

Minds Of

by
Zamri Nanyan

17 MLM Business Builders

What would you learn from

- ✓ Jack Zufelt
 - ✓ David Ledoux
 - ✓ Randy Gage
 - ✓ Hilton Johnson
 - ✓ Tom "Big" Al Schreiter
- and many others ?

Look inside this book !

MINDS OF 17 MLM BUSINESS BUILDERS

A Collection of MLM / Network Marketing Articles

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FOREWORD

In a poll of adults, 99 percent said their first concern is family relationships. 98 percent said financial matters were their number two concern. This huge concern about financial matters makes MLM a perfect, affordable business to be involved with and to market to others.

While a venture capitalist, I invested more than \$20 million dollars into many different business ventures that I owned with other investors. However, I created more cash flow in network marketing than all of those businesses combined.

It has been my experience and observation that for just a few dollars out of pocket, no other business can generate as much cash income as a thriving MLM business. With plenty of drive and clear direction, anyone can make money in MLM. This book provides the clear direction from some of the brightest minds in the world of network marketing.

MLM provides the least expensive, least risky way to generate income that exists today...and you don't need a formal education or previous business or sales experience. All you need is a Core Desire© combined with proper direction (the how to's) from successful mentors... and there are seventeen in this book.

My best selling book, *The DNA of Success*, goes into what it really takes to achieve success. A whole chapter is devoted to finding qualified mentors — someone who has successfully done what you want to do.

It is rare to see such a collection of qualified MLM "mentors" in one book. It is a real treasure for all who want to build a successful MLM organization. If making a lot of money is one of your Core Desires© this book covers all of the major factors you must know about to make big income in MLM.

Achieving the right attitudes and applying proven techniques will generate substantial income in MLM. This book has both. Zamri has put together a great tool, you'll want to read it again and again. If you apply what you discover in these pages you will be a successful MLM business builder. And... get your downline to read this too.

Jack M. Zufelt

MLM Expert

"Mentor To Millions"

Author of the #1 best selling book *The DNA of Success*

www.thednaofmlmsuccess.com

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MESSAGE FROM ZAMRI

Dear Colleague,

My name is Zamri Nanyan and I'm the editor and publisher at www.MLMLessons.com.



Thank you for downloading and reading this ebook. I'm sure you'll learn many tips, tricks and lessons to build your network marketing business from the articles in this ebook.

This is a joint venture effort between MLM Lessons team and various network marketers around the world.

You'll learn valuable lessons from well-known networkers like Tom 'Big Al' Schreiter, Jack Zufelt, David Ledoux, Randy Gage, Hilton Johnson and many others.

From the bottom of my heart, I'm truly honored by these individuals' contributions and I sincerely thank each of them for their wisdoms they shared in the articles and to everyone involved in the development of this ebook.

As for you, the reader, if you like what you're reading in this ebook, don't keep the knowledge by yourself. Forward the ebook to all your contacts and everyone you know.

This ebook is also my continuation to the training that I'm constantly sending out on a regular basis. If you are a subscriber to my ezine, this compilation is a gift for you.

If you are not a subscriber yet, go to www.mlmlessons.com and subscribe for great FREE MLM training for you and your organization.

Once again, THANK YOU for your support and enjoy the articles!

Happy Reading...

To great business!

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ARE YOU READY?

Start Here, Start Now.

by Zamri Nanyan

www.mlmllessons.com



I was talking to a friend the other day and a topic of taking control of our lives popped up. He was saying that a friend of his was lucky to have a job and a business opportunity which sort of fell onto his lap. That guy made more money in his business than he made from his 9 to 5 job.

I quickly disagreed with the 'lucky' part and our word exchange became more exciting.

He envied his friend and at the same time was not happy with what he was doing. Yet, he did nothing to change his current position.

My argument was that opportunity could rarely, possibly find you without you looking for it. However, you have to be at the right place, at the right time, with the right people. To me, that is no coincidence.

I suggested that instead of 'waiting' for that opportunity to come, go and find one. It doesn't mean you have to jump on a business proposal right on the spot. Start by reading and studying what other successful people are doing that you don't. Attend a few business seminars or opportunity meetings to gain exposure. It will then lead you to a business idea and to what you'd like to do.

If you have to, start a low-risk business and learn from it. If the business doesn't work, it doesn't mean you are not good in building that business. It means you need more knowledge, coaching and practice in building it. Moreover, with a start of a small capital, you can afford to make mistakes and learn from them.

If you are in Network Marketing, learn the mistakes that others did and avoid them. Seek help from your sponsor and your organization. Most of the time, your sponsor is more than happy to help you. Your success is his or her success too.

There is a wise statement that goes like this...

You are a good networker if you can learn from your mistakes.

You are a smart networker if you can learn the mistakes that others did and you avoid them.

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Moreover, give some time for your business to grow. Do not expect good result will happen overnight. I know that we live in a fast world, which almost everyone wants to see tomorrow's result today.

Be a wise person. Have patience and persistence.

Sometimes, you'll see great result from your business within one or two years.

Sometimes, more than that.

The main point is that you have to start somewhere to get yourself going. Why not start now? From here.

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Zamri Nanyan is the Editor and Publisher of MLM Lessons e-zine. Get the world's top MLM experts' advice delivered to your e-mailbox for FREE, increase your sign-ups, multiply your income, and be more devastatingly effective with your MLM business with secret techniques and power insider information! Visit [www.mlmllessons.com](http://www.mlmllessons.com) to subscribe.

To reprint this article, send a blank email to [starthere@mlmllessons.com](mailto:starthere@mlmllessons.com)

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Why Should I Join Network Marketing?

by David Ledoux



Imagine speaking with a prospect over the phone late one evening. After a few minutes, the grenade gets lobbed at you. 'Tell me please, ' quips the prospect, 'Why should I join network marketing?'

Here is how I would answer...

Your question, 'Why should I join a network marketing company?' can't be easily answered by me because I don't know what your unmet goals, dreams and aspirations are.

I guess to adequately answer the question, I have to ask you another in return.

'What are you currently dissatisfied with in your life?'

Network marketing is different things to different people. It generally sorts into three categories.

For the vast majority, Category A means being part of the network marketing community simply to get life-changing products and services at a discount. The quality of network marketing products is superior in the vast majority of cases to commercial stores. It has to be simply from the fact that companies that rely 100% on satisfied word-of-mouth sales would perish quickly with inferior standards. But the guarantees are there to protect you. Try it. Decide for yourself. Having a great product only matters after you try it.

If you like it, great, I can help you buy it at wholesale. If you don't like it, we're still friends....

For some people, Category B means that network marketing becomes a second stream of household income. I have yet to meet a family that has all the money they need saved away for retirement. With economic factors being the way they are, I can't argue this point with you either. Either you want to work a few hours per week building a retirement cash flow with network marketing or you don't. I personally have seen people from every walk of life imaginable do this business. I know a 19-year old student and a 74-year old great-grandmother making exciting part-time incomes in this industry.

And finally, for a small percentage of people, Category C means that network marketing is a financial vehicle that can make big dreams come true. It can be difficult to imagine building a stream of income in less than 3-5 years that can pay you for life. But my wife and I have done it, and I know over a hundred personal friends that have done it as well. Steady bonus checks for thousands or even tens of thousands of dollar

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per month. New cars, new homes, cruises, travel, the nice things that working-class people dream of but rarely see.

Can you possibly imagine the freedom that comes with having a cash flow of \$500, \$600, even a thousand dollars every single day of the year? If you had asked me ten years ago, I would have said no. I was earning \$475 per week, driving an old van, and barely making ends meet. I was so dissatisfied however that I decided to change my future.

It is truly amazing how much untapped potential lies dormant in every man and woman.

To answer your question, 'Why network marketing?' I think I would have to reply, 'Which category excites you the most, A, B or C?'

Re-read this article and ask yourself, 'Why Not Me?'

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David Ledoux has been involved in the network marketing industry for 15 years. He is an author, speaker and million dollar earner. To discover more jealously-guarded secrets of making \$100,000.00 or more every year through MLM check out his new book, The Ultimate MLM Blueprint for Massive Success. The book and a FREE MLM Training ezine are available online at [www.ILoveMLM.com](http://www.ILoveMLM.com)



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Sales Force

by Sandy Elsberg



YOU CAN MAKE A LOT OF MONEY IN MULTILEVEL MARKETING - IF YOU KNOW HOW TO SELL. FOLLOW THESE SUREFIRE RETAILING TIPS FOR "RIGHT-NOW MONEY" BY SANDY ELSBERG

COSMETIC COMPANIES HAVE MADE fortunes from it. Nutritional-supplements businesses are booming because of it. And entrepreneurial types with boundless energy and bright ideas have reveled in its financial rewards. What is it? Multilevel marketing or MLM, to folks in the know.

The idea is simple. Large groups of independent distributors—often customers so passionate about a company's product that they join the sales force—sell the product one-on-one. And they earn money on their own sales as well as on the sales of any other distributors they recruit, usually by talking up the product to their friends, who in turn talk it up to their friends.

The backbone of the industry is the fine art of selling, or retailing. Once you've got the technique down, your bank account goes up, sometimes by an astonishing amount.

Do we have your attention now? Here's how to get your customers—and open your business to a world of referrals right now.

Turn 'Em On

You're an example of your product—a walking, talking testimonial. It's your job to show and tell prospective buyers the benefits you've reaped by using your product. For instance, if you're selling a weight-loss product, let people see you looking trim and confident. Mention the compliments you've received and the way you feel.

The key to your success will be your enthusiasm for the product you're selling. The idea is to talk up a product not because you have to but because you're genuinely motivated by its benefits—because, for instance, you feel so terrific after using it that you're compelled to spread the wealth; because you feel that sharing information about your product is like giving a gift or doing a good deed for a friend; because you would share the info anyway—whether or not you made a penny from the plan. Because, at bottom, it's that good.

Use this approach, and people will actually come to you and ask, "What's going on? Why do you look and act so happy, so fulfilled?" Imagine getting one loyal customer a week simply because you look great. It can happen. In fact, it can happen anywhere.

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Sometimes customers come from the unlikeliest of places— the next booth in a restaurant, say, or the line you're waiting in at the supermarket. So live your product, and let the curious overhear you talking about it. Your fervor will be infectious.

Give Them a Sample

Savvy retailers invest money in the promotion of their products by creating business cards and samples. Cards that include your name, the name of the company, your phone number, and directions on how to use the product, if necessary, are easy to attach to samples and give just enough information to corroborate your credibility. (You don't want to overwhelm your customers with printed material, of course. But you do want them to feel assured that your samples come from a reputable source.) Then, have them ready for the taking. Just one tip: Make sure you get names, phone numbers, and the best time to call before you leave your product with potential customers. You're a businessperson, and your samples have value. You know your products are the best that money can buy. So act that way.

Follow Up

People will place a higher value on what you're giving them and be more likely to use your sample if they know you're going to take the time to follow up with them. Indeed, the fortune in this business is the follow-up.

Think about it this way. What if one out of every 10 samples resulted in a sale? And what if every sale resulted in a repeat sale and a referral? When you build rapport through follow-up and referrals, those all important royalties grow exponentially.

So call your customers and keep files. Follow up the next day and the next. Ask how they're doing, and field their questions. But always be brief and service-oriented.

Once you've built a relationship, ask for referrals—an essential part of multilevel marketing. Referrals lead to more retailing, more referrals, and more recruits.

Build Up Your Downline

Imagine attracting one committed customer a week for a year. Now imagine your success if five of those 52 become distributors—and if they then turn their friends and coworkers on, and some of those people also become distributors. It's staggering, isn't it?

It's also what multilevel marketers call building a "downline," or finding a reliable team of people who are willing to sell your product with as much enthusiasm as you do. And it's not difficult to do.

Think of it this way. The average person can always use a little help financially, and becoming part of your business could be the answer to all his or her prayers. Simply explain to a satisfied customer that a distributor can receive a percentage of

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the profit from the sale of the product. The more they sell, the more money they earn. And the more money you earn, too.

Throw a Party

If you're selling a product that can be shown and tried, the power of the home party can turn you into a retailing tornado. Here's what you do. Find a comfortable living area that's free of distraction, and fill it with potential customers (friends, relatives, neighbors). Be sure to show them your product as soon as they walk in the door by setting up an attractive display (complete with a little sign that says DISTRIBUTORS NEEDED). Provide music and a few snacks. Then bring out the storytellers. In other words, ask everyone in the room who has had a positive experience with the product to share his testimonies. And talk dollars and cents, if possible.

If your wallet allows, think about creating a "company video" to play on your VCR. Also, have a speakerphone handy so that some of the best "testimonies" in the organization can be called in.

Learn from Rejection

If I were to come over to your house, plop a bucket of oysters into the middle of the room, and tell you there was a priceless pearl in one, what would you do? Chances are, you'd open every last one until you reached the prize. You'll need the same determination to succeed in multilevel marketing. You may firmly believe, for instance, that someone you know could turn his life around with what you have to offer. But that doesn't mean he'll accept it or even consider it.

To revise an old industry maxim: Some will, some won't—so what? Stop whining and start winning—because someone's waiting just for you.

You will meet people who will believe in the product you're selling and will want to sell it, too. Rather than waste your time and energy on the ones who just don't get it, keep searching for the ones who will. Shuck your oysters. Find your priceless pearls. Move on. And build relationships with everyone going your way.

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Sandy Elsberg is the author of Bread Winner, Break Baker and a million dollar earner in the network marketing industry. She lives in Orange County, California.

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NO MORE EXCUSES!

Locating and Recruiting the Best Prospects

by Randy Gage



In his brilliant book, "A Brief History of Time," Professor Stephen Hawking opens with the story of a well-known scientist who gave a public lecture on astronomy. The scientist described how the moon orbits the earth, the earth orbits the sun, and how our solar system orbits around the center of the galaxy. When he finished, a little old lady got up and said, "What you have told us is rubbish. The world is really a flat plate supported on the back of a giant tortoise."

The scientist gave a knowing smile and replied, "What is the tortoise standing on?"

"You're very clever, young man, very clever," she replied. "But it's turtles all the way down!"

We all know people like that little old lady. The point is, why try to convince them otherwise? If they believe that the universe is a big stack of turtles - or that all network marketing opportunities are illegal pyramids - nothing you present to the contrary is going to change their belief.

So as you go about building your business, don't try to convince, persuade and sell negative people. SORT your prospects, and look for the ones that are open to opportunity.

One of the biggest mistakes beginners make, is thinking that sponsoring is a one-shot, all-or-nothing event. Actually, it's a process.

One that takes different amounts of time for different prospects. Your goal shouldn't be to sell or "close" anyone, but rather to give the prospect enough information, so they can make the best decision for them.

Unlike sales, where often you are taught to manipulate or close people, in Network Marketing we are looking for people motivated enough to take action themselves. We simply want to expose them to the opportunity, and see if they are open to it. Some people are open to new concepts, and others are stuck with the preconceptions they've been taught. You want to look for the open-minded ones, and steer clear of the others. They are too much work, and they're no fun to be around.

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It's not about convincing people or changing their beliefs, as much as it is about finding the people who are open to what you have. It is a sorting process, divided into stages, where the prospect indicates their level of interest and commitment at the appropriate level.

Along the way, you will meet people who believe all network marketing opportunities are pyramid schemes. Why spend all your time trying to convince them otherwise when there are legions of people who are open to what you have?

The objective of your sponsoring process should be to sort out the non-prospects and get the true prospects the information they need to make a decision. Everyone we know and meet is a suspect. They may be a candidate for the business; they might be a retail customer; or they may be neither. Once you understand some simple steps to sorting people out early, the process is pretty simple.

Here's the reality:

Every Monday morning at 6:00, 6:30 and 7:00 a.m., alarm clocks all around the world are going off. People are groggily hitting the snooze button, desperate for another five minutes of sleep. They get up at the last possible second, rush through their shower, then microwave breakfast, skip it, or buy it in a drive through window on the way to work.

We know that 80 percent of people are going to a job they don't like, or actually hate, and 99.9 percent of them think they should be making more money. Most of them will slog through the day in a comatose state, and grab dinner at another drive-thru window on the way home. Then, they will plop onto a sofa or recliner and spend the night rubbing the hair off the back of their heads, drinking cans of rancid, fermented hops, watching mindless sitcoms until they fall asleep. Until Tuesday morning, when the process starts all over...

Till Wednesday morning...

Till Thursday morning...

Till Friday morning...thank God it's Friday!

And you know what that means - it's payday. So, at five o'clock, when their boss whistles them over to fetch their meager pittance, they can feel - if for only a few brief moments - like the check is theirs.

Now, of course, that check is already spent because they have a stack of credit card bills waiting for it. But for those few glorious moments - it feels like it's theirs. This calls for a celebration. This means tonight they can eat out! So at least here in America, that means off to Pizza Hut for a stuffed crust, meat-lovers, double-cheese, double-meat pan pizza. Which of

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course they'll wash down with a Diet Pepsi, because they need to "watch their weight."

From dinner, it's off to the neighborhood video store where they'll stack up 6 to 8 videos - which is just enough to keep them from thinking about their life of quiet desperation all weekend. Until Monday morning, when the alarm clock goes off and they start the process all over again...

Do you understand something? You don't need these people. They desperately need and want what you have to offer. So stop thinking, who can I get to do this? Start thinking, who would I like to offer this opportunity to?

You may think your product is vitamins, or skin care, or discount long distance service, but it is none of those things.

What you sell is freedom.

Never lose sight of that. You're offering people the opportunity to become their own boss and control their own destiny. For most of them, it will be the first opportunity they've ever had with unlimited income potential.

It's also the first time they've had a chance to become successful by empowering others.

Of course, the first question to arise is, where do you find these people?

The place to begin is with friends, neighbors and relatives. This is the natural place to start and it makes the most sense. You won't have to make cold calls or talk to strangers. People who know you will give you the benefit of the doubt and usually at least look at your Pre-Approach packet, or meet you for a one-on-one over coffee.

Now, here is the secret to working with your warm market.

Edify your sponsorship line and bring your first people to them. Your warm market is your best market. But when you first begin the business, you shouldn't be making your own presentations. Your sponsor (or in cases of fast growth, someone further up your sponsorship line) should be making your initial presentations, while you're taking notes and learning the presentation.

This is the time to get to all of your can't-be-a-prophet people. Get them to a one-on-one or give them the Pre-Approach materials. Make sure you let them know that this is a brand new opportunity for you, you've just discovered it and were introduced to the business by someone with a savvy business mind who's really good at helping people reach financial freedom. By edifying your sponsor in advance like this, you're already building up their credibility in the mind of your prospect.

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Your friends and family will hear things from strangers that they cannot hear from you.

What you're doing in this scenario is leveraging the credibility you have with your warm market for maximum effect. Here's why:

If your sponsor were to cold call one of your friends, neighbors or relatives and try to tell them about an opportunity - they'd probably hang up. If you try to tell your friends about the opportunity, you get the hometown prophet treatment. But here's the secret...Your warm market trusts you enough to review some initial materials like a pre- approach packet, or meet for coffee. If it looks interesting, they'll be intrigued enough to meet someone with you (or come to your home for a meeting). And because you said you're new to the business, don't understand it all yet, and you've edified this person as an expert - they will hear things from them that they couldn't hear from you. This is the secret to getting started fast, and it really works!

Even if you have no formal education, you're shy, and afraid of making presentations - you can still get started in this business. You simply profess your ignorance, edify your sponsor and bring your people to them. And you have as much time as you need to gain confidence and build your presentation skills. Moreover, everyone you talk to will see how they can get involved and gradually learn the business in a non-threatening way. It can be duplicated by anyone.

One of the things that concerns me, is when new people tell you they don't want to talk to their warm market. Usually there's one of two variables at work.

One is, they simply don't believe it will work. They say things like, "I don't want to talk to anyone I know yet. I want to take ads and talk to strangers. Then, when I'm rich and successful, I'll go back to my friends."

Of course, this is craziness. If you really thought you had an opportunity that could bring you wealth, happiness and fulfillment - wouldn't you be burning up the phone lines to tell your friends and family?

These people need to be sponsored all over again, so they really understand the business. And they need a tough-love sponsor who will guide them, and even prod them into doing the things that are in their own best interests.

Now, of course, the second variable that can be at play here is that your new distributor has been an "MLM junkie," and they've already been to their warm market 20 times. They're simply too embarrassed to go back one more time. I can relate to this personally, since I went through exactly that.

But, I found a solution to this dilemma...

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Whenever I am faced with a difficult challenge and there seems to be nowhere to turn - I do something that too few people do. In fact, most people think it's quite radical to even think about it. I tell the truth.

Picture this phone call:

"Rod, this is Randy. You're never going to believe this - you have every right in the world to hang up on me - but I've got to tell you something. I know we thought we were going to make money in that vitamin deal, and the bee pollen thing didn't work out, or the no-run-panty hose deal, and I know you still have those water filters I sold you - so you have every right in the world to hang up on me - but I honestly found something, and I think it's different. Here's why..."

Now, what if Rod hangs up? He's not a prospect. Remember, all you need is a yes or no. The only thing you can't use is a maybe. So, if Rod does hang up, you can probably assume that you can put him in the no category.

Truth be told, he's really not likely to hang up. When you just tell the truth, and put it out there - most people will give you a listen.

And there will be dozens more people on your list who have never joined any of the programs you ever worked. And you're meeting new people all the time. You met at least three to five new people this week. So it would be a mistake to just eliminate all your warm market people without even trying. Now, let's talk about finding people and what you say to the ones you would like to sponsor...

The reason most people in Network Marketing never make it to the director or breakaway level, is because they don't know how to meet people outside of their sphere of influence. They have a short list, so they need a perfect 'invite' every time or they run out of people.

Of course, when they only have a few people left on their list, there's a subconscious tendency to 'save them' for fear that once they are used up - they'll have no one to talk to. This is a self-fulfilling prophecy - one you want to avoid. So let's talk about how you can meet some new people on a consistent basis.

Here's your mantra: "Two people a day brings freedom my way."

Think it and speak it every morning. Put it in a post-it note on your mirror. Then just go out to live your life with the expectation of meeting new friends every day.

Start the day with two silver dollars in your left pocket. When you meet someone - move one to your right pocket. When you meet the second person, move the next coin over. You'll probably discover, as most people do, that you already meet

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new people every day. You just haven't been aware of it before, because you just let the moment pass.

Now, instead of just acknowledging new people and moving on - practice the art of conversation. Don't try to sell them anything - don't approach them about your business, just talk. Be their friend and get to know them. Here are some of my favorite questions:

"You from around here?" "So, how did you get from _____ to here?" "What kind of work do you do?" "Is that a tough business/job?"

"What's the hardest part of that business/job?" "Are you married?" "Got a family?" "So, what does someone do for fun around here?"

These questions get people talking about their favorite subject - themselves. Asking if they're from around here usually gets people going. Almost everyone you talk to is from somewhere else. When I ask them what brought them here - invariably they tell me it was to take a job or be closer to family or spouse's family. Either way, that leads the conversation to family or what they do for a living - both fascinating lines of conversation to pursue.

Of course, when I ask if that is a tough business or job - 98% of people tell me yes. Then, when I ask what the toughest part is - in most cases, they give me lots of good reasons why they should be in Network Marketing.

The key here is - you don't bring up the business at all. It's not appropriate and it wouldn't be effective anyway. At this point, all you want to do is make new friends - two a day. This gives you more than 700 new friends a year! Now if you're meeting 700 people a year - doesn't it make sense that you'll find a few who are looking for an opportunity?

Of course you will. You'll know which ones by your conversation. Those that seem sharp, ambitious, and express dissatisfaction with their job or business are your best prospects - the ones you'll want to approach later.

Now before we talk about that - we need to address two other issues. First, what about if you're speaking to someone you meet and they come back with, "What's it to you - are you writing a book?"

Hey, get away from them as fast as you can. Obviously they're not a prospect for this business at that point. And they're certainly not someone you want as a friend.

The second issue is getting the phone number of the good prospects. I have a technique that makes this so simple you're going to be amazed. The most important thing is - never ask for their phone number. Most prospects get nervous here and

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don't want to do this. Instead use my 'magic' million-dollar question, the one that never fails.

Simply say, "Ya' got a card?"

Instinctively they reach for a card and give it to you. And you'll be surprised; most will even write their home phone number on the card.

Those who do not have business cards invariably let you know they don't have one, but write their number down on a piece of paper. If you're truly being a friend, just getting to know them and not trying to sell them anything, they'll be happy to give you the number.

That's the main thing. Don't go looking for people to sign up - just go out and make friends. And remember your mantra: Two people a day, brings freedom my way.

So now you're going out each day with the intention of meeting two new friends. As you do this, you're collecting cards and phone numbers.

When you get home each day, add these people to your prospect list. When the lines you have are going down in depth, and don't need you doing their presentations anymore, you can now open some new lines. So you look over your prospect list and decide who is the best of those prospects. I recommend you contract them by phone. This allows you to be brief; get to the point; and control the situation better.

The call should go something like this:

"Hey Ray, this is Linda. You probably remember me; we met at Radio Shack when you were buying a cell phone. You seemed like a sharp guy, and from our conversation it seemed you might be open to taking a look at a business opportunity."

Usually now, they'll ask what it is. You respond with something like:

"I run a marketing business, and we're expanding here in the Dallas area. I can't promise you anything, but I'm looking for a couple of key people. If you're interested, I'd like to suggest we meet for a cup of coffee and I'll run it by you. You can't buy anything and you can't sign anything. It will just take 30 minutes and you can see if it looks like something you want to explore further."

Now, it doesn't have to be this exact script. In fact you'll find at least a dozen different ones in my How To Earn At Least \$100,000 A Year In Network Marketing audio album. Find one or two that feel comfortable for you. The keys in this situation are:

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· Suggesting that they'll probably remember you; · Telling them you 'can't promise them anything'; and; · Letting them know that they can't buy or sign anything.

Because they remember you, you were friendly and it's only a 30- minute, no-risk commitment - most people will be more than happy to meet you for a one-on-one. And because you're out there always meeting two people a day - you will never run out of qualified prospects!

Now if you still think you don't meet two new people a day, let's look at some places where you can meet good prospects. First, we can rule out the places you won't meet them. You won't find them in nightclubs and bars. These places are for alcoholics. Go to places where people of higher consciousness gather.

Find a church that does lots of classes, like Unity or Science of Mind. Find some courses that appeal to you and sign up. People who take courses on prosperity, Tai Chi, meditation and yoga are usually people seeking more, so they're great candidates for your business. And don't overlook public seminars. It's a safe bet that the people who pay and go to a seminar to see Wayne Dyer, Deepak Chopra or John Gray are looking for more out of life. Just be yourself, practice the art of conversation and meet new friends.

And then there's my all-time 'secret weapon.' The #1 best place to go to meet great people all the time. Ready for this - it's the car wash.

But not the put-four-quarters-in-and-drive-through-so-they-can-break-off-your- antennae wash. No, I'm talking about the hand car wash.

You know who goes there? People with nice cars. Porches, Vipers, Mercedes and Lexus, among others. People who have nice cars already know something about success. And, the fact they take care of them tells you a lot about them. At the hand wash I go to, I've met numerous company executives (one who owns 47 Ferraris, a couple of Rolls' and a few other cars), a Grammy- winning songwriter, two NBA stars, a minister of a church with 3,000 Sunday worshipers, and a host of other serious people. The secret to prospecting is having a long,

never-ending list. When you practice the strategies we've just talked about, that's exactly what you'll have. Having that long list is the first half of the battle.

The second half is how you approach the people on the list - your 'invite.'

A weak invite can cost you \$200,000 a year in lost income. Yet, it's one of the most poorly taught areas of the business. Most people concentrate on learning a good presentation, or they figure they can always bring their prospect to their sponsorship

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line. What gets lost in all this is the fact that without a good invite, your prospect will never see a presentation.

This is also one of the biggest causes of dropouts. Because new distributors are not trained with a good invite, they blow off some of their best prospects. Not being able to even get their prospects in front of their sponsorship line, they quickly get frustrated, and many call it quits before they ever get started. This is sad, because with the proper training, the invite is simple, effortless, and even fun.

Problem one is that most people in the business only know how to invite people in person - which is much more difficult. Problem two is that most network marketers only know one style of invite - and this style won't work for 90% of the people they approach with it. Once you clear these few things up, people are amazed at how easy inviting prospects to presentations is.

Let's look first at the two ways to approach people:

1. In person
2. By phone

Here's the scenario most people go through. They go to a ball game with a friend, and during the first inning, they will ask their qualifying question. Right away, their prospect's interest is peaked, and so they spend the rest of the game interrogating our new distributor:

What is it exactly? Is it Amway? What's the name of the company? What's the product? What do I have to sell?

And a host of questions like these. The result is that you lose control of the situation. A sure sign of a losing proposition. Remember this. Most of the time, your prospect does not know what's in his best interest. Mention Network Marketing, and he'll tell you he knows all about it, because he was in Herbalife for three weeks, six years ago. Most people make judgments on very limited knowledge, and they don't realize the drastic extent of their own self-imposed limitations. If your prospects really understood your business - they'd already be in it, getting rich.

So your job is to approach your prospect in a way that ensures they will at least hear about it. If you're inviting in person, here's how that might happen. Let's use our earlier example, where you're at the ballgame with your friend. You don't bring up the subject the whole game. Then, when it's over, you're standing in the parking lot, you have to go, and he has dinner waiting...only then do you bring up your qualifying question or hand out your info pack.

He is now on his way home; you're on your way, so he is much less likely to ask you a bunch of questions. It's easier to control the situation. The few questions he does have are easy to

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direct to the one-on-one. You can respond with something along the line of:

I'd love to show you. What if we meet for a cup of coffee? It will just take 30 minutes - you'll get a good overview of the business - and you can see if it looks like something you want to explore further.

He is much more likely to agree to this; because he knows that you and he both have places you need to go right then. Serious prospects will sit down and take a serious look. So, when you're doing the inviting in person, stay firm and direct him into the one-on-one. Most of his questions will be answered in the presentation, and the other ones can be handled after.

If you're using a pre-approach packet, the prospect will review that first, looking for his answers. If they are not answered, he's likely to agree to come to either a one-on-one meeting to learn more.

Doing the in-person invitations this way keeps you in control of the process and ensures that a lot more prospects will actually receive enough information to make an educated decision, rather than a knee-jerk one.

Even better in my mind, is inviting by phone. It's simpler, quicker, and it's easier to control the situation. Because you control the timing and you're not available in person, your prospect is much more likely to agree to meet you.

Now, let's discuss the actual phone invite to use...

It's not necessary to spend 45 minutes on chitchat to catch up your prospect on everything that has happened since you saw him eighteen months ago. This is the mistake most people make. I recommend against it, because it takes the focus off business, and the prospect is then oftentimes not conducive to receiving a business message. Also, he will often feel manipulated. (And he's usually right!)

It's actually quite acceptable - and quite effective - to immediately get to the point. Say something like,

'Hey, Chuck. It's Randy Gage. Got a minute?'

'Sure.'

'I'm calling about a business matter. Quick question for you...'

Then you ask your first question, getting right to the point. You'll find your prospects really appreciate your forthrightness; the calls go much better, and you can do ten or fifteen of them in an hour's time.

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The actual Invitation...

Now, the next thing you need to understand is that there are actually two different styles of invites. Most people in Network Marketing only know one - the 'indirect' or 'mystery' approach. Some examples of these include:

Chuck, you seem like a sharp guy. I'm wondering if you ever explore opportunities to make a second income. I'm expanding my business, and I'm looking for a couple of key people. I'd love to sit down and discuss it with you.

Chuck, I've got a high-volume marketing business (or, I'm working with some people who have a high-volume marketing business). And we're expanding in the (city) area. We're looking for a couple of key people, and I thought you might be interested in taking a look.

Chuck, have you ever thought about being your own boss? I help people open their own home-based businesses, and I've got something I want you to check out. Another approach is to offer some teaser information with your question. Some examples:

I'm involved in a new venture that you may be interested in. You'd be your own boss. There's unlimited income potential and it's residual income. I have some materials you can review to see if it's right for you...

You consider yourself open-minded, don't you? I'm involved in a marketing business and I'm looking for a couple of key people who want to make money on the side. I'd love to run it by you.

Jimmy, I'm excited about some new business ideas that I've come across in the financial world. I've discovered how to make some great income with some lucrative tax benefits. I'd really like to share these ideas with you and Brenda and get your opinions on them.

I'm involved in a marketing business with some large profit potential. I thought I'd call to see if you're interested in making some money on the side. Are you in the market for more money, more time or both?

I have a large volume marketing business... Or I've recently started working with some people who have a large volume marketing business...

...and it's really hot right now. It just so happens we're expanding in (City) and we're in the process of talking to a couple of key people. You impress me as someone who's looking for more out of life. If you're really interested, I can find some time to show it to you.

After any one these, you would say some thing to the effect of: I'd like to give you a brief overview. It will only take about 30 minutes.

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If you like what you see, we can explore it further at a later date. If not, that will be the end of it. Or, if you're using my Lifestyle Freedom Pack, you would say something like:

I'd like to drop by some info - to give you a brief overview. Please look it over and I'll check back with you on [day], to answer any questions you have.

The indirect approach works very well with the casual acquaintances you will meet as you go about your life. However, it's almost destined to fail with close friends and relatives. Unfortunately, this is the only approach most network marketers know. What they are missing is the 'direct' approach. This is an approach I was a little hesitant to try, but when I did, gave me a significant increase in positive results. A direct invite looks like this:

Hey Chuck. It's Randy. Got a minute?

Sure.

Got a quick question for you. What do you know about Network Marketing?

Personally, I found the direct approach was a breakthrough for my business, and so has everyone I've taught it to. In more than three years, I have never had one negative response - not one. Probably about 20% of the people say something like, Oh, is that computers? And I'll reply, No, have you ever heard of companies like Amway, Herbalife and Nu Skin?' And when they say they have, I say, That's Network Marketing.

And then invariably, in either case, people will say something like, Well, you know, I tried that once. I was in Herbalife a couple years ago, but it never really worked out for me. But I know a lot of people who do real well with that.

Or, they will come back with something like, Well, you know, I was in Amway. I never made any money with it, but I had just had a baby, and I didn't put a lot of time into it, and I never really stuck with it. But my old sponsor is still in it and he makes a lot of money in the business.

Or, It never worked for me, but I've got some friends. Boy, they have a 20,000- square-foot house and six cars and man, they're making a fortune with Shaklee.

All I get is fascination with the industry. Since I wrote the first edition of this book, I've been on countless radio shows all across the country. What I see over and over again is that this is a subject people want to know more about. They're either in Network Marketing; they know someone successful in Network Marketing; they want to be in Network Marketing; or they used to be in Network Marketing, and they're thinking about getting back in. The amazing success stories they've heard have them very curious what all the fuss is about.

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If you're still suffering from the belief that people think it's pyramid or it's a chain letter, or most of them will respond negatively - you're making all of that up yourself. My experience has created nothing but positive reactions, and, in many cases, very qualified leads.

What makes the direct approach so effective is the fact that in reality, almost everybody you know - already knows you're in Network Marketing. So, when you call up with the indirect approach, as a lot of people train, they're thinking, Well, why is he being so sneaky about this. Why doesn't he just tell me that it's USANA (Or Mannatech, Amway, etc.)?

They know, and because you go with the indirect approach, it insults their intelligence. Just ask the question, what do you know about Network Marketing? Most of the time you'll get back answers similar to what I hear on the plane.

Once in a great while, you may get a negative response. They might say, "Well, I tried that five years ago and I spent a lot of money on water filters, and it took me two years to sell them." That's not necessarily a bad response. It's good to find out if there is any negativity. So, what you do is give them an opportunity to express whatever it is they know or think they know about Network Marketing.

Then, you come back with something like, "Well, you know, the industry has changed a lot over the last couple of years, and I've got an opportunity that I'm very excited about. I'd really love to sit down with you, have a cup of coffee, and have you evaluate it for me. I value your opinion, and I was wondering if you'd be willing to take 30 minutes and take a look at this with me."

Now, imagine if the prospect is really negative. They'll say, "Oh it's a pyramid; it's a chain letter. If you do that, you are going to go to prison."

Then you come back with, "Well, you know, I value your opinion, and I've looked at this thing ten ways from Sunday, and I just can't find any faults in it. Would you be willing to sit down and let me give you a 30-minute overview, and then you tell me what you think the flaws are? Because if you can't find the flaws either, I think it's something you'd be great at." Now, we're doing a couple of things here.

First of all, if they really are convinced that this is a pyramid - how can they resist an offer like this? They've got to sit down with you and show you all the flaws.

In reality, most people don't know anything about Network Marketing. As we said earlier, if they did, they'd be in it, and they'd be millionaires. So, what they have to base it on is their two-week or three-week experience from five years ago, or perhaps they were front-loaded in some shady deal - or more likely - they knew somebody, who knew somebody, who said they had gotten skinned. When they really sit down and take

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an objective look at it - most people will see the soundness of the business. The direct approach absolutely gets right to the point, and it's very effective. It lets you know exactly what your prospect's perception of the business is, so you can respond appropriately. Using the right approach...

The secret to all this is knowing which person to use which invite with. Here's my million-dollar secret. For casual acquaintances - use the indirect approach. This works very well with them, because casual acquaintances will take you at your word. If it's somebody you met at Radio Shack that you had a 15- minute conversation with, and you call them up later and let them know that you have a marketing business that's expanding in the area, and you're looking for a couple of key people, they'll simply take you at your word.

Your brother or your neighbor may not take you at your word if you came with the indirect approach. They are much more likely to challenge you. So, with friends, neighbors and relatives - use the direct approach.

They're probably very intrigued with Network Marketing, and you'll find that this will get you a lot of appointments. Remember, for casual acquaintances, use the indirect invite. For friends, neighbors and relatives, use the direct invite and you will find that this will allow you to dramatically increase the number of presentations you make. And when you make a lot of presentations - you're going to get distributors in your organization!

-Randy Gage

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For more than 15 years, Randy Gage has been helping people transform self-limiting beliefs into self-fulfilling breakthroughs to achieve their dreams. Randy's How to Earn at Least \$100,000 a Year in Network Marketing series is the #1 selling album in direct selling history.

And his "Escape the Rat Race" audiotape has introduced the industry to millions of prospects all over the world. For more resources and to subscribe to Randy's free ezine newsletter, "MLM Leadership Report" visit  
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The REAL cause of making money in Network Marketing

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There are many who believe that success in network marketing is based on setting goals, doing daily affirmations and visualizations etc.

But they are simply **WRONG**. Perhaps not intentionally, but wrong nevertheless.

For example...

A very successful network marketer earning about \$60,000 a month heard about me and my message and thought it was a great concept so she brought me in to speak to one of her groups. There were about 1500 of her distributors there. That morning I gave one of my very best performances ever and they responded with a long and rousing standing ovation. They loved the message I shared with them.

Well, after the morning ended this woman and her husband whisked me off to a private meeting over lunch. It was clear she was agitated and seemed upset. Once the meal was served and the waitress stopped her frequent visits to the table this powerhouse of a woman got right to the point.

She said, 'We are very upset at what you taught our people today!'

A bit shocked, I asked, 'Why?' She quickly stated that she didn't like the idea that I had told them all to stop doing the very things she had been telling them to do for the past seven years which included, goal setting, daily affirmations, visualization and reading a myriad of motivational self-help and how to books.

I am pretty bold and fearless when I have the truth as my foundation so I leaned over the table and looked into her eyes and asked kindly, but firmly, asked the following question: 'Are those the things you did to reach the level of success that you now enjoy?'

I shall never forget what happened next.

This woman is one of the finest human beings you will ever meet. She loves truth and has a great deal of integrity.

Here's what happened next. As soon as I asked her that question she turned and looked at her husband for about 10 seconds... neither said anything.. then she turned back to me and shook her head and quietly said, 'No.'

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That didn't surprise me in the least.

I then shared with her something that was quite an eye opener to her and put a very different slant on her role as a leader.

I said, 'When you stand in front of your organization and tell them that if they will do what you have told them to do, they will enjoy the success they seek and that you enjoy, they not only accept what you say as gospel truth but embrace it enthusiastically. With great gusto and mental commitment they set about trying to do all the things you suggested.'

But here is the rub... when a few months, or worse yet, a year or two has gone by and they still don't have the success they hoped for and were, in fact promised by you, They don't question you or the methods you suggested.

After all you have complete, undeniable credibility.

Who do they question?

Themselves. They give themselves negative conclusions they don't deserve... like I must not have what it takes or I am a failure. Then they get very discouraged, give up and wither and die away. Sure they may keep coming to meetings for social interaction is, indeed, one of the great benefits and attractions that people experience and love... but do they earn much money?'

Almost always the answer is no.

She caught the vision of what I was teaching her and vowed to make sure she put the responsibility for success where it belongs - in the hearts and between the ears of the distributor not in techniques.

If this has happened to you, and I'll bet it has, you can change it if you want to with the truths you are learning from me.

FIRST: To stop this from happening to you make sure you don't fall into the trap of believing that the techniques suggested by a big money earner is the way they did it. Don't believe that they are the reason you will succeed.

There are only four things you must do to make money in network marketing. Do these with the right self-paradigm and do them consistently and you will make all the money you want.

So when you hear anything other than this, please understand that what you are being taught by these well meaning upline and gurus is their way to try to motivate you to do these four things consistently.

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- 1) Believe in and use the product(s)
(This is the easy part)
- 2) Prospect - i.e. look for interested customers and business builders
- 3) Recruit those who are interested - make the rest customers where possible
- 4) Teach the new recruit what you know

Then.....

Repeat, Repeat, Repeat..... forever.

Training over.

The mechanics of doing network marketing are really very simple aren't they?

SECOND: Take a close, in-depth and truthful look at your real motivations. If they aren't there don't give yourself any negative labels. You are NOT stupid. You DO have talent. You could learn to do and be what it takes if you REALLY wanted to.

You just didn't want to badly enough. Period.

Just acknowledge that you just don't want the results badly enough to consistently do what it takes, for as long as it takes, no matter what, including making some important and crucial changes in yourself.

That's all.

If your are truly motivated from within by one or more Core Desires to do the business and become what you must become then see steps 1 through 4 above and you will begin to experience the joy of success.



Why do some networkers build huge downlines while others struggle for years? Each has the same upline, tools, products and compensation plan. Discover the secret to their success - EVERYTHING is REVEALED in this Special Report for you...

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## **The Ultimate Sponsoring Technique**

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In this issue we'll discuss the perfect technique... the one that will work on every single person in the world every time. Unfortunately there's no such thing. Sorry.

But many people act as if there IS. They search for that one right technique... the magic one that automatically sponsors people without any work whatsoever. The delusion that there is one perfect technique that will sponsor everyone it's used on leads people into giving up on valid (proven successful) techniques before they've given them a chance to really work. What's the root of this delusion?

Not understanding LOA.

"LOA," you ask? It stands for the LAW OF AVERAGES. It's a universal Law. Just like the Law of Gravity works all the time (it does not pick who it'll work for and who it won't), the Law Of Averages applies to everyone.

Now, some people consciously use this Law to help the sponsor better and others are oblivious to it. But, regardless of which category you fall under, it doesn't change the fact that the Law is always in effect. Just like Gravity, LOA never takes a break. So, the trick is to truly UNDERSTAND the Law Of Averages and USE it to increase our sponsoring efforts.

===== > UNDERSTANDING LOA < =====

The Law Of Averages says that if you do something long enough and consistently enough over a period of time you will develop a ratio of results. In other words, if you share your sponsoring message often enough, eventually it will fall on the right people and you will sponsor them. Simple, right? Actually, it's deceptively simple (most powerful life-altering revelations usually are) - yet it took me several years to fully grasp its implications.

So, let's take a closer look at the CORE of the Law - the "RATIO OF RESULTS."

Everyone (beginners all the way up to the MLM Power Players) reading this has a ratio of results. You know what I mean - approach 10 different people, 6 agree to sit down for a presentation, 4 actually keep the appointment, you sponsor 2 of the 4. That's a ratio of results... the Law Of Averages in action. In this case, you can assume that for every 10 people you approach to take a look at your business, you will end up sponsoring 2 new people.

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In the example outlined above, the Law Of Averages says your ratio of results of approaches to new enrollees is 10 to 2 or 20%. "Tell me something I don't know, Joshua," you might be thinking. Stick with me. It's about to get exciting.

Now, not only do you have the overall ratio of approaches to new enrollees, but each individual step leading to the end result has its own individual ratio. Here's what I mean (going back again to our example) - the ratio of approaches to appointments is 10 to 6 or 60%. And the ratio of appointments to actual presentations is 6 to 4 or 66.67%. And 50% of the people you present to actually sponsor in, making the ratio of presentations to new enrollees 4 to 2. Get the idea?

Why keep track of the steps in between? Because they pinpoint the EXACT areas of breakdown (or potential breakdowns) in your sponsoring process. If you approach 20 people to present to 3 people but you end up sponsoring all 3 of them, you can assume you've got a great sponsoring presentation (and you deliver it well) - but your prospecting skills could use improvement. In this case, if you worked on the approach and honed it so that 60% of all the people you approached actually went through your presentation then your sponsoring results will grow exponentially. See what I mean?

Onward.

So, no matter where you are in your MLM career (beginner, experienced, or professional) the Law Of Averages works and produces a quantifiable ratio of results for each step in your sponsoring process. Obviously, someone just signing up today has a very different ratio of results than the confident MLM'er. But the Law still works for them too. Maybe they need to approach 15 people to get 1 presentation... but it still works.

The Law Of Averages is the great equalizer. You see, the Law states that what a person may lack in skill, knowledge or experience can be compensated for with activity. Compare the experienced with the beginner. The pro may only have to approach 3 people to sponsor 1 or 2 whereas the beginner has to approach 15 or 20 to sponsor 1. But the beginner still sponsors 1 (with more activity).

That's why your numbers tell the whole story on your success (or lack of).

That's why this industry and business is so great. With a clear understanding of how the Law works, even the beginner can sponsor 6 new front line people their first month in the business. How? By following their sponsorship line's system and taking MASSIVE action. It's simple. Say it takes 10 approaches to present to 4 to sponsor 1. All you have to do is approach 60 people to sponsor the 6. But here's the good news... there's no way someone can approach 60 people (with a semi decent approach) and not dramatically increase their ratio of results. See how easy it is to set and achieve goals once you understand and apply LOA?

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Here's a key to remember about this Law: Your ratio of results WILL improve if you work on it. With activity comes experience, improved skills and newfound confidence. Show me a beginner who understands this concept and is willing to risk being a little uncomfortable and bear a little rejection (15+ "no's" to sponsor 1) and I'll show you someone who's on the fast track to becoming a multi-level enrollment machine.

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For more in-depth "take it to the bank" training like this article, be sure to check out the *BONUS* MLM Special Report...

"MLM Sponsoring Secrets: How to Make People
Stand in Line and BEG to Join YOUR Network"

Where you will discover How To Sponsor Like an MLM PRO,
guaranteed...

<http://www.mlmsuccesstips.com>

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## Big AI's Cheap, Sleazy, Trashy, Four-Step Formula For Tabloid Type Headlines

by Tom "Big AI" Schreiter



Headlines are the most important part of your ad. Want proof?

Grab your daily newspaper. Do you read every article in your daily newspaper? Of course not. So how do you choose which articles to read? By the headlines.

For instance, let's see what you do as you skim your paper and see the following headlines:

"Conflict continues in Europe." (Same headline every day, I think I'll move on and read another article.)

"Fire destroys lots of buildings." (Okay. That's terrible, but this does happen a lot.)

"Government proposed to pass more laws." (Nothing unusual here.)

"Elvis Presley's two-headed great-grandchild elopes with two-ton alien." (Hmmm, I'd better read this article.)

What's happening? Why did we choose to read only the last article?

Because it was interesting. Our lives are busy and we don't want to waste time reading boring, uninteresting articles. We want a little excitement.

And tabloids know this.

Check out all those cheap, trashy, sleazy tabloids at the check-out counter in your local supermarket or newsstand. What do they really have to sell?

A great sports section? No.

Outstanding investigative journalism? No.

In-depth business reports? No.

Interesting headlines? Yes.

That's all they have to sell - just headlines. And they do an excellent job of selling their tabloids because we love their interesting headlines.

What are some examples of interesting, tabloid-like headlines

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that you could use for your ads? Here are a couple of my favorites that really sell the reader to read further:

"Atlanta Housewife Investigated And Almost Arrested For Losing 73 Pounds."

"Overweight Granny Loses 57 Pounds, Steals Granddaughter's Tight-Fitting Jeans, Then Enters Limbo Contest."

If you wanted to lose weight, you would definitely choose to read the rest of these ads. Why? Because the headlines are interesting.

So what makes certain headlines interesting? Well, when we talk about people, it's interesting. That's why soap operas get such high ratings. That's why People Magazine has many readers. We like to peek into other people's lives.

And adding specifics to your headlines make them more believable too. That's why I include specific odd numbers in my four-step formula.

Are you ready for the four-step formula so that you can create cheap, sleazy, trashy (but very interesting) tabloid-like headlines? Well here it is.

Step #1: Benefit

Step #2: Occupation

Step #3: Geography

Step #4: Odd numbers

That's it! It looks simple, but let's put it to use to give us some interesting headlines.

Step 1: Let's pick a benefit for our product. Imagine that we sell tax advice to entrepreneurs. Our headline should include a benefit (saving taxes), so our headline would say:

"How to save money on your taxes."

Good headline, but it could be better. Let's go on to Step #2, occupation. Maybe the tax advisor used to be a bank teller. Now we can improve our headline to say:

"Underpaid bank teller shows ordinary people how to save money on their taxes."

Better headline, isn't it? There is more personality and interest with this revision. But we can do more. Let's go on to Step #3, geography. Maybe our tax advisor lives in Weird Falls, Virginia. Now we can improve our headline to say:

"Underpaid bank teller from Weird Falls, Virginia shows ordinary people how to save money on their taxes."

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If you wanted to save money on your taxes, you'd probably read this ad, wouldn't you?

We have one more step to go, Step #4, odd numbers. Now what has more credibility?

1. "About a thousand."
2. "973."

When we say "973" to someone, it has more credibility because it is specific. So now we add some odd numbers to our headline to get:

"33-year-old, underpaid bank teller from Weird Falls, Virginia shows ordinary people how to save \$751 on their tax return by adding just one little form."

You definitely want to read this ad now to find out what form to add to your tax return.

Want some more example of using this simple four-step formula?

Step #1: How to stop snoring."

Step #2: How a car mechanic accidentally discovers how to stop snoring."

Step #3: How car mechanic from Wabonsie Center shows people how to stop snoring."

Step #4: 61-year-old car mechanic from Wabonsie Center discovers how to stop your spouse from snoring in only 13 seconds."

Want to do it again?

Step #1: "How to make more money."

Step #2: "Beautician's assistant shows mothers how to make more money."

Step #3: "Beautician's assistant from Diamond County shows young mothers how to make more money."

Step #4: "21-year-old beautician's assistant from Diamond County shows young mothers how to earn an extra \$323 a month."

Is this the only way to make interesting headlines? No.

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It's just an easy, four-step formula to get you started. Once you have your Big AI cheap, sleazy, trashy, four-step tabloid-like headline, you can edit and fine tune the headline for your needs.

Want some more headline examples? You can get more headline examples and free ideas at [www.fortunenow.com](http://www.fortunenow.com).

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Tom Big AI Schreiter is the author of the Fortune Now Newsletter, a generic training resource for professional network marketing leaders. If you'd like to read some free back issues, go to <http://www.fortunenow.com> or call 281-280-9800.

Don't forget to also get your own "Secrets Top Leaders Use" at www.mlmllessons.com/headlines
This is a steal considering the bonuses are worth more than the featured item itself.



Every Day Actions That Can Help Your business Boom

by Lisa Wilber



Are you actively looking for new customers and recruits every day? You should! Even if you feel that you have "all you can handle" at the moment, you need to constantly add new customers and recruits to your base continually just to stay even! After all, customers move, customers die, customers change. Recruits leave the company or change their goals.

Always adding new people to both your customer base and downline is smart business! Here are 3 ways to help you add people daily:

1. Learn from Laverne!

Have your company name embroidered on every shirt that you own so that you wear your company logo every day without even thinking about it. Remember Laverne from the TV show "Laverne and Shirley"? She had a huge letter "L" on all her shirts. Wearing a logo shirt can really help attract people to your business. Wherever you go during your day, expect people to say to you "do you have a catalog with you?" And some will say "how do you get started with that company anyway? I've been looking to earn some extra money" You can find a local company to embroider your shirts by looking in the yellow pages or visit www.dfembroidery.com.

2. 6 or Bust!

When you leave your house each day to go to work or to do errands, take six of your company's brochures and recruiting literature with you and don't come back home until you give them all away to people you meet! You'll soon find that 6 are too few and you'll increase that amount. Let me give you an example. You are going grocery shopping - give a brochure to the employee who greets you at the door, give one to the person at the Bakery counter, the Seafood counter, the Deli counter. Give a brochure to the person in front of you in line at the cash register, the person behind you in line and the cashier. Give another brochure to the person who bags your groceries. Be sure to visit the rest room at the grocery store and leave your brochure! Stick a couple business cards in the frame of the mirror! Don't think of it as being *pushy* -- you are just letting people know what you do. Never, never launch into a presentation -- you are simply trying to get your information in as many hands as possible. I like to hand the brochure and simply say "I brought this for you!"

3. Pin on a Promo!

Attach a promotional button or piece of jewelry to your shirt, jacket or purse strap and you'll get that all important exposure

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for your company and products. There are many companies that sell promotional buttons and pins - here are a few:

* www.glitzetal.com
1-800-487-0732

Featuring many product oriented jewelry pieces including "I do makeovers" and custom rhinestone pins.

* www.winnerinyou.com
1-800-258-1815

Featuring 3" buttons such as "I specialize in Fundraisers" and "Look Younger Now Ask Me How"

* www.littlethingsinc.com
1-800-727-4595

Featuring promotional jewelry including rhinestone pins featuring many company names.

* www.thebooster.com
1-800-553-6692

Featuring 2 1/4" buttons such as "Refer Your Friends to Me & Earn Some Free" and "I'm WILD about jewelry, ask me why!"

* www.buttonguy.com
1-800-579-6675

Featuring many company specific buttons for Avon, Mary Kay, Herbalife and more. Custom button service available.

If you take advantage of your company's multi-level marketing program, be sure to share these resources with your downline members so they can also be adding customers and recruits every day.

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**About the Author**

Lisa M. Wilber is a Senior Executive Unit Leader with Avon Products, Inc. and is the owner of The Winner In You sales aid company. Lisa's Avon downline sold over \$ 8 million dollars in 2002 making her the # 4 money earner in the country. Mrs. Wilber is also the author of two books, an audiotape program and is a professional member of the National Speakers Association. She can be contacted by calling 1-800-258-1815 or visit her web site at [www.winnerinyou.com](http://www.winnerinyou.com).

Article courtesy of [www.MLMWoman.com](http://www.MLMWoman.com)  
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The Presentation Begins When The Prospect Says No

by Hilton Johnson



Tired of poor prospecting results?

Frustrated with prospects who say "No" to looking at your business offer?

Here's a simple four-step Specific Language(tm) system for converting a "No" to a "Yes."

Step 1. Test For Receptivity

You accomplish this with a qualifying question. Here are some examples:

"Would you like to earn some extra money aside from what you're doing now?"

"If I could show you a way to have a money-making business working from home, would you be interested?"

"Would you like for me to show you a way a lot of people I'm working with are achieving their financial dreams as a result of starting a part-time business?"

Step 2. Bring Resistance To The Surface

When the prospect responds with "No" ("not interested, not now, not for me," etc.), ask this question:

"May I ask why?"

Step 3. Support Your Prospect's Concern

When your prospect gives you his/her objection, endear them to you by supporting what they say with language like...

"I understand what you mean."

"That's no problem. This may not be for you."

"I wouldn't want you doing something you were uncomfortable doing."

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Step 4. Adjust And Test For Receptivity Again

Incorporate the objection in with your qualifying question and ask it again. For example, suppose your prospect tells you he has no time to do network marketing.

You respond with...

"That's no problem. This may not be for you. Let me ask you something before I leave. If I can show you a way that you can actually have MORE free time than you do now AND more money by partnering with me in business, would you be interested?"

Most of the time your prospect will either say "Yes" or ask how can you actually do that. Both responses will lead to a presentation by you.

This is just one of many ways to convert a "No" response into a "Yes" commitment. It's all in the language.

If you know what to say, when to say it and how to say it, a negative response from a prospect is no big deal. In fact, it can become the springboard to a full blown business explanation and demonstration.

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Hilton Johnson,  
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How To Prospect Long Distance

by Joseph S. Rubino, D.M.D.



Even though there are some Network Marketers who still feel that successful prospecting, sponsoring and training must be done face to face, this approach limits the speed with which you can build an organization and the size of your downline as well. With the development of such communication technologies as voice mail, three-way calling, telephone bridge hookups for tele-conferencing and satellite transmissions, one-on-one, face-to-face presentations are no longer the only way to build a business. And as the cost of these technologies drops, they become more affordable for everyone to use.

In fact, it's much more efficient both to present your opportunity and to conduct weekly training electronically. However, there's a degree of skill involved in enrolling prospects and building an organization in another state or country.

In addition to contacting people on your names list who live in another area, it's possible to gain access to any particular market through advertising. The most cost-effective type of ad can be placed in the CLASSIFIED section of most local newspapers, as well as in any number of specialty papers and magazines.

In long-distance prospecting, whether with someone from your names list or someone answering an ad, there are two initial approaches you can use. Either one is fine.

A) First send the prospect a small "sorting" package to stimulate their interest and arouse their curiosity, then follow up with a phone call.

B) Call first, be brief and tell the prospect to expect a package that will introduce the company and the opportunity; at the same time, set up the appointment for a follow-up phone call.

The "sorting" materials you send should outline the products and their values, establish the company's credibility and give an overview of the opportunity and its possibilities. The package can include an audio or video tape, some literature to spark their interest and perhaps a sample of your product if that's possible.

With this initial introductory package in hand, the next step is the all-important follow-up. This conversation is best kept to 20 or 30 minutes, and should be entered into with a clear intended result both you and your prospect understand. For example, the intended result might be to enroll the prospect as a distributor, to retail some product, or to have the prospect attend an opportunity call or meeting.

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Such a focused follow up call has a much better chance of bringing about your intended result if you can adeptly steer the conversation in that direction while satisfying your prospect's questions and concerns. Most successful calls effectively touch upon the following areas.

Develop Rapport

Don't just dump information. People don't care what you know until they know that you care. Network Marketing Sales is about honoring a person's values and providing them with those things that are most important to them in their lives. So take a few minutes and get to know them first. Ask questions about their family, occupations, residence, hobbies and passions. The better you get to know your prospects, the better you'll be able to communicate with and serve them.

Also, successful Network Marketing relationships go way beyond the business end of the partnership. Since fun is mandatory for success in this business, work with those people you enjoy and get to know them from the start.

Discover and Enlarge Their "Why"

As a natural consequence of building rapport, you'll get to know what is most important to each person you prospect. Always look to clearly develop the reason each person would want to become involved with you and your company. To the extent that your prospect is in touch with their "why" or reason for joining, they'll have a solid purpose which will help them through the tough times of rejection and when it's no longer "convenient" to go out and do what it takes to build a business.

For some, their "why" might be early retirement. For others, travel, college education for the kids, a favorite charity, a neglected passion or any number of reasons to pursue the freedom that Network Marketing has to offer.

So, from the start, work with each person to clearly develop their reason for becoming involved, embellish and amplify it, continually redefine it and constantly return them to their "why" as you both work in partnership toward achieving the goal.

Seek the Seeds of "Creative Discontent"

In addition to revealing those things that are most important to each person, look as well for what is not working for them in their lives.

Perhaps it's dissatisfaction with their current occupation or salary. Perhaps they're working too many hours or not able to save enough for a rainy day. Maybe they've given up on a dream or passion they once had. Find these seeds of discontent

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and water them until they sprout into full-grown weeds your prospect clearly realizes they can no longer tolerate.

Far from being negative, this is a creative process that turns discontent into an empowering tool for positive change.

Establish the Value of the Products

It's crucial that you establish the foundation upon which your opportunity is based. Without great products, the opportunity would be nothing more than a pyramid scheme. So, stress the value in the products; how are they unique, effective and in great demand. Tell stories to demonstrate their value and always share any benefits from their use.

Present the Opportunity

No matter how great ANY product is, there is a limit to the level of enthusiasm that product alone can generate. And if you're primarily seeking business builders rather than simply retail or wholesale product users, show how the products make the opportunity possible. Again, tell stories of how the opportunity has had an impact on people's lives. Facts tell but stories sell. Show how real people have had their lives positively and dramatically altered as a result of their involvement with you and your company.

Also, make the opportunity real for people. Pick a monthly income example and show them what it would look like to reach that in terms of their organization building. Sketch out a simple plan, such as, each person gets five who each get five, all of them doing a certain monthly volume. Make it concrete and speak about how you will work in partnership with your prospect to attain that financial goal.

Also, contrast what's possible with your company as compared to the career course they're on now.

Quote a few economic and savings statistics like "Only 1/2 of one percent of Americans retire with financial freedom" or "The average savings of a 50 year old in the U.S. is \$2500." Show them that "if they continue where they're currently headed, they're likely to get where they're going." Then, paint a picture of the alternative you're offering through Network Marketing.

Discuss Some Entry Options

Present a "good," "better" and "best" entry program to provide your prospect with a choice.

Typically, the "good" entry might be \$100-\$200 in product and a minimal order. (If your company doesn't offer one, do it yourself.)

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The "better" entry might be \$300 - \$600 and a more substantial monthly renewal order. The "best" might involve, for example, reservations for a forthcoming seminar or convention, and perhaps a share in a co-op advertising program you're putting together.

The achievement levels and monthly automatic orders will vary depending on your product line and compensation plan requirements. The idea here is to give people a choice, ask them where they see themselves getting started and put together a sound action plan to work toward their success.

Think Ahead

You can really forward the action to produce quick results by letting your new distributor get a sense of what's available. Set up a training schedule both on the phone personally and on a group call utilizing a teleconference bridge if available. Get a schedule of all forthcoming seminars your company has available and make arrangements to meet in person at a date in the near future.

Develop a Vision of Success Through Partnersshipping

The two essential ingredients for success are VISION and PARTNERSHIPPING.

If you talk about product, you'll primarily attract product users.

If you speak about the opportunity, entrepreneurs will show up around you.

And if you work with these entrepreneurs to establish a vision of what life will be like when they truly are financially free, you will have developed a team of unstoppable visionaries with a solid reason to persevere no matter what challenges they encounter.

Furthermore, by stressing the partnership aspect of your relationship with your prospect, you will be duplicating the notion of committing to their success. This "Partnership" transforms what might be a perception of, "Come into my business to make me a lot of money," into the altogether different understanding. "Together we will both work toward your success."

And when you have a team of such entrepreneurial visionaries working in active, duplicable partnership together, you have an unstoppable, geometrically growing force that can achieve anything--no matter what physical distance separates you!

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Dr. Joe Rubino is an internationally acclaimed trainer, author, success coach and the CEO of The Center For Personal Reinvention, an organization that provides personal and group coaching as well as productivity and leadership development courses. He was featured on the cover of Success Magazine and in the cover story, We Create Millionaires, because of his ability to champion others to succeed. Joe is the author of the best sellers, Secrets of Building a Million Dollar Network Marketing Organization from a Guy Who's Been There, Done That and Shows You How To Do It Too, The Magic Lantern: A Fable about Leadership, Personal Excellence, and Empowerment, and, most recently, The Power To Succeed: 30 Principles For Maximizing Your Personal Effectiveness, Book I and The Power To Succeed: More Principles For Powerful Living, Book II. Other products by Joe are '10 Weeks to Network Marketing Success: The Secrets to Launching Your Very Own Million-Dollar Organization in a 10-Week Business Building and Personal Development Self-Study Course', 'The Legend of the Light-Bearers: A Fable about Personal Reinvention and Global Transformation', 'Secret #1: Self-Motivation Affirmations Tape Set' and 'Restore Your Magnificence: A Life-Changing Guide to Reclaiming your Self-Esteem.' For information about The Center for Personal Reinvention and its services or to order any of Dr. Rubino's books, visit <http://www.CenterForPersonalReinvention.com> .

To contact Dr. Joe about the possibility of hiring him as your personal success coach, email: [DrJRubino@Email.com](mailto:DrJRubino@Email.com) or call 888-821-3135.

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Multi Level Marketing (MLM) FOLLOW UP: A FORGOTTEN Link to MLM SUCCESS!

by Colin G. Moses

One of the most important yet neglected aspects of your MLM business "process" is the "FOLLOW UP". It's neglected because it's so often taken for granted....

A lot of distributors feel that once they start the process whether it is the "sales process" or the "recruiting process", the prospect will either be interested or they won't ...

While this might be true to a certain extent... especially in the "recruiting process" (since you can't really "sell" someone on an opportunity, they either have to see it for themselves or not!) there MUST be some sort of systematic follow up.

We've all heard of that distributor who only joined "ABC" company after being persistently followed up on by their sponsor! A couple of the main reasons why the follow up is so crucial are ...

1. Human nature is such that we all have a little "procrastination" in us, some more than others.
2. We also tend to prejudge stuff.

How often have we heard that our prospect hasn't even opened our information package, visited our web site, listened to our audiotapes or looked at our videos? They haven't sent for our fax on demand, clicked on our auto responders, called to listen in on our conference calls etc, etc, etc ... YET?

This can cause us to get frustrated and disillusioned. After all this person had initially expressed interest in our business, right?

Additionally ... it's not like there's all that much for them to do to check out your info ... I mean you've made it easy for them ... you've dropped off or sent the video, you've pointed them to the web site, you've given them the conference call number to call, etc, etc!

Well, don't get disillusioned ... since that's just the way things are! People "PROCRASTINATE"! It's the old "why do it today when I can do it tomorrow" syndrome.

Combined with that, they also "PRE JUDGE" ... People tend to make a judgment on your opportunity, based on the 10% of the information that you TELL them.

Therefore they may consider it no "RUSH" or "PRIORITY" (since time is relative to priority) for them to check out what you have

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to offer.

They may even have been in an M*LM opportunity before and subsequently developed an attitude of "Oh it's just another one of those"!

So our job is to FOLLOW UP to make sure that they get exposed to 100% of the information, so that they can make an intelligent evaluation, based on all the facts.

Of course no amount of following up will MAKE someone receptive to your information if they're not really interested in it in the first place. However, at least you give yourself the BEST chance of getting results for your efforts by doing YOUR PART in following up.

I've found that for every 48 hours that passes for something that's supposed to happen ... NOT happening, (whatever you want your prospect to do ... whatever stage they're at) the chances of it happening, reduces by half.

For instance, you ask a person to check out your information web site ... if two days later they still haven't checked it out, the chances of them doing so at all is now reduced by half. If ANOTHER 48 hours passes ... the chances of them checking it out almost reduces to zero ... UNLESS YOU HAVE A SYSTEM OF FOLLOWING UP!

So... Don't forget to FOLLOW UP, FOLLOW UP and FOLLOW THROUGH! What do I mean by "Follow Up"? Well, anything that you can do to contact that person again on a fairly periodic basis until you get a result. (Or as Relationship Therapists would call it ... CLOSURE!) ANY result! It doesn't matter.

Whether the result is positive or negative ... that's ok ... This way you know that you've done your part and the "chips will fall as they may".

So make sure that you do your follow up phone calls, send your follow up faxes or emails, make your follow up visits etc, etc ... Just get your "RESULT"! Once you make this a routine part of your method of operation ... NO ONE will fall through the cracks.

To YOUR Success!

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Written by Colin Moses.  
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## **How to Beat the 10 'Killers' in Network Marketing**

by Gary Vurnum

### **1. You don't like selling**

Nobody likes selling! Try to think instead of fulfilling a need or requirement. Almost all networking marketing companies offer 100% money back guarantee. Offer the guarantee first, and then the benefits of the product. If someone isn't interested - don't force it down his or her throat, just make a note to ask them again a few weeks later. Sometimes it is easier to get distributors from those who you have retailed to, because they already believe in the product.

### **2. You don't know enough people**

You know more people than you think! The hardest part is contacting those people with whom you haven't spoken for a long time. You either make that call, or you will have to find a way to make contact with people you do not know. Your workplace is probably a good place to start. Get talking to those people that you just smile at as you pass. Don't talk about your business - talk about them. The business pitch can be saved for when you get to know them better.

### **3. You don't want to spend any money**

You might not think twice about spending \$50 on a meal, but how quickly did you decide to pay the same amount to join a network marketing company? Even after joining, you feel resentful that you have to pay out money yourself to use the product. Then you want to advertise, but think that another \$30 on advertising is a waste of money. What other business can you think of where a total of \$80 and some time and effort could make you rich after five years? Commit yourself to spending a little money on securing your future. You already spend as much a month on things you don't really need.

### **4. Your upline doesn't help enough**

My own upline is non-existent. He is too busy focusing on one of his other network marketing companies. That suits me fine. I could ask his upline for help if I needed it. Instead, I use the wealth of free network marketing resources on the Internet. All I have learnt about network marketing is from free newsletters, and e-books. You, and not your upline, control your own destiny.

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### **5. You'd rather watch TV than build a business**

You would love to even spend five hours a week on your network marketing business, but there is always something on the television that is more interesting. Either you want to become wealthy or you don't. If you want to take the easy option and not tell others about your business, then I guarantee that you will never get rich from network marketing. Decide if you really want to be in this business.

### **6. You thought you would make money straight away**

If you have been sold on network marketing as a get-rich-quick business, then think again. By its very nature, building a network of business partners takes time. The emphasis (as with most things in life) is quality, not quantity. The most successful network marketers generally have no more than five people in their front line that bring in the most business. Focus on prospecting to those people who you think will want to make a business, not make a little money once in a while.

### **7. You look upon it as a hobby**

A hobby is something that you love to do, and you love to spend money on, usually without any thought of ever receiving anything back. A business is something that you spend money on, in order to get more than you spent back (i.e. make a profit). Are you running your network marketing business as a hobby, or do you want to run it as a business?

### **8. You can't be bothered to read any relevant books or magazines**

The biggest failing of any businessperson is that they never become students of their business area. If you want to learn how the experts made their money - read their newsletters or books. In many cases, thanks to the Internet, a lot of this information is now available for free. If you want to know what happened in the world yesterday - read a newspaper. What is going to help build your business the most - advice from a successful network marketer, or a newspaper? (Clue - not the newspaper)

### **9. You are too tired after coming home from your 9-5 job to be bothered**

You work 40 hours a week. You're tired. You hate your job. You just want to slump in front of the TV and forget about it. You will still be doing the same thing in ten or twenty years' time if you do not ACT. Isn't it better to spend ten hours a week for five years, and be able to retire rich after those five years? Or do you want to work forty hours a week for another twenty or thirty years and retire poor?

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### 10. You don't use most (if not all) of the products

How can you expect to talk enthusiastically about the products if you hardly use them? Other people can tell when you are making it up, no matter how good a salesman you are. Nothing is more authentic and believable than when you can talk directly from experience. If you have benefited from the products yourself then referring them to others will be so much easier.

To our Success!

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Gary Vurnum has quit his full-time job to devote himself to his family and his self-development. His life turned around after the birth of his severely disabled son, and he now wants to share with others the tools he used to remain positive during the worst time of his life. His life-changing ebook "The Science of Success" is available at: www.sofsuccess.com



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## What Your Downline Should Be Duplicating - and How to Get them To Do It

by Tim Sales



Several months ago I conducted a survey to find out what network marketers really wanted to learn, and what topics would be helpful to them. I discovered an overwhelming number wanted to learn more about successful duplication within their organization. Some specific questions were asked and I am answering them here.

### **Q: What is the most important thing that a network marketer's organization should duplicate?**

**A:** A successful action. I know that sounds funny but that really is what it comes down to. You've got to duplicate something that is doable and simple so that it doesn't require an enormous amount of training at each level. That's not to undermine training, but if what you're trying to duplicate is so complicated that you can't get very ordinary, average people to do it - if it requires you to have just completely brilliant people, then you're going to be limited.

What ever it is that you're duplicating . . . let's just say that it's a script for making outbound phone calls but this script has got a lot of words in it that the person delivering the script has a hard time with. Not only that, but the person receiving it has a hard time with those words. That's not going to duplicate. So that's the first thing - make sure that you're duplicating something that is simple to learn and grasp.

### **Q: In your own organization that you built how did you figure out what to do and what to duplicate?**

**A:** I learned that the first thing to do is to build a prototype that actually works. When I define the word "work" I mean that you as an individual are able to make a customer happy. And once you make that customer happy you've got to write it out - write out exactly what you did. Then follow your own written procedures and see if you can recreate that same happy customer in another person.

How this worked for me is that I just looked over my product line and what suited me best (my company sold personal care products). I noticed that I was around a whole bunch (being in the Navy) of guys that had bad skin -- acne, problem skin. So I first got successful with myself. I had a similar situation with my skin so I used the products and found the best combinations and so forth that got me results.

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From that I was able to get four other guys that were in my unit to do the same process. I wrote up what it was that I did and then I showed them how simple it was and that they too could help people that they knew and saw that had problem skin. I ended up with this whole group of rough, tough, macho guys out there selling this mud that pulled impurities out of the skin. That was the way that my organization began to duplicate.

**Q: Did you find it was easy to teach your downline to do exactly what you had done?**

**A:** NO! That's where you have to perfect your system. You have to continually work on your systems to ensure that those systems are in place and are workable. And then this is the part that can get you - once a person figures out how to get success, the greatest seduction, I believe, in all of life is to always want to continue to DO that, instead of TEACHING that. Because it seems easier to do than having the patience to sit back and allow that other person to make the same errors and mistakes that you made.

I think that is perhaps the greatest difficulty in leadership. I think that every one of the books that's out there on leadership - that's the part that I've always seen that's missing. Having the patience to just sit there and watch and observe, and see people in your group make mistakes but not correct them at that particular moment but....to sit back and say, "Alright is this a systematic thing that I need to change? Or is this something specific to this individual that I need to change?"

I'll give you an example for this. There's a lady in my organization now, and she has absolutely resisted being a public speaker, and speaking in front of more than one or two people at a time. I started off encouraging her to just stand up and do nothing but introduce me. And of course she fought it, and she needed to prepare for it for a week, and things like that. But in the process, I taught her how to teach herself, if you will. In other words, I told her, "Okay, what you need to do is set up a teddy bear or some kind of stuffed animal that you're communicating to and then talk to it."

So, the next time I'm speaking at one of her events, I'm listening to her introduce me, and I walk into the back of the room, and no one can hear her back there. Of course, I'm not going to correct her in that moment, so I wait and then I praise her. The rule is that you praise twice and correct once. If you ever get those ratios out of order then you're going to have basically a "tucked tail". That's what they call it in the dog training world. When you're training a dog, if the tail goes below parallel to the back, you stop training that dog (because he's starting to feel "whipped") and you praise the dog. So, in a similar way, you praise twice and correct once with people.

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With this lady, I waited until it came back around again that she was going to be presenting. What I said to her was "Okay, it does you no good to prepare and plan and train yourself if the people can't hear you. And so what I want you to do is to read aloud to your children." She's got two kids and she had already told me that she reads to them every night. I told her, "What I'd like you to do is put them on the other side of the room; don't cuddle up in the bed with them. Be on the other side of the room and you read to them."

She tried that and of course she emailed me back and she said, "That was unbelievable! The kids kept saying, "We can't hear you Mom!" She began to figure out, "Oh, okay. I have to project my voice. That sound has to get to the back of the room. Just because the front of the room hears it, it doesn't mean that the whole room hears it."

So this is what I'm talking about. That was something that was specific to that person that I had to assess - "Okay, there is something that she needs help with. What specific thing does she need training in?" Then I figured out a way to teach her to do that.

Now, she was just on a radio talk show and she's been requested to come back and be a speaker in this community of events that happens every week. She is becoming that public speaker that she resisted being for so long. And of course, now she ABSOLUTELY LOVES IT. I've seen her speak; she's good.

Being a leader means developing a simple, workable system and then having the patience to teach others - in spite of the discomfort of sitting through their mistakes. It's not always easy but it can be really profitable for you.

Much Admiration and Respect,

Tim Sales

~~~~~  
About Tim: About Tim: In 1989, near the end of an 11-year tour with the US Navy Underwater Bomb Squad Team, Tim answered an ad in the Washington Post newspaper that led him to his first and only network marketing company. Five years later his network marketing income rose to over \$150,000 per month with over 56,000 people in his organization. His most noted contribution to the Network Marketing Industry is the Brilliant Compensation presentation. In addition, Tim is a teacher at the university-affiliated Network Marketing Certificate Seminar sponsored by the University of Illinois at Chicago. To learn more about Tim visit his website at :
<http://mlmlessons.brilliantexchange.com>

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## **Building Your Network Marketing Mutual Fund**

**By Paul Polanco**



Lawrence and his wife Debbie walked into my office back in early 2000. They were a handsome couple in their mid-50s. They had 4 beautiful children, a large home, and both earned a combined income of \$500,000 a year. He was an attorney, she was doctor.

However, for all intents and purposes, they were also broke.

During my many years as a financial planner, I ran into the Lawrence and Debbie's world more often than you might think.

From the outside it looked like they had it all. Money, prestige, a large home, nice cars, etc. But in truth, they had no real nest egg. Nothing set aside for retirement. At least, not enough to continue their current lifestyle.

Had they simply put away 10 Percent of their Net Income into a good index mutual fund when they first started working, they would have had over 2 million dollars saved up.

Now what does this have to do with your Networking enterprise?

I've told many families to invest in mutual funds, mostly because they did not have the desire or time to learn how to invest in real estate or individual stocks.

Mutual funds were originally designed to be long-term investments. Find a few good funds, dollar-cost-average into them, and in 25-40 years you would have a large nest egg.

Enough to retire on.

Yet today, many "experts" are advising that this "buy and hold" approach to mutual fund investing doesn't work. Yet, time and time again long-term studies have proven otherwise.

Your Network Marketing enterprise is just like that. It is your mutual fund where a bunch of people get together and pool their resources. They pool their money, time, expertise, and effort for that thing called "growing residual income."

Just like a mutual fund, it takes consistency and time, before you begin to see results. Seriously, your first year in networking is about planting seeds, learning, and refining your marketing approach. It's not about who can bring in 10 people this month.

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Yet, by taking this approach, it won't take you 25-40 years. You won't have to work 30-40 years before you retire. Your Network Marketing Mutual Fund (NMMF) should only take a fraction of that time frame.

I almost always get asked, "How long will it take me to earn \$10,000 a month?".

This is always difficult to answer because this depends on a myriad of factors:

- \* How much time you have to invest
- \* HOW that time is spent
- \* The kind of marketing system you are using
- \* How you are using the phone, if at all
- \* What primary / secondary / etc. programs you are working
- \* The compensation plan (is it fair and equitable?)
- \* The proper mindset
- \* Level of commitment
- \* A sound and effective strategy to combat apathy, frustration, and rejection
- \* Having a business plan
- \* Effective tax planning

While there are people who have done this in a year, that is NOT the norm. Yet there are people out there who will make you think it is.

Hogwash.

Your average person might be able to dedicate 10 hours of focused effort on their business. Your average person has about \$150 a month to spend on their networking business. Your average person takes about 3 months to bring in their first representative or customer.

Just based on all these averages, it would take an average of 7 to 10 years to build a 10,000 a month income stream. Warning: These are simply averages.

Your average person also quits in less than 10 months.

Unless you have a lot of start up capital, are friends with all the major Internet Marketers, or have a HUGE opt-in list, your NMMF is going to take TIME and nothing but time to build.

By simply understanding that, adopting a long-term mindset, you WILL forge ahead.

So just like Lawrence and Debbie, there are a lot of Networkers out there that have a flashy website, excellent webcopy, and maybe they really ARE earning 5 figures a month. They seem to have it all. But because they violate the Laws of Business, that income disappears.

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You see them starting another "new deal" or promoting the "newest, hottest" thing. They have to. They need to. Otherwise they'd go broke.

Just by staying the course, you'll be the one earning 5 figures a month - permanently. You will have built a solid NMMF.

~~~~~  
By Paul Polanco
Former Financial Planner Financial Strategist, Author, and
Networking Coach www.NetworkMarketingMastery.com
"Helping Networkers One Person At a Time"
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## **KEEP IT UP!**

### **To Be A Champion, Become A Child**

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Have you ever wondered what successful people have that makes them successful?

Ever wonder how those champion recruiters in your company manage, month after month, to get the most new recruits, the biggest bonuses, the largest paychecks?

Well let me tell you a secret. No one starts out as a Champion. Most of them started out like you and me.

So what is it that makes a Champion different from the rest?

Champions have an attitude, a mindset that sets them apart from the rest. But most of these qualities are not exceptional.

Indeed each and every one of us possesses these qualities when we start out in life. But somewhere along the way we tend to lose them and diminish our own potential.

To be a Champion, you must first become a Child! Let me explain:

#### **1. Champions are Willing to Learn.**

Children come into this world with an innate desire to learn, to understand the world around them.

They are like sponges observing and absorbing every fact, every reaction. Because they know that their very survival depends on it.

One of the most important, and oft-repeated, qualities we need to succeed in business is a willingness to learn – to be teachable.

To become a champion, you must be willing to educate yourself or be educated, to read about, learn and absorb all the things you need to know, even if they are completely new to you.

If you don't, you are doomed to failure from the start.

#### **2. Champions are Willing to Act**

Have you notice how children completely geared towards action? As soon as they learn a new skill, they want to put it into action.

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Champions are the same. They put their newly learned skills to use, taking concrete steps to improve their performance, so they can take their business to the next level.

They know that they must act on what they have learned, even if they haven't perfected it. Which brings me to their next quality.

### **3. Champions are Not Afraid to Fail**

Just as a child picks itself up again and again, every time it falls while taking its first steps, champions are not afraid to fall down or fail.

They know that failure is the best teacher. They learn from their mistakes and keep fine-tuning their methods till they succeed.

Champions have the courage to fall down and not be discouraged. They pick themselves up and keep trying.

### **4. Champions are Willing to Adapt**

Darwin got it wrong.

Survival does not happen to the Fittest, but to the Most Adaptable.

As children, we adapt to long-term change relatively easily. We are more willing to accept situations and adapt our behavior accordingly.

Unfortunately, as we grow older, we become more rigid in our thinking, unwilling to accept that there may be better ways of doing things.

In a changing business scenario, resistance to change makes us obsolete. We end up losing out to players with a better understanding of changing trends.

Champions are those who can adapt themselves and their business to changing trends.

### **5. Champions are Willing to Innovate**

Children are extremely inventive beings. They come into this world with no preconceived notions of doing things. In their minds there are no limits to what they can do or how they can do it.

Champions apply these very principles to take their business to the top.

They not only learn from what has been done before. They find ways of doing it more efficiently, more cheaply, more successfully.

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As Shiv Khera, motivation coach and author of "You Can Win" puts it, "Winners don't do different things. They do things differently."

You don't have to be like a child in all respects to succeed. It's probably not even desirable.

But if your pre-conceived notions, fears and hesitation are preventing you from reaching your goals, try looking at the world through a child's eyes.

At best you will improve your chances of success, at worst you'll remain young at heart.

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Priya Shah is the Editor of "Be a Whiz at eBiz!" a free-wheeling newsletter on internet marketing and home business
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She also publishes "The Glutathione Report," a newsletter featuring regular updates on the health benefits of glutathione.
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<http://www.GeniusGuides.com>
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## **Don't Ever Give It Up! Give It Time!**

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Network Marketing takes time and effort. It doesn't happen overnight and you do not get rich in a few short months. As professionals we have got to stop this insanity hype because it can be detrimental to not only our industry but can also stunt our own growth!

Have you ever read about someone in a magazine that says they got their first check for a bil-zillion dollars in a just few short months! Then these few go about boasting on how much they made and lead people to believe there's nothing to it!

This just isn't true for most people.

True story:

A guy called the other day and pretended to be someone that was interested in our business.

When calling him back it didn't take but a second to realize that he was an experienced Networker (or pretending he was ☺ ) and had been for quite some time. When asked "so how can we help you"? He says "well I call other networkers that email me and ask them if they're making \$30,000 a month"? Because he's making this sort of income after many many years, you can be too!

Just drop what you're doing and follow me!  
I will make you rich!!!

There's a lot of people that will try to lure you away from what you're doing and because of the promise of big money or big powerline (we used to just say downline now the buzz is the powerline), many people will drop what they're doing and follow them and quickly find out the grass isn't always greener is it?

What happens is we find out it still takes WORK and TIME to develop and cultivate ourselves and our business.

Network Marketing is pretty much like any other industry in a sense when it comes to the time it takes to develop and cultivate.

There's also a lot more benefit to you then just making MONEY.

This is where the cultivation comes in. Not just cultivating relationships with other people but cultivating YOU! When you do this other people will gravitate towards you!

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A lot of times people have no clue about the importance of self development, or how critical it really is to start building relationships with people right from the beginning.

Would you rather have a strong foundation to last a lifetime or one that is weak that dries up in a few months because the big talkers get to them? Wonder why so many people just give up or follow the big talker?

It's taken a lot of years to really learn this business and to develop into a leader and it's still a process every single day.

The learning and growing never stops. There's always something new to learn!

It's not been easy. There's been stumbling and mumbling and many many mistakes but quitting has never been an option! Oh it comes to mind but it quickly fades away because of the strong foundation being built!

The checks have come in while learning, not the huge money that some make but still a nice income to keep from leaving home to work.

You'll be underpaid in the beginning but realize what the future holds when you don't quit on yourself or your business!

It's been wonderful to stay home with the kids and take them and put them up from school and get them to their activities and not having to work outside the home in over 12 years.

Decide what it is you want for your future and how long are you willing to sacrifice to get there?

Many people have a full time jobs and many other duties in their lives. Even with all this anyone can still start a Network Marketing business and build up to full time if they really take the little time they DO have and put some concentrated consistent effort into it.

It takes being extremely productive taking the valuable precious time you do have and being patient as your business grows in time.

Some people are just as happy with a part-time income from Network Marketing. Others want to replace their full time income or their spouses' income so they can be home too!

Just remember to be realistic about the time frame involved according to your own particular situation and make sure you're sensitive to this fact in other people's lives.

When you decide that you want to change your career and start your own business and choose Network Marketing decide right then and there that you've got to have a 3 to 5 year plan. Remember you're working on YOU!

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Many people stay in traditional jobs to retirement 25 to 30 years don't they?

Then what do they have if the company decides to cut back? If you do start a traditional business it will most likely take you at least 2 to 3 years to break even or maybe even longer.

You also have a tremendous amount of overhead in a traditional business usually, depending on what sort of business you start. Start-up costs are usually much higher than in starting your Network Marketing business.

In traditional business you still have to work hard, give it daily consistent effort, contact many many people, focus and commit, have desire, develop a PLAN, be organized, manage your time wisely, etc. The same goes for your Network Marketing business. Only most traditional businesses do not offer you the SELF development opportunities that Network Marketing does do they?

Find what many other people want and need too.

Use your companies products yourself so you will become passionate and enthusiastic about what you're doing! Be and lead by being a good example!

For goodness sakes, Walk the talk! If your company is all about eating fit, getting fit, and living fit, then you better be walking the talk! Literally! People will notice you and want what you have!

Be patient and stick with it. Be coachable. Find a good sponsor and upline support team to work with you to help you and realize that they're not building it FOR you but WITH you as a team.

Stayed focused and constantly stay involved in the loop. Remember your sponsor and upline are not super humans. They make mistakes and are learning and growing too.

Constantly strive to be a leader! Be around positive successful people, watch them, do what they do, read what they read, go where they go!

Just DO IT!

That means reading everything you can about your company, the industry, constantly developing yourself. Keep discussions going consistently about the industry to people in your marketing force. Network and build strategic alliances with other colleagues in the industry (build relationships, you never know when they may be looking for something and guess who they will contact?).

Do your best to listen a lot too! You might just learn something of real value to help you grow yourself and your business!

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Go to every company function you can possibly get to! Go to leadership training seminars. Read books on leadership and business. Here's just a few suggestions: Dani Johnson, [Jim Rohn](#), [Robert Kiyosaki](#), John C. Maxwell, [Michael Clouse](#), the Women's tapes from Upline, [Jack Zufelt](#)'s training, [Kim Klaver](#), Doug Firebaugh. Pick someone you like and can relate to.

Hook up with positive like-minded people who also have the desire to develop themselves and succeed in their business.

Join organizations like the DSWA (Direct Selling Woman's Association) and/or your local Chamber of Commerce. There's also the Virtual Women's Chamber which is an organization for online marketers. They all have men members too.

Look for successful business minded people in your community. Learn all you can from them and bring them into your business. If this is not for them then ask for referrals.

Remember to always think of the other person first. Start building rapport from the first call by asking them questions. Take a genuine interest in other people and sincerely be available to help them reach the success they desire.

When all you think about is making money for yourself people sense this and they will run the opposite direction from you.

Building relationships is so important. Whether you're online or offline.

There are a few things that are absolutely crucial for success in this business:

\*Being consistent and productive on a daily basis and build relationships with the people you meet.

\*Following up in a timely manner and staying in touch with people even if the timing isn't good at the moment. Timing is everything. Some times people may not join you for years and then all of a sudden they get in touch with you and are ready. You better be there!

\*NEVER GIVE UP!

If you're not doing something everyday for your business you will fall behind slowly. Soon two days will go by, then three days, then four, then all of a sudden you're out! Caput! Finished! QUIT!

So do something EVERYDAY to make a contact either by email, postal mail, phone, or in person. Do whatever you can to make that commitment to do something everyday! Even if it was only ONE thing. DO IT!

The fruits of your labor may not show up for months, in some cases longer. It could take years but the fruits will show up if

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you've been taking consistent action every single day in developing your leadership skills, your relationships with others, and sharing with people what you do.

It's been such a blessing to have discovered Network Marketing not only for the income it provides to be able to stay home with the kids but for the incredible experiences, the self development, the wonderful relationships, the solid friendships. These are all priceless benefits that will lead you to ultimate success!

Become The BEST You Can Be and NEVER GIVE UP on yourself, others or your business!

Sue Seward

~~~~~  
Sue is an entrepreneur, wife and mom and has been earning an income for over seven years from home building relationships networking on the Internet. She's a published writer, speaker, coach and publishes a weekly Network Marketing Business Resource newsletter and is a passionate follower of Christ.

To find out more visit www.FitFourSuccess.com

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## **Live Outside Yourself!**

by Lisa Jimenez



Did you know that NASA, with all of its super computers and billion dollar budget cannot duplicate the flight pattern of a dragon fly or a bumble bee? Aerodynamically, neither the dragon fly nor the bumble bee should be able to fly. Yet, even today, I have seen dozens of them fly around my back yard.

The dragon fly and the bumble bee deny logic.

When was the last time you denied logic? When was the last time something happened in your life that you cannot explain and was beyond your human ability?

I was looking through my gratitude journal the other day and was shocked to notice that most of the really great things that have happened in my life had very little to do with my control or my power. The really BIG, outrageous dreams that came true seemed to happen beyond my efforts – and often despite myself!

I don't reference this to boast laziness or to imply our lives are predestined and we should all stop working. I mention it to cause you to think about your beliefs of the miraculous and the unexplainable. And, most importantly to ask you this:

Do you believe these kinds of unexplainable and miraculous things happen to someone like you?

In the book, "The Ideas of the Great Philosophers," author William Sahakian explains the many views and thoughts on logic and truth. It's interesting to realize that all of the great philosophers agree that scientific truths are often beyond the scope of the human mind and our five senses.

X-rays, light waves, chemical reactions, and a host of other natural phenomena cannot be sensed, though they are understood and demonstrably real.

Think about your five senses and how limiting they can be. A straight stick placed in water appears bent to our sense of vision. We know a mirage is not real, but it looks that way to our eyes. Sounds with a wave frequency above 20,000 cycles per second are not detected by our auditory sense, yet they are detected indirectly. Six pencil points touching a person's back are sensed as only one point.

There are countless human experiences that can not be seen or measured on a scale or even comprehended by the human mind, yet they are undeniably real.

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One of these realities is love. Love can not be seen. But it can be felt and experienced. The wind cannot be seen. But, like love, it is felt and we notice its affects. Intuition can not be identified or measured on a scale, yet we have all experienced a gut feeling.

Our logical mind and human senses are limited!

Now, before you hyperventilate, know that I believe the logical mind is powerful and it is important to develop it, consult it, and allow it to direct you. Logic will help you analyze and discern.

However, this same power can cause you to miss out on opportunity and actually keep you from living life to the fullest! Some people spend great efforts developing their mind and then their mind will not allow their Spirit to rule – or to even be heard.

You and I need to balance both of these incredible gifts. One without the other is misleading, limiting, and even dangerous. Logic without intuition creates robots and limits possibilities. Intuition without logic creates ambiguity and confusion.

When you cultivate both your mind power with your spirit (your heart, intuition, gut feelings, and faith) you have created the most effective and powerful force in existence.

The most exciting part of all this is when you are open to the miraculous and you begin thinking bigger and dreaming bigger, the world begins responding to you in profound and exciting ways!

When you believe great and unexplainable things can happen to someone like you...

They do!

Make it a great day,

- LISA

~~~~~

Lisa Jimenez has helped thousands of people eliminate their hidden fears and turn them into the driving force behind their success. Lisa's Quantum Leap Coaching (QLC) Program is an intense six month accountability plan that will motivate and inspire you to create and live your dreams. You'll radically increase your business and live a life you love! For more information on her programs and resources go to: <http://www.rx-success.com> or call (954) 755-3670 or (800) 489-7391.

~~~~~

## **IT'S NOT THE END**

I hope that you had fun and learned a lot from this small but concise ebook. I know I did and I picked up many tips while compiling these articles.

Some of them are precious and some are lessons you needed to be reminded of.

Make sure you apply the knowledge that you've learned.

That's how the business works.

And if you think that these articles could help your organization grow, I just need one favor from you – forward this ebook and share the knowledge you have learned.

Everyone will benefit!

This is also not the end of your training. Keep on searching for the quality of life you're looking for. I know that you are in network marketing business for one or a few reasons.

Focus, Act and Reach your goals.

Until next time...

Live your life to the fullest!

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### MLM RESOURCES

[Ultimate MLM Blueprint for Massive Success](#) - by David Ledoux  
David Ledoux spills out his Massive Success secrets in his highly-acclaimed masterpiece. Available in both digital and physical formats.

[103 Ways & Places to Sponsor New Distributors](#)

-by Tom 'Big AI' Schreiter and Art Jonak  
Power-packed 500+ page manual from two top Network Marketers, Tom "Big AI" Schreiter and Art Jonak. This manual is a **'MUST-HAVE'**.

[The DNA of MLM Success](#) - by Jack Zufelt

Some have even accused Jack of, *"going against the wisdom of the ages"*. Even the editor of SUCCESS Magazine started his rave review of Jack's tape program with this exclamation, *"How dare he! Zufelt proclaims on his mind changing audio tape program that goal setting, motivational speakers, etc don't work?"* (He then went on to write in that review exactly what Jack has to share with you today.)

[Network Marketing Times](#) – by Randy Gage and Prime Concepts  
MLM Training resources by leading industry experts. Learn [How To Build A Multi-Level Money Machine](#) and the hidden reasons prospects and distributors do the things they do in [Mental Edge MLM](#). More quality tools are available on the website.

[How To Get Rich In Network Marketing In The Internet Age](#)

- by Frank Garon and Terry Dean  
Frank Garon was a formerly bankrupt truck driver until he found a solution to his network marketing misery by leveraging the internet... but he found it the hard way - you shouldn't!

[MLM Tax Helper](#) - by Kevin Wilke

Eliminates the Tax Nightmare of Your MLM Business AND Helps You Claim Every Tax Deduction you are Legally Entitled To Resulting in a Potential Windfall of Tax Savings.

[Instant MLM Sales Letters](#) - by Chris Zavadowski

Discover the lazy MLMer's 'Dirty' little secret to shattering sales records, recruiting like crazy, and having more fun in network marketing... 100% guaranteed!

[MLM Brilliance](#) - by Tim Sales

These movies professionally explain the concept of Network Marketing and why you should get involved in the business. Put these movies on your own website today.

[Kiosk Webhosting](#) - by Kiosk Team

An affordable webhosting package for everyone. If you don't have a website, you should have one. It's your gateway to promote your MLM business on the internet.

For more up-to-date MLM Resources, visit [www.mlmllessons.com/resources](http://www.mlmllessons.com/resources)

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