

BUSINESS TIPS & TRICKS

15 SECRETS TO SUCCESS IN MLM

BY JOHN GATES



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FOREWORD

This little e-book is designed for those who are just starting out on the journey in Multi- Level Marketing (MLM), which is also referred to as *Network Marketing*. For ease of reference we will refer to it as “MLM”.

You may be wondering what you have gotten yourself into.

You may be questioning whether or not you can do it, or have enough time, or whether you have a strong enough reason to get started.

Read and enjoy this book, and above all, remember, it is YOUR business, nobody can force you to do anything that you don't want to do, and you can run at your own pace.

What levels you reach, or how much you make are up to you.

Having said that, we can absolutely assure you that the faster you start, the quicker and more solidly your business will grow and flourish.

You will be surrounded by many great people who all want you to succeed, because your upline only make money from your participation, when they help you to make money first.

So keep an open mind, be enthusiastic and above all, be ready to learn and grow, and then have fun with it.

If you have questions, I recommend that you always go to your upline, but if you want to contact me, you can find me at jg.ozzytraders@gmail.com

You can also find my blog at www.ozzytraders.net

CHAPTER 1 – THE ADVANTAGES OF MLM BUSINESSES

Welcome to your new business.

If you are a newbie, or someone who is evaluating an MLM business, this booklet will help you see the immense value in a MLM business, and help you to see how much this could change your life.

This is the opportunity for you to take charge of your life and your destiny – maybe for the first time – and the chance to be your own boss, be in charge of your daily, weekly, monthly and yearly routine, make as much money as you want to, and treat your family to the life that you and they deserve.

Before we get too far into it, we need to make the usual boring disclaimer that no MLM company will tell you that you can make any particular level of income, at all. You can make anything from millions to zero and anywhere in between. It depends on lots of things, that we will go into in more detail in this book. But, the good news is that if you want to make the big bucks, it is entirely possible and it is only a decision or two between now and then.

If you have never run a business before, don't worry. We will lay out some exciting prospects for you.

If you have run your own business, you will quickly see that this is an opportunity to gain the freedom to be your own boss, without huge overheads, staff, taxes and all the other things that go with running conventional businesses.

You will see that this will give you the opportunity to put your family first, to sit on the "beaches of the world" and to truly have control of your own life and your own destiny.

Does this sound too good to be true? Maybe, but bear with us and it will all make perfect sense.

We assume that you have seen an MLM opportunity and are seriously considering it, or that you have jumped in, and may now be wondering what you have got yourself into, or you have jumped in and are as excited as we were in the first weeks and months of our new business.

Hang in there with us and we will embark on a great journey!

No Bricks and Mortar

Armed with all the business building tools that your MLM Company makes available, you can be sitting on a beach, or in a café, or an airplane, or your home office, with just your tablet, laptop and maybe just a smartphone app! And be able to run your worldwide business. Sure got my attention!

You will be linked to your MLM company, via your online back office and hopefully, your back office will track you and your group, provide up to date news, information about products, services, events, provide an impressive array of videos, apps and online tools and communication tools to help you manage every aspect of your business, and even have mobile phone apps! Pretty good value, I'd say - and tax deductible, to boot.

If your business doesn't have all of those features, maybe you need to look around for another one, and preferably one that sells products and services that you use and pay for each and every month of your life. If you can't think of one, you need to ask me!

Isn't Network Marketing an Unconventional or Inefficient way to run a business?

I'm glad you asked! And in order to answer that, I would say that the traditional business structure is more likely to be the most inefficient business model known to man.

You have people on fixed wages and salaries, who might be the laziest, time serving employees ever, and they could be hiding in the back room, shuffling paper and keeping their heads down, waiting for 5 o'clock, waiting for Friday, waiting for a promotion, waiting for Christmas, waiting to retire!! Any old excuse.

You have teams and committees who "spend the hours taking the minutes".

You have meaningless projects and research studies, you have employees who take too many sick days, you have employees who steal from their boss, employees who over claim on their allowances, or their work in progress, or their hourly rates, abuse their use of the company car, spend too much time on smoking breaks or in the coffee shop, spend way too much of their day on Facebook or Twitter, or fake their sales figures.

You have costly consultants who spend a fair bit of their time while contracted to you, chasing their next contract.

You outsource your legal and accounting needs, you have expensive auditors. All of that's a fair bit of overhead to carry!

In a good MLM company it's a pretty simple equation. All we have to do is find customers and distributors and refer all the queries to the company which usually has a fantastic staff waiting to help.

No money changes hands between distributors, clients order their products online, and you get the credit, distributors sign on and pay online and you get them straight into your network, and the whole thing is managed at company headquarters and all of that information and those reports are available to you, instantly, online.

No Downsizing in Our Business!

Why is it that every few years, the government of the day downsizes the public service, or companies retrench their staff? Because, over time, large organisations and bureaucracies get a little bit bloated and need to be culled back. What does that do for job satisfaction, or job security?

Anyone in our country who has been keeping up with the latest news, would see just how many industries are closing down, or retrenching staff. If I were a worker in this country, in manufacturing, I would be very nervous right now.

No Slacking Off on the Boss's Time!

How do you feel when you ring a company or a government department to talk to someone only to be told, they are at a conference, or on lunch, at a Golf Day, or on a rostered day off? Or how do you feel when you ring a company and spend the first ten minutes pressing buttons on your keypad before you can talk to a human being?

In your own business you are available and open for business every waking hour and, especially on weekends.

In your own business, someone has a need for your product or service, somewhere in the world, while you are sleeping. You could be getting paid while you sleep completely legally. You are sleeping on the boss' time, because you ARE the boss!

Your customers can be placing orders while you are having an overseas holiday, and the residuals arrive in your bank account without fail, no matter where you are and what you are doing.

Nobody Gets Fired!

In network marketing if someone in your downline organisation doesn't want to work or achieve, they will earn accordingly (no results, no commissions and no hard feelings), and their upline leaders don't need to waste their time trying to motivate them - you just move on to help the ones that want your help - pretty fair deal, I think!

You let the underachievers hang around as long as they want to, since they are not an overhead - they will either drop out, voluntarily or become active in their own good time... and they are usually nice people to have around, anyway. That's always a bonus.

So, to answer this question, network marketing, properly done, is probably the most efficient business model around - It is a model that is around 100 years old, and which really took off in the '90's once the internet and social media marketing started to take hold, when the world suddenly got smaller, and lots of young entrepreneurs, got busy and creative!.

It is the way of the future, is a very viable alternative to traditional business structures and it is here to stay!

The Freedom to Choose (or How to Fire your Boss)

More and more people want the freedom to choose where they work from, and when they work, and how they work.

More and more people want to be their own boss and not a servant of a nanny state.

More and more people are sick of renting themselves out to their boss and spending nearly half their lives commuting and punching the clock.

In these uncertain times, when you need so much more put away to retire on, when housing prices are through the roof, when young people can't buy their first homes, your grown up kids don't want to leave home and older people can't afford to retire, when social welfare is more and more costly, it just makes plain good sense to help ourselves, even if the business is only ever a part time Plan B.

CHAPTER 2 – IDENTIFYING YOUR CHANCES OF SUCCESS IN MLM

What are the ingredients for a successful MLM career?

There are MANY.

We can't give you an absolute blueprint. But we can give you a QUICKSTART plan that will put you on the right path as quickly as possible.

A quick start equals momentum and that usually equals Success!

This is more of a "super checklist" than a blueprint, but you will find that you still need to tick all these boxes to be on the right track.

Is your opportunity the right one?

First, make sure that you are getting into a great opportunity. Do some research into what makes a good MLM company?

- Who are the founders? Have they done it personally, or are they just investors and accountants?
- What is the company's track record?
- What are their sales like?
- Are they products that should be attractive to a wide market?
- Are they products that you are happy to sell?
- Are they big ticket or small ticket items?
- What is the company's integrity policy?
- Have you checked the compensation plan?

Then, ask yourself why you are getting into it. In order to know why, you need to know your WHY. Only then will you work out the HOW.

What is your WHY?

Only you can know that. People go to a J-O-B every day because they need to make a living. They need to put food on the table, clothes on their backs and their families' backs, to pay the mortgage or the rent or the school fees, and maybe a hundred and one other things.

Your WHY is your reason to break out of the mould, to leave the pack and to achieve whatever it is that you are looking for. It is the thing that gives you the drive and energy to get going every day and stick with it when the going gets tough

It may be:

- a little more money each week to stretch the family budget;
- a holiday fund;
- a school or university fund;
- the ability to retire your spouse;
- a new car;
- savings;
- freedom and independence;
- the ability to leave your job and be your own boss;

- the ability to have a business without all the usual overheads and compliance obligations;
- the chance to become completely financially independent;
- the ability to live where you want;
- the ability to travel and work when and where you want;
- the ability to send your kids to the best schools.

...I could go on and on, but only you know, in your own heart what it is that will drive you to make it happen.

What motivates you to do this?

If it is a NEED make sure that is a need to be a better you, rather than just a basic survival need.

Do you have a need to do better? To step outside your comfort zone? To make sacrifices?

I have heard it said that the difference between entrepreneurs and ordinary people is that entrepreneurs will spend time doing things that most people won't so that they can end up living like most people can't! (Not my quote but I wish it was!).

They would see that as a need, but for different reasons - not just a need to get by.

Why do you have a "why"?

Is it so that you can make a better living? Or live a better life? Or sack the boss? Or just be the boss?

Is it so that you can set your family up?

Whatever the reason, be sure it is as strong as possible, because it is your "rock" when things occasionally get tough .and they will, believe me! It has to be your "power pack" that you call on to energise you.

Now that you have your reason to be different, you need to be sure in your heart and mind that you have chosen the opportunity that you want to power ahead with.

Is the opportunity relevant to your why? Is the cost of starting something that you can live with?

How soon can you recoup your initial investment? Most good MLM companies, these days will have some sort of quick start incentive designed to get you your initial investment back in the first month or two. Understand that and, if your MLM company doesn't do it, ask why.

At the end of the day, it really does come down to the money. If it's just about spiritual fulfilment, you can get that from a book, or a Yoga class, or join a monastery or an Ashram. Be in no doubt, MLM is about improving your life by giving you MONEY.

Cost

Are you prepared to chase the dream for the kind of money you are out laying?

Some MLM's are big ticket. Most are not.

If it is *big ticket* make sure it is something that will make YOU wealthy and not just the promoters of the business.

Duplication

The most important characteristic of any network marketing scheme is that it **MUST BE DUPLICATABLE**.

Your down line will follow what you do, so be sure you are prepared to do likewise and follow your upline, without any qualms. It is a funny thing, but your group will emulate what you do.

It is an unbreakable concept. Don't doubt it and don't resist it. It just is.. You will never hear otherwise in any MLM organisation, so don't fight it.

Goals

Be very clear on these, but also be flexible, as your goals can be constantly be evolving and developing.

- What are your *immediate goals*? - These are important for getting started. Maybe an extra hundred dollars a week, or a thousand a month? Enough to buy a nice second car, or afford your annual holiday, or just clear a few bills – all good reasons to get started.
- *Short term goals*? - These are important once you get past that first flush of excitement and settle into your routine. Set monthly, quarterly, six monthly aiming points.
- *Medium term goals*? - These are your first major aiming points.
- *Long term goals*? - These will change as you begin to see that they depend on giving and helping others to achieve their goals and dreams. See my Chapter entitled "How May I Be of Service?".
- *Family goals*? - Must be highest priority.
- *Life goals*? - Important for a long and fulfilling life.

Finally, do you have a "**bucket list**?"

If yes, how many things on the list have you ticked off, or is it just a wish list? At the end of the day, or at the end of our lives, it's important to be able to look back and ensure that your life has been lived for the right reasons and that you have stopped along the way to reward yourself for all the right things you did or still have to do.

Obstacles

If your WHY is strong, are there any obstacles in your way?

- Lack of funds?
- Negative spouse?

- Busy career?
- Demanding boss?
- Nosy, well-meaning friends who want to "save you"?
- The weather, and other non-important things?

If so, what is your plan to overcome them? You better get one, as you will soon find out why!

The Checklist

You may not know the answers to all these things straight away, but you will soon need to, if you want to succeed in MLM.

- Are you joining a company or a person?
- Do you trust your sponsor?
- Do you believe in the products?

We're just getting warmed up! You don't have to tick all these off before you start. Please don't! just jump in and get going, but ask these questions as soon as you can.

Do your homework as you go along

- How well do you know your sponsor?
- Have you had some good one on one time to get to know them and their WHY?
- Do they have a well-defined system?
- What is their dream?
- What are their goals?
- Are you prepared to plug into their system?
- Are you coachable? Flexible, adaptable?
- Are they a good coach? If not, is there a good leader up line from them, or someone in another line who would be prepared to let you join in their trainings?
- Are they good mentors?
- How helpful is their up line?
- Are you prepared to put a regular amount of time in?
- How much?
- Are you prepared to make realistic plans?
- Will you coordinate them with your upline?
- Are you prepared to accept that there will be events and trainings that you may find strange at first?
- Are you prepared to go along to trainings and events and be out of your comfort zone?
- Are you prepared to make a list of everyone you know?
- Are you prepared to talk to a certain number of people each week, every week?
- Are you prepared to engage in three way calls?
- Are you prepared to have people in your home for opportunity meetings on a reasonably regular basis?
- Are you prepared to engage with prospects one on one, whenever the opportunity arises?
- Are you prepared to step out of your personal comfort zone?

- Are you prepared to learn the business presentation, so you can do it when you need to?
- Are you prepared to read books on self-improvement?
- Are you prepared to listen to podcasts, CD's, DVD's etc
- Are you prepared to attend webinars?
- Are you prepared to sell?
- Are you prepared to accept rejections?
- Will you be able to stay positive while you are learning to handle rejections?
- Are you prepared to learn how to deal with rejection and objections?
- Do you understand that you can take your time to learn and hang on to your sponsors' 'coat-tails' while you do?
- Do you see that you don't need to know it all at first?
- Do you understand the concept of "sorting, not selling"? (see my chapter on *Talking to Prospects.*)
- Are you prepared to promote your business at every opportunity?
- How much time are you willing to put in?
- Are you prepared to make a plan with your upline and stick with it, no matter what?
- Are you prepared to be enthusiastic and positive and create excitement and momentum in your group?
- Are you ready to try or use new concepts like social media, blogs, YouTube and email marketing?

Are you ready to do all of those things?

Are you ready to "plant your flag"?

Are you ready to launch? Will it be "full speed ahead and damn the torpedoes?" Or "gee, I don't know, better go cautiously"?

Yes, you can make a success of MLM from a slow start; maybe even a huge success, but those guys are often the exception to the rule. While there are no stereotypes, and anyone can do it, you will have the best chance if you run hard from the get go, tick all the boxes, above and create momentum.

Go for it! Say Geronimo!

CHAPTER 3 – THE FEAR OF FAILURE –V- THE FEAR OF SUCCESS

What does the title mean? Why would someone be afraid to succeed? You can understand someone being afraid to fail, can't you? Why would someone be afraid to succeed?

There is an old adage that goes - if you try something new, you will either win or you will? Lose?

HOW WRONG!! The answer is that you will LEARN!

Unless it is some life threatening or fortune threatening venture or pursuit the outcome of not winning is usually finding out what doesn't work and working out how to do better next time (note that I didn't say succeed, next time - it might take a bit of fine tuning before that happens), but every little improvement is part of the journey toward your end goal, which is defined as SUCCESS. If you don't believe me, read the biography of Albert Einstein, who believed that every failure in an experiment just meant that success was that little bit closer.

Talking about that journey, it is often said that "the toughest terrain that we ever negotiate is the six inches between our ears!"

What does that mean? It means that self-doubt, procrastination, fear of the responsibilities that come with success, or just plain inertia, do more to prevent progress than all the physical barriers that we encounter, put together.

So, fear of success translates to:

- fear or anxiety about taking responsibility;
- fear or anxiety about the things that you need to do to grow;
- fear or anxiety about the unknown, or
- the realisation that, once you gain a foothold, in terms of wealth, or experience, or growth, there is no going back, or
- The "paralysis of analysis".

What is it about the human psyche that makes people procrastinate, or get into debt, by not managing themselves more rigidly?

Well, it is very easy to hide behind a screen of mediocrity, to just get by, to make a living and not a life.

The path of least resistance is always the well-trodden, isn't it? The "no going back" situation doesn't work anymore, you can't slip back into mediocrity once you have made the effort, or can you?

But here lies the problem - if you truly want to succeed, *mediocrity is not an option.*

We have to push ourselves and stretch outside our comfort zone. If you want to be like that, then stretch a little bit at a time - each time you do, it's like stretching an elastic band, until it gets bigger and bigger, a little at a time.

That is where goal setting can come in - if you set realistic and realisable goals, you can stretch a bit at a time - you can retreat into the shadows every now and then to lick your wounds, as long as you have the discipline to come back out into the light and put your head up. It's okay to fall off the horse or the bike, as long as you work out why you fell, get back on and keep going.

Goals are never set in concrete, they can change on the run - think of the example of the guided missile - they don't just fire it at a fixed point, from hundreds of miles away and hope for the best, they tweak it so that it makes little tiny course corrections all along the way, adjusting for wind, rain, magnetic variations, and everything else that can be thrown at it, until it zeroes in on the target.

If you have carefully planned your route to the top of Mt Everest and something gets in your way, like a blizzard or a landslide, do you say “oh, well, never mind, we did our best?” or do you re-group and try to figure out an alternative route?

That should be how we see our goals.

There is only one certainty in goal setting and that is that if you aim at nothing you are sure to hit it!

Maybe you need to have a bucket list of things to do that will conquer your fears - maybe you just need to latch on to a good mentor, to read and digest great motivational material, but the bottom line is that **THERE IS ALWAYS A WAY** - if you can't climb the wall, then either crash through it, go around it, or tunnel under it, or run down the street and hire a bull dozer!!

In any business there are lots of mentors and, particularly in the online world - find ways to find the gurus, and you will find, in most cases, that if you ask for their help they will be only too happy to give it. Remember, that everybody who is doing business online, whether it be blogging, selling, teaching, whatever is highly interested in **building their mailing list**, so why wouldn't someone be happy to hear from you if you were prepared to subscribe to them, and most of those guys have been where you are, now and most probably got their start through asking for help, or asking to guest blog, or to write an article for a website.

So, remember, success will come to you when you are ready to embrace it. Don't be daunted by it, but go looking for it! Be creative about how to find it - ask Google dumb questions and you will be surprised at how intuitive the answers will be.

Nuff said – let's make our course correction and push on!!

CHAPTER 4 – TALKING TO PROSPECTS

Your List

Who would be a good candidate for your network?

Let's make a list.

Who might like to look at your business opportunity?

Who would you want to share the opportunity with?

- People who are dissatisfied with their job
- people who love their job
- people who just want to make some more money to pay bills
- people who want to make an insane amount of money
- people who want to give their kids more material things
- people who want to give their kids an opportunity or a start
- people who want to give their kids values
- people who just want their kids to stand on their own two feet
- people who want to retire but can't afford to
- people who can retire and want to have fun with it and help others
- people who are not retired but want to have fun with it and help others
- people who don't know the meaning of the word "retirement"
- people who haven't paid off their home yet
- renters
- people who have paid off their home and want to keep investing
- students who could use an extra thousand dollars a month
- students who would rather not have a huge HECS bill
- students who want to help their mates out
- other blokes who want to help their mates out
- ex-students just starting out on life
- people who have dreams of building an empire
- people who are sick and tired of being sick and tired
- people who just have dreams of a better life
- people who are just wanting to dare to dream
- people who would really love to work for themselves
- people who just want to work from home
- people who love sales
- people who don't love sales
- people who want to travel
- people who want to stay at home and be carers for others
- people who want the freedom to set their own hours
- people who want the freedom to do something while looking for their dream job
- people who want to write their best-selling novel
- people who want to research rare species
- people who just want to blog their ideas with time to think about them
- people who want time to spend with their kids and not be in a job
- people who like you
- people who may not like you
- people who work for hourly rates
- people on casual wages
- people on salaries
- people on sales quotas

- people who resent making their boss rich
- people who would like their boss to get rich in their team
- people who would like more time to play golf, or tennis, or go fishing
- people who just want to spend time in their garden
- people who would like to employ a gardener
- people who would like to give more to charity
- people who would like more time for volunteering for worthy causes
- people who are unemployed
- people who are carers for sick children or aged parents, or people with other disabilities
- people who are retired, and love it
- people who are retired, and hate it
- people who love deals
- people who love saving money
- people who would love to earn residual income
- people who like to lead
- people who like to follow
- people who can see value in MLM
- People who just want to have a go.
- People who own small businesses
- people who own large businesses
- people who hate being tax collectors
- people who hate paying overheads
- mature people
- people who hate red tape
- people who hate paying employees
- people who hate renting business premises
- young people
- old people

In shortAnyone!!

You could go on, and on and easily think up hundreds more - but the real point is there are as many categories of people who would like to, or need to see your business opportunity as there are PEOPLE!!

So why pre-judge? Why even bother pre-judging - we are not psychics, so why try and second guess what's in someone's head?

If you think about it, attempting to judge others may be the height of arrogance! Who gives us that right?

As a leader in our organisation recently said at our National Event – there is an oversupply of people in the world!!

Here's the thing!!

It's not what's in their head - it's what is in their heart - it's what is in their gut!! People will surprise you.

Just put everyone on your list and tell them about it – “SORT, DON’T SELL”

Offer it up and give it away with all the goodwill you have - even if you only have a "chicken list" to start with.

Many, depending on how sincere you are, will be NO's and many will be YES's - that's cool - don't forget, you probably only want 25 or more of them to become your valued clients!

25 out of 30 might be hard work, but 25 out of hundreds or thousands should be easy! So don't be afraid to share it.

Remember the example of the deck of cards - shuffle them and turn them over one by one - you will turn up 4 aces somewhere in that pack - just no guarantees where or when.

CHAPTER 5 – HOW MAY I BE OF SERVICE?

You will hear this over and over again – the way to succeed in MLM is to help others to succeed, first.

Okay, so you got into this business to help yourself and your family. You might ask: ..”Why should I help other people when I am flat out needing to improve my own situation?”

In my chapter on Goals, I point out that you won’t really understand your longer term goals until you really understand the concept of serving others.

Your downline will warm to you when they see that you really care about them and their future. After all, what we are doing is giving away a great opportunity. It’s not as if it is something that we have to sell and are selective about it. It is actually something that we have the right to give away. That right is the right to promise to someone that you can improve their life, if they are willing to listen, learn and follow.

That is pretty special.

So, with that in mind, why not offer it to anyone and everyone – see my Chapter on “*Talking to Prospects*”. Don’t prejudge anyone, just open your heart and offer it to as many people as you can. If you have to have a “Chicken List” in the early days, then have one. Just make a promise to yourself that you will tell those people about your opportunity at some time in the future.

Maybe you feel that you need to achieve a certain level of success first. That is OK, because there is no wrong time to make the right move. Take your time. Make your list and commit to sharing your opportunity with a certain number of people every week, or every month. Any system will succeed if you stick to it.

Most companies, can only offer their people a job, a certain income and the possibility of advancement under limited circumstances. They cannot guarantee the job, though, because economic circumstances may change and they may have to retrench.

We have the ability to promise unlimited opportunity in return for a small cost and a degree of effort.

Now, of course we all want to validate the business, first. We want to see that we can earn money by doing the things that our upline teach us to do, so that is fair enough and all the more reason to get off to that Quickstart.

Once you see, and believe that the money is there, you can put that bit of reasoning aside and trust in yourself, so that you leave yourself the time to serve others, in order to benefit yourself.

Empathy

Put yourself in the shoes of your prospect. Think about what was in your mind when your sponsor asked you to look at this business opportunity. That should be your starting point. Remember that you joined, or are looking to join, because you have a *Need*, and that can translate into a *Why*. If your sponsor did not address those concerns, but instead, made it all about him or her, would you have given them the time of day?

Think back on that meeting. Did he or she come across as desperate to recruit you at all costs, or did they put it to you on the basis that they would love to have you in their network, so that they could show you the way forward for yourself?

One to One

Before we take that any further, we need to have a look at what the renowned MLM expert, Tom “Big Al” Schreiter teaches about personality types, as this throws some very useful light on one to one relationships. Most people coming into MLM networks have never done this type of training before and I thoroughly recommend that you spend an hour or so to watch his excellent videos on the subject.

You can find them on YouTube at:

Basically, he divides humans into four “colour” types:

Red – the go-getter, who talks at a hundred miles an hour and whose basic message is “follow me, damn the torpedoes and let’s crack this thing wide open!.. Come with me and we will have a great time on the beaches of the world”;

Blue – the analytical type who will give you four hundred good reasons why you should join him or her;

Green – the calm, business-like type who will enthuse you with rationality; and

Yellow – the loving type, the feel good person, the nurturer, who just wants to help and include you in every way.

Now, I am sure that we are all a combination of two or more of these types, and I am not going into detailed explanations of them, because Big Al does a much better job than I could ever do, on his videos, but it is sufficient to understand that you should have a basic appreciation of who you are dealing with when you are speaking to people about your great MLM opportunity, because everyone will view it differently.

What is constant, though, is the fact that, if you come across as a genuine person who wants to help your prospect, and can show them the way forward, their personality type will kick in and they can then build their network, their way, with you being able to help and understand their needs, and their approach.

So, empathy is vital and you need to see that there are differences in personality types. Not that you have to become an expert, but allow yourself to do some basic training and prospecting will become easier for you.

Giving

Generosity of spirit underpins most human relationships. Yes, it is true that we do build relationships in our lives, based on authority, or fear, or love or competition, but the most enduring relationships are based on respect.

We respect people who don’t put their own interests ahead of others.

In MLM, we respect our upline when they show that they truly care about our success, future, livelihood, advancement and are willing to put all their resources into our training and development.

If you look at the high level leaders in your network, you will see that they are out there training and giving their time to people many layers down in the network, when they

are already successful and probably could be spending their time with their families, enjoying their well-earned wealth.

Why is this?

It is because they have long ago passed the point of worrying about themselves and are now at the point of ensuring that all the people in the network below them have the same opportunity to succeed that they enjoyed. These are people who appreciate the opportunity that was handed to them and who are determined to serve those who come after them to keep the dream alive.

Trust me, you will hear them at major training events, telling their story and you will be inspired. You can't fail to be. Another good reason to attend all the events!

Conclusion

Get out there into the marketplace, put as many people as you can on your list and when you speak to them, don't make it about you, and make it about them. Share the opportunity at every opportunity.

Let people know that you have a better way. Let them know that you are there for them at every step of the way. Let them know that you understand their personality type and can work with them in converting prospects into leaders in their organisation.

Forget about You and You will succeed.

CHAPTER 6 - WHAT SHOULD BE OUR GOALS?

Rule #1 - You don't need to care about my big goal and I don't need to know yours!

Rule #2 - It's personal

Just tell your leaders what your short term goals are and together you will work out a way for you to get there, and if you are serious about it, you will have the help of your upline and many others who all care about anyone who wants to have a go!

We can all refine our goals as we go along. They just come down to simple numbers and timing.

We only succeed in the MLM business if our downline succeed first. What other form of business can boast that?

So, when it comes to the big goals, set your own! - Whatever you want to do - we don't have quotas in direct selling - it's YOUR BUSINESS!! - you do it at your pace, and no one will tell you otherwise - but we can tell you, from experience, the faster you start the quicker you will build.

“Your upline will run alongside you as fast as you want them to - they'll even try to keep up, if you decide to outrun them!”

But here are some worthwhile goals! We suggest that you try to imitate them until you get it. Here is how to build it. You will see that it comes down to simple numbers.

Phase 1

1. First client - your own best customer - YOU!! - You only need a reasonably achievable amount of volume in your whole customer organisation! If you don't or won't use your own products how can you seriously ask anyone else to use them – that is how you will learn about them.
2. About 25 personal clients - no time limit, ever! - The quicker the better! - That is our number, what is yours?
3. 2 or 3 front line IBO's with 2 or 3 each in their front line - everyone finding customers!

You might be in a conventional MLM system or a binary system. It doesn't matter. Just concentrate on finding 3 leaders and help them find 3 leaders, anywhere in the organisation and you will be well on the way to a huge network.

All the leading MLM'ers in the world, (whatever business they are in) will tell you that they succeed by finding and working with leaders. You will get a thousand people into your network if you can just find 3 leaders who find 3 more leaders. After that, it can take off and your business can be on “auto-pilot” and that is how the numbers will come (with your help and input, of course). Just keep sponsoring, so that your people downline see you doing it and they will naturally assume that that is the norm, and will do it too. ***Whatever you do, your downline will emulate*** – that is one of the most important core concepts of MLM building. Don't take my word for it, just accept it as lore (..and law!)

Note that I said "Build" - build equals work - you have to come prepared to work, and there is no such thing as a free ride.

In the next chapter we will see what you need to do and what you won't be doing – let's hope we can dispel some myths and concerns about what MLM is or isn't.

CHAPTER 7 – BUSINESS BUILDING

Build equals work

But it's not like we have to do HARD work.

Here is what we WON'T be doing:

- investing thousands of dollars,
- flying all around the world (particularly in these uncertain times),
- hard manual labour,
- getting a university degree,
- employing lots of staff;
- becoming tax collectors for the government;
- attending mindless non-productive meetings;
- Being beaten down by red tape.
- Investing in a hugely expensive fast food franchise and then have a bunch of kids running it!
- selling consumable products, such as radical new (i.e. untried) notions, lotions and potions;
- selling GET RICH QUICK scams online;
- telemarketing, cold calling or bothering people who don't want to be bothered;
- sticking signs on telegraph poles, or car windows, or
- doing letterbox drops!!

Above all we aren't going to be evasive or secretive about the company who we are very proud to represent.

But we ARE going to be:

- talking to the people we care about;
- sharing and offering great opportunities,
- building friendships and brilliant relationships as we help others to build on their dreams;
- building a lasting "trail" of residual income for our families and theirs,
- using the power of the internet to run our own International Storefront, and
- Attending some of the most high quality national and international training events ever held.

It's just a bit of simple, repetitive work! And with the help of a bunch of people who are your best supporters, who are cheering for you, who are willing you to succeed - wow, that's amazing, I hear you say - how come!! Because in direct selling, nobody succeeds unless their downline succeed.

The late, brilliant Zig Ziglar said it best: .."You get what you want when you help enough other people get what they want..."

Now, obviously there is no way that you or I are going to be able to talk to all of those thousands of people, by ourselves, so this is where you get to understand the principle of a lot of people doing a little. Read on, good people.

CHAPTER 8 - THE BASIC PRINCIPLES OF NETWORK MARKETING

The numbers aren't important, but the model is. You will build a network when you find enough good people who want their goals as much or more than you and who will be prepared to work with your and your upline.

The network builds when you find leaders who find leaders and so on. You might start out as a local business, but it will take off and, if you can find 3 good leaders and they can find 3 each then the business will start to run on auto-pilot.

Don't forget a lot of those people will be people who live in any of the countries that your business operates in and in some MLM businesses that's the whole world, and most of them you will never meet!! This is where the excitement begins to kick in, when the understanding begins to kick in!

But before you get carried away, our advice is to keep it local to start with, build a group of great people around you and nurture them and it will take off in directions that you may not have dreamed of.

Some Silly Numbers – except that they are achievable!

If you did manage to build 7 lines wide and all their downline 7 wide, down to 7 deep you could have, potentially 960,800 people in your whole organisation - if each one of them had just 2.5 customers, you would have a total of 2,402,000 customers and 960,000 IBO's – a total of 3,362,800 people using the products and services. If they all used and spent just \$35 per month on your goods and services that would be a total of \$117,698,000.... (a not insignificant amount of money!!)

Now let's assume that, because we are only human we only do 0.05% - 1/2 of a percent (one half) percent of that volume - that could still mean \$58,849 per month in sales or \$706,000 per year in revenue - would that be enough to make some nice bonuses?

And that is only achieving 1/200th of the goal.

How would you go at your “**J-O-B**” if you only achieved 1/200th of your quota?

Do you think your boss might have something to say about it, come the end of the month or the end of the financial year or Friday afternoon?

OK, OK, now, let's not be silly.

Most people will never get anywhere near those goals (not within a bull's roar!), but we can get a fair way along the journey from "zero to hero", make some great money and we can all have a bit of fun, trying!!

Concentrate on sponsoring two or three good leaders and help them to get two or three each, then build down deep, looking for leaders. In a binary system, you put your good people down one side of your business. In those systems, be guided by what your MLM Company advises.

If we do it as a team, attend some of the great events that our company puts on, and on a regular basis, we can have a bucket load of fun with other like-minded adventurous, and motivated people, and most importantly, we can hear from people who are making those incomes – people who started out just like us, who set easy, achievable goals, then consistently and persistently go about achieving them - people

who don't let excuses get in the way of progress - people who don't let anything get in the way of their dreams!!

People who have “planted their flag” - for whom failure is not negotiable! Focussed and committed people.

Do you see the raw power of it? That's why we call it a "*Direct Selling Engine*". That is why the smartest companies in the world are recognising it as the way to get their products and services out there, into the marketplace without multi-million dollar marketing and advertising costs.

That engine can turbo-charge your business!! And it can change your life for ever!

It is the ultimate multiplier - even in the Old Testament, someone said - go forth and multiply! Must have been the first MLM'er!!

OK , all jokes aside NOW LET'S GET REAL!!

CHAPTER 9 – PROSPECTING - HOT COLD AND WARM

Where Do I get my Prospects?

In short, everywhere.

Like we said right at the start, that list that we put up could go on forever –there are as many prospects as there are people. But you want to work with your “Warm List”.

What is a Warm List?

Many people make the mistake of assuming this to mean people you already know, but it can also be people that you have not met yet. It is just a matter of meeting them, qualifying them, piquing their interest and making the right approach at the right moment.

It could be someone you meet in a lift, or a taxi, or on a train where you have 30 seconds to a minute to make a good first impression. That is what we call the “elevator speech”.

It could be someone that you see around your school, or club or on a committee that you admire or think you would like to know better. It could be someone who has had some bad luck that you think might need a bit of a lift. You can take as much time as you need to build your “warm list”.

The point is –IT IS NOT ABOUT YOU, IT IS ABOUT THEM – WHAT DO THEY NEED? HOW CAN YOU HELP? HOW CAN YOU SHARE THIS OPPORTUNITY WITHOUT SELLING IT?

Your upline will provide that training for you.

You can also find prospects by finding leads everywhere – your contact lists, your Linked In network, your Facebook friends, and your Twitter followers.

If you publish a blog, or regularly contribute to other peoples’ blogs, there are opportunities to capture those leads.

You can purchase leads, but this takes a bit of expertise, so talk to your upline about how you do it.

Internet and Social Media marketing is a lot more specialised than many people think and we will deal with that in another e-book, later on,

CHAPTER 10 - EVENTS & TRAINING DAYS

Big lesson - go no further until you fully understand this point

If you want to appreciate how to make the big bucks, and find the inspiration that you might be searching for, then get in a room with a bunch of people who are doing it!!

At every opportunity.

In other words, attend all the EVENTS!!

Whether they are weekly training sessions or opportunity meetings in a small room, or regional or national or international events in an auditorium, they are ON because they are a part of your system, and you must plug into your system.

It may not mean that much, as you read this, but “plugging in” is one of our core concepts and we all need to understand it.

Each of us need to trust our upline and join in. You can't duplicate for your downline if you don't totally trust what your upline is doing. Hence, the concept of “plugging in”.

Get on the bus and come along for the ride. It is that simple.

The System Will Provide Reinforcement if You Get On Board

Our business depends heavily on positive reinforcement. When you are “out in the trenches” on a daily basis, it is important to get some positive reinforcement from your team mates on a reasonably regular basis.

WHY?

Well, MLM is not a J-O-B!

There is nobody telling you what to do, when to turn up, how much you will earn whether you achieve or not – making you work within certain time frames, allocating tasks that are within your comfort zone.

You are your own boss and this could mean that you may be well and truly out of your comfort zone.

You are setting your own times, your own goals, your own pace and sometimes it can all get to be confusing – especially where you might get frustrated at yourself for the lack of progress that you thought you were going to make, so it is necessary to get with the team on a regular basis and keep yourself on track. One of the best ways to do this is to hear success stories and get training from people who can present a slightly different perspective.

Sometimes it is just the way that one presenter puts the story across, a joke or funny story that you relate to, or a way of describing something that was troubling you.

It might be hearing one person's inspirational testimonial that lets you believe that you are not alone – that you can do it – that you are not the only person who is having a particular challenge.

It might be that you just get an opportunity to walk up to one or two of the leaders, and ask them a question about something that is troubling you, or to be able to enjoy their company in a social setting at the end of the day. The word “networking” comes into

its own, when you are in a position to interact with members of your network on a reasonably regular basis.

It might just be that a weekend away with a few like-minded people is a good way to blow out a few cobwebs. Everyone comes away from an event with a positive story to tell and a way to re-focus their energy for the next few months, so don't underestimate it.

Be like a frog on a lily pad – hop from event to event – diarise the events before you diarise anything else – always register for them as soon as you can so that your downline see you being enthusiastic and energetic – remember, this is a business of duplication – your downline will do what you do, even if you think that they aren't noticing. Make sure they see you being the first to register and the most enthusiastic one about the next event.

Above all, promote the events in your group and get as many of your people there as you can. It will build your business faster than anything else. If you don't understand that, just accept it, as a given it for now, because it will and you will surely believe it after the first event that your downline group attends!

One of the great outcomes of events and trainings that we often hear, is when a new leader is getting people along to the events in numbers and is seeing how that helps to build his or her group. It is often because the group learns things that their leader maybe wasn't able to communicate, and that is the value of getting your people in front of the fantastic leaders that you will have in your upline organisation. Never underestimate it.

Happy Clappers!

If you are saying to yourself "I couldn't stand being in a room with all those crazy happy clapping people", think again!

Don't let your ego or your irrational fears defeat your dreams and aspirations for your future or your family's future. How dumb would it be to let pride get in the way of progress?

When you attend the events, you will hear highly inspiring business common sense from some very successful (*meaning wealthy*) people who are the leaders in your business and in the worldwide Direct Selling business. Yes, the audience will be enthusiastic, because they are people who are getting actual validation that the system works. Don't confuse enthusiasm with evangelical fervour. Take our advice, go with the flow and allow the enthusiasm in the room to permeate your thinking.

It makes **total** sense to go along, and it makes **no** sense to stay away, especially when it is only going to cost you, most times \$20 - \$30 and a couple of hours of your time! ... and it is fully tax deductible.

National convention

Then once or twice a year - the big National Event.

If you are still embarrassed to go, you can wear a wig or a false moustache, or some other disguise, and hide yourself in the crowd of thousands of people who are excited about their futures!!

I guarantee nobody there will be mocking you or laughing at you, and you can sit right up the back, in the darkest corner, and let your guard down as much as you want on the day, and, if it's still a problem for you, sneak quietly home and tell all your friends you went to a footy match or a funeral!

But I would like to wager with you that you will get SOMETHING out of the experience, and you will come away with the confidence to tell your friends and family where you have been and, more importantly, where you are going from there on.

CHAPTER 11 – OBJECTIONS

This Chapter does not deal with objections that others will throw at you – if you are strong you will easily deal with those and your team will teach you how.

We'll deal with that in another e-book.

Here we deal with the ones that are lurking inside you... your doubts.

What Are Some of the Obstacles?

Generally, the only obstacle to building a successful Network Marketing business is the doubt and fear and uncertainty that exist in our own heads.

It is often said that:

“the roughest terrain to negotiate is the six inches between our ears!”

Why do we procrastinate? It is called inertia and it usually as a result of “paralysis by analysis” – we over think things, we let our fears take over and we become a “rabbit in the headlights!”

The doubt comes from fear of the unknown, or fear of failure, or fear of success, or fear of what your friends or family might think. Those same friends and family won't mind if you help to pay off their credit card or pay off their house, a few years down the track, so why wait and why care?

In a blog I read recently, the writer asked:

What if you fail? Isn't failing bad? – Failing is the main ingredient for success. There are 2 outcomes when you try something new – you either win or you learn! In both situations you win!

If you really believe that you have found an opportunity to change your life for the better will you start to think in a more positive way about your future and your success?

If you truly believe that there is a way to succeed, will you think more positively?

One of the biggest mistakes you can make is doing nothing because you're too scared to make a mistake. You can't handle success, if you can't handle failure.

All it takes to succeed is commitment and focus. Because the system laid out for us is so easy to follow, we just need to put the blinkers on and do it systematically.

CHAPTER 12 IS IT A PYRAMID?

“Pyramid Schemes have been illegal in most countries for over 40 years .”

Well, if you think of a pyramid as an organisation that has the highest earners at the apex and the lowest at the base, you have just described companies, government departments, the military, banks, insurance companies and most other organisations.

Here is my definition of an illegal Pyramid Scheme:

A business is only an illegal or unlawful pyramid scheme if it sells positions in the organisation, allocates positions, according to how much the entrant has paid, and doesn't move products or services through the network, so that fair and ongoing bonuses can be paid out of revenues, where people coming into the network gain an unfair advantage from doing no work or expending no effort.

If you are in a sound MLM business then you are in a "customer acquisition business" with a range of everyday goods and services, sometimes right across the globe, some of which can also be purchased from other suppliers, and thus must be competitively priced in the open market to be saleable, and you can sell to customers in any of those countries, through your very own online store.

The entry fee that you pay is usually fairly small by comparison to the overall opportunity that you are buying into and usually reflects purely the administrative costs of getting you set up on the company's system and the price of some initial sales stock.

You are not paying for a position in the organisation, because you can only start in one place and that is underneath your sponsor.

However, I prefer to look at it in a different way.

You are always starting at the top of your personal network, because that is what counts the most. You are the "head of your empire", no matter how big or small it may grow.

It is a system where the entrant earns from his or her own personal efforts and where bonuses and commissions are fairly based on effort.

Provided that the products are easy to move, that your business has a fair compensation plan, that the owners are people who are focussed on your success, then it is a good business to be in.

A major point of difference with MLM is that your company doesn't pay third parties for advertising or marketing to the public, so those millions of dollars that conventional sellers need to spend on marketing, can be better used in customer savings and distributor bonuses. Better off in our pockets!

You are placed in a network downline from your sponsor. You cannot make any money from your upline, only from your downline, and your upline can only make money from your efforts, when they help you sell product or build a successful network of other distributors who also sell products and services.

So you make direct profits from sale of retail products, commissions on your volume and over-rides, as incentives to grow your network and advance in the organisation.

These over-rides on your residual income come direct from the company, not out of any distributors' pockets. You and your "pyramid" can end up more successful than your upline and his "pyramid", and he will thank you for it every day!

You pay a joining fee which is a tax-deductible overhead - it may be a one-time fee or it might be renewable, monthly or yearly. It usually buys you your Online Storefront - then you may pay an admin fee per month to be supplied with a comprehensive back office set up, that tracks your business, and is continually and automatically updated by your head office, which means that you are "*Open for Business*" 24 hours a day, seven days a week, in many countries. In some organisations, you will get access to online shopping malls in many countries around the world.

The kind of internet access that you get the use of, would cost an individual or company tens or hundreds of thousands of dollars to set up, and you get it virtually free, so don't forget to factor that into your thinking.

But, still, no one earns any money from any of that - only from moving products and services through their distribution network - so it is not a Pyramid scheme! - Our federal and state governments outlawed them around 40 years ago as they did in America and Europe, so there is virtually no way you could start one, today, in just about any country in the developed world.

A good MLM company will have an Integrity Board or department that monitors these types of consumer issues. Make sure that you check this when you are investigating the opportunity.

CHAPTER 13 - SOME MORE OBJECTIONS

I Think [the joining fee] is Too Much to Pay to Get Started

If you think that the average investment in MLM is high, consider what you are getting for it – in most cases you are getting the chance to potentially make a great short term or long term income (that you can easily live on or retire on) without overheads, travel, government interference, staff worries, expensive equipment and about a million other problems, so is \$200 or \$500 a big investment? Is \$1,000 a big investment? Is \$40 per month over the top?

In addition you are getting fantastic training and support from everybody in your team and your upline. These days, the internet makes it so easy. Your company site and your team sites will have hundreds of hours of free video training, audio files, webinars, access to printed materials, RSS feeds, social media and almost endless ways to build your team and your business.

Do the maths and you will quickly see that your initial investment is a drop in the ocean, compared to the investment you would have to make in most businesses.

Have a look at how much you would need to invest in one of the large franchise chains, or just in setting up a local suburban shop or office.

MLM is a “no-brainer”.

I Can't Sell/ have no Sales Experience/ don't want to be in a Selling organisation

Guess what – you are not in the Selling business!

Your MLM company is in the selling business – it is the warehouse, invoicer, shipper, storer, transporter, mailer of products, payer of salaries and overheads, payer of bonuses, advertiser, marketer, webmaster, call centre and a hundred and one other things, and the organisation that takes all the risk.

We are in the *Opportunity business* – our job is to sell opportunities and dreams, build the sales and help to build the distribution networks and offer the hope of a better future to people who are looking for change – don't confuse the roles. Ours is by far the easier.

I Can Make Money Investing Somewhere Else

Even if you only ever made \$100 per month from your MLM business – think about this – to make \$100 per month from your investment portfolio, you need to have \$24,000 invested at an average return of 5% per annum.

Not everyone has a lazy \$24,000 laying around, but just about anyone can make \$100 from MLM. That kind of logic crushes most excuses, wouldn't you think?

I Can Make Money playing the Stock Market (or the Forex Market)

Good luck with that.

If you are good enough and knowledgeable enough to make a living out of the markets, then we wish you well, but if you are a novice, you will need to have seed capital, spend a lot of time learning about it, find a broker you can trust, or set up your own trading system, which means costly software and monitoring systems and time consuming reading of complex investment reports. This is hard work and will take you as much

time as building your MLM system, and it will probably keep you awake at night, wondering if the market is going to turn on you, tomorrow.

Having said that, it is, of course, a perfectly legitimate way to spend your time and your money, but as yet, nobody has come up with a perfect system for predicting the markets.

MLM, on the other hand, has come up with simple and nearly perfect systems, and all you need to do is plug in and follow them.

CHAPTER 14 - SHOW ME THE MONEY!

How Much Can I Make?

Short answer? - Anywhere from Millions to Nothing & everywhere in between!!

But, every good MLM company very carefully and deliberately goes out of its way to say that ***no income levels can be guaranteed***. You will see these disclaimers on all of their material. If you don't see them, you may be looking at the wrong kind of business opportunity.

These disclaimers are there because nobody has any quotas and nobody "gets the sack". You can do as little or as much as YOU want, and there are no quotas, and definitely no limits on what you can achieve. Some people will dabble with the business and may never make much money out of it, and that is THEIR CHOICE. But those who want to, will find a way to do it.

Those who do succeed can live fantastic lives with enormous freedom, because this is a business where the bulk of your earnings at the high levels is RESIDUAL income – that is, money that you make from work you did in your early days – you can literally be making money while you sleep.

The freedom that it buys can be priceless. There is time freedom, freedom of choices as to where you live, when you take time off, where your kids go to school, when you sleep in, who you can help with your time and money and many other great advantages of residual income.

Follow the Success Trail

Look at the top achievers and follow in their footsteps and there is no reason why you can't make as much as them, or even more.

If you hear someone say "that didn't work" just ask them ..."Was it the business that didn't work, or was it you who didn't work?".

A 5 figure income per month inside the first year is very achievable.

The only question you have to ask yourself is - if a bunch of people will do it, why shouldn't one of them be me?

It is a fact of life that nearly 96% of people who start in MLM don't make an income that they can retire on.

MLM companies know that – they don't fight it. They just expect there to be enough leaders to make their companies prosperous. Don't fight the statistics – find a way!

So? What is the answer to that one? BE ONE OF THE 4%!

It's just a decision, and a bit of work, and the ability to plug into a proven system and follow it.

CHAPTER 15 – JUST DO IT!

Get Started

So, once we understand all of that, and have those goals set, we just FOLLOW THE SYSTEM (you'll hear that in every MLM organisation, because it is the only way).

Repeat, repeat, repeat - just go and tell everyone you know about your great opportunity - stick to the system. Sort, don't sell, and you will get enough good people on board, that the NO's won't matter - in fact, they will be forgotten.

Now back to the plan!

Phase 1 – Use the products, sponsor, lead and sponsor some more!

Phase 2 - Repeat Phase 1

Phase 3 - Repeat Phase 1

Phase 4 - Repeat Phase 1

Keep it simple and never get out of Phase 1! That is really how easy it is to build an empire!

Do, on day 101 what you did on Day 1 – don't make the mistake of getting into the management phase.

If you want to run a successful restaurant, there are many things that you might need to do, but the one that counts the most in the restaurant's success is turning out great food every meal and every sitting. Without the basics the other stuff won't happen.

MLM is no different.

Keep it simple.

Sponsor, and help you downline to sponsor, then move the products and train with your group and the rest will take care of itself.

We wish you well in your network building and we are here to help.

FINALLY, BE COMMITTED

Remember the example of the big train rumbling down the track?

1. You could get upfront and drive it!
2. You can get on board to enjoy the journey,
3. You can stand on the platform and watch it go by,
4. You could stand in the middle of the track and try to stop it (good luck with that!)
5. You could try to outrun it, or
6. You could just turn around and go home,

Your choice.

We hope that you will get on board and join us on the journey with all of the friends that we will make, along the way. Or in the words of the old Middle Eastern proverb:

"The dogs bark, but the caravan rolls on!"

FIND YOUR WHY!
WORK OUT HOW!
DO IT NOW!

John Gates
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