter from you.

*Dear (Name),*

*Welcome to the **Greatest Business in the world!** As your partner, I'm anxious to help you reach the level of success you desire. I am happy to have you in our organization.*

*Make a special commitment to your new business by converting to as many of our products as possible starting from today. This will be your business 'kick-off'.*

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*You will be happy to know that you've joined **the most dynamic group** in our company in the country! We have a proven success plan. So, begin now by spreading your enthusiasm among all your friends. You will be greatly rewarded.*

*Enthusiastically yours,*

*(Sign your name)*

[You can add many more lines to this specimen letter with some personal touch that only YOU would know.]

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## **Chapter Six**

# How To Be a Great Upline & How To Conduct Meetings



**Upline leaders are the Masters of MLM. They work and get results. There is no short cut to success. These are the tricks**

- \* Become an *upline* as early as possible.
- \* Call your *upline* even he doesn't call you.
- \* Communicate with your *successline* via e-mail.

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- \* Continue to get education on how to improve and become better.
- \* Contact top producers, performers and leaders.
- \* Continue to recruit.
- \* Delegate work to your recruits according to their capability..
- \* Find out your priorities and work accordingly.
- \* Have higher goals. It's fun to face challenges.
- \* Give deadlines to yourself and also to your *successline*.
- \* If your *upline* gives results, duplicate his method.

**Habits that will help you**

- \* Get a neat workplace
- \* Wake up early and start the day.
- \* Pay attention to details
- \* Make every minute count
- \* Have increased partnerships
- \* Read your *upline's* newsletters.

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- \* Be sincere to yourself. You cannot duplicate your *upline's* personality, only her methods.
- \* Have your own style
- \* Do not get too dependent on your *upline*. You will not need him/her for long.
- \* Return phone calls promptly
- \* Have weekly targets
- \* Use a computer or a spiral notebook for your daily records.
- \* Utilize small periods of time.
- \* Write fun-packed, interesting newsletters with lots of appreciation and encouragement.
- \* Work. Work. Work is business.
- \* Recruit, sell and help others to become leaders.

*Remember great uplines are always **available** when there is a call for help. They are **storehouses of information**. They are **reasonable and responsible**.*

*But*

*⇒ Do not waste time in unnecessary activities*

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⇒ *Do not allow others to take away your useful time*

⇒ *Do not let anyone dampen your spirits.*

### **HOW TO DO IT FAST**

- √ Start selling and recruiting with consistency.
- √ Go to all training programs for products and opportunities.
- √ Get to the first level in the compensation plan
- √ Spend up to \$1000 in a year on useful commodities for self-improvement – like books, tapes, travel etc.
- √ Read this book often.
- √ Always praise and recognize your leaders.

### **NEVER SPEND TIME WORRYING**

### **NEVER LOSE TEMPER & MAKE HARSH COMMENTS**

### **NEVER GOSSIP or COMPLAIN**

### **HOW TO HAVE MEETINGS**

The real key to get people to your meetings is to show them results. When you get results, they will come to

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see and to hear how you do it. They will drive across the country; they will fly down from other states to learn from you how to get results like you.

***Your business will really TAKE OFF** when you start having monthly meetings at home and when you begin to understand and appreciate your people's achievements.*

The trick is to –

Go to the **biggest meetings** that take place and start your **own small meetings** at home, in your kitchen.

Start monthly meetings as soon as you sponsor your third recruit.

### **Some Bright Ideas for you about MLM Meetings**

When you get a group of people who in turn recruit a group of people, your business will explode. Before you become an established leader you can start holding meetings. Those meetings will be your firm stepping stones that will take you up. You will look back later and realize that.

#### **Here are some tips –**

- Be the chief person who controls the monthly or weekly meetings.

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- Be the last one to leave your own meeting
- Call your *successline* and inform about the meeting, then send a post-card.
- Sound enthusiastic
- Bring people together and help them to help themselves become better Marketers.
- Start with small meetings around your kitchen table. Then shift to the drawing room.
- Use two or three persons to demonstrate the product
- Have your product displayed
- Have the meeting in the same location every time; if not the same room, the same apartment. Your apartment.
- Pictures tell more than words. Have a slide show when you go later to your drawing room.
- Get yourself groomed and really fired up! For the occasion.
- Explain the initial compensation plan



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- Make it a point to attend other leaders' meetings. But do not comment. Just take notes.
- Overcome your initial fear and inhibition just by practice and more meetings.
- In reality there's nothing to fear. It's fun to get all like-minded people together for a common cause.
- **Remember, meetings are necessary –**
- Call your meetings on regular days in a month. Like the 1<sup>st</sup> Saturday of every month. From 7 pm to 9 pm preferably. It will help your guests be prepared.

**Why should you have meetings**

- People love to come to meetings.
- Over a period of time, people who attend regularly will value your leadership.
- All new programs can be announced at a meeting.
- It is exciting to work and think together.
- Up to date information can be shared.

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- One monthly meeting – pre-planned and attended by all— will cut down your phone bill.

### **REMEMBER**

**N.B.: Never have dropouts or old-timers (who are not regular or have lost interest) in the same meeting with fresh new recruits.**

#### **Have -**

- Enthusiasm
- Handouts at the gate
- Greetings at the gate
- Others help you in demonstration
- Someone to click photos
- Music playing before you start – lively and upbeat.
- Plenty of papers and pens
- Some storytellers to talk about their success.
- Loads of encouragement and appreciation.

**Soon your monthly meetings will outgrow your home premises. You will have to arrange them**

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**elsewhere. People will be eagerly waiting for the next meeting.**

- Have a nice **setup**. Serve refreshments before you start business.
- Announce the **purpose** of the meeting. E.g. To share ideas, give information, get recognition and to socialize
- Ask people to **keep negative comments** to themselves
- Start with **welcome** and introduce newcomers
- Ask for **stories**. Call people who have recruited one or more people and get their stories.
- **Appreciate** in loud clear terms followed by applause
- Call for people who have **sold products**, and ask them how much. Let them come up and give details.
- Explain the basic **compensation plan**. Use different people every time to speak on this.
- Call for the person who is going for **leadership**. Cheer him up.

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- Share **goals** for the next month. Everyone should come up and announce their goals.
- Have a calendar to look up before everyone agrees upon the **date scheduled** for the presentation next month
- Ask for **questions**. You will get many. Keep time at hand to possible questions that might crop up at the last moment.
- Plan for the **next meeting**. A quick agenda will do along with your enthusiastic request to bring along one new guest by each one. It can be either a recruit or a prospect.
- End the meeting **on a dancing tune**. While you bid each other 'good bye', 'good night', 'All the best', tune up the volume of the music loud. Anybody for a dance? Welcome!

**IF No one turns up for your meeting**

It is absurd unless you do not have a decent product. There must be something wrong. Find out what's missing. Get the right people.

**TRY these**

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- √ Ask everyone to bring something – products, drinks, anything - when they come for the next meeting.
- √ Make your meetings productive.
- √ Do not pressurize people. Be easy and playful in your approach. If you make things too hard and serious, nobody will come.
- √ Give everyone some chores to do, like arrange the music, bring drinks, design the handouts.
- √ Make personal reminder calls even when you have already put the date and time in your newsletter.
- √ Keep nice, cute prizes for your *successline*.
- √ Set up 10 –15 chairs and target to fill them up at the next meeting. Tell everyone. Strive to get more guests.
- √ Make sure your home has a pleasant atmosphere.
- √ Keep a surprise that you would announce at the next meeting.

## **Do you want to attend The National Convention?**

Why not? After all the time and money you have spent on phone-bills, e-mails, meetings and other efforts to learn what you have learnt, can also be learnt by attending one National event. Moreover, you gain –

- Access to business and leadership development.
- Confirmation that it is after all serious business; not a kitty party.
- Exposure to what your company actually is.
- Excitement when you meet so many more people doing the same business.
- You get a perspective and gather knowledge.
- More information on new products and materials.
- Better knowledge about the products.
- Willingness to be at the next National Convention or Leadership Seminar.

## **WHEN YOU HOLD A BIG EVENT**

- Decide that you really need to have a large meeting.
- Decide upon the city where you would host it.

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- Do not use a cheap hotel.
- Find out the tariff of rooms and meeting halls.
- Decide on your expected results.
- Get inputs from others about the expected results.
- Negotiate with the hotel so that they agree to give a free meeting room if all of you eat at the hotel.
- Plan the date and time of the event, so that you get ample time to publish and invite.

### **Make it a Team Effort**

### **DELEGATE WORK**

For a Big Event, you need people to delegate your work.

You need people to take charge of –

- ✓ Music
- ✓ Registration. To collect delegate fees and pay hotel charges.
- ✓ Keeping time. Someone should see that the event starts and ends on time.
- ✓ Decoration of the room.

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- ✓ Planning the menu.
- ✓ Greeting people when they arrive
- ✓ Selling books and tapes at the back of the room.

**NOW GET EXCITED!**

**SMILE!!**

*To know more killer tips and tricks and secrets, log on to [www.XXXXX](http://www.XXXXX) and enroll for my The XXXXXXXXX Intensive Seminar. Information on next date and venue are available at [www.XXXXX](http://www.XXXXX).*



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## **Chapter Seven**

# How To Face Disappointment



*You have to take care of conflicts and discouragement. Conflicts among your team members and discouragement from your family or friends can really confuse you and dampen your spirits. It can hamper smooth functioning and put a block on the path of success.*

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**‘We are supposed to be happy. God created us to be happy; remember the birds – they sing after the storm; why shouldn’t we?’ – Rose Kennedy.**

When you are successful, there will be many unprofessional people who will question your abilities; they will ask how you became successful. Separate yourself from such people. Let people motivate you, not discourage you. Discard and ignore such company. They will waste your time.

In MLM, you will come to contact with hundreds of people, even thousands. All of them will not have the same values or even the same goals. Naturally there may be clashes of ideas, conflicts of personalities. How do you handle that?

First, take a firm decision.

**‘I will not let conflicts stop me from pressing on towards my goal.’**

Read this line again and again.

But how will you do it?

**Firstly:** Do not react immediately on the spot

**Secondly:** Get both sides of the conflict

**Thirdly:** Go to your *upline* for advice

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**Fourthly:** Never talk about clashes and conflicts to your *successline*.

**Fifthly:** Talk to the person about whom the conflict came up first. Hear his side of the story.

### **Talk to yourself and find out**

- a. Aren't you wasting your time?
- b. Are you faintly enjoying the gossip?

If the answer in both the cases is 'yes', drop the topic. Do not discuss further. It will die down on its own. You can be quiet till it crops up again.

So, never blame yourself for the occasional trouble. It will happen when so many people work together in an organization. Don't get bogged down in gossips, clashes or plain rivalries. Do not allow your 'spirit of happiness' to get disturbed.

**What do you want if life?**

**TO SUCCEED**

**TO BE HAPPY**

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- All the sorrow, fear, anxiety, jealousy and worry cannot sink you, unless it gets into your mind. Fill your mind with so much happiness and positive thoughts, with constructive ideas and fun that there is no room left for negative moods to creep in.
- Appreciate the value of your time; and your life.
- Why be close to the ground with the turkeys when you can soar high up with the eagles?
- Avoid conflicts.
- Avoid phony pep talks and flattery.
- Detach yourself from negative people.
- No single thing or person can be so important that they will threaten your peace of mind, your happiness.
- Let go of the people who want to struggle with you.
- Learn from failures.
- Give up feeling guilty.
- Overcome the pain of change.

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- Do not talk too much with your family about your work. Enjoy other activities with family members.
- Do not waste time with people who do not respect or appreciate you.
- Study the negative people for academic reason, so that you can avoid what they see and do, and learn how to be **NOT** like them.
- The more successful you are, the more criticism you will face. Just move on with a mere 'Oh, well!'
- Become tough and thrive on chaos.
- You can get 'bitter' or 'better'. Choose one
- Think of problems as 'challenges'; call them 'interesting situations' instead of 'problems' when you talk about them.
- Take control of the situation. That means, keeping the main thing as the main thing.
- Do not expect everyone to agree with you. It never happens.
- No two persons are alike. The world would be a boring place if they were so.

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- Be a hard-core optimist. Nothing will surprise or shock you.
- Life is not meant to be a struggle.
- Do not dwell on gossips and conflicts. Try to improve the situation with other means.

**Things you should never do**

- Quit... because you are angry with just one person – may be your *upline* or partner.
- Talk about your problems with someone who cannot solve them.
- Say on someone's face 'you are a liar', even if you know he or she is lying.
- Communicate to others that someone is wrong, without telling the person concerned.

**How to Handle Discouragement**

1. Accept the challenges of life and take personal responsibility.
2. No one can make you feel discouraged, unless you get so.

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3. No one can make you feel inferior unless you give your consent.
4. Believe in your own great future; stop looking backward.
5. Build up opportunities rather than magnify your problems.
6. Treat problems as challenges' that give you an opportunity to win.
7. Come out of your old self and develop a strong will power.
8. It is easy to quit, so take opposition and hardships in its stride and move on.
9. Enjoy every precious moment.
10. What you fear most, do it first. You will feel free.
11. Remember, fear is the biggest obstacle on the way to success.
12. Those who can confront mistakes and rise above petty conflicts become champions.

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13. Help others to overcome their problems and their fears. That way you will get less criticism.
14. We all have weaknesses and make mistakes. Accept mistakes, overcome weaknesses and move on.
15. Life is too short to make all the mistakes personally.
16. Seek help when you feel cornered. Know whom to go to. People who are not personally connected to your problems.
17. You doubt about your success when you are neglecting your duties.
18. Do not procrastinate just because you don't like to do it.
19. If you stop and delay, somebody will run you over.
20. Think seriously whether you have contributed in some way in creating the problem.

**IT'S NEVER TOO LATE TO RECTIFY**

Remember that we all need negative feedback to improve ourselves. Take it positively. Do not live in Fool's Paradise thinking everything is fine. We need to make mistakes to learn.



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- Believe in yourself and the power of your dreams.
- Just make a decision, walk through your mental door and tell the imaginary guard behind you – ‘Good bye, forever’.
- Sometimes you may need to take two steps backward, take a break and then dash forward.
- You cannot change the past; only the present and the future. So rethink and redesign your plans if necessary. But there is no scope for regret.
- Do not always depend on others to show you the way.

### **When You Feel Depressed**

- **Remember that big success is always built on small failures.**
- **Remember that you are better than you think you are.**
- **Do not get into a shell. You may need to meet more people to find the right kind of persons you need. So, come on, try harder.**

Finally –

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**DO NOT ALLOW ANYONE TO MAKE YOU  
FEEL UNHAPPY**

**DO NOT LET ANYONE MAKE YOU FEEL  
ANGRY**

**TAKE CONTROL OF YOUR LIFE**

**YOU ARE EITHER GROWING OR  
SHRINKING**

**GROW ! LIVE!**

**NEVER QUIT**

*In order to make sure you keep growing, you can enroll for my  
The XXXXXXXX Intensive Seminar at the next schedule.  
Information on next date and venue are available at  
[www.XXXXX](http://www.XXXXX).*

**Chapter Eight**

## How to recognize and appreciate talent

This Chapter will hand you the key to make your people succeed. Their success means your success.

In spite of all your personal talents, efforts, time and money put together, you may fail

miserably if you do not have the right **ATTITUDE** towards your teammates and their problems, their abilities and their drawbacks.

**ATTITUDE** is something beyond education, beyond past background and beyond money. Your education, family background and economic status may mould your attitude to a



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certain extent, but **attitude** is different from all these. Attitude makes a man what he is.

### **Here is the basic quality of all MLM masters**

The secret of all successful MLM masters is not how hard they work or how much they know, but how much they give. How ready and sincere they are in appreciating others.

In addition to recruiting, selling, training, having programs and meetings, in between phone calls and time-management, the underlying magic word is '**recognition**'. Whether you are a parent, spouse, child, friend or neighbor, the foundation of all these relations is recognition.

Be a **Master of Recognition**, you will be great in whatever you do.

### **BE BUSY IN GIVING RECOGNITION AS IF YOU DON'T NEED IT.**

But you know, we all need recognition. Just as you yourself need to be appreciated, appreciate others generously. Recognize others and you will be recognized. Respect others and you will be respected. Appreciate others and you will be appreciated.

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**Enjoy appreciating others openly**

**It's fun to make people happy**

**It's much better to work with happy people around.**

If you fail to recognize the contribution of the people in your organization, you are missing a great opportunity.

**Be loud and profuse**

**In your appreciation**

- \* Call people to the microphone and ask for their report.
- \* Make badges and t-shirts with own team names.
- \* Most people work harder for recognition than for money.
- \* Give unexpected gifts to good workers.
- \* Put names and achievements with pictures in your newsletters.
- \* Spare some time and talk to achievers to boost them.
- \* Be sincere in your speech and when you talk about achievers to other team members.
- \* Smile, hug, pat in appreciation.

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- \* Send appreciation through postcards, cards, phone calls.
- \* Do not expect appreciation from people who are less secure than you.
- \* You recognize others for their contribution to the MLM business.
- \* Recognize all achievers
- \* Appreciation cannot be stored and given later like other incentives.
- \* So, your word of appreciation should be immediate, and come spontaneously.

**You are New to MLM**

**How to get recognition?**

1. Sell more than the minimum
2. Attend all meetings.
3. Participate in all trainings.
4. Be presentable and agreeable
5. Be enthusiastic and fun to work with.

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6. Recruit 2 – 3 new people a month.
7. Call and report to your *upline* every week.

**Work in favor of MLM, work hard and you will be recognized. Be pleasant and positive in attitude.**



### **WHY SHOULD YOU APPRECIATE?**

It's like asking 'Why should I be kind?' It takes nothing for you to be kind, say a kind word and make the person on the other side happy; then why **not**? Aren't we all working for a happier world?

I remember that old sweeper in the boys' hostel. He used to work too hard for his age, sweeping, mopping halls and

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corridors again and again day in and day out. Here comes this rowdy newcomer and says. 'Hello' to him. He gives him a hug and appreciates his toil.' Tears come rolling down the old man's cheeks. In his seventy plus years, nobody has ever praised him for his work. He was invisible; a mere sweeper. Now he works faster with a smile on his face. He becomes a personal friend of this young man, supporting him and taking his side during his difficult times.

**So, how do you praise your team?**

Say –

- \* I am proud of you
- \* I appreciate you
- \* Keep up the good job

Or praise him/her openly when others are hearing you in a gathering.

Or announce on the loudspeaker his/her achievement and follow by claps.

**When you have many to recognize**

- Keep a journal and note the work done by each.



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- Make entries against each whenever they call or visit your office to report the work done.
- Write 'thank you' notes for every little thing you get –a letter, an e-mail or a post card.
- All positive results are to be noted and published in the newsletter.

### **GIVE DUE IMPORTANCE TO THE TOP LEADERS**

Do not forget your top leaders. Recognize them again and again for their strong points and their special achievements.

### **MAKE NEWSLETTERS THE TOOL FOR APPRECIATION**

- ☞ A monthly newsletter is a must
- ☞ Start the newsletter when you have your first three people
- ☞ People will love to work harder to see their names published.
- ☞ Newsletters should be regular and monthly; at the same time every month.

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- ☞ It should start with an opening statement from you.
- ☞ Give your name, phone and fax numbers and e-mail address.

**IT WILL HAVE**

- ☞ Pictures, photos of events and persons
- ☞ Some details about products; new products.
- ☞ A page of statistics including your own.
- ☞ Stories of success – interviews with achievers.
- ☞ Some personal experience. People, who have attended seminars, did some outstanding work or read some extraordinary book shall write about their experience.
- ☞ Quotes, jokes and interesting anecdotes.

**Remember – Involving people and allowing them to participate in writing, clicking photos, arranging parties etc. are also appreciation. It is a way of recognizing their abilities.**

It boosts their confidence and enhances team spirit.

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### **Recognizing people at small meetings**

Include in your formal speech – the name and achievements of one of the top achievers. Give details of what she has done. End with ‘I am proud of ... for accomplishing .....’ etc and let everyone clap. Call the person in front and let him tell how she had done it. You should step aside and give the place to her. Let her get the limelight for some time.

### **Recognizing people at big meetings**

Based on the reports maintained in journals, detailed in newsletters we can identify the top 10 achievers out of a thousand plus. Let the names be kept secret. During the meeting I usually spend some time recognizing each top leader of my organization.

This annual meeting is the most important for me. I let others speak. I gather inputs and plan for the future. It makes things easier for me when ten of my top performers offer suggestions and help in planning. They contribute and they feel recognized for their knowledge and their experiences.

### **PEOPLE FEEL RECOGNIZED WHEN THEY CAN CONTRIBUTE**

## **Recognizing People at a rallies or National Conventions**

I have learnt a beautiful method of holding a national event. It should be pre-planned, everything well-organized and arranged in perfection. Here are the details.

1. A Master in MLM whom everyone looks up to is selected as the **chairperson**.
2. The **Top 10 of the team** I told you in the previous page are given charge of arranging the event. They book the rooms and hall, collect the delegate fee (for us it was \$5) to pay the room tariff, makes sitting arrangements, pays the hotel bills and decorates the room. They set the agenda and fix the menu.

The *successlines* can learn to be leaders during these events.

3. It starts in the **evening**. Usual attendance is some 300 to 500 people. The evening starts with loud music. People meet each other, some dance to the tune until the meeting starts at around 9 pm.
4. Since many people come from other states and districts, we start the meeting at night. The meeting is on the **evening prior to** the national convention.

5. **Welcome** speech. High energy flows when I welcome everyone. This includes everyone and recognizes everyone.
6. Have a **countdown for recruiting**. 'Everyone who recruited anyone last year, or in the last six months, stand up.' Everyone starts clapping. 'Stay standing if you have sponsored two ... three ... four ...five and keep going until there are only a few who are standing; the top achievers.'
7. Have a **countdown for selling**. 'Everyone who sold more than \$100 products stand up'. Many stand up and all start clapping. 'Keep standing if you sold \$500, \$1000, \$3000, \$5000.' The rest sit down till gradually there are only 2 or 3 persons standing. I bring them to the front and let them tell how they did it. There is huge applause after every speech.
8. If there is an **incentive trip** any year, hear the story of everyone who went.
9. If there was an **incentive car**. Hear from everyone who got one.
10. **The upline of the entire group gives an appreciation speech only on the top people**

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## **What if *you* do not Feel Recognized?**

Some people work hard and crave for appreciation. Then they work harder and crave more. Then a time comes when they quit because they do not feel appreciated.

Why?

**These people do all the small jobs themselves for a very long time. They do not delegate. They do not move up.**

They design the newsletters, arrange meetings and make wonderful flyers – all by themselves.

What they have missed is to delegate and recognize others' talents.

My advice to them –

Put the same energy and time into recruiting more *successline*. Sell more. You will be recognized more. By recognizing others in your team you get more work done by them. You move up. Once you move up, you crave less for recognition. You recognize others who feel grateful to you. You become a superior being.

=====

## **Chapter Nine**

### *Be a Master*

***Masters are Champions. Champions are givers. Champions are flexible and self-motivated people.***

## **Begin a lifelong program of Self Improvement**

Decide to change yourself from being average to being a Champion.

- ☞ First you make up your mind to change.
- ☞ Start today and move up from the average list.
- ☞ Look at Champion Sportsmen. Practice is the word.
- ☞ Write on a paper what are your drawbacks that are holding you back.



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- ☞ Those who do nothing remain where they are. So, move. Take risk.
- ☞ Help yourself. Learn fast. There are others waiting to overtake you.

Tom Hopkins, the great Sales Trainer was my inspiration I first read in the newspaper that he was coming to our state in 1987. I heard his speech when I attended his meeting casually as a guest. Wow, it was unbelievable! There were thousands of people in the ballroom! I regretted why I waited this long to join MLM business.

It was a turning point in my life. That was when I decided to change; change to a different person.

## **HOW TO DECIDE**

Ask yourself –

- Do you want to be financially independent?
- Do you believe you have the qualities?
  - How would you live if you had \$100,000 other than your annual income?
- Are you going to work for it?



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- Are you going to work till you become a Master? And are you never going to quit?

**Think, Think hard. Dream of a fantastic future; with MLM.**

Next time when Tom Hopkins came, I took my top six sales people. Tom had invited my family too. It was a wonderful experience. Within one year there were 300 of my *successline* who had attended Hopkins' one day seminar.

Now my family and I have lifestyles that were once only a dream.

### **MEET & HEAR THE GREAT MASTERS**

- ☞ Listen to lectures of great Masters of MLM. Attend all meetings, seminars and conventions. It's worthwhile.
- ☞ You will know life is not ordinary if you do not want it to be ordinary.
- ☞ Hear about financial independence; about self-respect that comes when you rise above the average.
- ☞ Change yourself. Be your best.
- ☞ Call the great Masters personally to be your guest of honor at parties hosted by you.

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- ☞ Listen to their speech. Let others listen and get fired up!
- ☞ Learn to handle your *successline* and your leaders by appreciating and recognizing their abilities.
- ☞ A time will come when you will not need recognition for yourself. It will not be important to you any more.
- ☞ You will know you are becoming a Master soon.

**What is being an Average?**

First know the fact that building up MLM takes time, like any other business. You are not going to be a millionaire in ten days, ten weeks or even ten months.

There is no magic. If you are ready to work in the same office for 20 years with a salary rise in arithmetic progression, why do you expect magic with MLM?

If you have an average mentality you get disappointed with MLM in 20 days. It is because you haven't got it straight in your head.

Average people expect a magic wand. All they should do is buy a lottery ticket and sit at home.

- Any performance that is not at the bottom and far from the top is average.

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- Average people wait for some wonderful scheme to come their way to make them rich.
- They expect all the leads to be handed over to them in a platter.
- They are mediocre, insignificant and non-entity. They remain that way.
- They quit, because they get disheartened easily.

**Average People**

- ✓ Sell products and wish to become rich.
- ✓ They spend hours dreaming about a 'get-rich-quick' recipe.
- ✓ They lack the courage to take risks
- ✓ They while away their time in half-hearted endeavors.
- ✓ They get nowhere.
- ✓ They work, but without firm purpose, without vision and without results.
- ✓ They waste their time and waste the space they live in.
- ✓ They are forgotten.

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## **The Masters and Champions**

- ✓ Sell ideas of Selling the opportunity, while the mediocre simply sell products only.
- ✓ The Masters help others in getting rich
- ✓ They act like Masters before they become one.
- ✓ They start with attending meetings in their own locality.
- ✓ Then they attend seminars on self-improvement
- ✓ They search for information that will help them improve their skills.
- ✓ They cultivate knowledge
- ✓ They consider all the fact.
- ✓ They dream but do not while away their time on wishful thinking.
- ✓ They keep building on their strengths and shun negative forces.

**CHAMPIONS ARE PEOPLE LIKE YOU & ME  
THEY MAKE THE WORLD A BETTER PLACE  
TO BE**

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## **How To Be a Master in MLM**



- Mind your own business and do the job, do whatever needs to be done and make it look easy.
- Obtain resource catalogues, MLM books and tapes and feed your mind. What is learnt once can never be taken away from you.
- Figure out how you can constantly improve yourself. Even if you do something wrong first, you can always rectify. If you never try you will never do.

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- Find Masters who have great ideas and can lead you to them and not just gossip around. One simple idea can spark of a new world of thinking and action.
- Read books like 'The Richest Man in Babylon' and learn about financial freedom.
- Move around with those who have succeeded. Seek people of action and not just glib talkers.
- Study Masters and millionaires, people with a net worth. of over a million dollars. From someone earning \$40,000 annually, can you move up to earn \$ 200,000? Yes, you can.
- Seek the counsel of wise people. Memorize great quotes of great people.
- Seek out others in MLM Companies and find a role model. Really try to find out how they do it right.
- Study the lives of charismatic people and learn from their setbacks.
- Memorize noble thoughts and success poems.
- Stop hanging out with average people who were once your friends.

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- Some old friends will not like the new, smart, educated **you**. It doesn't matter.
- Say aloud what you are going to do and do it. Make a decision today not to be average.
- With a positive way of life, you can broaden your horizon.
- The biggest room in the world is the room for self-improvement. Sky is the limit, if you are on the right path.
- Learn fast. There are others waiting behind you.
- As you gain more and more knowledge, you will procrastinate less, you cannot afford to waste time.
- Knowledge is not a gift from God. It's an accomplishment. So, do not waste time waiting.
- Be a go-getter with your personal growth. Never look back.

**THE ONLY WAY TO THE TOP IS**

***By high product Sales and development of your own  
Sales Organization***

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- Keep improving and learning every moment.
- Keep yourself motivated by feeding you mind.
- Learn about yourself
- To be a Master in MLM, you need time, patience, training, desire and ambition.
- Do not hesitate to invest in your future.
- Learn at least one idea from a successful person.
- Learn what the average person's sales are
- Also learn what the top people in your company do, and how they got there.
- Find out your own weaknesses and seek someone stronger in that area.
- Learn to balance your life.

**THE LIFE OF A MASTER IS BALANCED – IT  
IS Physical, Mental, Social, Spiritual, Financial,  
Home and Family.**

- √ Masters are their own breeds.
- √ Masters can do more than one thing at a time



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- √ Masters push back against the downward pressure to be average.
- √ Masters keep thinking about self-improvement constantly.

## **STOP READING THIS BOOK**

Think of yourself

Assess yourself

Are you some of these? Read one word at a time from the list given below, close your eyes and think .....

### **ARE YOU**

**A positive thinker**

**A great listener**

**Self-motivated**

**A risk-taker**

**Committed to a cause**

**Industrious**

**Ready to learn**

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**A self starter**

**Geared up for success**

**Eager to improve your lot.**

If you consider yourself positive in case of some, then ask further –

- ✓ Are you a friend and a giver?
- ✓ Are you duplicatable (ready to teach what you know) ?
- ✓ Are you flexible?
- ✓ Are you ready to learn fast?

If ‘yes’ then go ahead –

1. Recruit 5 or more people a month
2. Sell at least \$500 in product each month
3. Train your own recruits.

**Remember**

→ **You** are the only one responsible for your future.

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- It depends on you whether **your life** will be dull or exciting, hopeless or fulfilling.
- You have to **really want** to be among the handful of people at the top.
- Your reputation depends on **your attitude** and how you conduct yourself.
- You alone can take care of **your personal growth** and development

**Therefore**

- √ Let no one control your future.
- √ Read self-improvement books
- √ Buy tapes, books and CDs for holidays.
- √ Ask for books as birthday gifts
- √ Make a giant leap in your life. Now.
- √ Do not let others affect your attitude.
- √ Be willing to try many ways.
- √ Tell people you are in the greatest business in the world.

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- ✓ Whenever you attend a meeting or listen to tape, make it a point to learn at least one important tip.

***Work on your business everyday. The quickest way to become a Champion is by Championship Performance***

### **BE A MASTER SELLER**



Selling is sharing and more. To sell you have to believe in your product.

A Master Seller has to be a convincing businessperson. Moreover you have to really like your product so much that you sincerely want to share the benefit with others.

**N.B.** In MLM, selling is not like selling some commodity to make money, an item that has no value for you unless you sell it to a fool and earn a few bucks in the process.

In MLM, selling is sharing something you love. It is like selling yourself, your ideas, your likings or your talent. Selling it something that is so very personal with MLM.

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### **It's interesting to note that**

- ✓ We are all born sellers.
- ✓ We innately possess negotiating skills.
- ✓ We negotiate all day long with spouses, parents, children, friends.
- ✓ Selling is helping
- ✓ Selling is understanding the needs.

**If YOU do not sell, no one in your *successline* will be able to sell, because they will hardly be convinced.**

To understand selling follow the steps –

1. When we are at home with our family, we push and argue and try to convince others about what we feel is right. It is taken as normal.
2. But when we do it outside our home, to the outer world, we become salespersons. We are treated as pushy or aggressive.

### **Why is it so?**

3. Because, strangers feel we are trying to sell because we want to make money. We are trying to sell things that are not worthwhile.

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4. But with MLM, selling is sharing. If a thing is not sold, you use it personally, you gift it to someone you care for or let it remain as your inventory.

**You are selling the thing you personally use and recommend. You are selling yourself.**

**If you have understood the above four points, you will not feel yourself to be pushy**

- Your attitude will change.
- You will be sincere in your efforts.
- You will know you are providing unique service.
- Your *successline* will follow suit and learn from you.

To reach the zenith of suggest you can enroll for my *The XXXXXXXXIntensive Seminar* at the next schedule. Information on next date and venue are available at [www.XXXXXX](http://www.XXXXXX).

**And YOU BECOME A  
MASTER SELLER**

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## **Chapter Ten**

# **GET INVOLVED! NOW!**

“Living is an inward art – all lasting  
Wealth is in the heart.”

*- Longfellow*

Decide now. It is not only money. It is a sense of belonging, a brotherhood that all social beings crave for all their lives without even realizing it. As Longfellow has said –

In luxury a man may dwell  
As lonely as a prison cell.

.....

Things that really gratify  
And things that money cannot buy.  
Wealth is health – a cheerful heart  
An ear that hears the robin’s song.  
A mind content – some trusted friends

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And fragrant memories lingering long.

## **How will you continue in the 21<sup>st</sup> Century?**

How will you reach that gratifying stage in your life when you do not have to constantly think of money? We are forever harassed by fellow workers, bosses and jealous colleagues. All this is for what? Only to make both ends meet.

Join a group where cheerfulness is the motto, where there are no rivals, only partners. Partners, who work together, strive together for a better tomorrow.

### **Reconfirm your Desires**

- ✓ You want to provide a wonderful lifestyle to your family.
- ✓ You want to have the enduring respect and admiration of your children, friends and neighbors.
- ✓ You want to be a role model – showing to the world that you can work from home and succeed!
- ✓ You want to be financially independent.



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√ You want to ensure a comfortable and gratifying old age.

(You actually do not retire in MLM).



**Make a list of things for which you are  
ready to work hard,  
no matter what comes in the way**

You make your own list. I am only giving mine. Say to yourself. I want –

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- Financial independence
- A safe home
- Flexible working hours
- To clear my existing loans
- A home decorated and furnished stylishly
- All modern appliances
- New crockeries for all occasions
- A bath-tub now. A Jacuzzi later.
- Good education for children
- Special lessons for children— for music, games and whatever else they wish for.
- A library
- A separate car for my children
- A neat saving for the future
- Enough travel funds
- To entertain friends
- To contribute well for a good cause
- All the leisure I want

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- Self respect
- NO BOSS!

You can have endless wishes. But I know most of what you see up there are your wishes too!

Along with financial freedom you will attain

**Self-Empowerment**

**Leadership**

**& Vision**

MLM is the most effective means by which you will achieve all that you want.

Your Company is recognized as the leader in Network Marketing opportunities. Its products are of the best quality and everyone who buys them would benefit.

**BE PREPARED FOR CHANGE**

**BE READY FOR CHAOS.**

It is just a passing phase. Your destiny will take a positive turn.

**Start MLM early in life.**

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To get over my initial difficulties with MLM

I changed my attitude

I decided never to feel guilty

I decided not to have rigid business hours.

DO THE SAME...YOU!

THERE IS NO LIMIT TO THE NUMBER OF TIMES YOU  
CAN TRY

COMMUNICATE TO YOUR PARTNER that---

**You will have your own way.**

**There is no harm if you have different ideas**

**No one needs to submit to the other totally.**

DO NOT GET ANGRY

JUST HAVE YOUR OWN WAY

ALLOW NO ONE TO CONTROL YOU

DO NOT ASK THE PERMISSION OF YOUR SPOUSE

DO NOT BE JEALOUS OF THE SUCCESSFUL.

## JUST SUCCEED IN MLM

### **You can start with little and then make it big**

Some powerful ideas to start with –

- Throw away the clutter. Give away old clothes to a Home.
- Invest in yourself and take action.
- Buy a new wardrobe
- Get a credit card
- Start going to the library and read all you get on self-improvement
- Be confident that you can make it.
- Never say or think ‘I can’t afford it’ or ‘I don’t have the money’.
- Start earning
- Replace all old things you have with new ones.
- Listen to and watch the Masters of MLM
- Pay off your credit card at the end of each month

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- Never talk to anyone about your financial condition.
- Note down how much you'd be spending to do a normal 9 to 5 job.
- Earn more money.

### **Do not Fear**

- ☞ That you are neglecting the family front.

*Because*

- ☞ You are working from home
- ☞ You can adjust your timings
- ☞ The initial chaos will get cleared
- ☞ You will be a better and more cheerful person for your family
- ☞ You will improve your and your family's life style for the better.
- ☞ You will be able to spend more on your loved ones.

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You will be a better parent if you take a break from you children. You will love your family and home more if you are spending a fruitful, happy life yourself.

I had a routine 9 to 5 job. It was disgusting. I hardly saw the daylight. There was a **boss!** I felt being pushed around and being told what to do all the time. I needed permission to take a break.

**Now I've found what I always wanted. Freedom combined with Responsibility.**

### **My personal Advice to a Starter**

1. Make life a 'do-it-yourself' program.
2. Be self-motivated.
3. Be prepared to change. Change your personality, change your lifestyle.
4. But remember that change will not come overnight.
5. Take the help of genuine, sincere people who will be always ready to help you in MLM.
6. Learn fast

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7. There is no scope for wasting time any longer. Spend every free hour in self-development or business development
8. Get determined and get whatever you want in life.

Everybody is not going to like you or care about your opinions. Most losers have a limited vision. It will take you time to know who are going to be ultimate losers and who will be the champions. It doesn't matter. Be happy and carry on.

- Don't get intimidated.
- Don't give leadership to everyone.
- Have a purpose; set an immediate goal..
- Make a commitment to succeed..

### **KEEP IN MIND**

#### **That Dreams Come True. Yes, they do**

Do not be a quitter and know in your heart that you can do a lot with –

Work

Information



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Education

Patience

Inspiration

Preparation

Motivation

Determination

**Read this chapter, again and again.**

**Ten years from now it will be a different you; a fabulously successful YOU**

Go and tell your own story to others. Inspire them.

Tell them—

**In ten years**

I have become a Master in MLM.

I go and give speeches on the request of other companies

I have grown up, successful and happy children

I own a 12 room apartment with a private pool and garden.

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I still work from home

I still work without a Secretary

I am hired as a success coach at \$200 per hour.

I still have a little time left to pursue my hobbies –  
writing and traveling.

Soon you will be writing your own success story.  
Keep noting all your achievements and strive for  
more.



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## **NOW IS THE TIME TO TAKE ACTION**

All over the world Network Marketing has opened up rare opportunities. It has discovered and promoted leadership.

Let this opportunity discover you, so that you re-discover yourself as a potential Master in your line of business.

You are not an average person any more. You are a champion.

You are not mediocre any more. You are smart and beautiful.

You do not sulk any more. You have fun – in your work.

You do not crave for love and recognition, you shower people with love, you recognize and appreciate others who work with you and live with you.

You do not envy the rich; you do not grudge the successful. You show others the way. You help others to be rich and successful.

To boost up everything register for my *The XXXXXXXX Intensive Seminar* and pave the rest of your way to success. Information on next date and venue are available at [www.XXXXXX](http://www.XXXXXX).

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## **You will be at the TOP**

### **Some Specimen Letters**

*A standard letter to all customers could be like this*



Dear (name),

I am part of an organization that really cares about customer service.

Thank you for an incredible year. I am a (your designation) with (your company). Only for people like you, my group sales were over (the amount) in product this year.

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Satisfying your needs is my top priority. So, when you need (product), think of me and do not run to the store. I am only a phone call away. You are valued to me and serving you is my business.

In the beginning of the coming month I'll be calling you to see if you were interested to schedule a workshop with me. I enjoy my job and it has been a perfect part-time job for me. If you are interested, we would be partners for your workshop. You will get the people there and I'll do the rest.

I'll explain how it would benefit both of us. (details).

If you like, you may fill the enclosed form and mail it back to me. I'll give you a call in the next two weeks.

Here are my available dates for the next workshop.

January—2,4,7,8,9,12,23,24,22,25...

February—1,2,4,5,6,13,15,16,17,... (And so on)

I'm looking forward to a great time with you. Thanks in anticipation. Please have your possible dates marked in the calendar. I'll be calling you soon.

Happy Holidays!

(sign)

### **Letter to a new recruit**

Dear (Name),

Welcome to the **Greatest Business in the world!** As your partner, I'm anxious to help you reach the level of success you desire. I am happy to have you in our organization.

Make a special commitment to your new business by converting to as many of our products as possible starting from today. This will be your business 'kick-off'.

You will be happy to know that you've joined **the most dynamic group** in our company in the country! We have a proven success plan. So, begin now by spreading your enthusiasm among all your friends. You will be greatly rewarded.

Enthusiastically yours,

(Sign you name)

**[You can add many more lines to this specimen letter with some personal touch that only YOU would know.]**

### **Letters that you need not always write**

**Sometimes on small occasions, memos and not long letters are more poignant. Here are some letters that need not be written. You may convey these messages through e-mail, a post card or a small slip of paper or card. It will speak a thousand words.**

In a recent speech Maxwell C. Ross, a well-known sales promotion expert listed fifteen ways letters can be used to create good will. And good will is eventually—sales. “There is just one prerequisite”, he said: “the person using them has to be a nice guy, courteous, friendly and above all, sincere”

Here are some simple, friendly, personal letters that you send on some occasion when you would not be expected to send a letter at all. Such letters don’t have to be written all the time, but they create a tremendously favorable impression.

1. *A letter to follow up your successline’s first recruit.*

“George Smith told me today about the pleasant visit he had with you about ....I know that George will do a fine job for you.” Then finish off with your own words.

2. *You can use letters to make appointments.*

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“It’s about time for me to sit down with you, Jimmy, and go over the changes in your last order on....I suggest that we get together late Friday afternoon. How would 4o’clock be?” You won’t believe the nice reception you get when you arrive.

3. *Whenever a customer or a client has been promoted.*

“Congratulations on you appointment as District Sales Manager. This is fine news, and I know you’ll do a great job”.

4. *When a customer or partner is ill*

“I am certainly sorry to hear that you are laid up. I hope it won’t be many days before you’re back with us”

5. *When there is a death in the family.*

A short message of sympathy in your own personal mode will do.

6. *When a daughter or son gets married or a new baby arrives*

These letters make no tangible effort to sell. They are simply goodwill builders. Some day in future you might get something nice because you went out of your way to say something nice.

7. *When people buy a new home.*



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Your letter not be long and fancy. It may be just, “I hope you are enjoying your new home” If you want to sell, you can add, “I’d appreciate a chance to call when you are settled”. In some cases an inexpensive gift like a small rosebush helps to create good will.

8. *When a customer has a birthday*

Quite a few successful salesmen and even managers make a practice of keeping birthday lists and sending cards or letters. If you use a card, write something in longhand to give it a personal touch.

9. *When people move to your town or city*

A letter of welcome is an excellent source of new business. They don’t know where to go the essential services—dry-cleaning, laundry, milk etc. So you can write, “Welcome to Centerville. We know you will like it here. If there is any way we can help you get settled, please let us know”.

10. *When you read about a customer in the newspaper*

Send him a letter with a clipping of the paper attached. You can write, “For your children, in case they need an extra copy for their scrap-book” You can go on to appreciate his achievements further.

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*11. When a customer is elected or honored in some way*

“I’ve heard some nice things about you and the work you have done at the Chamber of Commerce. So I was not surprised to see that you have been elected vice president”.

*12. When someone has done you a favor*

“Thank you for those extra tickets. I hope to see you and repay your favor soon.”

*13. When some product pleases you.*

“I wanted you to know how pleased I am with this new product and how courteous and efficient your salespersons are...”

*14. When a serviceman comes home*

Write to him. That’s a small way to show your appreciation of what he has done.

*15. Thank new and old customers for their orders.*

Write notes or post cards. In Des Moines, a filling station operator sends a post card to new customers. All the card says is, “It was nice of you to stop at our station. I hope you’ll come back often.”

## Some Inspiring Quotations

“The way to convince another is to state your case moderately and accurately. Then scratch your head, or shake it a little, and say that is the way it seems to you, but that of course you may be mistaken about it, which causes your listener to receive what you have to say. ...But if you go at him in a tone of positiveness and arrogance you only make an opponent of him.”

*Benjamin Franklin*

“Language most shows a man: speak that I may see thee. It springs out of the most retired, and inmost parts of us, and is the image of the parent of it, the mind. No glass renders a man’s form, or likeness, so true as his speech.”

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*Ben Jonson*

“The difference between the right word and the almost right word is the difference between the lightning and the lightning bug.”

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*Mark Twain*

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“Conversation should be fired in short bursts; anybody who talks steadily for more than a minute is in danger of boring somebody.”

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*Harlan Miller*

“Igor Cassini, the society columnist, asked Bernard Baruch how he arranged the seatings for all the notables who attended his dinner parties. I never bother about that, Baruch assured him. Those who matter don’t mind and those who mind don’t matter.”

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*Bennet Cerf*

“The human brain is a wonderful organ. It starts to work as soon as you are born and doesn’t stop until you get up to deliver a public speech.”

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*George Jessel*

“When he speaks,  
The air, a chartered libertine, is still,  
And the mute wonder lurketh in men’s ears,  
To steal his sweet and honey’d sentences.”

*Shakespeare, Henry V*

“Mend your speech a little,  
Lest it may mar your fortunes.”

*Shakespeare, King Lear*

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

*Calvin Coolidge*

“Dare greatly; it is not the critic who counts, not the man who points out how the strong man stumbled or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again, who at worst, if he fails, at least fails while daring greatly; so that his place shall never be with those cold and timid souls who know neither victory nor defeat.”

*Theodore Roosevelt*

“I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you...We are in charge of our attitudes.”

*Charles Swindoll*

“Attitude, to me, is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company...a church...a home.”

*Charles Swindoll*

“The remarkable thing is, we have a choice everyday regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude.”

*Charles Swindoll*

“Let others lead small lives, but not you.

Let others argue over small things, but not you.

Let others cry over small hurts, but not you.

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Let others leave their future in  
someone else's hands,

BUT NOT YOU"

*Rim Rohn*

"The greatest revolution of our generation is the discovery that  
human beings, by changing the inner attitudes of their mind,  
can change the outer aspects of their lives."

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## A List of Books You Must Read

*It Happened in India*, Kishore Biyani

*A Passion for Excellence*, Tom Peters

*Act Right, Feel Right*, Dr. Salvatore Didato

*Atlas Shrugged*, Ayn Rand

*Awaken the Giant Within*, Anthony Robbins

*Barbra Streisand*, Nellie Bly

*Be Happy, You Are Loved*, Dr. Robert Schuller

*Being the Best You Can Be in MLM*, John Kalench

*Beyond Selling*, Bagley Reese

*Chicken Soup for the Soul*, Jack Canfield & Mark Victor Hansen

*Choices*, Dr. Shad Helmstetter

*Claw Your Way to the Top*, Dave Barry



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***Creating Affluence***, Deepak Chopra

***Discover Your Possibilities***, Dr. Robert Schuller

***Financial Freedom Through MLM***, Kenneth Smith  
and Richard Walsh

***Find Happiness in Everything You Do***, Susan Schutz

***Fire Up!***, Jan Ruhe

***Freedom Unlimited***, Dr. Mack Douglas

***Growing a Business***, Paul Hawkers

***How to Build a Multi-Level Money Machine-the  
Science of Network Marketing***, Randy Gage

***How to Master the Art of Selling***, Tom Hopkins

***How To Sell Yourself to Others***, Elmer Wheeler

***In Search of Excellence***, Tom Peters and Robert  
Waterman, Jr.

***Jonathan Livingston Seagull***, Richard Bach

***Looking Out for Number One***, Robert J. Ringer

***Marilyn Monroe***, Donald Spoto

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***Million Dollar Habits***, Robert J. Ringer

***Pay Yourself What You're Worth***, Shriley Hutton

***Peak Performance Principles For High Achievers***,  
John Noe

***Power In Management***, John Kotter

***Power Networking***, Fisher Vilas

***Power of the Plus Factor***, Norman Vincent Peale

***Power Thoughts***, Dr. Robert Schuller

***Power With People***, James Van Fleet

***Secrets of Success***, J. Donald Walters

***Secrets of the World's Top Sales Performance***,  
Christine Harvey

***Success Through a Positive Mental Attitude***, Napoleon  
Hill

***Street Smart Networking***, Robert Butwin

***Success is Never Ending, Failure is Never Final***, Dr.  
Robert Schuller

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***The Assertive Woman***, Stenlees Phelps and Nancy Austin

***The Bible***

***The Fountainhead***, Ayn Rand

***The Greatest Networker in the World***, John Milton Fogg

***The Greatest Salesman in the World***, Og Mandino

***The Guide to Greatness in Sales***, Tom Hopkins

***The Magic of Thinking Big***, Dr. David Schwartz

***Theodore Roosevelt***, Edmond Morris

***The Official Guide to Success***, Tom Hopkins

***The 7 Habits of Highly Effective People***, Stephen Covey

***The Seven Spiritual Laws of Success***, Deepak Chopra

***The 17 Secrets of Master Prospectors***, John Kalench

***Think and Grow Rich***, Napoleon Hill

***Thriving on Chaos***, Tom Peters

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***Victory Secrets of Attila the Hun***, Wes Roberts

***Wealth 101***, John Roger & Peter Mc Williams

***You Can Heal Your Life***, Louise Hay

***Your First Year in Network Marketing***, Mark and  
Rene Yarnell

[You can add to the list whenever you get hold of an exciting  
and inspiring book that you can recommend others]

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## Some pieces of wisdom

Marketing or selling is all about communicating. With all your knowledge and hard work, if you are not a good communicator, you'll fail miserably.

Here are some invaluable pieces of wisdom collected by me from various books. They are not exactly connected with MLM business. But they all teach you how to speak better. Just read them. Keep them in mind. They will help you improve your way of handling situations and people.

The first three are collected from *The Reader's Digest*. The last one, on presenting and accepting awards is, of course, from Dale Carnegie

### **SELL YOUR IDEA WITH STORIES**

Every good speaker should have a basketful of point-proving stories that can be pulled out and used to make his audience open up and buy his idea with gusto.

Here are some realistic facts about telling a good story:

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We know humor can't be defined accurately. Granted, but neither can many other things we live very close to – like love or hate. Our styles of humor may differ from one another but the fact still remains that humor is part of every one of us.

Anybody, yes anybody can tell a good story. If you can't do it as well as some other people you know, you can do it well enough to make storytelling a vital part of your speech arsenal. If someone else tells stories better, it's probably because he's had more practice. You can get practice, too.

When everything else has failed to win the agreement of the audience, the good story will! Many times it seems to be the only technique that will allow a listener to drop his prejudices and agree with you, the speaker.

Use these guideposts:

Tell stories you know and are completely sure of.

Avoid telling stories that depend on a "punch line" unless you are sure the audience will understand easily.

Whatever story you tell, it must tie in with your speech. If not, drop it like a hot potato!

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Make your stories short.

Beware of the old, old stories everyone has heard before.  
Nothing is more deadly.

Never lead into a story with, “that reminds me of a story . . . “

Don’t wait for, or show you expect, any response to your story.  
Just go right on with your speech.

## **THE ART OF ASKING QUESTIONS**

No matter who we are or what our way of life, it has become increasingly important to discover what people feel and think – about almost every subject under the sun. When we hire someone or apply for job, when we discuss our work with a boss or a subordinate, when we see our doctor or even talk to our family and friends, we interview and are interviewed.

How can we do this more successfully? Here are some useful techniques developed by experts:

Recognize that every encounter is “emotional.” There is no such thing as an impersonal meeting of minds. Look inward: There’s a human awareness, an exchange of feelings, with the waiter who takes your luncheon order, the unseen person at the

other end of a telephone wire. But to enter into any real give-and-take we have to let down our defenses.

Make your purpose clear. “When you start asking questions”, says the noted pollster Dr. George Gallup, “the other person immediately wonders , ‘Why does he want to know?’ Unless your purpose is clear, he may be reluctant to talk, or he may seize the opportunity to tell you all about his problems.”

When you go to a doctor he can ask you intimate questions which you would resent from anyone else. In applying for a loan, though, you accept questions from a banker that you would resent from a doctor. It’s a matter of defining the situation.

Respond to expressions of feeling. Instead of trying to reassemble the facts (who said or did what to whom) or to give specific advice, professional counselors listen for and encourage all expressions of feeling. Statements that begin “I feel” or “I wish” or “I don’t care if”, the interviewer acknowledges: “You feel very strongly about that, don’t you?” or “Is that so?” Having such feelings recognized, without judgment or criticism, often has an almost magical effect in making a person open up.



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Learn the art of open-end. Don't ask too many questions. Instead of the cross-examination approach, professional interviewers nowadays often start just by getting people talking – about the weather, sports, anything. And for depth interviewing they have developed the open-end question, which lets the other person assume the initiative and carry the conversation.

Don't tell the other person what to say. Watch your wording. Finding in the other person just what you expected to find usually means you are putting words into his mouth.

Protect the other person. Detective novel and courtroom dramas usually show an interview as a duel of wits in which the object is to probe the other person's weak spots. In real life those who ask for sensitive information generally follow the opposite rule—they lead to strength, because recognizing strength creates a bond between the questioner and the questioned. Protecting the other person's pride is a vital part of getting information.

The successful interview, more like a good conversation than an interrogation, leaves the interviewed person feeling somehow heartened and uplifted. Why? To have concern for the other person, and show it, is the rule that makes all the others work

## **HOW TO READ BODY LANGUAGE**

All of us communicate with one another nonverbally, as well as with words. We gesture with eyebrows or a hand, meet someone else's eyes and look away, shift positions in a chair. These actions we assume are random and incidental. But researchers have discovered in recent years that there is a system to them almost as consistent and comprehensible as language.

Every culture has its own body language. A Frenchman walks and moves in French. In talking, North Americans are apt to end a statement with a droop of the head or hand, a lowering of the eyelids. They wind up a question with a lift of hand, a tilt of the chin, or a widening of the eyes.

Experts in kinesics – the study of communication through body movement – are not prepared to spell out a precise vocabulary of gestures. For example, when a student in conversation with a professor holds the older man's eyes a little longer than is usual, it can be a sign of respect and affection, or it can be a subtle challenge to the professor's authority. The expert looks for patterns in the context, not for an isolated meaningful gesture.

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One of the most potent elements in body language is eye behavior. Americans are careful about how and when they meet one another's eyes. In normal conversation, each eye contact lasts only about a second before one or both individuals look away. When two Americans look searchingly into each other's eyes, emotions are heightened and the relationship tipped toward greater intimacy.

In the United States you are supposed to look at a passer-by just enough to show that you're aware of his presence. In parts of the Far East it is impolite to look at the other person at all during conversation. In England the polite listener fixes the speaker with an attentive stare and blinks his eyes occasionally as a sign of interest.

There are times when what a person says with his body gives the lie to what he is saying with his tongue. Thus a man may appear calm, self-controlled – unaware that his foot is beating the floor constantly, restlessly. Rage is another emotion feet and legs may reveal. Fear sometimes produces barely perceptible running motions – a kind of nervous leg jiggle.

Communication between human beings would be dull if it were all done with words. But words are often the smallest part of it.

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## **EIGHT RULES FOR PRESENTING AND ACCEPTING AWARDS**

“It has been proved that the deepest yearning of the human heart is for recognition – for honor!”

When we make a speech of presentation, we reassure the recipient that he really is somebody. He has succeeded in a certain effort. He is deserving of honor. We have come together to pay him this honor. What we have to say should be brief, but we should give it careful thought. It may not mean much to those who are used to receiving honors, but to others less fortunate it may be something to remember brightly the rest of a lifetime.

We therefore should give serious consideration to our choice of words in presenting the honor. Here is a time-tested formula:



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1. Tell why the award is made. Perhaps it is for long service, or for winning a contest, or for a single notable achievement. Explain this simply.
2. Tell something of the group's interest in the life and activities of the person to be honored.
3. Tell how much the award is deserved and how cordially the group feels toward the recipient.
4. Congratulate the recipient and convey everyone's good wishes for the future.

Nothing is as essential to this little talk as sincerity. If you have been chosen to make a speech of presentation, you, as well as the recipient, have been honored. Your associates know that you can be trusted with the task – one that demands a heart as well as a head. But this must not tempt you to make the mistake of exaggerating.

At a time such as this, it is easy to exaggerate someone's virtues far beyond their real measure. If the award is deserved, you must say so, but we should not overpraise. Exaggerated praise makes the recipient uncomfortable and it doesn't convince an audience that knows better.

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We also should avoid exaggerating the importance of the gift itself. Instead of stressing its intrinsic value, emphasize the friendly sentiments of those who are giving it.

The acceptance speech should be even shorter than the speech of presentation. It certainly shouldn't be anything memorized; yet being ready to make it will be an advantage. If you know you are to be given a present, with a speech of presentation, you don't want to be at a loss for words of acknowledgement that will be a credit to you and a pleasure to the givers.

1. Give a warmly sincere "thank you" to the group.
2. Give credit to others who have helped you: your associates, employees, friends, or family.
3. Tell what the gift or award means to you. If it is wrapped, open it and display it. Tell the audience how useful or decorative it is and how you intend to use it.
4. End with another sincere expression of your gratitude for the gift or award you have received.

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I urge you to follow these suggestions carefully when making either of these talks and you will have the satisfaction that comes from saying the right thing at the right time.

- ***Dale Carnegie***

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