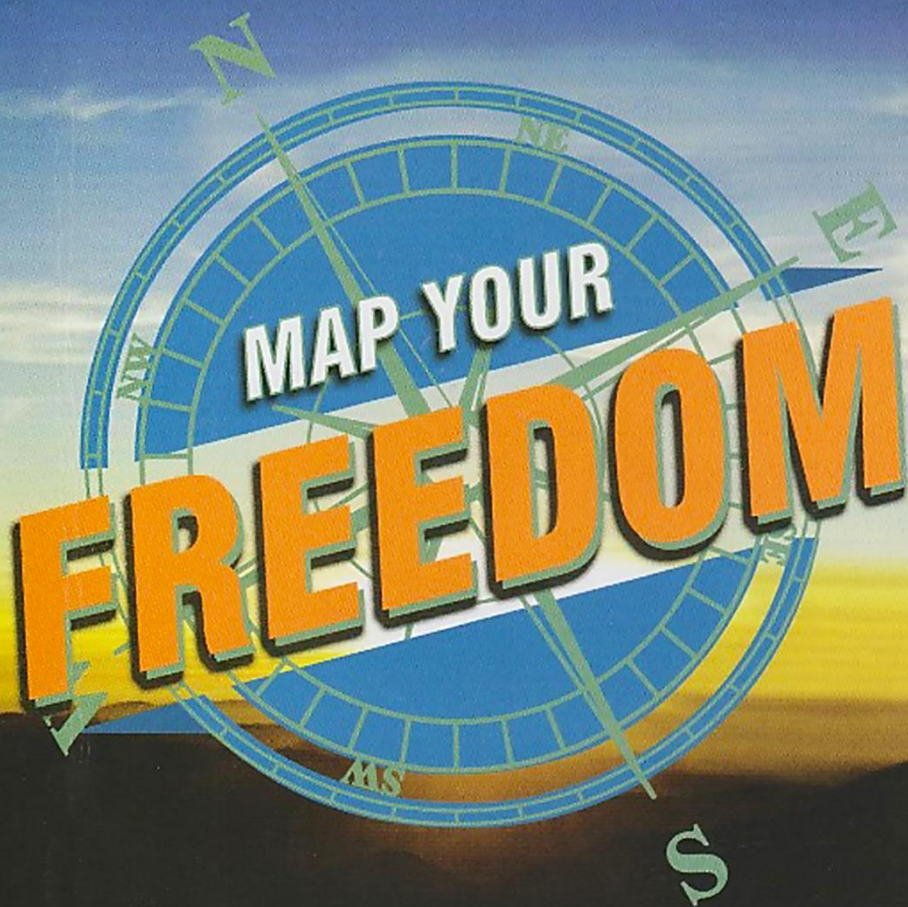


# FATEMI GHANI

SECOND EDITION



*A Guide For Entrepreneurs*  
*In Network Marketing*

# **MAP YOUR FREEDOM**

**A GUIDE TO SUCCESSFUL NETWORK MARKETING**

**Fatemi Ghani**

**MAJEED BOOK DEPOT**

22-Urdu Bazar, Lahore - Pakistan

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The author is a successful network marketer of a large Network Marketing company that deals in supplements, personal care products and cosmetic products. Hence it is natural that the examples and references made using network marketing products could be biased towards health and wellness products. The author recognizes this bias, and no intent is being made to prospect and recruit. The sole intent for the mention of products is to give examples in the lessons. In many sections of this course, one will come across terms like, Diamonds, Star Diamonds, Crown Diamonds and the like. Then mentioning these terms are examples of levels or positions that could be held in a network marketing company. In many of the chapters while quoting examples, gender has been retained in some cases as male only for ease of reading. The author is not gender biased.

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Cover Page Image – Charles Mohr

# Dedicated To **MY FATHER**

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"I dedicate this work to my father who passed on a legacy of sharing and giving to me. In spite of all the hardships and very little in terms of resources and assets, he would share and give whatever he could and whatever he had amongst everyone, irrespective of their colour, caste, creed or religion. He taught me and showed me the **Power of Giving.**"

# Acknowledgments

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Writing a book is a mammoth task and this accomplishment is not possible single-handedly without the assistance from others. I have been jotting down points and ideas for three years, but it was the inspiration from Shirish P. Sebastian which made me sit down and write this book.

First, I am thankful to God who has given me the insight and intelligence to write this book. I am grateful to my mother who sacrificed and took all the pain to nourish and train me to become what I am today.

I am grateful to all who have, directly or indirectly, contributed to the making of "Map Your Freedom."

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And finally to my grandson, **Ashar**, the joy of my life, who was around me and was an inspiration during the writing of this book.

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## **INTRODUCTION BY DR. JOSEPHINE GROSS**

Here at Networking Times, we have known Fatemi Ghani for many years. He joined our community and became a student at Networking University when we opened our doors in 2003. Soon he distinguished himself as one of our most faithful weekly webinar attendees, even though he had to set his alarm at 5 a. m. in Dubai, UAE every Wednesday to catch the live presentation from Los Angeles.

We first featured Ghani in our May/Jun 2007 issue of Networking Times, as he announced to the world that he was quitting his engineering job of twenty-five years to become a full-time Network Marketing professional, a feat he was able to accomplish, thanks to the training and education he received from our Networking Times contributors and distinguished faculty.

We stayed in touch over the years and as Ghani's organization and leadership grew, we selected him as our featured Master Networker for the Mar/Apr 2008 issue of Networking Times. It was the first time we featured a leader who built his business primarily in the Middle East, where he was a pioneer of the Network Marketing profession. We titled his story with our Networking University motto, "Education Changes Everything®" because Ghani was a true product of its mission, which is "to educate Networking professionals, who aspire personal freedom by serving others, with greater skill, integrity, and responsibility."

When Ghani came to us in 2013 with the idea of compiling his experience and expertise into a book, I wholeheartedly encouraged him to do so. I emphasized that what would make his contribution unique and most valuable would be if he could tell the reader how the business is done in his part of the world and in the countries where his team has grown. I also suggested that he focus on how the business can change the lives of Expatriates, especially since he is a living example, and the destinies of women, since he built teams in many regions where women otherwise have little financial freedom and opportunity.

I'm so happy and grateful that he took my suggestions to heart, as the international Network Marketing community is now forever enriched with a compass and a roadmap to build a worldwide business. *Map Your Freedom* is the essential guide to Network Marketing success, written and distilled by a world-class leader who has remained a humble student of the profession. I love this book and what it will do for readers who take its message to heart, a message that reflect the three reasons why I chose to be a spokesperson and ambassador for the Network Marketing profession:

- It provides economic opportunity, especially in places and at times where it is severely lacking.
- It empowers women, especially in regions and cultures where men have much more power and freedom.
- It comes with the entrepreneurship education needed to succeed in the new economy, and which our traditional school system is not providing.

There are many materials you could be reading to educate yourself about Network Marketing. The book you hold in your hands receives my highest recommendation because it presents a down-to-earth approach and perspective from a leader who has made the journey and continues to reap the rewards-residual income, never-ending personal growth, fulfilling personal relationships, and an uncanny ability to change lives.

Are you ready to map your freedom? Then turn the page and start reading, and become a student and leader of our wonderful profession.

Dr. Josephine M. Gross  
Cofounder, Gabriel Media Group, Inc.  
Editor-in-Chief, *Networking Times*  
Dean of Faculty, *Networking University*

## FOREWORD BY TOM 'BIG AL' SCHREITER

I relate well with engineers. When I first met Fatemi Ghani, I knew he was different. Sure, he was an aeronautical engineer, but he had a human side that showed that he was destined to be much more of a leader, than a follower.

Network Marketing is about people and moving people. These are skills that have to be learned. Ghani had already mastered these skills way before entering our profession. You just sense that some people understand more, see more, and are destined to lead.

Through the years I have watched Ghani travel, support and train throughout the world. His passion to teach, share and uplift shows through his everyday life. You see this passion in his relationship with his family, and his support to his networking organization. He knows that if he can help other people be more, they in turn, can help yet even more people succeed and fulfill their lives.

Throughout this book, new distributors will find the checklists and steps they need to technically build their Network Marketing business. This is important. And finally, they now have a resource where all these checklists reside.

But I encourage the readers of this book to look at the bigger picture. Sure, Network Marketing can help people increase their income and make their lives better. However, Network Marketing offers a huge life-changing opportunity to those willing to take that extra step. You will read about some of these people, who went from poverty to riches, in this book.

What separated these people from the masses that did not take that extra step? Why did they become huge leaders who affected the lives of tens of thousands of people?

I would suggest the difference is the 30 leadership qualities in the final chapter of this book. This is where the "human element" is engaged. Network Marketing is, and always will be, a people business.

This book is not a one-time read to be placed on a bookshelf when finished. It is a working manual and GPS to guide networkers every day of their career. I've anxiously awaited Ghani's book, and now it is finally here. I hope the readers respect and honour Ghani's wisdom and ability to improve others.

Tom 'Big Al' Schreiter  
Legend in Network Marketing

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## WHY I WROTE THIS BOOK?

The book title "**Map Your Freedom**" is coined considering an individual's financial and personal freedom. It is about being free to complete your dreams that one sets out to achieve. The book title is in no way related to the politics or freedom of a country, society, or individual from the atrocities of governance. It is all about an individual's financial and personal freedom, and if readers absorb the spirit of this book, undoubtedly it might just boost the economy of a society, state, or country.

As we see today the world revolves around economic control. Individuals are working hard preparing themselves to catch up with this and attain financial security. "**Map Your Freedom**" is about how the average person can attain financial and personal freedom and become extraordinarily wealthy. This book is full of golden nuggets which, when put together, will help the reader attain the financial success that so many are trying hard to achieve.

I have been working closely with Network Marketers since 2000 and have seen thousands of networkers dreaming, struggling and having their financial dreams shattered because they experimented with uncertainty and were never rightly guided to their dreams. This was the sole reason I decided to share my success in the Network Marketing Business Model and write a practical guidebook.

**"What do I need to do to succeed in Network Marketing and how do I do it?"** Over the last decade of my career as a leader, I have been posed with this same question time and again by networkers, whether they are just building their business or have either failed or simply given up on achieving their financial freedom, through calls, e-mails and in meetings.

This book, "**Map Your Freedom**" is the answer for millions of new and seasoned Network Marketers worldwide who want to learn the ABC's of the Network Marketing Business Model. This step-by-

step practical guide to Network Marketing has been written in a simple language, which can be understood by all.

**“Why did I join Network Marketing industry?”** It was during my last job, I witnessed the helplessness of a colleague who was fired from our company. I then realized the uncertainty and dependency of a person doing a good job and understood that owning an enterprise is better than working for someone. This triggered my interest in the Network Marketing Business Model which I was doing as a part-time hobby. I decided unto myself it was time to take this opportunity of Network Marketing seriously.

The journey thus began and it took me around 4 years of hard work and dedication to transition myself from my job to my own business to attain my personal freedom. I quit my job as an Aeronautical Engineer because my Network Marketing business gave me the freedom to work whenever I wanted, wherever I wanted, and with whomever I wanted.

At this crucial time of global economic slowdown, “Map Your Freedom” can be just the light you need, especially for the Network Marketing business entrepreneur. I have tried to illustrate facts and figures by including the latest data on the Network Marketing industry. I have managed to add music and meaning to the content of this book with quotes from top leaders in our industry.

**What makes this book stand out on the shelf of other Network Marketing books** is that it contains the essence of my own experience in the field with clients and my fellow Network Marketers. The practical knowledge of the industry that I gained from two Network Marketing Universities and the ideas and understanding of the business that I got from over 10 different highly successful networkers and authorities in the Network Marketing industry today.

Along with my story as a networker, I have also added many stories of other successful networkers that I know of to help the reader believe that if we as networkers did it, you can do it too.

The book recipe contains all the basic ingredients of Network Marketing and I have separated them into six detailed systems - A, B, C, D, E and F. These systems are,

1. Making a prospects list and qualifying them.
2. Preparing a business folder.
3. Getting ready to answer objections of prospects.
4. Approaching the prospect.
5. Giving a presentation; and finally,
6. Following up with them.

If the reader is seriously willing to learn and practice all six systems, the chances are that he or she will become successful in building a large and profitable Network Marketing business.

This book, "Map Your Freedom" is all about you and me. If you use the success system A to F and master lessons from the stories of the successful people featured in this book, I am sure what took me 10 years to achieve, will take you half the time.

In the Network Marketing business, various products and services are sold. In the context of this book, as an example, I have selected food supplements as a product and used it throughout my book.

We have heard that our mind is like a parachute, it only works when it is open. If you are new to Network Marketing and maybe have some pre-conceived ideas about the industry, I would recommend that you read this book carefully with an open mind and formulate your own conclusion(s).

By the time you finish reading and working through "Map Your Freedom", you would have devised a map of your own that will

guide you to navigate yourself in the Network Marketing business. You will be confident to go into the field and put into practice the skills you have learned from this book which will, hopefully, help you become successful and wealthy.

Happy Networking,

**Fatemi Ghani**



# PART 1

## WHAT IS NETWORK MARKETING?

(This part explains Network Marketing, industry, facts and figures, who is involved in this industry and what is the business potential?)

1. Life of a Networker—Living the Dream
2. What is Network Marketing?
3. What are Top Leaders Saying About Network Marketing?
4. Latest Data on Direct Selling/Network Marketing Industry
5. Comparison Between Jobs, Franchising, and Network Marketing
6. The Perfect Opportunity
7. Asia and Africa: The Potential of Network Marketing
8. One World, One Market
9. Criteria for Selecting the Right Network Marketing Company
10. Women in Network Marketing
11. Mindset of a Network Marketer

## LIFE OF A NETWORKER – LIVING THE DREAM

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*"What's money? Man is a success if he gets up in the morning and goes to bed at night and in between does what he wants to do. " – Bob Dylan*

Successful Network Marketers live lives that sound like a dream. They are their own boss and select their own time and place of work. They work to help people in their community, country and even globally and that is why they are called social entrepreneurs. They, along with their team, live in their dream houses, drive their dream cars, dine in the restaurants they want and go on vacation to the most exotic locations with their families and friends. And most importantly, they are social workers and love to spend money in charity work.

*Who are these people and where are they?* The successful Network Marketer can be found all over the world, from U. S. A. to Japan, from China to Brazil and from Australia to U. K. They may not be on the cover of Time Magazine or Business Weekly but may be on the cover of Networking Times or Network Marketing Magazine. They help ordinary people become extraordinary.

So why have most of us not heard of these successful entrepreneurs? The reason is simple. Network Marketing is all about closely knit business entrepreneurs working in teams. For them, the world around them is non- existing and they are only keenly aware of the world they have created busily helping thousands and thousands of people attain personal, time and financial freedom. These leaders are well known celebrities within their own network, the company that they represent, or the Network Marketing industry based on their achievements. They are famous and wealthy because they have helped many to

find what they are looking for - good health, financial freedom, travel and time freedom.

One thing noteworthy is that the greatest personal growth trainers in the world like Jim Rohn, Peter Drucker, Bob Proctor, and Tony Robbins have something in common - they all have similar backgrounds or started their career in Network Marketing.

One of the greatest authors of all times Napoleon Hill in his book "Think and Grow Rich" gave the winning formula by saying, "there is one quality which one must possess to win and that is - definiteness of purpose, the knowledge of what one wants, and the burning desire to possess it."

I have seen and read so many real-life stories of successful networkers like Randy Gage, who rose from being dishwasher to being a multi-millionaire and is one of the biggest names in the Network Marketing industry. The book, "Greatest Networkers" written by John Milton Fogghas many stories of successful Network Marketers.

What does a typical day/week in a life of a Successful Network Marketer look like?

1. Time Freedom - Retire in the evening and rise in the morning whenever they wish without having to adjust their life to the alarm clock.
2. Business Owners – They live their life according to their schedule and do not must report to a boss.
3. They choose – To go for an early morning walk or a jog on the beach side or relax for some more time rolling in bed.
4. Reason To Live – That is what makes them care for themselves, take daily supplements, eat a healthy breakfast, read the morning newspaper while sipping on healthy coffee leisurely.

5. Home Office - Sit down and relax in the home office without disruptions and do some creative thinking and writing.
6. Communication - Answer e-mails and messages and follow up with team leaders, contact prospects and customers.
7. Building global relationships - Conduct a Skype conference with team leaders, prospects and new distributors around the world.
8. Socializing - Dine in a special restaurant with family, friends or with the top leader of a team.
9. Entertainment - Relax and watch a movie on a home theatre with family and friends.
10. Sporting - Go to the gym or play table tennis regularly.
11. Charity - Attend a weekly social/charitable event.
12. Training & Education - Meet members, leaders and prospects in the evening and be the host for that meeting/training in the home office.
13. Event Organizing - Attend or conduct a **weekly webinar and seminar**.
14. Family Commitments - Enjoying quality time with family and dining together anytime.
15. Reading - Before sleeping, reading at least 10 pages of any book on personal growth, Network Marketing or autobiographies of great people.
16. Travelling – Taking vacation whenever they want and travel to exotic places.

Is this a good life? By the grace of God, this is the life I am blessed with through Network Marketing.

## CONCLUSION

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Network Marketing is the perfect opportunity which provides one with personal, financial, time, travel and growth freedom. Network Marketing allows committed networkers to build a lifestyle of dream. In short, you truly own your life. **This book is all about how you can “Map Your Freedom.”**

# WHAT IS NETWORK MARKETING?

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"Of all the entrepreneurial opportunities available today, one of the most important is direct selling, also called Network Marketing." - Paul Zane Pilzer

Network Marketing is a form of distribution in which there is movement of a product or service from the manufacturer to the consumer.

Some direct sales companies manufacture and sell their own products. Others, such as many health and nutrition companies, have third party manufactures for their products. The main difference in the Network Marketing business model, compared to that of the traditional Retail Marketing model, is that in the Network Marketing business model, a product or service is moved directly from a company to the end consumer bypassing the middlemen such as retailers and sub-retailers (traditional method). The consumer/customer purchases products or services directly from the direct sales company. Some companies have a sign-up fee, which enables them to become a customer or distributor with that company and be able to purchase products at wholesale cost as well as sell their products or service to others. Some companies have no signup fee policy which, in my view, is an advantage. The distributor or networker is rewarded not only for the purchases they make for personal use, but also for the purchases made by his/her referred consumers and distributors.

Other terms used for Network Marketing include Multi-Level Marketing (MLM), direct selling, word of mouth marketing, affiliate marketing, relationship marketing, person-to-person sales, and referral marketing. In most of these approaches, the product/service reaches the consumers directly without any

middleman. Network Marketing is one of the fastest growing industries and has become a very viable career opportunity for many ambitious, hardworking, self-driven individuals with a dream of financial freedom. Several colleges and universities, such as the University of Illinois, now offer courses in Network Marketing.

## **History of Network Marketing**

The seed of Network Marketing was sown by Carl Rehnborg. In 1915, Rehnborg studied the effects of diet and nutrition on the health of individuals (Schocker, 2010). He started his own company in 1934 called California Vitamins (later changed to Nutrilite Products in 1939) which sold health products. By 1945, the company introduced a multilevel-compensation plan which is seen as the beginning of Network Marketing. From those origins came the introduction of Network Marketing to two young distributors who had joined the company, Rich de Vos and Jay van Andel. They realized the potential in this industry and how they could help themselves and teach other people to manage their own business. This led to the establishment of the American Way Corporation, now globally known as Amway. The main aim for these two organizations and other similarly successful organizations was to promote financial independence and self-actualization through Network Marketing.

## **What is Network Marketing?**

Tom "Big Al" Schreiter, author of the "Big Al" books, defines Network Marketing as, "Most people do Network Marketing every day; they simply don't get paid for it." He explains, "Most of us love to recommend products and services that we like to others which include our family members, friends, or acquaintances. This could include a movie or a song or a restaurant where you loved the taste of the food served. Do we get paid for our referrals? No! Well in Network Marketing, **we get**

**paid for promoting and recommending a product or service that we like to others."**

### **Who is involved in Network Marketing?**

According to the World Federation of Direct Selling Associations (WFDSA) June 2016, approximately 103.2 million networkers are part of the Network Marketing industry worldwide, accounting for more than \$183.8 billion worth of direct sales worldwide. It is important to note that this number represents independent distributors, independent business owners, consultants or sales affiliates globally.

### **What is sold through Network Marketing?**

Virtually every product or service that one can think of is sold through Network Marketing. These include wellness products (nutritional supplements, weight management programs, sports and energy drinks, health food), cosmetics, personal care products, air and water filters, cookware, art, home accessories and services (finances, energy, travel, internet and telecommunication), legal protection plans, and a range of other products.

### **Understanding the Direct Selling and Network Marketing Businesses**

Many people nowadays fail to differentiate between a Direct Selling organization and a Network Marketing organization. To understand the basis of this study, it is important to understand the basis of these two similar yet different modes of business.

A direct selling organization has been defined as "one which produces and sells its final product directly to the consumer" (Granfield and Nicols, 1975:33).



On the other hand, a Network Marketing organization is seen as a progression to direct selling which involves "compensation plans in which commissions are paid on sales made at multiple levels or multiple tiers down a vertically structured sales organization" (King and Robinson, 2000:79).

Both these methods have the aim of distributing and selling products and services directly to the consumer. But the Network Marketing model focuses on a soft-sell relationship-building approach which promotes the sharing of a business opportunity, products and services with other individuals who might seek to gain financial or health-related benefits from the opportunity (Albaum and Peterson, 2011).

Hence Network Marketing organizations promote a culture of word-of-mouth communication and members shape the organization through the sponsoring/recommending of individuals and the building of their network. Direct selling on the other hand focuses on closing a sale through generally hard-sales tactics, door-to-door selling, and more recently, online selling where the main aim is to sell a product and move on.

## **Network Marketing and Pyramid Schemes**

It is important to point out here that a legitimate Network Marketing organization is completely different from the infamous pyramid schemes that have plagued the industry (King and Robinson, 2000). There is usually no tangible product or service being sold in the pyramid scheme model. Money is simply being passed from up the funnel which resembles a pyramid. The person at the top makes all the money. Pyramid schemes rely on an everlasting model of recruiting new members where the members receive a bonus only once, they reach towards the top of the pyramid. Therefore, the whole business model is based on recruitment rather than selling which makes it unsustainable and fraudulent.

Network Marketing on the other hand is based purely on selling products and services to other people while building up a network of sustainability or longevity. Bonuses are paid at all levels of the sales organization based on position and points which have been accumulated over a period.

### **How are distributors paid in a Network Marketing Company?**

Network Marketing is based on a model of multiple level compensation plan which aims to pay its members based on product sales as well as an additional bonus based on the sales of their sub-organization (or downline) (King and Robinson, 2000). These are the group of individuals the member recruits to generate further sales and bring in new recruits and so on.

Network Marketers seek consumers who are initially close such as friends and relatives while stocking regular-use items (such as supplements, beverages, cosmetics, etc.) which can be used daily either for personal care or supplementing health. After being satisfied with the product or services, these consumers reorder the products or services and start to build their own sub-network. This creates a residual income for the sponsoring member who benefits financially from his growing network. Therefore, the Network Marketing Business model offers a great opportunity for regular residual income, one of the prerequisites to achieving financial freedom.

“Nothing influences people more than a recommendation from a trusted friend.” - Mark Zuckerberg, co-founder of Facebook.

## **Why big companies promote their products through Network Marketing?**

- a. People trust personal recommendations/relationship marketing.
- b. Reach out to maximum people in every village, town, and city without paying for advertisement.
- c. Whatever the Network Marketing companies save from advertisements and middlemen, they pay to their loyal distributors.
- d. Low Investment/High Return.
- e. Access to national and international marketing.
- f. Residual income.
- g. Open to anybody.
- h. Solid Ethics-lifestyle with passion, helping others to succeed.
- i. Giving opportunities to millions who want to do business – irrespective of gender.
- j. Home based business.

## EXERCISE

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1. What do you understand about Network Marketing?

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2. What products are sold through Network Marketing?

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3. Why do companies promote their products through Network Marketing?

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4. What is the history of Network Marketing?

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# WHAT ARE TOP LEADERS SAYING ABOUT NETWORK MARKETING?

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*"If I would be given a chance to start all over again I would choose Network Marketing." - Bill Gates*

Bill Gates - a business magnate, investor, programmer, inventor and philanthropist. He has been consistently ranked as the world's wealthiest person.

*"In my forty years of working with people all over the world, I have been so impressed with individuals who are doing Network Marketing: these are passionate people working with companies that have products and services that help real human needs, they are excited about their future and the possibilities of having more freedom of time and finances, they are individuals who are wanting balance in their lives and who are willing to work hard to achieve it..." - Dr. Steven Covey*

Dr. Steven Covey - an educator, author, businessman and keynote speaker.

*"Your industry promotes core values all around the globe and gives the people the chance to make the most of their lives." - Bill Clinton*

Bill Clinton – the 42<sup>nd</sup> President of United States of America.

***"The richest people in the world look for and are building NETWORKS, everyone else is looking for work." - Robert T. Kiyosaki***

Robert T. Kiyosaki – an investor, businessman, motivational speaker and financial commentator. Kiyosaki is well known for “Rich Dad Poor Dad” - a series of books.

*“How you can become one of them – especially if you’re in the direct selling technology, home based business, product distributor, or an emerging trillion-dollar industry like wellness.” - Paul Zane Pilzer*

Paul Zane Pilzer - an American economist, Author of “The Next Millionaire.” - New York Times best seller and social entrepreneur.

*“Network Marketing is an approach to sales and entrepreneurship so powerful that traditional companies are now borrowing its best features to apply to their operations.” - Dr. Charles W. King*

Dr. Charles W. King, Professor of Marketing - University of Illinois - Chicago, and Ph.D. in Business - Harvard University.

*“What I admire most about the noble profession of Network Marketing is that one succeeds only by helping others, by adding value to their lives—and for that matter, adding value to the lives of many. I also love the fact that anyone with a big enough desire to better their lot can succeed in the business if they are willing to work hard and be consistent and persistent.” - Bob Burg*

Bob Burg – co-author of the Wall Street Journal bestseller - The Go-Giver.

*“During these difficult economic times, there is no doubt that the entrepreneurial spirit of Network Marketing companies and its sellers helps keep the American dream alive. It is this same spirit that will lift our country out of our current economic crisis. The hard work, tenacity and boundless energy of our country’s direct sellers never cease to amaze me. We need you now more than ever.” - Orrin Hatch*

Orrin Hatch - a six-term Republican Senator from Utah, U.S.

*"Network Marketing is a tremendous way to cross boundaries and eliminate prejudice. This business offers an opportunity to transcend cultures, geography, and even belief systems. It gives you the opportunity to deal with your global neighbours around the common idea of being more self-determined. It gives you the opportunity to eliminate or at least sidestep hierarchies—politics, ethnicity, culture, any barriers—and do business with one another, directly and globally. It doesn't really matter whether you speak the language or whether you eat differently or pray differently."* - Dr. Denis Waitley

Dr. Denis Waitley - author of the New York Times bestseller – "Seeds of Greatness."

*"The beautiful thing about Network Marketing is that it is the most moral form of compensation there is. And it follows the very best income-earning strategy: you're leveraging yourself and you're providing great service. You're waking people up. You're showing people how to spend their days doing what they love to do, while at the same time earning an excellent income. Properly executed, Network Marketing gives people time and money freedom. It gives them liberty, which is their birthright."* - Bob Proctor

Bob Proctor – an author, lecturer, counsellor, business consultant, entrepreneur, and teacher.

*"Network Marketing is really about love. What makes Network Marketing more successful and, in many ways, more efficient than many other forms of marketing, is that it's based on one-to-one relationships. Most successful Network Marketers sooner or later recognize the role of connectedness or relatedness—which is to say, love—in Network Marketing. The top people in networking are very much in touch with their hearts. The heart's*

*intelligence is the recognition of the oneness and the unity of all. If a business is going to be successful, it's ultimately going to must come down to recognition of unity."* - Dr. Leonard Lasko

Dr. Leonard Lasko – author of the bestseller “Healing with Love.”

**(Note:** Bob Burg, Orrin Hatch, Dr Denis Waitley, Bob Proctor and Dr. Leonard Lasko quotes have been extracted from the Networking Times Magazines).

## EXERCISE

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1. Why are world leaders praising Network Marketing/direct selling industry?

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2. Which quote of the world leaders did you like best? Explain why?

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# **LATEST DATA ON DIRECT SELLING/NETWORK MARKETING INDUSTRY**

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## **Network Marketing /Direct Sales Data (WFDSA, June 2016 Statistical Report)**

### **Worldwide Sales in 2015: \$183.7 Billion USD**

- Asia/Pacific: 46 %
- Americas: 34 %
- Europe: 19 %
- Africa/Middle East: 1 %

### **Worldwide Sales force in 2015: 103.2 million Network Marketers**

- Asia-Pacific: 52 million people
- U.S.A./Canada: 21 million people
- South/Central America: 14 million
- Europe: 14.5 million people
- Africa/Middle East: 1.7 million

### **Billion-Dollar Markets (based on 2015 Sales)**

1. U.S.A: 20 %
2. China: 19 %
3. Korea: 9 %
4. Germany: 8 %
5. Japan: 8 %
6. Brazil: 5 %
7. Mexico: 4 %
8. France: 2 %
9. Malaysia: 2 %
10. UK: 2 %
11. Other: 20%

## What is the qualification required to do Network Marketing?

As per Direct Selling Data, the % of literate group in Network Marketing is as follows:

- a. 3% : Less than High School
- b. 24% : High School
- c. 30% : Some College
- d. 35% : College Graduate
- e. 8%: Masters & Above.

**Basic Qualification:** Desire and hunger to do the business and passion to learn all about products & Network Marketing industry.

## What age group is involved in Network Marketing?

- a. 18 – 24                      5%
- b. 25 – 34                      22%
- c. 35 – 44                      30%
- d. 45 – 54                      25%
- e. 55 – 64                      12%
- f. 65 & above                  6%

## What are the locations of Network Marketing sales?

- a. At Home    69.5%
- b. Over the Phone  
    *(After face-to-face meeting)*                      10.9%
- c. At Workplace                                      10.7%
- d. At Temporary Location  
    *(Mall or Exhibition Centre)*                      6.1%
- e. Other Locations *(Internet)*                      2.8%

## EXERCISE

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1. What were the total global sales for the direct selling industry in the year 2015?

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2. How many people are involved in direct selling?

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3. Name the top five countries in direct selling.

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4. What are the locations of Network Marketing sales?

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# COMPARISON BETWEEN JOBS, FRANCHISE AND NETWORK MARKETING

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## Job versus Network Marketing

I worked in the corporate world for almost 28 years and saw the good, the bad, and the ugly sides of my job. The aviation industry always challenged me, and I loved the profession, but seeing the sycophant coupled with office politics always made me unhappy. I was looking for the right break and one day an opportunity in Network Marketing came into my life.

The funny thing is that when I started my Network Marketing career, my colleagues ridiculed me and made fun of me, saying, "Look at him; he is selling coffee and supplements." Their negative comments did not bother me, and I held my ground. One day, an incident happened that shook and moved me. I just cannot forget that day. One of my colleagues was fired from his job and he cried like a baby because he had been denied his basic right to earn. I could feel his helplessness. I could see the man shattered. A thought came into my mind. What if a similar situation comes in my life? What if I am at the receiving end? I prayed to God that such a day should never ever come in my life where I find myself so helpless and at the mercy of others to earn my living and fortune. At that time, I was doing Network Marketing, but only as a hobby. From that day onwards I doubled my efforts in my Network Marketing business, doubled my hours from 40 hours to 80 hours per week, and deep within my heart thanked my helpless friend for instilling the fire inside me which burns even today. In a span of just four years, I was able to go full time in my Network Marketing business, making it my career.

*"Going to work for a large company is like getting on a train. Are you going sixty miles an hour or is the train going sixty miles an hour and you're just sitting still?" - J. Paul Getty*

## Comparative Chart of a Job versus Network Marketing Business

<b>Job</b>	<b>Network Marketing</b>
Job/Corporate politics	No politics
Income(salary) is fixed	Income (bonus) is unlimited
No financial freedom	Total financial freedom
Linear income	Exponential income
No job security	You control your own business
Trade time for money	You leverage your time
Follow orders	Follow your passion
Answer to boss	You are your own boss
Income stops when you lose job	Earns residual income
No inheritance	Inheritance
Commute to and from home to office	No need to commute
Income stops if you are sick for a long time/disabled	Income does not stop even if you are sick for a long time/disabled
Mostly restricted to one location	Global business opportunity
Monotonous - doing same job for years	Excitement and challenge, with every passing year
Confined to a cubicle or a room with many other employees	Work from your own home office
No travel freedom	Travel freedom

One corporate ladder - glass ceiling	No corporate ladder - no glass ceiling
Retirement age 60 to 65 years	Early retirement is achievable

*"I think the person who takes a job to live - that is to say, for the money - has turned himself into a slave."*

- Joseph Campbell

## **Franchise/Traditional Business versus Network Marketing**

Despite 28 years of my career in the aviation industry, I always thought of running my own business and being my own boss. Since I did not have any business background or any education, I started reading business books. I learned from successful businessmen as well as books that *"A successful business requires a unique product/service."* So, back in 1996, I first ventured into the specialized oil and gas sector and kept struggling for four years and failed miserably. I tried my hand at waste management (solid, liquid, and medical) and failed again.

Even after putting all my time, energy, and money into my business, partnering with professionals and experienced people, my business failed. In the end, I lost everything. I contemplated to know the reasons for my failure and found that I failed because:

- I did not have the right connections.
- I did not have personal business experience.
- My education did not match the business I started.
- Even when I did manage to get the right connections, nepotism prevailed.
- In traditional business, you are on your own and there is nobody to help and support you.

The worst thing was running after decision makers to approve the product/service. This was backbreaking and at times, disrespectful - satisfying the unreasonable demands and ego of the principal. This is not only my horror story of a want-to-be and tried-it-all businessman, but for all those new entrepreneurs in the so-called traditional corporate business.



After failing in traditional business, I was attracted to the franchise business and approached a few big franchise companies, but the huge capital investment along with 24/7 opening and closing of shop, shattered all my hopes of starting a franchise business.

### Comparison of Franchise and Network Marketing Business

Franchise	Network Marketing
Linear income	Exponential income
Answerable to your franchiser	You are answerable to yourself
Pay monthly/yearly franchise fees	You do not pay any fees to anybody
High start-up cost from \$10,000 to \$100,000	Low start-up cost from \$100 to \$1,000
Must open and close stores at stipulated time	You work at your own time
Income stops if stores close	24/7 income flows
High risk	No risk
No time freedom	Complete time freedom
Responsibility of employees	No employees — just your business partners
Overhead expenses increase with growth	Overhead expenses within your control
Local franchise business	Global business
Until you are the franchisee, you must work	Can retire once the business is established in 10 years' time

## Passive versus Residual Income

People usually get confused when passive and residual income is discussed. Many think they are one and the same. In passive income, people invest big money one time and after that they get regular income without doing any work. For example, if they buy a rental house/apartment, they will get passive income from monthly/yearly rent or invest in stocks and limited partnership or other enterprise, they will get annual return without actively getting involved in those businesses.

On the other hand, residual income is the royalty the person gets for putting one's time, hard work, effort and investment, and the return is perpetual. The best example is a popular song or a bestselling book---the singer or author works one time and gets paid whenever their music album or book is sold. Not everyone can become a writer or singer, but anybody can start his/her Network Marketing business. The residual income from this business takes place when a person, along with his team, makes sales through either sharing or selling the products every week or month---they are paid weekly or monthly and this business grows with time and finally converts into passive income. Even after passive income, the networker must support and take care of his people.

<b>Passive Income</b>	<b>Residual Income</b>
Risk involved	No risk
Requires big investment initially	Low investment initially
More lucrative than residual income	Not as lucrative as passive income
Passive income can never be residual	Residual income eventually becomes passive income
Does not require as much	Requires more time, effort,

time, effort, and patience to generate a sizeable profit	and patience to generate a sizeable profit
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Passive and residual income come from various sources: a business (not being run by the direct involvement of the owner); rent from property (also includes royalties from intellectual property, such as publishing a book or from patents); dividend from owning securities, such as stocks and bonds and pensions.

## CONCLUSION

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Residual income through Network Marketing brings financial freedom and offers a splendid lifestyle. Bottom line, in this industry, you are not alone. There are many who are always ready to help and support you.

*"Learn to help people with more than just their jobs: help them with their lives." - Jim Rohn*

## EXERCISE

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1. Write three main advantages of Network Marketing compared to a job.

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2. How does a franchise differ from Network Marketing?

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3. Differentiate between Passive and Residual income.

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## THE PERFECT OPPORTUNITY

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*"There is no security on this earth, there is only opportunity."*

- General Douglas MacArthur

Everyone is looking for a better financial opportunity in life that secures their future and makes them stress free in the latter years of their lives. Striving for excellence in academics helps one to secure a perfect job that pays well. Some invest by purchasing property, stocks/bonds hoping that appreciation of this will secure their financial position in future.

However, these opportunities for financial securities are available for a selected few who work hard or have been lucky to get a platform to showcase their talent and skills or have inherited wealth to invest. But for most of the population financial security for future is just a distant dream. Fortunately, Network Marketing is that unique opportunity, which can secure one's financial future and amazingly, it is open for all. It does not discriminate between race, colour, nationality, age, education, religion or experience. That is why it is also called a **"free enterprise" or a business of "equal opportunity."**

Network Marketing is a perfect opportunity that gives one total personal freedom— be it financial, time, travel or growth. In short, you truly own your life. It's all up to you; you wake up at 6:00 A.M. or 10:00 A.M., you can work for 5 to 15 hours. This opportunity gives you freedom of time to help you earn the income you desire. Once you start making the residual income you desire, you can retire and it does not matter at what age, it could be 30 or 40, and you get to enjoy the rest of your life without thinking about where the money is going to come from. This is what I call financial freedom.

## LIFE CYCLE

There is a life cycle for one to complete in the financial journey of life. A child is born free, but the moment the child goes to school, he interacts with his peers, gets bonded in relationships, and his freedom is lost. The journey from elementary schooling through high school and finally university sees the child transform from complete innocence and freedom to a mature, bonded young adult. After finishing the journey in education and graduation, the child enters the real world where he/she starts looking for a job, gets a job, and then starts working for a company. His/her first job is full of excitement and challenges but as time passes, he/she becomes part of corporate politics. It may take a couple of years for the graduate to realize the hardships of the real job world - working long hours, getting home late and even working on weekends and commuting daily through rush-hour traffic, adding additional stress to one's life. The next phase of life starts when the person gets married and has children. The drudgery of working for somebody continues. They must leave their children sleeping in bed early in the morning and return home late at night when they are sleeping. They only get a chance to kiss their foreheads while they are sleeping. Sometimes, they must work on weekends and holidays because they are either behind schedule or the boss wants more from them. Literally, there is no freedom.

On the contrary, with Network Marketing you work for yourself from the comfort of your home. You decide when to get up, when to sleep, when to be on the road, and when not to. In brief, you decide what to do, and not what others want you to do. **Network Marketing gives people the chance and the choice to make their own decisions.** Above all it gives them a chance to show to others how they can also make their own decisions. Here the most important element is the passion and belief in doing business for yourself and for others who think alike. Network

Marketing provides people endless opportunities and possibilities--but they must be open to travel that road of fortune and freedom.

In Network Marketing the sky is the limit for the things you can achieve. How far one wants to go depends on the burning desire within you and how much one is ready to strive to achieve his/her wants. Robert Kiyosaki states, "The Network Marketing system is a personal franchise, or an invisible big business network, is a very democratic way of wealth creation. The system is open to anyone who has the drive, determination and perseverance."

## **EXPLORE THE ENTREPRENEUR IN YOU**

People usually go to work to meet their needs. They make work their livelihood and, on many instances, just manage to scrape by and make ends meet. A salaried person lives month by month from pay check to pay check. He/she can dream things that could fit in the curve of his/her income which has a very steady upward curve. However, in the case of a successful entrepreneur in Network Marketing, it is all about earning real wealth and doing things purely out of passion. In a job or business, one works mostly for oneself, but in Network Marketing initially one starts working for oneself, but after some time one has to work with others as a team and ensure that they are successful too – it's a win-win formula.

*"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." - Sir Winston Churchill*

## **NETWORK MARKETING – A JUST BUSINESS**

People think that Network Marketing or Multilevel Marketing (MLM) is a pyramid business, but isn't this true for any organization? For example, a country may be run by a Prime

Minister, Deputy Prime Minister, Chief Ministers and Ministers of each State and Provinces and so on and so forth. A typical Air Force commissioned rank starts from the top; Marshal of the Air, Air Chief Marshal, Air Vice Marshal, and lowest rank goes to Pilot Officer. A company hierarchy structure is like a pyramid: Chairman, Vice Chairman, President, and Executive Vice President with the bottom of the pyramid consisting of staff. If you look at any organization, there is one top man or woman and under him/her, there are others and finally at the base of the huge hierarchy you see a few dozen or thousand people working. At any job, even if you work hard and smart, it is very difficult to move from staff level to the position of a chairman. Some people spend their entire careers at the bottom of this hierarchical structure which resembles a pyramid.

However, in a true Network Marketing organization there is no glass ceiling, which means the top position is not for any one person, there can be five, fifty, or more. If you want to reach the status of Crown Diamond, Platinum Diamond or Crown Ambassador, you need to build 10 to 20 strong network lines. If you focus on building your team members and developing them to become leaders, you will reach the top slot. For this, you need to work very hard and smart. This is fair and that is why I call it "just business."

## **PERFECT OPPORTUNITY WITH PERFECT INCOME WITH NO GLASS CEILING**

In any job, the salary is fixed and may maximally double up in a few years' time, provided you provide a huge sustainable profit to your company. But in networking marketing you can earn \$1,000 in your first year and this income can be multiplied by 10 times and may reach \$10,000 in the next five to ten years' time—all depending upon the time, effort and energy you invest professionally. In Network Marketing, you control your income, which has no limit.



I do believe that the current economic situation in the world warrants for Network Marketing as the perfect opportunity for a person to make a perfect income. It is like the chicken which can lay golden eggs every day. Hence patience, perseverance, consistency and belief in the system and the product could just be the key for financial freedom.

### **Is Network Marketing the Perfect Opportunity for everybody?**

**Yes**, for those who have big dreams, want personal and financial freedom, and are ready to change themselves by wearing the gear of a networker. They know their “Why” and are willing to spend extra hours and do the business professionally.

**No**, for those who want to live in their comfort zone and are not ready to change. This opportunity is not for those who are looking for fast money with an overnight get rich mentality.

## **CONCLUSION**

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Network Marketing is a simple and a doable business, which can be done by anyone who is ready to change. It should be treated like any other business and demands hard work for a period of 7 to 10 years. You do what you want to do but need to commit with definite purpose. You partner with people whom you like and who like you, provided they have the same purpose. You work when you want to work. Above all, there is no boss which means no stress. In short it is a world of joy, adventure, and freedom.

## EXERCISE

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1. Do you think Network Marketing is the perfect opportunity for jobbers? If yes, please give your reasons.

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2. Why are people either financially broke or struggling to earn money?

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3. Do you follow any system in your Network Marketing business?

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*(Tip: Please see the System A to F in the following chapters.)*

# ASIA AND AFRICA - THE POTENTIAL OF NETWORK MARKETING

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*"Freedom means the opportunity to be what we never thought we would be." - Daniel J. Boorstin*

It is a dream for most people in Asia and Africa to either immigrate or work as an expatriate in the United States of America, Canada, Europe, or the Gulf. There are millions of expatriates working globally from these two continents. They have been out of their countries for as long as a decade or four. There is no doubt that the lives of these expatriates change for the better. In a few years, they pay off their debts, save enough money to get married, make their own house, and see that their children get a good education. Nothing comes easy in life and to achieve these goals, such expatriates end up paying a heavy price - being away from their loved ones for an unknown number of years. Most of them are away from their families and visit them once a year. The saddest part of an expatriate's life is that they become strangers to their own people because they stay away from their families for such a long time. The only reason they are away from their near and dear ones is financial, i.e. to earn the mere \$1,000 or so. Personally, I have seen many individuals getting divorced or separated and children going astray. After staying away from families for such a long time, the expatriates try their best to return to their families, but the cruel fact is that their families do not want them to come back because they fear that the much-needed regular good income might just stop. Also, on their return, the expatriates find it difficult to start a new life. The life of an expatriate has been beautifully portrayed in a Hindi song from a famous Bollywood movie Naam (1986) sung by Pankaj Udhas, **"Chitthi Aayi Hai Aayi Hai ..."** (please read the

**lyrics and song translation in English provided at the end of the book.)**

Network Marketing gives these expatriates an opportunity to start their own home-based business. The best part is that they can conduct the business both in a foreign country as well as their home country. They can easily do Network Marketing in their spare time. It is important for the expatriate to give themselves a deadline for going back home.

***Going back home formula = Income from Network Marketing equals to the Telex Transfer/draft they send to their homes on monthly basis.***

Once they reach their money goal, the expatriate should be able to go back to their loved ones and continue doing their business full time.

**Economy of Asia and Africa:** The economic situation in these two continents is such that the poor are getting poorer, and the middle class is quickly falling into the lower income bracket. In Asia and Africa, millions of people struggle to earn \$100 per month and live below the poverty line. Network Marketing gives hope to all those who want to come out of the life of scarcity and deprivation.

In the 15 years of my Network Marketing career, I have helped thousands of people achieve their financial goals and happily unite with their families in their home countries. I have travelled to Nepal, India, Bangladesh, Pakistan, Ethiopia, and Sudan to guide people on how to go beyond the mere income of \$1,000 to \$5,000 per month within three year and some have even crossed \$20,000 per month in five to seven years. As a networker, this is my greatest achievement.

I would like to narrate true stories of two individuals, whose lives completely transformed through their Network Marketing business - an expatriate in the Gulf and a person living in Pakistan.

### **STORY OF HOSSAIN AHMED**

I met an expatriate, Hossain Ahmed, a tailor residing in the Gulf region who did not see his family for six years because he had to work to repay a loan. His earnings and savings were not big enough to pay back his loan. He joined the Network Marketing business and within 18 months, saved enough money not only to pay off his loan but was able to go back to his family in Bangladesh permanently. I will never forget the joy and happiness he had on his face when he told me that he is getting re-united with his family after so many years and will be building his business from his own home with his family and friends.

### **STORY OF NAEEM SHAH**

Another individual that I remember is Naeem Shah, who is from Haripur, northern part of Pakistan. Naeem was a high school dropout. He moved to Karachi in search of a job and got his first job in the big city as a packer in 1996. He kept changing jobs and finally ended up working in a leather tannery factory. In the tannery, Naeem Shah worked for 14 hours a day for six days a week and received only \$35 per month. Due to long hours of work in the most hostile of environments, Naeem Shah's body started to stink like leather. He hated his low-income job. One of his friends introduced him to Network Marketing in 2007 and he immediately saw an opportunity come his way. Naeem Shah grabbed this opportunity to break free from his "stinking job." He worked very hard to acquire the necessary business skills and within three months, he was able to quit his job and build his Network Marketing business full time. From \$35 per month, Naeem Shah reached \$7,000 per month in eight years. Never in

his wildest dreams did he think he would be able to earn such an exorbitant amount. Naeem Shah changed his own life and the lives of many people in his country, Pakistan.

Like Hossain Ahmed and Naeem Shah, there are hundreds of people who have changed their lives throughout Asia and Africa by becoming involved in Network Marketing. In fact, the life stories of these two extraordinary individuals show us that there is a huge potential to become involved in Network Marketing in these two continents. There are many reasons for this potential, and I have listed some below:

- People believe in natural supplements and herbs. Asia is the cradle of natural healing, where Herbal Ayurvedic and Traditional Chinese medicine are accepted and widely used.
- There are many educated/skilled people who remain jobless. Even if they have a job, it does not pay them well to live a comfortable life.
- People do not have many opportunities.
- There is a low or no pension or retirement plan.
- There is no or poor health care.
- There is no or poor social security system.
- Health issues are increasing daily such as high stress, poor eating habits, and lack of exercise.
- There is immense job insecurity due to tough competition and very high population.
- The cost of living is progressively getting higher (inflation) and as a result, it is extremely difficult to save for the future.

*"Network Marketing is the fastest growing business model in the world today." - Robert Kiyosaki*

## CONCLUSION

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There are many success stories of people who have changed their lives in Asia and Africa through Network Marketing and this trend is just a tip of the iceberg. As per Direct Selling Data 2016, only 1% working population are involved in networking marketing in Africa and Middle East. If one wants to expand their business, one should focus their attention in these two regions. If expatriate workers are given a chance to earn \$1,000 in their own home country surrounded by their loved ones, they would not must be separated from their families.

## EXERCISE

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1. If you are living in Asia/Africa, do you think your job or single income will be sufficient in the coming three to five years? If not, what backup plan do you have in mind?

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2. If you are an expatriate worker, do you have any plans to go back home? If yes, what are your goals and when will you achieve them?

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3. As an expatriate worker, do you see any hope of going back home through Network Marketing? If yes, what are you willing to learn and do?

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4. Are you ready to retire from your job TODAY? If yes, what is your back up plan?

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# ONE WORLD, ONE MARKET

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## (BUILD LOCALLY, EXPAND GLOBALLY)

*"Network Marketing is a tremendous way to cross boundaries and eliminate prejudice. It gives you the opportunity to deal with your global neighbors. It doesn't really matter whether you speak the language or whether you eat differently or pray differently." - Dr. Denis Waitley*

In any traditional or conventional business, it takes hundreds of thousands of dollars to start a business from a single location. And if the entrepreneur plans to go global then they must invest a few million dollars. We have seen many small companies become big because of their global presence. And their success revolves around investment of millions of dollars.

The beauty of Network Marketing is that the company gives ordinary people the opportunity to start one's own business with only a few hundred dollars or less from the comfort of their homes and yet have immediate access to a global business right away. You build a business from home and in a couple of years have an opportunity to expand into many countries without any additional investment.

### MY STORY

When I started my Network Marketing career, I was living in a small town, Al-Ain, United Arab Emirates (UAE). People here were more laid back and relaxed. I knew a lot of people because I used to hang out with them in my free time, have BBQ parties on red sand dunes, on weekends I would go outing in the Wadis (a valley or ravine that is dry except in the rainy season) and play squash and table tennis in Hilton Hotel.

I started my Network Marketing by talking to all my friends and explained in detail what it had to offer. Slowly but surely the business picked up for me and for my members and a few leaders. In this small friendly town, I built a team of top leaders. From there, I expanded my business to over twenty-five countries. *The question which may be puzzling you is 'Did I go to all these countries?'* The answer is "No" because it was these leaders from my team who first expanded their business to adjoining cities like Dubai and Abu Dhabi. In 2003, Dubai was booming, the new land of opportunity, where expatriates from all around the world came with their big dreams to invest into real estate, do business, and mostly work. Everyone came to Dubai with only one thing in mind, to offer their expertise and in return earn money.

During all the excitement, Network Marketing also found its place. I tapped both the local and expatriate market and in just a few years from just a few dozen people, my business expanded exponentially. It took me about three years to build my business locally to a few thousand people in the entire Gulf region. I had to travel to all the neighboring countries like Oman, Kuwait, Bahrain, and Saudi Arabia - all with the purpose to support the new members joining my team from far and wide. Here I would like to highlight that I did not draw any line between my down line and cross line. I helped and trained everybody, whether they were in my team or from my cross-line team.

The global business took me from Dubai to Nepal to China and Philippines in the East. To the West I travelled to Ethiopia, Kenya, and Sudan, and almost all over Europe. Across the Atlantic, I went to Peru, Bolivia, Mexico, U.S.A., and Canada. The world became one big global village for me. If your Network Marketing Company is in many countries, you could well imagine where you can travel and expand your business. This is all what *travel freedom* is about.

The **“One World, One Market”** concept in Network Marketing allows you to go beyond your borders. The best part is you need not open all those countries at once or by your own effort. But when someone in your team enrolls a new member anywhere in the world, that member automatically becomes a part of your global team and that is the power of globalization in our business of Network Marketing.

### **WHY IS EXPANSION OF NETWORK MARKETING TO OTHER COUNTRIES IMPORTANT?**

You can start and build your business in your own city or country, but it is vital to expand globally. Why? The way today the world economy and political situations are changing, nobody can predict what is going to happen next. If you see the recent world recession scenario, some countries were badly impacted, and others were not. It does not take years but just a few months to drastically transform the political situation of a country. Today peace and tomorrow we see those countries at war or civil strife.

To have a stable income in your business, it is important to expand your business in other countries. So even if the economy of one country is badly affected, you still get your bonus from other countries. This is the beauty and power of Network Marketing and the **“One World One Market”** concept.

## CONCLUSION

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In a conventional business all big companies started small and from one location. Starbucks started from Seattle, U.S.A; Nestle from Cham, Switzerland; and Gucci from Florence, Italy but in just a few decades, these companies were able to spread their wings and expand their operation not only in their own countries, but also across the globe. Similarly, in Network Marketing, a successful networker should first start building his/her Network Marketing business from his or her own town or city and grow their business globally.

**The secret to your success in Network Marketing is to start & build your business locally and expand globally.**

## EXERCISE

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1. List the countries that you have in your Network Marketing Company.

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2. Do you or your leaders have friends or relatives in those countries? Name them.

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3. What steps will you take to expand your business locally, nationally, and globally?

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4. Do you know the top leaders, Country Manager/person in charge of your Network Marketing Company in those countries?

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# CRITERIA FOR SELECTING THE RIGHT NETWORK MARKETING COMPANY

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There are hundreds of Network Marketing companies in the world. If you are not a networker or already a networker but stuck in a company and looking for the right company to join, the following criteria will help you select the right Network Marketing Company:

**Choose your new company carefully. Do your due diligence.** Ask yourself this question: Does this company meet all the criteria I am looking for?

## 1. PRODUCTS FOR BUSINESS

Are the products consumable? Do they offer value to the consumer? Are they affordably priced? Is there a need for the product? Are the food and supplements related to wellness? Although everyone may need or benefit from your product line, not everyone will choose to buy or change their brands. That's okay. The product line should be broad. Today, one can purchase a wide range of products sold by virtually hundreds of Network Marketing companies which include health and wellness products, legal protection plans, long distance telephone services, financial service products and a multitude of other products. Today, many Network Marketing companies have focused on the health and wellness sector which is a multi-billion dollar industry. Wellness is on everyone's mind these days and creating a new niche or market for a wellness product, i.e. supplements, energy drink or fruit juice, often enables a new company to achieve rapid growth and success. **Beware of companies or top distributors that make exaggerated product claims.**

## 2. COMPANY MANAGEMENT

Who are the founders of the company? Do they have a background in Direct Sales or Network Marketing? What is their track record? Many Network Marketing companies have been founded by top distributors in the industry with a proven track record of building large down-lines. They attract top leaders from other companies and enjoy rapid growth. Other companies are founded by former executives who have worked for other Network Marketing companies. Some have many years of experience in the Direct Sales/Network Marketing industry running and managing billion-dollar Fortune 500 companies but have no experience out in the field building down-lines.

Most new start up Network Marketing companies fail to survive the first five years of business for various reasons, such as, poor management decisions, competition, weak economy, among many. A company that has survived five years or more has a greater chance of being around in the future than a start-up company. And a company with more than ten years in business has made its mark in the market and gone through the testing time and established their credibility.

## 3. COST TO JOIN AND BECOME A MEMBER

Some Network Marketing companies have no signup fees while others have signup fees ranging from \$19.95 to \$2,000. Many companies or top leaders encourage the new member to purchase business kits which can be quite costly. This generates immediate revenue for the company and sponsor/up-line.

**Personally, I prefer a company that has no sign-up fee and let the consumers/members decide what products they want to buy.** It's easier to attract and sponsor someone into your down-line with the offer of a free membership/signup and no business building kits to purchase. The other option is less signup fee (e.g. \$100) with affordable daily use products. Certainly, there is an

advantage of having new member starter kits (business building kits); they generate an immediate high PV (Personal Volume) or BV (Business Volume). Let's say Company A requires 'X' PV to reach the Diamond level which earns you \$1,000 monthly. An executive starter kit costs \$500 signing up 20 new members who purchase \$500 starter kits will take you to the Diamond level. Such plans are not practical and only a few might be able to achieve this. So, it is important to check whether the membership is affordable for people.

#### **4. MONTHLY PURCHASE VOLUME (PV)**

Usually, minimum purchase volume ranges from \$30 to \$300. It has been my experience that there is an inverse relationship between monthly purchase requirements and company retention/attrition rates. Lower the monthly purchase requirement, higher the company retention rate. Monthly PV should be low so that it is easy to qualify for the bonus – no front loading.

#### **5. TRAINING/SYSTEMS**

Training is the backbone of Network Marketing business. If the training is sound and professional, the members will go to the field with confidence. You should ask the following questions:

What training does the company offer? Is training done by the company or top leaders? Is the training universal, i.e., if I sponsor a new member in Dubai, India or Canada, will he or she have access to the same company training material as a new member in Japan? Does the training by the company and by top company trainers go hand in glove and do the trainings conform to Network Marketing principles? All trainings by top leaders should promote an *"I'm there for you"* philosophy.



## **6. BROAD RANGE OF PRODUCTS**

These products should range from food supplements to food and beverages, to skin/body care, cosmetic and household products. The members will easily buy these products if they are meant for health and wellness and have a choice to change their existing brands to a more health promoting brand, for example changing their daily use consumer products (toothpaste, coffee, tea, soap, etc.) to the Network Marketing product. Members should have a choice to select from a broad-based range of products.

## **7. GLOBAL OFFICES**

The Network Marketing Company should have offices in many countries if they believe in the **“One World One Market”** philosophy. The service centres should be present in different cities and towns as well. These service centres and link offices will help the customers and members to buy products easily and conveniently. At the same time members can bring in prospects for awareness and training sessions which ideally should be held daily, weekly, and monthly and should have a variety from business orientation programs, product information, professional development, etc.

## **8. AGE & CREDIBILITY OF THE COMPANY**

The company should be at least 5 years old to prove their financial stability. It is hard, but the real fact is that 95% Direct Selling companies fail in the first 5 years. Before joining any company, it is vital to check both the age and credibility of the company. The credibility of the company should be spotless. Wikipedia and other independent Network Marketing sources should be used to check standing of the company.

## **9. PRODUCT CERTIFICATIONS & ACCREDITATIONS**

The products should be certified by international and independent bodies to ensure safety and quality of products and services.

## **10. DIRECT SALES ASSOCIATION (DSA) & DIRECT SELLING NEWS (DSN)**

The company should be registered and in good standing with the Direct Sales Association (DSA) in their respective country. The company should also be amongst the DSN Global 100.

## **11. DEMOTION OF STATUS**

There should be no demotion of status of members who do not maintain their monthly PV.

## **12. FREE INTERNATIONAL SPONSORING**

If the member wants to buy a product or make new members in other countries, they must not buy another membership. International sponsoring should be free so that they can grow their network with a single membership globally.

## **13. MARKETING PLAN DEPTH**

The marketing plan should pay members to unlimited depth.

## **14. TECHNOLOGY**

21st century is the age of technology. Companies using the interactive and vibrant website interconnected with social media, ecommerce and mobile apps are crucial for today's and tomorrow's business.

## **15. COMPENSATION PLAN**

It is important that you should understand the compensation plan well. The money earned by the members should not be solely upon your recruiting new members, but by selling of consumable products to consumers who opt to become consumers only and not members. The prospects should be given the power of decision to become members or consumers.

## **16. ANNUAL TRAVEL INCENTIVES**

Network Marketing revolves around excitement and having fun. Annual travel incentives are a great way to keep motivation high among the distributors. The company should have annual travel incentive programs.

## EXERCISE

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1. Why is the role of management important in Network Marketing business?

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2. How does product play an important role in your business?

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3. List the top five factors which are important for selecting the right Network Marketing Company.

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# WOMEN IN NETWORK MARKETING

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*"Women are the best creatures I know. They face adversity head on, fiercely protect the people they love, keep fighting past exhaustion and personal pain until all danger is passed. Then and only then do they allow themselves to collapse." - Anonymous*

Network Marketing is a multi-billion dollar industry with women playing a major role in its sustainability and growth. Women make up 50% of the world population, and it is heartening to see more than 80% female networkers. This is largely attributed to the natural characteristics and qualities that females possess to be successful in this business. This is coupled with the freedom of time most housewives have - and the best part is that they treat it like a part-time job yet earn a fulltime income.

Through various studies, behavioural patterns and research, it has been deduced that females possess unique traits that make them successful in Network Marketing. Mentioned below are some of these traits:

1. The Maternal Instinct
2. Relationship Building
3. Intuition
4. Multitasking
5. Networking
6. Communication Skills
7. Promotion
8. Flexibility
9. Treating it Like a Business
10. Trust and Belief

Out of the above 10 traits, I will explain the top five networking qualities which make women better at networking than men.

### **The Maternal Instinct**

Women, especially mothers, have that natural caring nature for their families and guests. So, getting involved in a Network Marketing business comes naturally, where they nurture and help their team members grow.

Network Marketing is a people's business where you see the plight of people and help them - you feel their pain and suffering. God has designed women such that with their motherly instinct, they can see and feel people's need and respond much better than men. This is a business of caring and women are compassionate, loving, and sensitive beings and that is what makes them successful in our industry.

### **Relationship Building**

Women are naturally good at building rapport, having open communication skills, discussing challenges, and building long-lasting relationships with their peers, colleagues and clients. They easily create an environment of trust, thus making it easier for them to talk about the product, sponsor others in their team, and grow together as long-term business partners.

### **Intuition**

Female intuition is a key trait that helps women determine if a potential prospect will be good for their team and business. This quality cannot be quantified or measured, but it is invaluable in determining the prospect's thought process, interest, and seriousness in the business.

### **Multitasking**

Women are known for multitasking, largely in part due to their copious daily routines. This gives them the skills to manage different people, personality types, and tasks in an effective and efficient manner while doing Network Marketing.

## **Networking**

As the role states, to be a successful Network Marketer, you must network. Start with your warm market and then use the skills acquired to duplicate that in the cold market. Women are actively involved in throwing home parties where they invite a few of their friends and acquaintances and talk about various topics, including but not limited to, movies, talk shows, clothing and restaurants. This can easily be coupled with presenting the product, demonstrating it, giving free samples, and then giving them a chance to further advertise it to their network.

To be a successful networker, you must effectively promote your company's products. After the purchase, they are more inclined to tell others about the product and purchases they have made. They are natural networkers and do it daily. They do "word-of-mouth marketing" naturally, so it is an easy and natural transition for them to be a part of the Network Marketing industry.

## **STORY OF EDILIA GARCIA**

It gives me immense pleasure to include the story of a woman from Mexico who proved how an ordinary individual can rise above all odds of life. Here is what **Edilia Garcia** has to say (her story has been translated from Spanish):

*"I did not have the opportunity to receive any formal education because I was extremely poor. I started working as a young child and struggled through most of my adult life. I had a debt of \$150,000 and just did not know how I could get out of it. I was desperate and had nowhere to go.*

One day, my life took a positive turn. I happened to attend my first seminar in Network Marketing. I understood that this was the opportunity that would allow me to break free from my shackles of misery. I did not know anything in the beginning, but within a year I learned the skills needed to succeed. With hard work and dedication, I was able to pay off my debt completely within three years. God finally listened to my prayers and because of the Network Marketing industry and my team, I achieved my financial freedom. My dream of travelling around the world became a reality and I am thankful to God that I had the chance to visit many countries in Europe and Asia.

Success did not come easily in my life. I encountered many difficulties, but I made sure I converted them into opportunities. I achieved my success with complete commitment, loyalty, perseverance, patience, tolerance, training, but above all it was my focus.

Today, I own six distribution centres, live in a debt-free home, and drive my own car. My life and the lives of my family members changed for the better. Within eight years, I achieved the Double Crown Diamond status in my company and became the first person (and woman) to achieve it in North and South America for my company.

I am very grateful to the company's founder, my beautiful daughters, company staff, and especially, Mr. Prajith Pavithran, whose support has made my journey easy."



## CONCLUSION

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Women are meant for Network Marketing because of the intrinsic traits they possess. This business is a perfect fit for women since they take care of their down-line members just like they would of a family member.

Women tend to be more emotional and can touch another person's emotional side quicker and easily get connected to people. This is one of the key factors for their success.

Network Marketing is a rewarding career for women who can get financial and time freedom and get to be their own boss. Women play a major role in this industry and with minimal risks and investment; they can maximize their potential and income. It is a win-win situation where females feel comfortable doing something they do daily, but the only difference now is that they start getting paid for it.

## EXERCISE

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1. Why are more women involved in Network Marketing?

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2. What are the three most important qualities of a female networker? Explain them.

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# MINDSET OF A NETWORKER

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*"Your mind is a garden, your thoughts are the seeds, you can grow flowers or you can grow weeds." - Unknown*

Have you ever thought who or what is nurturing your mind? We are what we think, and these thoughts make us what we become. Most people join Network Marketing industry from the jobber's background, and they have been programmed to get a good education and then get a good job and work for 40 years. When they are introduced to this global industry where they can earn ten times more and get financial freedom in ten years, their minds do not accept this. It is important that new networkers must understand that they are stepping into completely new type of entrepreneurship—that is why they need to work on their mindset, must learn and use the right words followed by positive action and habits. If continuously, positive thoughts and actions are practised, it is matter of time; the right result is bound to happen.

## THOUGHTS

Everything begins with thoughts; every good idea germinates from the right thought. That is why it is said that one needs to fill his or her mind with positive thoughts. How is it possible to do this? What are the ingredients in your life that will help you develop positive thoughts?

- Positive people
- Good books
- Serene and peaceful environment (whether it is at work, home or river side)
- Television, internet, movies, newspapers, magazines (the positive side of these media)
- Positive affirmation, etc.

*"Minds are like parachutes - they only function when open."*  
- Thomas Dewar

Among all the factors which influence positive thoughts, people have the maximum effect. This is because people are interacting with each other every day. And that is the reason why, it is commonly said that you are judged by the people you surround yourself with.

Your progress and success are directly proportional to the thoughts and mindset you have. If you think positively and continue to work on positive things, you are bound to have positive results. All the successful people in the past were surrounded by highly successful people. I would like to narrate the stories of two great inventors: Thomas Edison - inventor of the working bulb and Henry Ford - who made the first working automobile. In spite of numerous challenges and many failures, they never gave up. Edison is one of the best examples of positive and winning thoughts. For a man to persevere despite thousands of failures speaks only of one thing - his winning mindset.

There was a time in Edison's life when he was close to giving up. An unsuspected fire destroyed his laboratory. Henry Ford, who was his close friend came to Edison's rescue and helped him rebuild his lab. It is extremely important that you realize that your success is dependent on the type of people you surround yourself with.

When we are growing up, we are influenced by our parents, teachers and friends. From infancy to adolescence, we are taking in a lot of information from our surrounding; this in turn develops our mindset. When we are young, we start our life journey by attending school where we receive our formal education and are constantly encouraged to get good grades so later, we become successful. That is the single most important

foundation given to young children. So, what the child hears for 20 years or more, he or she automatically moves on to achieve that; good grades in school means being able to secure a good job and this in turn means a stable source of income. But this is not true. I have met many academic achievers who are not successful. As far as earning a good income is concerned, very few people can earn good money through their careers. Of course, they can survive but earning an income to get financial freedom is not always possible.

I was taught this same philosophy by my parents and teachers: achieve good grades and you will end up with a good job. I worked hard to get good grades and managed to get a degree in Aerospace Engineering which landed me a high-paying job. From engineering to entrepreneurship was a big shift in my mindset. I decided to change my career because I was tired of saying "Yes Sir!" and more importantly, my family and I were barely surviving with the salary I made. Changing my mindset to achieve personal freedom through Network Marketing was easy. However, attaining financial freedom was an uphill task. There is no commonality between wellness and aviation nor entrepreneurship and engineering. It was a 180-degree turn for me to change my mindset from an engineer to a networker. The transition was challenging but the result was extremely rewarding.

## **WORDS**

*"Without knowing the force of words, it is impossible to know more."* - Confucius

Words are powerful; words can make or break a person. The right words can get you connected to the right people. Two words – like and dislike, can change the way you react to a person. If a person says, "I like you", you get attracted towards them and if the same person says, "I don't like you", you are immediately

repelled by them. The words you use will ultimately influence your result.

To change my technical jargon from an engineer to that of a networker, I had to learn new words and their associated meanings. I achieved this by reading books, listening to CDs, and watching videos of successful Network Marketers.

In my natural approach section, I will discuss more about the words that will get you connected to people. In the entire process of Network Marketing, the right words play the most important part in the business.

*Learn to use the right words at the right time with right people.*

I remember seeing a short video on YouTube called "Power of Words", where a blind person sits on the street with a sign board that read, "I'm blind, please help me." Some people who passed by this blind man dropped a coin or two in his can, but the majority just passed by without feeling for the blind man. When a lady saw this, she just came down and changed the sign board which now read, "It's a beautiful day and I can't see." After that, almost everyone who walked by felt for the blind man, they were touched by the message, and almost everyone dropped a coin or two without any hesitation. What does this tell us? The way one positions the message can make or break a deal.

## **ACTION**

*"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader."*

*- John Quincy Adams*

For every action, there is an equal and opposite reaction. You can have the right thought and the right words, but if they are not connected with the right actions, you will not get the desired results. We have heard actions speak louder than words.

Sometimes it is your body language that people look and react to. In Network Marketing, it is your daily actions which will determine your result.

## **HABIT**

*"We are what we repeatedly do. Excellence then, is not an act, but a habit." - Aristotle*

Habits are formed because of repetition. Every small thing that you do in recurrence becomes your behaviour. It is up to you to adopt a good habit. It is much easier to watch television for hours, eat junk food, and stroll aimlessly in the malls. Instead, read books to stimulate your mind, consume healthy food or go to the gym to rejuvenate your body. All these positive habits will make a big difference in your life. To acquire a good habit, you need to put in a lot of effort. It is said that it takes up to 30 days to develop a habit and 21 days to get rid of a bad habit. I have discussed what you need to do daily in Network Marketing to form a habit as a successful networker (see section on weekly activities check list).

## **RESULTS**

In life, seeing the right result is directly connected with the right habit; the right habit is linked with the right action, and this in turn is coupled with words. The most important thing to remember is that words used are directly associated with the thoughts. In Network Marketing, we are consistently on a journey to learn, to apply, to act, and to experience the results of all our efforts.

God has given us all the attributes that make us beautiful. It is up to us to find our real self and discover the gem inside us. Personal growth or development is the key to finding what lies within us. If any person wants to grow, then the sky is the limit. Everybody knows his or her strengths and weaknesses – work on those

weaknesses step-by-step and evaluate after every 3 to 6 months. If you want to excel in Network Marketing, you need to work very hard on yourself. This may take a few years and maybe a lifetime, but I assure you that you will enjoy every moment of it.

People join Network Marketing from all walks of life – engineers, doctors, social workers, pilots, salespeople, politicians, housewives, students; insurance agents, realtors, labourers, security guards, gardeners, cab drivers; in short, you name the profession, we have all of them in our industry. The biggest problem, especially with all educators and influential people is that they think they know everything and that is why they fail in our industry. On the contrary, if they are open to learning about Network Marketing, they can easily surpass the not-so educated because of their education, circle of influence, and personality.

If you want to be a highly successful person in life, you must invest your time, energy, effort, and money in your personal growth. You know your weaknesses so start working on them. Work to change day and night and take the help and guidance from your coaches and mentors.

*"The journey is the reward." - Chinese Proverb*

## CONCLUSION

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Our life, our relationships, our health, and our personality are all connected with our thoughts. Right thoughts form right words, right words cause right actions, right actions develop into right habits, and right habits give the right result – a happy life, good relationships, a healthy body and a pleasant personality.

*"Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions, they become habits.*



*Watch your habits, they become character. Watch your character; it becomes your destiny." - Frank Outlaw*

## EXERCISE

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1. How can your thoughts change your future?

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2. What is the power of words?

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3. How do habits affect the result?

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## PART 2

### PRE-REQUISITE OF NETWORK MARKETING

*(This part covers about what one needs to know and do before starting a Network Marketing business)*

1. Goals and Goal Setting
2. Prospect: **System A**
3. Memory Jogger--Table 1
4. Pre-Qualifying Prospect Excel Sheet--Table 2
5. Objections/Questions in Network Marketing: **System B**
6. Business Marketing Tools: **System C**
7. Bridges of Failure and Success
8. Natural Approach: **System D**
9. Crossing the Line of Fire
10. Presentation or Business Opportunity Meeting: **System E**
11. Follow up, Follow through & Drip System: **System F**
12. The Three Funnel in Network Marketing
13. Building of Burj Khalifa in Dubai
14. Home Office in Network Marketing

## GOALS AND GOAL SETTING

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*"If you want to live a happy life, tie it to a goal, not to people or things."  
- Albert Einstein*

On the first day of every year, millions of people around the world sit down and write their New Year's Resolution and goals, but by the end of January they are exactly in the same place where they started. Similarly in Network Marketing business, I have seen people joining with zeal and enthusiasm and make certain financial goals, but within a year, they are not only far away from their goals but are out of the system.

In life, goal setting makes the difference between success and failure. Some people ask me, what is a goal? The best definition is given by Napoleon Hill, author of the bestseller, 'Think and Grow Rich.' In his book, he defines a goal as *"anything that you want to do, be, have, or achieve."*

The other common question people ask is, "Why set goals?" The answer is simple: goals provide direction, definiteness of purpose, and motivation. I would like to share some interesting data on goals. In a famous Harvard study, it was found that 3% of people who wrote down their goals and planned how to achieve them earned more than the other 97% who did not combine. Goal setting removes confusion and gives clarity in life. It provides excitement and focus in your future, focus on what you want and not what you have; focus on health, happiness, and wealth.

*"A goal properly set is halfway reached." - Zig Ziglar*

If you want to set goals, follow the SMART goal formula. Every letter in SMART gives you a clear goal setting methodology.

- **S**pecific/Simplified - detail
- **M**easurable - short/long term
- **A**chievable/Attainable
- **R**easonable
- **T**ime bound

Next thing in goal setting is to follow the 7 goal steps:

1. Write down your goal.
2. Write down the start and completion dates of your goals.
3. Write the benefits of achieving your goal.
4. List the challenges to achieving your goal.
5. Write down the action steps, prioritize, and start doing it.
6. Review your action plan and achievement(s) periodically.
7. Once accomplished, reward yourself.

Now let's take each step in doing your Network Marketing business:

## **Write Goals**

A goal not written down is NOT A GOAL - it is only a wish and hope. For example, *goal writing is just like flight planning or having a road map when you travel from Paris to Frankfurt.* Write your goals on a Goal Card and place it near your bed, on your bathroom mirror or car dashboard - it helps you visualize your vision. And read it daily. You must set a definite goal - not for anybody else, but for yourself.

*"When you write your goals, the chance of you reaching that goal increases from 5% to 80%."*

## **Write Your Goal Start and Completion Dates**

Writing your goal start and completion dates is a commitment towards self. Be practical in writing your dates, remember it is your agreement with self, and you are signing it. Once you have written your dates, remember to commit to it; that is what is called a commitment. For the ease of achievement, break down the goals into short-term and long-term goals and set dates accordingly. Remember to review your dates periodically.

"A goal is a dream with a deadline." - Napoleon Hill

## **Write the Benefits of Achieving Your Goals**

Writing down the benefits of achieving your goals is like seeing the finish line before you start your race. This gives sense, direction, and meaning to your goal. For example, my goal is to lose 5 kg by June 2017, or earn \$1,000 by December 2017, and earn \$10,000 by December 2020.

## **List the Challenges**

There are challenges that are ought to come on your journey to achieve your goals. One should be aware of these so that he is well prepared to tackle them or deal with them. Let me quote a few examples:

- Products are expensive.
- I do not have time.
- I never did any business nor have any business skills.
- I have heard MLM is a scam business.
- I do not know how to communicate.
- I do not know anybody.

## **Write Down the Action Steps, Prioritize, and Start Doing It**

After identifying each challenge, write down the action steps to overcome the obstacles. Make a definite plan of action and strategy. Once you have made action steps and prioritized them, then without wasting any time, start acting on it.

For example, how to write your wealth goal? Let's say my goal is to earn \$5,000 by Dec 2016:

### **Action Plan:**

- I will talk to at least one new person every day.
- I must personally recruit at least three new members every month.
- I will teach and train all the new members.
- I will activate the existing members.
- I will make more consumers get higher PV.
- I will support and follow up with my members through calls, e-mail and one-to-one meetings.
- I must develop more leaders.
- I must learn everything about the Network Marketing Industry.
- I will have weekly meetings with active members and re-qualify inactive members.

## **Review Your Action Plan and Achievement Periodically**

Review your goal at least once a week. Ideally daily reading of your goals will not only motivate you but also keep you on your toes to see that you achieve what you have set out to achieve – your goal.

## **Once Accomplished, Reward Yourself**

Always reward yourself on reaching your goals - vacation, party or buy a watch, etc., in short, acknowledge your achievement.

At this juncture we also need to know why people still fail in life even after writing their goals.

- The main reason for failure is that people make goals with little or no planning.
- Impractical goals.
- Not focused; having too many goals in different areas: mentally, physically, spiritually, and financially.
- Lack of self-discipline and accountability.
- Focusing on long-term goals and not taking care of short-term goals. It is just like driving downtown and overlooking the red light in front because the focus was on the green traffic light on the next street.

One of the best ways to achieve your goal is to have a mentor and be accountable to her/him. Mentors are great people who are there to guide, support, and give solutions to you, if you get stuck in achieving your goals.



## EXERCISE

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1. Why is goal setting important for you and your business?

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2. What is your health goal? Make a detailed health goal according to the 7 steps given in this chapter.

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3. What is your financial goal? Make a detailed financial goal according to the 7 steps given in this chapter.

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# PROSPECT - System A

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*"Sales are contingent upon the attitude of the salesman-not the attitude of the prospect"* – W. Clement Stone

In any business, prospects are the life of the business. You can have the best product, but if there are no customers to buy, your best product will just stay on the shelf. For product movement, you need prospects. In the business world, there is a simple formula – 'No prospects = No business.' Likewise, in Network Marketing without prospects, business does not move. To grow in your business, you need to understand everything about prospects and prospecting.

## **WHO IS A PROSPECT?**

- People are prospects.
- The prospect is any person who YOU would like to talk to about your product, business or both, with the intention of helping him/her.

## **WHAT ARE THE CATEGORIES OF PROSPECTS?**

There are three categories of prospects:

- a. Hot Prospects
- b. Warm Prospects
- c. Cold Prospects

## **WHERE ARE THESE PROSPECTS AND WHERE CAN I FIND THEM?**

Prospects are everywhere, right from your home to faraway countries. In fact, most of your warm prospects are always with you - in your mobile contact list and e-mail list. In addition, you can find these prospects from "Memory Joggers" Table 1. This will give you a guideline to start making your prospect list.

## WHO ARE THE HOT AND WARM PROSPECTS AND HOW CAN YOU MAKE AN IMMEDIATE LIST?

Hot prospects are those **people who know, like and trust you**. When a person joins a Network Marketing business, they need to make the prospect list immediately. Hot prospects are those people who believe in you blindly, because of the long-term relationship and bond.

Warm prospects are those who know your hot prospects. These prospects are introduced or connected to you by your hot prospects.

Following are the guidelines from where you can shortlist 10 hot prospect names (close friends and relatives):

**T** - Teacher (closest teacher who influenced, is still in touch with you).

**E** - Enthusiastic (or excited).

**A** - Ambitious (who has a big dream and wants to do a lot of things in life).

**M** - Motivated (positive-minded and who are fun people to be with).

**S** - Sales person (who are good in talking and convincing people, whom you like to listen to - not necessarily selling business).

After making the hot prospect list, you need to get them connected to your up-line success leaders to talk about the product/opportunity. Why? Because your up-line leader is more experienced and with their help you would like your prospect to become a consumer or member in your business and this will be your biggest motivation to stay active in the system.

The next step is to make a detailed prospect list from the acronym **"FRIENDS."**

**F** - FRIEND  
**R** - RELATIVE  
**I** - INSTITUTION  
**E** - EMPLOYEE  
**N** - NEIGHBOURS  
**D** - DEBTORS  
**S** - STRANGERS

FRIENDS have 2 major categories, namely:

- a. Hot / Warm Market - **FRIEND** (those who you know, and they know you and your friend's friends).
- b. Cold Market – **“S” STRANGERS** from the last word of FRIENDS (whom you meet every day in the mall but do not know - they are strangers. To convert them from strangers to acquaintances, you need to build relationships, and that is how they will shift from cold to warm market). You get more cold prospects from your warm market - referrals, business meetings, social media, and networking groups.

## **HOW TO MAKE AND PRE-QUALIFY A PROSPECT FROM THE LIST?**

I have included an Excel Spread sheet that you can use. It is here where you will add the names of your potential prospects and run through the pre-qualification process. The pre-qualification factors allow you to assess your prospects before you approach them. The qualification points are a reference point to see their “hunger level” and all those who score higher points are the prospects that you should be approaching first - you will talk to those prospects later that have scored 2 or 3.

Using letters of the alphabet we can literally go from A-Z and find a word to describe a characteristic or attribute to describe a

person. The following are the qualification factors: (see score data below)

- A - AMBITIOUS
- B1 - BACHELOR
- B2 - BUSINESS MINDED
- C1 - CREDIBLE PERSON
- C2 - COMMUNICATION SKILLS
- D - DEBTORS
- H1 - HEALTH-CONSCIOUS PERSON
- H2 - UNHEALTHY PERSON
- H3 - UNHAPPY PERSON FROM JOB/LIFE
- H4 - HOUSEWIFE
- H5 - HELPFUL / SOCIAL WORKER
- M - MOTIVATED
- N - NEEDY PERSON (FINANCIALLY NEEDY)
- O - OPEN MINDEDNESS
- R1 - CLOSE TO RETIREMENT
- R2 - RETIRED PERSON
- S - SALES PERSON
- T – TEACHING SKILLS

Below you will find the Excel spread sheet we have prepared for you to use. Column A is the letter-code that begins with a word that describes a person's quality in Column B. Next to each quality you see a series of boxes to check. You will start at the top of each column beginning at Column C, type in the name of the person who you identified using the memory jogger table or other method. Do this for Column D, E, F, G and so on.

Start with column C, in this example we see Jane. Go down the list and put a check mark in the square box if you feel she has

any of the qualities listed in Column B. We have done the same for Peter and Mary as shown in the example below.

You will notice that down on row 23 there is a "Total Score". As you place a check mark in any column under the person's name, the score will increase by 1.

In the completed table, Peter has a Total Score of 6.

Jane	A, B2	Total Score = 2
Peter	A, C1, H1, O, S, T	Total Score = 6
Mary	A, B2, D2	Total Score = 3

In this example you will start with Peter and contact him first, Mary second and Jane third. What we have found is, the people with higher scores are the people that are more willing and open to hear about an opportunity than people with lower scores thus increasing the chance/rate/percentage (however you would like to quantify) of bringing a new customer or business builder into your business opportunity.

5 Qualifying Prospect List Excel								
File Home Insert Page Layout Formulas Data Review View Tell me what you want to do								
Calibri 11			Wrap Text			General		
Font			Merge & Center			Conditional Formatting Table		
Clipboard								
Alignment			Number					
Quality								
A	B	C	D	E	F	G	H	I
	Quality	Jane	Peter	Mary	Name	Name	Name	Name
2								
3	A Ambitious	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
4	B1 Bachelor	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
5	B2 Business minded	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
6	C1 Credible	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
7	C2 Communication Skills	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
8	D Debtor	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
9	D2 Disciplined	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
10	H1 Health conscious	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
11	H2 Unhealthy	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
12	H3 Unhappy with Job	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
13	H4 House wife	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
14	H5 Helpful / social worker	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
15	M Motivated	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
16	O Open Minded	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
17	R1 Close to Retirement	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
18	R2 Retired	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
19	S Sales Skills	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
20	T Teaching/Presentation skills	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
21								
22								
23	Total Score	2	6	3	0	0	0	0
24								
25	Note: You are placing a check in all the boxes that apply to the person's qualities based on how well you know them.							
26	After you click the square it places a check in the box and increments the persons Total Score by 1.							
27	You will contact people based on their score, starting with the highest and working to the lowest.							
28								
29								
30								
31								
32								
33								
34								
Family Friends Institutions Employees Neighbors Debtors								

You can now copy the spread sheet into separate workbooks within the main spread sheet that identifies the different categories of people i.e.: friends, relatives, institutions, employees, neighbours and debtors or add categories as you see fit.

## Your Daily Prospecting Routine

From your long list of prospects, take out 3 names every day and talk to each and every one until they say, YES, NO or MAY BE - (even if they say yes, ask them what has made them say yes), NO (if anybody says No, then he/she has some objection, fear, doubt, scepticism, or bad experience of previous Network Marketing companies, no time, product is expensive, a feeling that MLM or Network Marketing is a scam, general denials that 'I don't believe in herbs', 'I don't have any business background', and try to find out what is the objection and why is that objection?) or MAYBE (they are trying to stall you and say I will

think over it). Basically, they do not have the money as it is the end of the month or 'I want to ask my husband/wife about Network Marketing business before I make a decision and then move to the next 10 names.

The system of above qualifications is done for your *-Hot Market* - the initial list keeps decreasing--the name from *Cold Market* starts coming into your *New Hot Market*.

Which of these would you rather have? - *100 people in your business who is inactive* and getting nothing done or *10 people who are motivated and are actively building a business*? You attract the latter by being very selective about the people you talk to and recruit.

If you QUALIFY your prospects well, only then can you get motivated and dedicated business partners.

## CONCLUSION

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Making the prospect list is the beginning of the Network Marketing business. Remember, no list means, no business.



## EXERCISE

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1. Who is a perfect prospect?

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2. What is the difference between hot and cold prospects?

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3. Why do you need to pre-qualify your prospects?

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## TABLE 1 – MEMORY JOGGERS

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The following is a list people of your warm market from where you can begin making your prospect list

No.	WARM MARKET
1.	Family Doctors
2.	Parents
3.	Brothers & Sisters
4.	Uncles & Aunts
5.	School & College Friends
6.	Nephews & Nieces
7.	Grandparents
8.	Cousins
9.	School Teachers
10.	College Professors
11.	Colleagues at work
12.	Neighbours, old and present
13.	All In-Laws
14.	Dentist
15.	Health Club
16.	Travel Consultants
17.	Preacher & Religious Heads
18.	Car Mechanic
19.	Phone Provider
20.	All the guests who came for your marriage
21.	Insurance Agent

22.	Handyman
23.	Beautician
24.	Internet Provider
25.	Security Personnel of your area
26.	Realtor
27.	Phone Installer
28.	Banker
29.	Children's teacher/Principal
30.	Family
31.	All names in Email List
32.	All names in Mobile List
33.	All Facebook friends
34.	All LinkedIn friends
35.	Your Coach
36.	Your Mentor
37.	Postman
38.	Your Computer Repairman
39.	Courier Man
40.	All the above of your spouse

**TABLE 2 - PROSPECT LIST**

<b>Code</b>	<b>Qualities</b>	<b>Name</b>	<b>Name</b>	<b>Name</b>	<b>Name</b>
A	Ambitious				
B1	Bachelor				
B2	Business minded				
C1	Credible				
C2	Communication Skills				
D1	Debtor (under debt/loan)				
D2	Disciplined				
H1	Health conscious				
H2	Unhealthy				
H3	Unhappy with Job				
H4	Housewife				
H5	Helpful / social worker				
M	Motivated				
O	Open Minded				
R1	Close to Retirement				
R2	Retired				
S	Sales Skills				
T	Teaching/Presentation skills				

## EXERCISE

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1. Make a list of following prospects with the help of memory jogger:

a. Relatives

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b. Friends

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c. Acquaintances

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d. Cold Market

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# OBJECTIONS/QUESTIONS IN NETWORK MARKETING – SYSTEM B

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*"An objection is not a rejection; it is simply a request for more information."* - Bo Bennett

If you have planned and are determined to reach a certain destination at a specified time, will you stop if you find a diversion, an obstacle or a U-Turn? In fact, I have seen people get more resolute and create urgency to reach the destination. Remember,

*"Winners never quit and quitters never win."* - Vince Lombardi

The biggest obstacle in Network Marketing is the salvo of objections new distributors face in their first year. It is during the first year that we see maximum dropouts from business, so it is important for every networker to know and understand the different objections and how to handle them professionally.

## **WHAT ARE THE MAJOR AREAS WHERE OBJECTIONS ARE MADE?**

- Products.
- Opportunity/Business.
- Company.
- Training.
- About the prospect.

## **WHAT ARE THE COMMON OBJECTIONS OF PROSPECTS?**

The following are the common objections of people/prospects:

1. Objections on Products
  - Products are very expensive.
  - Will the product work?

- Are your products tested by International Safety and Food Agencies?
- Will I have any side effects from your products?
- Is this a cure for any disease?
- How can you talk about the product without having any knowledge on the supplements and herbs?

## 2. Objections on Opportunity/Business

- I cannot do the business or it's not in me.
- Is this Network Marketing/MLM?
- MLM is a scam.
- I do not have any business background and cannot do the business as I have been working for 30 years.
- I don't like selling.
- Is this one of those pyramids or money chain systems?
- What is it about?
- When will I start making big money?
- What is your benefit if I join this business?
- How much does it cost to join the program?
- Market is saturated with many Network Marketing companies?
- Can I still join, if I do not want to sell?
- Do I must recruit and get people to do the business? Is there any other way to earn money?
- I have heard too much hype about your industry.
- How much money are you making?
- Can I do the business along with my job?
- Is this like Amway?

### 3. Objections on Company

- What is the credibility of your company?
- If something happens to the consumer, will your company give me legal support?
- What is the turnover of the company?
- Is your company registered with DSA or WFDSA?
- Is your company a public-listed company?

### 4. Objections on Training

- Who is going to train me?
- Do you have any company training program?
- Are your trainers qualified?
- Do you have an online training system?
- Will you support me?

### 5. Objections about himself/herself

- I do not have the time.
- I do not know anybody. How can I sponsor 1,000 people?
- I must ask my husband/wife about this.
- Can I do this?
- I cannot convince anybody.
- I cannot do any presentations.
- I don't know English.
- I am computer illiterate.

The above questions/statements are just sample objections - there can be many more, but the basic approach to tackle these objections will be the same.



## FEEL, FELT, FOUND FORMULA FOR OBJECTION HANDLING

The following are 3 examples of common objections and handling them through feel, felt, and found principle:

**Example 1:** *Products are expensive.*

I completely understand how you *feel*, most people *felt* the same way, but once they started substituting their other products with our products and started getting the bonus back, they *found* out that it was cheaper than the other products. And they also *felt* the health benefit of the products, which you cannot put a price to.

**Example 2:** *Will the product work?*

I completely understand how you **feel**, most people **felt** the same way in the beginning, but after using the product for a while, they **found** out the amazing benefits and started *feeling* the difference, which ultimately made them healthy and energetic.

**Example 3:** *I cannot do the business or it's not in me*

I completely understand how you *feel*, most people *felt* the same way, but once they started getting proper training, coming to the seminars, reading and understanding the important notes, and going out there and working, they found out that it was easier than they thought, and the results were significant.

## CONCLUSION

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It is vital that you, as an independent distributor/member, should be prepared to answer questions/objections. The number of objections will reduce if you master the next two chapters, **Natural Approach and Natural Presentation**.

## EXERCISE

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1. What is an objection?

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2. What is the *feel, felt, and found* approach of answering an objection?

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3. What are the objections you are facing in the field?

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# **BUSINESS MARKETING TOOLS – SYSTEM C**

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There are three areas of information bases that you must become familiar with. Over time you will need to become proficient in procuring, accessing, displaying and delivering these materials in various formats i.e.: print, web, verbal or oral presentations, be it live or video, and personal delivery for customers and or business builders. Other third-party resources will be for your own personal development in continuing education, expanding your business mindset and business development.

Each of these areas requires different levels of use and proficiency which are subject matters that volumes could be written about.

As a system it will be your responsibility to keep these information bases current. There are very few things in life that could be considered ever green. Addresses and phone numbers change, prices and even procedures change, product samples have expiration dates. Systematically you should have a routine that keeps this information current.

## **1. Company Tools**

- Company Folder.
- Company Brochure.
- Company CD/DVD.
- Company Website.
- Price list.
- Membership Form.
- Product samples.

## **2. Your Own Business Tools**

- Business card.
- Flip chart.
- Your own testimonials.
- Your photo album: travel pictures.
- Your personal success stories in magazines, newspaper, etc.
- Your social media websites, such as Facebook, LinkedIn, Twitter, etc.
- Your own website, WordPress, BlogSpot, etc.
- YouTube Channel.

## **3. Third Party Resources**

- Network Marketing Magazine.
- Direct Selling Magazine.
- Network Marketing Books.
- Network Marketing audio and video CD/DVD.
- Success stories of Networkers (in your team and company).
- Testimonials of others, in writing or in pictures.
- Research papers on your product.
- 3-way calls with your coach/mentor.

## EXERCISE

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1. What is the importance of marketing tools?

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2. What are your company tools?

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3. What are your own business tools?

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4. Can you add few of your own third-party resources?

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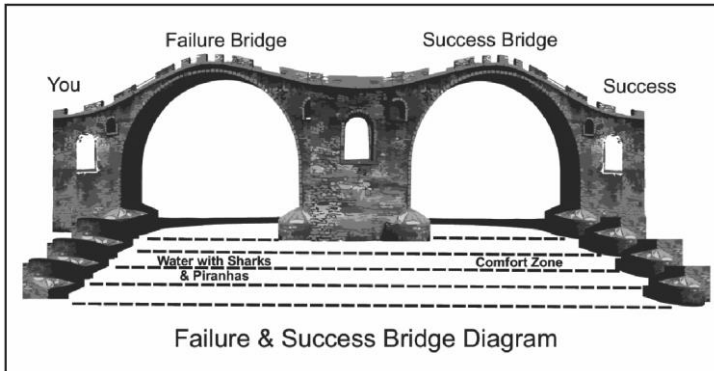
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# BRIDGES OF FAILURE AND SUCCESS

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*"Success is, stumbling from failure to failure with no loss of enthusiasm."* - Winston Churchill



Every human being wants to be successful. All success comes at a certain price - sacrifice, professionalism, patience, discipline, and perseverance. To reach any level of success, one must go through lots of challenges, obstacles, and failures. Nobody has succeeded overnight, between you and success lies failure.

If you look at the above figure, you can see that you must cross two bridges in building your Network Marketing business before you become highly successful.

What does one must do to cross the bridge of failure?

## **Seven Steps to cross the Failure Bridge:**

1. Know your strengths and weaknesses.
2. Know the potential of Network Marketing.
3. Know how to handle objections.
4. See and feel the benefits of the products.

5. Keep charging yourself with continued training and be in the company of successful leaders.
6. Master the "Natural Approach" and "Natural Presentation."
7. Know the negative people on the bridge.

If you have the support of your mentors, up-line success leaders, then crossing the bridge of failure is easier and quicker.

Who is on the failure bridge ready to throw you into the water infested with deadly fishes?

1. They may be your own close relatives and friends, who have not forgotten your past mistakes and failures and remind you that you cannot do it.
2. People that are jealous of you.
3. People with close minds.
4. Failed networkers.
5. Negative people.
6. Dream stealers, who do not have dreams of their own and cannot see others dreaming.
7. Your own belief – your biggest enemy, if you can overcome your own belief then you can easily bypass all the hurdles.

In Network Marketing business, when you start crossing the **Bridge of Failure**, you are just an ordinary member/distributor. For a complete year, you must face all the hurdles, the U-turns and the roadblocks, to finally be at the end of the bridge and become a *Diamond*. And this is the biggest challenge in your business.

After crossing the failure bridge, you have sufficient knowledge of the product, seen the company closely, and understood the marketing and compensation plan and have gone through the sponsoring and recruiting process. At this stage, you have a small

organization and become a young leader - leading 100 to 200 distributors and earning about \$1,000 to \$2,000 per month.

Your next step is to go for a bigger success and a bigger bonus and for that you must cross the second bridge, the **Bridge of Success**. At the start of this bridge, you have dedicated distributors and loyal consumers, who have also managed to cross the *Bridge of Failure* and are all following you. They have big dreams like you and want to become successful. At this point your role must change from a leader to a coach - you must coach/mentor the hungry pack of young leaders with diligence and dexterity. As a coach and a mentor, your responsibilities increase, and you need to see that all your young leaders also become *Star Diamonds*. This journey takes anywhere from 3 to 5 years and helps you grow your business. In 5 to 10 years' time, you should have helped a few hundred persons to cross the *Bridge of Success* and have made them not only *Star Diamonds* but *Crown Diamonds* - where you start enjoying the residual income along with many other *Diamonds*.

*"To succeed, your desire for success should be greater than your fear of failure."* - Bill Cosby



## EXERCISE

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1. How do you prepare yourself to cross the *Bridge of Failure*?

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2. What is the *Bridge of Success*?

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3. What do you must do on the *Bridge of Success*?

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## NATURAL APPROACH - SYSTEM D

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*"Until you contact the customer, you haven't done anything." - Mark Hunter*

Selling is one of the oldest professions and people from all walks of life have been directly or indirectly involved with selling. Even on an individual level, people sell their expertise, to stand out in the crowd. In traditional business, promoting, marketing and selling are the key elements to succeed, and companies employ team of expert marketers and salespersons to do just that. In Network Marketing, you must do the same promoting, marketing and selling and more. Why I say more is because in Network Marketing you, yourself, in addition to selling must prospect and recruit. The task does not end here. After getting the right recruits, you must train them, convert them into independent business owner, and finally into leaders. It is definitely a very challenging task.

### WHAT IS NATURAL APPROACH?

It is the process of engaging in a conversation between you and a prospect using a social conversational tone. It helps build a natural connection that will enable you to move quicker through conversations without sounding sale-sy and pushy and at the same time, getting the information you will need to decide whether the person you are prospecting is going to be a right fit for your business. If you use the **Natural Approach** correctly, it will enable you to build a strong foundation of business minded distributors that want to build a business that could eventually change their lives and lead to financial freedom.

Using this way of building a natural connection between you and your prospects will ensure you are speaking to the right people. By using the process of filtering your conversations in a

social conversational tone, you will begin to see how your time is being leveraged to work in your favour and not end up in hours of wasted time.

To succeed in your Network Marketing business, you must position yourself such that you are talking to the right people at the right time, filtering your conversations to qualify and close as quickly as possible.

## **WHY DO I CALL MY METHOD OF APPROACHING, NATURAL APPROACH?**

We talk to people every day; however, if we approached them naturally without any pretention or artificiality, people feel connected. In the world of sales, people change their tone and the way they talk. Whereas in the *Natural Approach* you talk to people as you would talk to them before joining the Network Marketing industry - the same style and the same lingo. You need not adopt a selling pitch. Be natural. Be you.

Most people think Network Marketing is for the highly educated, professional salesperson and eloquent presenter. All these traits are an asset to a networker, but I personally know ordinary fishermen, a gas attendant, a taxi driver, and a gardener succeed in the Network Marketing business. After seeing them, I realized that the secret of success in our industry is the way you speak and the enthusiasm you show about your products and opportunities. They spoke naturally about what they liked and what they believed and that was the reason for the connection between them and their prospects.

## **POWER OF INTENTION**

In the *Natural Approach*, most important is that you get connected with your prospects only if your approach illustrates “Intention of Helping.” Your focus should be to find their problems

and provide solutions through the product/opportunity. This will place you on the 'Giving End.' On the other hand, if your intention is to only sell and make members, then you are in the 'Taking End.' Unfortunately, most of the networkers are out there to 'catch' and 'grab' people and that is why they hear so many 'Nos.' On the contrary, if the intention is right, automatically you send a positive and helpful vibe to your prospects. The best part of the *Natural Approach* is that even if your prospects say 'No', you don't feel bad - your job is done. You have reached out to your prospects with a helping hand and that feeling is awesome. This is what I call "*Zero Rejection Approach*."

*Natural Approach* is also about the right connection. It is only when you get connected deep down with your prospects that they will open their hearts. Your prospects will only share their pain and troubles when they get the feeling of trust. And you must build that trust; it may take few days or weeks, even few months.

## **MAKING CONTACT USING THE NATURAL APPROACH**

There are different ways to approach and connecting with your prospects. The age-old formula of approaching is face-to-face, but with the Internet technology, Facebook, LinkedIn, Twitter, various online marketing techniques, Skype and e-mails have become a common form of approaching.

## **HOW DO YOU QUALIFY PROSPECTS?**

The foundational quality to qualify your prospects is to see hunger in them. Look out for people who have needs and wants, big dreams and desires, ready to commit and change, and ready to go a long distance to get what they want desperately.

## **WHAT DO YOU MUST DO IN NATURAL APPROACH?**

*Natural Approach* is divided in two parts:

**Map Your Freedom** By Fatemi Ghani

- a. Finding their *problems*, needs, and wants.
- b. Providing *solutions*.

## **WHAT GENERAL PROBLEMS DO PEOPLE FACE?**

- a. Health – People usually have some health issue or simply lack energy.
- b. Money – People also have financial stress, like mortgage, credit card and bank loan, housing, personal, etc., which bothers them or forces them to work more; they sweat hard to achieve financial freedom.
- c. Time – People are engaged in their work to such an extent that they do not have time freedom.
- d. Family – People are away from their families either for hours, days, months or even years. They do not get to spend quality time with them, especially the expatriates.
- e. Job – People are never happy with their job, which only adds stress to their lives.

The key part of the *Natural Approach* is to start the conversation exactly as you were doing before joining Network Marketing: Hello! How are you? How are you doing? How is your family? How is your job? How is your life? How is your health?

Let me give you my example of Natural Approach. Here I am, the networker, talking to a friend. I start my conversation in the usual fashion, "How are you, friend?" The answer is "Great," but on further probing, the opening answer from great becomes "life is going on", and ultimately the true answer comes, "life sucks." Once my friend opens, I go further by asking, "Why does life suck?" I let my friend talk as much as they want, and my task is to listen to them intently and jot down mental notes of all their troubles. From their answer, I ask another probing question and finally they open completely. Let's say, their problem was less

pay and long hours at job and receiving an extra \$1,000 can solve some of their problems. At this point, I need to ask whether they have any solution to their problem. Of course, they do not have the solution and that is why they are stuck in that situation. But it is very important to know and let them concur that "I don't know what to do." Here comes the most important part of the natural approach, ask another question:

Me: Do you want to get out of the problem?

Friend: How can you help me get out of the problem?

Me: *(It is at this point that I provide a solution and at the same time I qualify him)*. I am involved in a program where I help and coach people to earn additional income, along with their jobs. In about a year's time, they start earning over \$1,000. If you are interested, I can help you.

Friend: What do I must do? Can you explain more about your program? Are you serious I can start earning \$1,000?

Me: *(I will answer these questions with two more qualifying questions)*. Before I explain to you about my program and what you must do, please answer my two questions: - Can you put in 15 hours per week so that you may earn an extra \$1,000? Are you ready to change the brand of daily beverages and personal care items to that of our company by spending \$100?

After asking these 2 questions, it is important that I closely see their body language while listening to their answers.

Friend: No.

Me: *(If they say 'No' to both or one of the questions, I politely reject them)*. To be part of my program and earn \$1,000, you need to give 15 hours per week and spend \$100 per month, and right now I feel you are not ready. When you are ready, please call me and I will be happy to help you. *(I will end my conversation by giving him my business card)*. Here is my

business card and, in the future, if you feel you are ready to work for that extra income, please don't hesitate to call me.

Friend: Okay, fine.

Me: Can I have your e-mail address and phone number so that we can stay connected. It was nice talking to you. Thank you. *(I put them in the **drip system** explained later).*

If he says 'yes' to both the questions, I qualify them and tell them that it is going to take an hour to explain the entire program, plus this is not a suitable place and time for detailed discussion. After that I will take an appointment (date, time, place of their convenience) for the *Natural Presentation* (explained in the next chapter).

The above question and answer chat is a typical *Natural Approach* system.

In the *Natural Approach*, you need to learn the skill to start the conversation and Tom "Big Al" Schreiter is a master of "icebreaker," words that can skilfully move the conversation from social talk (Hi, how are you, how is the weather) to talking about your business.

Following are Tom's Icebreakers Magic 4- and 5-word sequences that automatically freeze the brain and bypass the subconscious programming. When you freeze the prospect's brain, you now have your prospect's attention. And when you have your prospect's attention, then you can explain the benefits about the product and/or opportunity, and your prospect will listen attentively, and you can expect the desired action from your prospect.

## **BIG AL'S ICEBREAKER SEQUENCES**

### **MAGIC SEQUENCE # 1**

What you will say is: *"I just found out...<add benefit>!"* and replace <add benefit> in the brackets with one of the benefits listed below to the statement. Here is an example:

- *"I just found out... how we can get an extra paycheck every week!"*

Here is another example:

- *"I just found out... how to fire my boss!"*

### **Here is the list of benefits you can use for sequence #1**

Start with, **"I just found out....."**

- "how to retire 10 years early with full pay."
- "how you can never show up for work again."
- "how you can work 3 weeks and get paid for 4."
- "how you can take a 1-week holiday every month."
- "how you can take a 6-month holiday twice a year."
- "how you can take a 5-day weekend, instead of 2."
- "how to stop working weekends."
- "how to never must work nights again."
- "how to pick our own hours to work."
- "how you can get a \$200 tax refund every month."
- "how you DON'T must work 45 years like your parents."
- "how you can earn more money part-time than your partner does working full-time."
- "how you can stay home and get a full-time pay check."



- “how you can earn more money working part-time than your boss can working full-time.”
- “how you can lose weight quickly without worrying about dieting.”
- “how your skin can look 10 years younger while you sleep.”
- “how to protect your skin from the harsh desert sun.”
- “how to pay off all your debts in record time.”
- “how we can live debt-free.”
- “how to live longer and retire richer.”
- “how you can feel younger in just seven days.”
- “how to wake up every morning feeling like million dollars.”
- “how to have more energy than our grandchildren.”
- “how to have 5-day weekends.”
- “how an instant raise solve most of your problems.”
- “Think of all the things you could do in life if you didn't must waste two hours a day commuting.”
- “Stop paying somebody else to watch your kids grow up.”
- “How to get a \$500/month raise without having to ask your boss.”
- “We will never get rich by working a job.”

## MAGIC SEQUENCE # 2

Here is how this sequence works. After you have used magic sequence #1, you will get some response. You will have identified the problem and begin your next statement with these four words:

***“Well, you know how...”***

<as identified in the natural approach>

Here is an example:

- *“Well, you know how... I overcame my weight problem...”*

Here is another example:

- *“Well, you know how... I make spare money working part-time...”*

You will have identified the problem and begin your next statement by providing the solution beginning with these 5 words:

***“Well, what I do is”***

Here is an example:

- *“Well, what I do is... I show people how to earn a full-time income by only working part-time”*

Here is another example:

- *“Well, what I do is... help people lose weight”*

**Here is the list of solutions you can use for this sequence:**

Start with, ***“Well, what I do is...”***

- “Get an extra pay check every month.
- “Teach stay at home mom’s how to be with their children and still get paid.”

- “Go back home and still get paid same or more.”
- “Get a higher pay check working from home compared to that of their husbands.”
- “Drive a BMW car by paying a \$100/month instalment.”
- “Make your skin look 20 years younger in 20 seconds each day.”

**Following are few examples of telling them indirectly their problem and giving a solution:**

- “Well, you know how mothers are torn apart between their job, day-care canthers, and children. Well, what I do is a show mother how they can be with their children and still get paid from their home.”

### **WHAT IS THE BEST TIME TO APPROACH YOUR PROSPECTS?**

1. Preferably between 8:00 P.M. to 9:00 P.M.-not after 10:00 P.M.
2. Time that your prospects give, according to pre-appointment time.
3. If you are calling in the afternoon or over the weekend, make sure it is not their siesta time or rest time.
4. Most important, when you are calling, ask permission whether they are free to talk or if it is the best time to talk.
5. Network Marketing business is global and there are 24 time zones. If you have prospects outside your country of residence, check the time through time converter and call them in the evening.
6. To make an appointment and not to disturb your prospects, text them and ask for a convenient time.

## **WHAT SHOULD NETWORKERS LEARN AND DO BEFORE APPROACHING PROSPECTS?**

1. Your product and business knowledge should be thorough.
2. Your belief in the product and business should be strong - show that confidence in your talk.
3. Take an appointment and call before you go.
4. Should have good communication skills.
5. Be well-dressed.
6. Be punctual.
7. Reach out with a helping hand - be there for the prospect.
8. Learn people skills - look at their body language for the hunger sign.
9. Be natural and master the *Natural Approach* system.

## **WHAT SHOULD YOU KEEP IN MIND WHILE USING NATURAL APPROACH TOWARDS YOUR PROSPECTS?**

1. Ask valid questions.
2. Be truthful and straight.
3. Respect the other person's time.
4. Listen to their problems and provide solutions.
5. Get connected and do not give a presentation.
6. Do not try to convince them.

## **WHAT BLUNDERS DO THE NETWORKERS DO WITH PROSPECTS?**

1. When networkers get in touch with prospects, they immediately start talking about the product and the business. They talk too quickly and too much, forcing prospects to shut their minds.
2. Once prospects show interest, then the networker starts constantly running after them to the extent of nagging them.

3. Some networkers bombard the prospects with constant calls and texts - invading their private space which forces the prospect to add them in the reject list or ignore calls, or in the worst-case scenario switching off their phone.
4. Nowadays some networkers send dozens of messages through social media sites like Facebook, LinkedIn, and even e-mails, ultimately resulting in prospect blocking, delisting or considering them as spam. Constant pestering only results in bad reputation of the networker and the networking market industry.

If networkers understand the process of recruiting, then the above blunders can be avoided. I would like to narrate a real-life story as to how I explained the process of how to recruit someone correctly.

I was talking to a Chartered Accountant in London, U.K., who was searching for a better job. During this time, he joined the Network Marketing industry and the first question he asked me is *"How to quickly recruit the right people in his business?"* I gave him a few guidelines and told him to learn the skill of recruitment. While this man was still learning, he found the job he was searching for. I asked him to tell me the entire process as to how he got the job. He told me that he contacted a few recruiting agencies and sent them his resume. After a few months, the companies started calling him, a few e-mail exchanges, phone interviews, and he was rejected - there was rejection after rejection. After a long wait and being rejected by many companies, finally one company became seriously interested in him. After the initial recruiting procedure, he was called for a face-to-face interview. He took a leave from his current job and travelled for 2 hours to a small town located on the south coast of Great Britain. To cut the story short, he got the job he was looking for. I congratulated him and told him that his selection by

his new company is similar to the selection of the right people in Network Marketing - it takes time, effort, and the right recruiting procedure to get one right person. This young man got the answer to his question, *how to quickly recruit the right people into his Network Marketing business?*

## **WHY NATURAL APPROACH IS IMPORTANT?**

In real estate the money is in finding the right location, location and location. In Network Marketing, the money is in qualifying, qualifying, and qualifying - and if you master the skill of qualifying the prospect through the *Natural Approach*, your Network Marketing business is bound to grow.

*"Business opportunities are like buses; there's always another one coming."* - Richard Branson

## **CHANGE YOUR STRATEGY FROM,**

### **"You are chasing the Prospect" to "The Prospect Chasing You"**

Prospects can only chase you if you learn attraction marketing. Attraction marketing is where prospects come to you on their own, because of what you said or what you have put in ads, flyers, radio advertisements and on social media sites. You make yourself visible to the world as a solution provider and those who need you will contact you in the hope that your product or service will help them with the problem(s) they are experiencing. You create curiosity and show how your program or product/service can solve their problem(s). The prospect sees a simple and attractive solution to their age-old problem(s). Today, *Attraction Marketing* plays a key and critical role especially on the internet.

If somebody responds to your ad, you send them a reply in the following way:

Hi \_\_\_\_\_,

*Thank you for showing interest in my program. What attracted you to contact me? I will be happy to answer any questions you may have. Kindly see my video link and we will follow from there.*

*Looking forward to hearing from you.*

*With warm regards,*

\_\_\_\_\_

## **CONCLUSION**

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Network Marketing business is all about people and the *Natural Approach* gives you the skills to get the right people. It's only patience and persistence that will help you find the right people for your business. The parable to finding the real people, who will become leaders, is like digging the ground to find the waterbed. When you start digging the ground you don't initially find any water, so you must keep digging and digging, maybe another 100 feet or even 1,000 feet deeper to reach the waterbed.

## EXERCISE

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1. Will you be successful if you go in the field with all the leadership characteristics, complete product and marketing plan knowledge? If yes, please give your reasons and if no, support your answer.

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2. What should you keep in mind while doing the *Natural Approach* to locating prospects?

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3. What is the best time to approach your prospects?

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## **CROSSING “THE LINE OF FIRE”**

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In the Network Marketing business, most people tend to get impatient and try to forcefully sell the products and/or create new members. Here, I would like to mention a Bollywood movie, “Jab Tak Hai Jaan”, starring Shahrukh Khan and Katrina Kaif. Those who have watched the movie will remember the dialogue between the two actors in the first half of the movie inside the church. They spoke about “not crossing the line” and just being friends. I was instantly attracted to these words and to me, that was the turning point of the movie - the rest of the movie was all about crossing the line by Khan whose main duty was to defuse bombs as part of a bomb squad and thus living a life close to death. For those readers who haven't watched this movie yet, to understand what I am saying, you may need to watch this movie and then you will enjoy the rest of the story. I will leave the suspense for you to explore. An appropriate title of the movie could have been “Crossing the Line.”

### **HOW IN NETWORK MARKETING WE “CROSS THE LINE OF FIRE” WITH OUR BELOVED FAMILY AND FRIENDS?**

We often make the mistake of forcing our spouse, children, relatives and friends to use our product/services or sign up as customers/distributors. The question is why should they love what you love? You just cannot force people to be a part of Network Marketing. Constantly talking about your products and business with your loved ones at home will compel them to dislike your products and create an uncalled gap in your relationship. I have seen in many households, two different types of toothpaste, soaps and shampoos in their toilets and two different brands of coffee/tea on the kitchen table - one for the networker husband and the other brand for the non-networker wife or vice versa.

We, as Networkers, are so passionate about our products and business that we bulldoze our own people. I have seen many homes where relationships are either broken or have soured and the family members do not want to hear anything about the so called “wonderful benefits” of food supplements.

**WARNING:** Remember you cannot fight and argue with your family about your Network Marketing product and business and remain happy under one roof.

**SOLUTION:** Since you have studied and learned the benefits of the products and income plan, with wisdom, try to explain all that. If they listen to you, well and good, if not, “draw an invisible line” and do not “Cross that Line.” Do make it clear to them that you will not cross this line of your new love of Network Marketing, i.e., not talk about it unless they want to cross the line willingly; they are most welcome, any time.

If your products are all that good and they see the anti-aging effect and the extra energy in you, they will come on board automatically - let the benefit of the product be visible on you. And if you start earning big money and change your car to a Mercedes 500 SEL and go on vacation every 3 months, I assure you, they will have no choice, but to consider this wonderful lifetime opportunity of having freedom in their own hands.

## EXERCISE

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1. What lesson did you learn from this chapter?

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2. How will you approach your spouse or children if they are negative?

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# NATURAL PRESENTATION OR BUSINESS OPPORTUNITY MEETING - System E

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*"Ask yourself, If I had only sixty seconds on the stage, what would I absolutely must say to get my message across." - Jeff Dewar*

In Network Marketing, presenting your product/service or business opportunity plays a very important role in the expansion of your business. If you want to take your business seriously and do it full-time, you need to be a master presenter. You can start from one-to-one presentation and then move to big groups, seminars, conferences or workshops.

You should be able to communicate your information to a person or group clearly. Your knowledge of your product and opportunity should be strong to attract the attention of your audience. If you present your product and opportunity well, you will automatically get connected with them - that is the start of forming a trust-building relationship. Your presentation should be all encompassing - educational, exciting, convincing, and persuasive.

You should keep the following points in mind before, during, and at the end of your presentation:

- ✓ Know your audience.
- ✓ Your materials should be very well structured.
- ✓ It should not focus on selling but should focus on benefits.
- ✓ It should be non-aggressive
- ✓ At the end of your presentation, you should be able to answer all the questions of your audience - as well as ask the right question(s).

- ✓ Listen with no agenda in mind but with the focal point to understand the needs and wants of your audience.
- ✓ Keep your presentation simple.

A good presentation is one which leaves your audience with a positive feeling of you, your company, and more importantly, the Network Marketing industry. Your job, as a Network Marketer, is simply to promote and share your opportunity and product/service with others. Not to pressure and convince others to buy your product or join your business. It is the job of your prospect to make an informed decision whether to purchase your product or join your program.

## **TYPES OF AUDIENCE IN YOUR NETWORK MARKETING PRESENTATION**

There are four types of audiences for your presentation:

1. Prospects.
2. New distributors/members.
3. Leaders.
4. Big gathering.

## **WHAT IS THE PURPOSE OF YOUR PRESENTATION TO THE FOLLOWING CATEGORY?**

1. **Prospects** - to make them understand the product/opportunity, so that they become consumers or members/distributors.
2. **New distributors/members** - educate and train them in detail about the product/service and explain the complete marketing/compensation plan.
3. **Leaders** - train and coach them thoroughly on Network Marketing, guide them on communication and leadership

skills, and give them hands on training of Systems A to F, as discussed in this book.

4. **Big audience with mixed prospects and members** - mainly to inspire and partly to inform them about products and business.

## WHEN DO YOU DO THE NATURAL PRESENTATION?

After your Natural Approach, you know what the problem(s) or need(s) of your prospects are. And by this time, you have qualified the prospects and now they need additional information on products or opportunities. This is the appropriate time to make an appointment for the presentation.

## WHAT ARE THE IMPORTANT POINTS YOU SHOULD HAVE IN MIND WHILE PRESENTING TO PROSPECTS?

1. After your *Natural Approach*, you know what the problem(s) or need(s) of your prospects are and why they are interested in listening to your presentation.
2. Before starting your prospecting presentation, ask them what attracted them to come to you - let them repeat their need/problem.
3. Keep that as the focal point around which you base your presentation.
4. Remind them that you are not there to sell them anything but simply to provide a solution to their need(s).
5. Ask them to talk in detail about their problem(s).
6. Show them the solution through your product/program.
7. Throughout your presentation, concentrate on how your program will benefit them. **Focus less on features and more on the benefits and benefits of the benefit.** For example, if they say they need an extra \$1,000 for paying their loan, here,

earning \$1,000 is the benefit of joining your program and coming out of a loan is the benefit of the benefit.

8. Qualify them whether they will become a consumer of your product or a member.

### **QUALIFYING PROSPECTS TO BECOME CONSUMERS:**

If you have wellness supplements and the prospects show interest in the supplements, then before you go into a detailed presentation, ask the following qualifying questions:

- Do you believe in wellness supplements?
- Are you ready to use the products regularly?
- Can you afford to buy the products?

If the answers to all the above questions are YES, then they qualify to become consumers.

### **QUALIFYING PROSPECTS TO BECOME MEMBERS:**

If you have wellness supplements and the prospects show an interest in becoming a member, before you go into a detailed presentation, ask the following qualifying questions:

- Do you believe in herbs and supplements?
- Do you have 15 hours to give in the business per week?
- Can you afford to pay a membership fee (if there are joining fees) and are you ready to pay \$100 per month to buy products to maintain your PV?
- If the answers to all the above questions are YES, then they are qualified to become a member of your company.

In Network Marketing, the more presentations and plans you show, the greater are the chances of you rising in your business.

*"Eighty percentage of success is showing up." - Woody Allen*

## PRESENTATION TO PROSPECTS OR A NEW PERSON

The following are the subjects to be covered in the presentation:

a. Company:

**Features:** Who is the founder, what is the company logo, when the company was established, and in which country do they have their Head Office and other offices.

**Benefits:** Public-listed, debt-free, financially strong company - giving bonuses on time to all their distributors since the start of the company.

b. Products:

**Features:** Ingredients and range of the products.

**Benefits:** How can the products help them?

c. Opportunity:

**Features:** What is Network Marketing, how old is the industry and how does the system work?

**Benefits:** How from the system, they are going to earn the income, partner with their spouse/friends, be their own boss, and retire young and get residual income?

d. Training:

**Features:** Company training programs and materials; training seminars and workshops.

**Benefits:** You, as a sponsor, will personally help and support them in all areas of training.

e. Start-Up Option:

**Features:** Membership cost \$X

**Benefits:** Lifetime membership with access to international business. They will get the products at a discounted price.



## **PRESENTATION TO THE NEW DISTRIBUTORS/MEMBERS**

Following are the subjects to be covered for the new members and is commonly called “New Distributor Training—NDT.”

- a. Company: Details of International branches of the company with all the contact details (Names of person in charge with their phone numbers and e-mail addresses). Names of leaders and trainers in all countries.
- b. Product: Product features along with the consumption pattern of all products to be discussed. Certification of products to be shown. Various testimonials to be shared.
- c. Marketing/Compensation Plan: The entire plan to be explained from member to highest status in the company (e.g. Crown Diamond or Crown Ambassador).
- d. Rules and regulations and company code of conduct of business to be explained.

## **PRESENTATION TO THE LEADERS**

The following are the subject matters covered for the leaders:

- a. Network Marketing: Facts and figures about the industry and Network Marketing System A to F, discussed in this book.
- b. Personal Growth: As a leader, it is important to learn all about presentation and leadership skills. There should be practice sessions on how to conduct meetings and give a presentation.
- c. Books, CDs and DVDs: All books on Network Marketing and personal growth to be shared. From these training materials, practical interactive sessions should be held with all leaders.
- d. Home office and meetings: The leader should make a home office and start a home meeting - all is required should be discussed in this presentation.

## PRESENTATION TO A BIG GATHERING

In a big gathering, the focus should be partly to educate the newcomers about the company and product and mainly to motivate the entire audience. In this presentation, short videos and real-life changing stories should be presented. This type of presentation should be conducted only by successful leaders.

## CONCLUSION

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The best way to perfect your presentation is to have somebody in the audience who sees you and writes all the points critically. However, the best person to judge you is you. You should record yourself and listen to your own presentation.

*"The little voice in the back of your head will always find something wrong with you. But nobody else can hear that voice." – Unknown*

## EXERCISE

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1. What are the four different types of presentations in Network Marketing?

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2. What are the important points you should have in mind while presenting to prospects?

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3. What do you must keep in mind while giving a presentation to a new distributor?

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4. How do you qualify a prospect or consumer during a presentation?

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# **FOLLOW UP, FOLLOW THROUGH & DRIP SYSTEM - SYSTEM F**

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*"Success comes from taking the initiative and following up...persisting...eloquently expressing the depth of your love. What simple action could you take today to produce a new momentum towards success in your life?" - Tony Robbins*

## **FOLLOW-UP**

In business, follow-up after a meeting is equally important as the meeting itself. A deal is only complete when the closing is done. Similarly, in Network Marketing with wellness product/service, you can do the best of the presentation but if your prospects cannot decide whether to become a consumer or distributor, the process is incomplete. If your prospects need some time, give them up to 48 hours, but make sure to get permission for a follow-up call or meeting. The power of business lies in follow-up and a strong follow-up can have a massive impact on your business. After a big seminar, people get excited and if that excitement is not properly followed up, you can easily lose an important customer. Sometimes people confirm that they will join your seminar but are unable to attend; here also you need to follow up and convert an interested prospect to a customer.

## **IMPORTANCE OF FOLLOW-UP**

- a. You want to capitalize on all the efforts that you have made on your prospects. It is much easier to get connected with the prospect you know rather than the new prospect you don't know.
- b. According to research, most prospects say 'No!' the first time, but it has been seen that by the third or fourth follow up, the prospect is ready to buy your product and service.

- c. Follow-up pay because when you have identified the need of the prospects, then showing the solution through your product becomes easy.
- d. Even if you fail to sell now, with great follow-up you have made a relationship and through the drip system (later discussed) you can make the sale.
- e. You may have the best product/opportunity to meet the needs of your prospect but the timing is wrong. Sometimes the prospects are not ready to accept your proposal at that moment, but with your strong follow up at a later stage you might be able to convince them to accept.

## **WHEN DO YOU FOLLOW UP?**

Follow up with your prospects should be:

- 1. Within 48 hours of your first interaction with someone you met on the bus station, in the coffee shop, in trade shows, etc., and exchanged business cards (cold markets). If you miss out on this time, they might either forget you or forget what connected them to you.
- 2. After *Natural Approach*.
- 3. After *Natural Presentation*.
- 4. After you conduct a seminar (and have captured their information - name, e-mail, phone numbers, etc.).
- 5. After the prospects sign up or subscribe to your website/blog.

## **FOLLOW-UP TECHNIQUES**

- a. Phone calls.
- b. E-mail.
- c. Text.
- d. WhatsApp message.
- e. Seeing the prospect in person.

- f. Blog.
- g. Newsletter.
- h. Your videos.
- i. Your personal website.

Strong and consistent follow-up with your prospects is vital because the longevity of your business is dependent on it.

## **HOW TO DO A STRONG FOLLOW UP?**

- a. Learn the power of asking questions, and ask open-ended questions by using (what, when, how, and tell me more) and then, listen, listen and listen.
- b. Once you know the prospect's name, use his/her name couple of times in the follow-up calls – the sweetest word a person wants to hear is his/her name.
- c. Remember the “connectors” – the specific product or opportunity you presented attracted your prospect's attention. So, in follow-up, start your conversation or e-mail from the point where the prospect got attracted. Remember to hear them what they said and that is what prompted you to call or e-mail them.
- d. Be patient during a follow-up, don't be pushy nor show that you are desperate to get them.
- e. Give your prospect the time and space to do their own research of your supplements/opportunities and answer their questions in your follow-up.
- f. If your prospective client has attended your seminar, start the follow-up conversation with a thank you note and then proceed with your agenda.
- g. Most of the follow-up takes place after the natural approach - try to stop the conversation when it reaches a certain

curiosity level. Let them think about your opportunity and your follow-up will be strong.

- h. Write a professional follow-up e-mail/letter – short, formal and well written.
- i. Whenever you see any inclination or any interest in your prospect, make sure to take time for the next meeting.
- j. Set the appointment in your schedule and call before meeting your prospect.
- k. Put follow-up on high priority and do it on a regular basis.

### **MY FOLLOW-UP E-MAIL WITH A COLD MARKET PROSPECT**

Hi Kate,

How are you doing? This is Tom. I met you in the coffee shop at London airport two days back. Hope you remember me. I went to your website and was impressed to see your professional photography - I must say your work is great and I can see you love what you do.

Did you get time to see my website? If you have, your question(s) on my wellness program must be answered. If you have any question(s) or would like to know more about how to have a healthy living lifestyle, please feel free to e-mail me.

Looking forward to hearing from you soon.

Warm regards,

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## **EXAMPLE OF FOLLOW-UP E-MAIL WITH A WARM MARKET PROSPECT HAVING A FINANCIAL PROBLEM**

Hi Albert,

How are you doing? It was nice to see you after such a long time. I am sorry to hear that you are struggling in your job and have a big loan to pay off. I can show you a way where you can make some extra income along with your present job to help you pay off your loan. I will be glad to explain my program to you. If you like what you see, great, we can move to the next step. If you think my program is not a good fit for you, no problem, I will not be offended. The timing is not right for you now. That's okay. Maybe later you will change your mind.

If you are interested in solving your financial problem, please call me and I will be happy to answer any of your questions and show you how my program is the solution to your financial woes.

Yours sincerely,

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## **WHY MEMBERS AND DISTRIBUTORS DO NOT FOLLOW-UP?**

It is important to note that about 60% of networkers do not follow-up after interacting with their prospects, even after giving presentations. Even if they do follow-up, it is not done professionally. The reasons why members do not follow up are:

- a. Too complacent and lazy.
- b. Shy
- c. Afraid to hear 'No.'
- d. Do not have a follow-up system/do not know how to follow-up.
- e. They are talking to many people and thus lose count of their initial prospects.



## HOW CAN YOU AVOID WASTING YOUR FOLLOW UP EFFORTS?

- a. Stop sending spam e-mails to people you don't know.
- b. Avoid sending postcards and letters and fliers to strangers.

## FOLLOW-THROUGH

People confuse follow-up and follow-through, and they think they are one and the same. The dictionary (Merriam-Webster) meaning of follow-up is **“maintenance of contact with”** and the meaning of follow-through is **“to press on in an activity or process especially to a conclusion.”**

*“In golf as in life it is the follow through that makes the difference.” - Unknown*

In Network Marketing, most of the follow-through is done after the prospect becomes a consumer or a member. It is in the follow-through that you start getting the reward of your time and effort you invested in doing *Natural Approach* and *Natural Presentation*.

There are 3 categories of follow-through:

1. When the prospect becomes a consumer of your product.
2. When the prospect joins as a member/distributor.
3. When the prospect needs samples or literature.

After the prospect signs as a member or consumer, it is your responsibility to send follow-through letters/e-mails - by doing this, you are fulfilling the commitments and promises you made during the *Natural Approach* and *Natural Presentation*.

Follow-through letter/e-mail is crucial because your new customer needs to get a detailed and clear guideline as to how to use the product.

## **EXAMPLE OF FOLLOW-THROUGH E-MAIL/LETTER TO A NEW CONSUMER**

Hi Andy,

How are you doing? I am happy that you have decided to use our wellness products. You have bought X, Y, and Z supplements and attached please see the consumption chart as to how to use these products. I would like to remind you again that these natural supplements are not medicines and are high nutrition food supplements which will give you energy, detox the body, and boost your immune system.

I will be in touch with you, but if you have any questions or concerns before or after taking the product, please feel free to call or e-mail me.

Regards,

Health & Happiness

## **EXAMPLE OF E-MAIL/LETTER TO A NEW MEMBER/DISTRIBUTOR**

The start of a long partnership in business with your new member begins with a solid follow-through. The following is the new member follow-through e-mail:

Dear Samantha,

Good Morning!

Congratulations on joining the business and my team. It is my pleasure to support and coach you and see that you become successful in our business. From all the discussion(s) I had with you in the last 2 weeks, I feel you have the fire to do the business seriously and pursue your dreams.

Before you get started, I would like you to do the following and learn all about the business:

- ✓ Please go through the starter kit folder and read all about the company and the products.
- ✓ I will sit with you and explain in detail the marketing/compensation plan after 10 days.
- ✓ I would also like you to fill out the attached commitment form and send it to me by next week - do write your three reasons to join this business. I am committed to help you provided you reciprocate to my coaching and give your 100% to the business.
- ✓ I will be personally coaching you and would like you to fill out the "weekly coaching form" and send it to me one day before the coaching date. Please confirm a convenient time and day for our 30-minute weekly coaching Skype talk.
- ✓ Before you start talking to people, I want you to go through System A, - "Making a prospect list and qualifying them", and I will help you with five initial calls and five one-to-one presentations with your warm market prospects.
- ✓ Subscribe to the company website as well as my website and go through all the articles and watch the videos.
- ✓ Read one book per month from my recommended readings.

Wish you a very successful business in the coming months. I am sure you will have a lot of questions - make sure to put them forth in the weekly coaching session.

Until we meet again.

Warmest Regards,

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**E-MAIL/LETTER TO A PROSPECT, WHO IS NOT A CONSUMER OR MEMBER, NEEDS SAMPLES AND BROCHURES**

**Map Your Freedom** By Fatemi Ghani

Hello Peter,

How are you doing? As per your request, I am sending you the brochures and few samples of my company products. Please go through the brochures and try the samples.

I am sure you will have questions on both the product and plan, and it will be my pleasure to answer all your questions; whenever you are ready, please call, I will stop by and explain everything to you.

Good wishes,

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## **DRIP IRRIGATION**

Drip irrigation also known as 'trickle' or 'micro-irrigation', is an irrigation method that saves water by allowing water to drip slowly onto the roots of the plants through a network of pipes and tubing. It is a common form of irrigation throughout the Gulf, where palm and other trees are irrigated in the harsh and hot weather using this method.

In Network Marketing, after doing *Natural Approach* and *Natural Presentation*, if your prospects are still undecided and show less interest in your products/opportunity, you do not reject the prospect but instead put them in the *Drip System*.

## **WHAT IS DRIP SYSTEM IN NETWORK MARKETING?**

If the prospect is not ready to join the program or use the product, but has not yet said 'no,' you need to be patient with such a prospect. Depending on the slightest interest your prospect showed on product or opportunity, you send them educational e-mails. For example, if they were keen to know

more about health products, send them health-related e-mails/videos once or twice a month. I have personally seen the drip system working where the prospects have become members or consumers even after one or two years.

## EXERCISE

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1. Do you think follow-up is important? If yes, why?

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2. What kind of follow-up system do you have?

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3. What is the difference between follow-up and follow-through?

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4. What is the importance of follow-through?

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5. What is the *Drip System*?

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# THE THREE FUNNELS IN NETWORK MARKETING

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*"Revolve your world around the customers and more customers will revolve around you." - Heather Williams*

## RETENTION OF CONSUMER AND MEMBERS

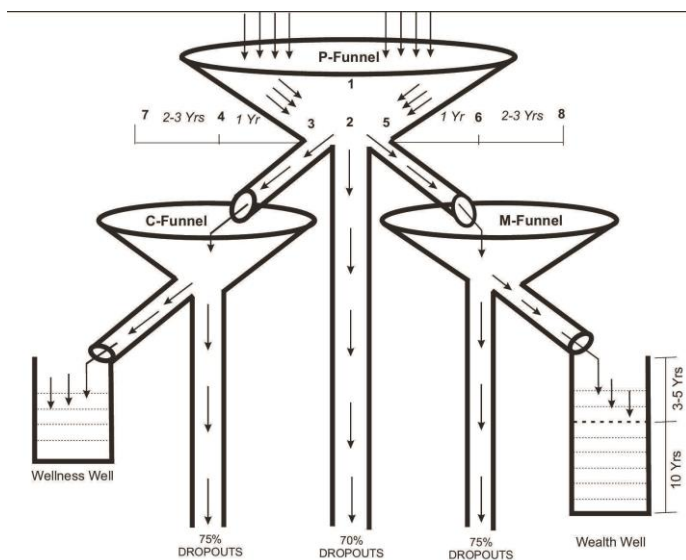
In any new business, the first and foremost challenge is to find a prospect, then approach them, and finally convert that prospect into a customer. But the biggest challenge is to retain prospects and keep them as life-long loyal customers. Successful companies understand the concept of retention extremely well and dedicate a special department that collects data from their customer database in various ways namely feedback forms, loyalty card transactions, customer satisfaction surveys, personal invitation to special functions, and regular invitation to many promotions such as complimentary facial and/or make-up, invitation to new product launch etc.

Compared to how traditional companies collect data, in Network Marketing distributors must collect information of their customers. This is where the business becomes daunting, and a lot of ingenuity and creativity is required to cover these colossal daily chores. According to Direct Selling data, 9 out of 10 distributors drop out of the system in the first year. If 90% of the customers and distributors drop out from your business, you can well imagine what will be the outcome of your business.

The Three Funnels Theory will guide you to the process to convert and retain prospects to either consumers or distributors/business builders. The Three Funnels are:

1. Prospect Funnel - P Funnel.
2. Consumer Funnel - C Funnel.

## 1. Member Funnel - M Funnel.



### The Three Funnels

If you look at the top of the prospect funnel, you will note that there are many prospects flocking into the funnel. These prospects are either warm/cold prospects as per System A and have come into your P Funnel because you have approached them. Getting the prospect is the first step but converting them into consumers or members is the next important step, conversion will only take place if you bring in more prospects.

Remember the following simple formula:

No Prospects = No Consumers/Members.

More Prospects = More Consumers/Members.



Say if you talk to three individuals per day, you are approaching 90 prospects a month or over 1,000 prospects per year. This is a critical part of your Network Marketing business. Your business growth is directly proportional to the number of people that are coming into your P Funnel. The law of averages in Network Marketing says that the percentage of people who want to try/use your product as a consumer will initially be 10%. And as you perfect your prospecting skills, the figure rises to 30%. The same rule applies for people who join your company to become a member To earn extra income. Initially, 10% of the prospects will join as members and this figure will increase to 30% with the time that you dedicate to prospecting.

## **PROSPECT FUNNEL/P-FUNNEL**

Prospect Funnel (P-Funnel) is the first funnel where all your prospects gather. The following critical process takes place from point one to two, which was discussed earlier in *Natural Approach*, System D - and this is the most vital part of the business.

## **7 STEPS TO PROSPECTING**

1. Identify your prospects and make a big list start as per System" A"
2. Build rapport/trust
3. Find the problems, needs, wants and dreams of your prospects. System "D"
4. Once you find the problem, (either health or money), ask qualifying questions and then provide solution
5. Qualify the prospect (consumer/member).
6. Give brief Natural Presentation, System "E". If they are ready to use the product, sort them to Consumer-Funnel. If they want to use the product and earn money, shift them to Member-Funnel.
7. Close/sign up

The rest of the prospects who do not want the product or refuse to become a member are rejected. This comprises 70% to 90% of the total prospect and they all fall out of the P-Funnel. If they are interested and give permission to be part of your drip system, follow them by regular emails.

## **CONSUMER FUNNEL/C-FUNNEL**

*"Every company's greatest assets are its customers, because without customers there is no company." - Michael LeBoeuf*

The number of consumers entering the Consumer Funnel will be 1 to 3 per month. There are 2 categories of consumers, namely the sick and the healthy. Sick people consume the product along with their medicine to get rid of their sickness. Healthy people take the product to avoid falling sick and to boost their energy and immune system. In any given year, on average, you will get 24 consumers, out of which 75% will stop consuming the product in the first year for one or other of the following reasons:

- a. They did not see the benefits of the product fast enough and became impatient and stopped using the product and fell through the C-Funnel.
- b. The distributor did not follow up with the consumers when they needed further advice on the usage of the product.
- c. The consumers cannot afford to buy the product.
- d. The consumers got busy with their work or moved out of town.

## **7 STEPS TO RETAINING CONSUMERS**

1. Open the box and bottle of your products and show how to use them.
2. Give consumption chart and basic product info via email or brochure

3. Follow up every 10 days. Also tell your consumers to call if they are not comfortable using the products.
4. Explain in depth about the core products.
5. Provide all product training materials, including videos and power points.
6. Invite them to all product seminars/webinars
7. After one month, sit down and get feedback and introduce them to all other products

## **THE WELLNESS WELL**

From the C-Funnel, 25% of the consumers move into the Wellness Well because they like the product and experienced the benefits - only the loyal lifetime consumers go into this well. From this well, some of the consumers may move into the M-Funnel and become members. They want to buy the product at the discounted distributor price - they are called consumer members.

## **MEMBER FUNNEL/M-FUNNEL**

Those coming from Prospect Funnel to Member Funnel come to earn extra or secondary income. Initially, they become consumer/members and after a few months, they convert to consumer/distributor. It is extremely important for members/distributors to be consumers because they need to experience the benefits themselves before, they share the benefits to their prospects.

## **7 STEPS TO RETAINING MEMBERS**

1. Register member on/offline immediately
2. Buy core products/products of their choice. The box and bottle of the products should be opened, and the new members should know how to use them.

3. The new members should make a list of prospects.
4. The new members should learn the Natural Approach and Natural Presentation.
5. Placement of members in their team and compensation plan should be taught to the new members.
6. Immediately the new members should start talking to their prospects with the help of his sponsor with the help of 3 way calls.
7. The new member should be plugged into eight weeks coaching program.

In the M-Funnel, we see members becoming Star Agents, Star Rubies, and even Star Diamonds in a year's time and sometimes, within one year they discontinue doing the business. As per Direct Selling data, 90% of new members drop out in the first year because they think they cannot succeed. Following is some of the criteria, which are the contributing factors for this drop-out rate:

- ✓ They don't earn enough money as was promised to them or do not achieve the money goal they had in their minds.
- ✓ They joined because of the hyped seminars or highly charged speeches of leaders.
- ✓ They want to socialize and be a part of an activity (as mostly seen in the Gulf countries).
- ✓ They are forced to join by peers/relatives.
- ✓ Their membership has been paid by their sponsors.
- ✓ They joined because of somebody else's burning desire.
- ✓ They join by looking at big bonuses and achievement of the leaders.

It is sad to see Star Diamonds who stop working and fall out of the system mainly because of their low bonuses. Only 20% reach their goal and enter the Wealth Well.

## **WEALTH WELL/FORTUNE WELL**

*"You don't earn loyalty in a day. You earn loyalty day-by-day." - Jeffrey Gitomer*

Those entering the Wealth Well are the focused and committed Star Rubies and Star Diamonds who have dedicated their time for up to two years in this business. They are called loyal distributors who ultimately become successful leaders and reach the Crown Diamond status. These successful leaders develop more leaders in their team. The Wealth or Fortune Well is initially shallow, but with every passing year, it gets deeper and deeper. After three to five years, the leaders start getting residual income, which is an income you get after putting in five to seven years of hard work and effort; this income is steady. To get this residual income, you need to put very little effort afterwards. This residual income finally gives the leaders financial freedom. It is the dream of a networker to reach this state of financial freedom.

The figure that I have mentioned of 10-30% and the status to reach Crown Diamond in five to seven years is for an average networker. There are of course exceptional networkers who can close more than 30% of their prospects and reach Crown Diamond and start earning more than \$10,000 in less than five years.

## CONCLUSION

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The lesson to be learned from this chapter is to do one (or all) of the following:

- ✓ Decrease the attrition rate from 90% to 70%.
- ✓ Learn the prospecting skills and reduce the dropout rate.
- ✓ Retain more consumers and members in C-Funnels and M-Funnels.

An important point to note here is to keep filling in your P Funnel every month to reach your income goal. Network Marketing is a number game; monthly you should monitor the following: “the number of people dropping out of the funnel versus the number of people coming from top funnel”

If you can manage to retain your consumers and members and increase prospecting, you are bound to increase your bonus.

## EXERCISE

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1. What will you do to increase the number of prospects coming to the P Funnel?

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2. What ideas do you must retain your consumers?

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3. How do you hold on to Star Diamonds in your M-Funnel?

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4. What is the percentage of consumers/members you are converting every month?

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5. Calculate the conversion number if you prospect 85 people, out of which 10 go to C Funnel and 6 to M Funnel?

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# BUILDING OF BURJ KHALIFA IN DUBAI

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**Burj Khalifa**

## STORY OF BURJ KHALIFA

I was in Dubai in 2004 when Burj Khalifa was a work in progress – the tallest man-made structure in the world, standing at 829.8 m (2,722 feet). Burj means Tower in Arabic, and I would like to highlight some of the facts about the foundation and building of Burj Khalifa:

1. If you want to build high (829 m), you must first dig deep (50 m), driving foundations down well below the surface.
2. Around 45,000 m<sup>3</sup> of concrete, weighing more than 110,000 tons was poured for the foundations – that's equivalent to 18 Olympic-sized swimming pools – with 192 piles running to a depth of over 50 m (164 ft.) deep.



3. Ground conditions at the Burj site were favourable – the soft, but not unstable, soil proved easy to dig into.
4. Other sites in the region are not so fortunate – naturally having limestone.
5. For months around the site, there were only sand, concrete and steel rebars, and no Burj. In March 2005, the structure of Burj Khalifa started rising; in June 2006 the level 50 was reached, and on 17th January 2009, it topped out at 829.8 m (2,722 ft.).
6. Construction started in 2004 and ended in 2010.
7. Floor count: 163 floors.
8. Cost: USD \$1.5 billion.

I am sure you are confused as to what Burj Khalifa has to do with the Network Marketing business. If you want to build your network in Network Marketing, a building like Burj Khalifa, or have an empire of your own, first your foundation has to be solid, and it will take years before you taste success. Now, let's see how the building of Burj is common to our business.

1. If you want to build a huge organization globally, you need to have a rock-solid foundation.
2. What is needed to build a rock-solid foundation? Your rock-solid belief in yourself, your company, product and the Network Marketing industry. You need to spend time in personal growth and in mastering business skills - Systems A to F.
3. Thousands of loyal consumers and dedicated distributors are your foundation - like 330,000 m<sup>3</sup> of concrete in Burj.
4. Ground condition was vital before starting the Burj Khalifa. Likewise, your ground condition is qualifying the right prospects - look out for serious business builders.

5. Other sites in the region were not suitable to build the Burj. In the same way, there will be a lot of prospects who will not be suitable for your business - you need to disqualify them.
6. While you are building your foundation in the business, there will be a lot of hard work coupled with internal and external challenges, initial expenses to travel and educating yourself, with a measly bonus. Like Burj, from January 2004 to March 2005, nothing was visible on ground and then the structure of Burj Khalifa started rising and in just 15 months, level 50 was completed. Similarly, you will see 50th level in your organization after at least 5 years.
7. In the making of Burj, Burj Khalifa's construction used 330,000 m<sup>3</sup> of concrete and 55,000 tons of steel rebar. Construction took 22 million man-hours and on 17th June 2008, there were 7,500 skilled workers employed at the construction site. The concrete and steel foundation had 192 piles, each pile is 1.5 m diameter x 43 m long, buried more than 50 m (164 ft.) deep. Similarly, in your business, you need about 6 to 10 piles (rock-solid leaders) on which your foundation will be standing.
8. Like Burj Khalifa, it will take at least 6 years before you start getting residual income and ultimately get financial freedom.

## EXERCISE

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1. Write how building of Burj Khalifa relates to Network Marketing.

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2. Can you write another story (like building of Burj Khalifa and Network Marketing?)

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# HOME OFFICE IN NETWORK MARKETING

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## **What is a Home Office?**

A home office is basically a room in the house which is set up in a manner that has the look and feel of a personal office room. It is a personal office space in the comfort of your home.

## **Why is Home Office vital for Networkers?**

Network Marketing business is like any other corporate business and, if done right and professionally, will give you the same or higher income. Since you as a networker run your business from home, you need to have a home-based office. The biggest advantage is that you work from the comfort and convenience of your own home with all the personalized gadgetry.

When I started my business part-time in 2003, I made my living room (which was hardly being used) as a home office and immediately invested in the following:

- Furniture: Office table, ergonomic office chair, and a bookshelf.
- Office equipment: Telephone with answer service, fax machine, computer with printer/scanner.
- Internet connection (at that time I had only dial-up). One thing I made sure that I use the home office like corporate office and discipline myself to organize and follow the work ethics.

## **WHAT ARE THE BASIC REQUIREMENTS TO SETUP A HOME OFFICE?**

The basic requirements to set up a home office are:

- ✓ Atmosphere – Clutter-free, spacious, eye-pleasing room colour, adjustable lighting system, and air-conditioning (in hot places).
- ✓ Laptop, printer and scanner.
- ✓ Communication tools and devices – A dedicated phone line (a landline, mobile phone, and/or VOIP phone), high-speed internet connection, stand-by electrical system for the computer, in case you have frequent power failures (standby generator/uninterrupted Power Supply, especially in Asia and Africa).
- ✓ Filing Systems: Keep all your documents and files organized for easy access. Office stationeries should have their designated areas.
- ✓ Product shelf: To display all available products.
- ✓ Bookshelf: With books on self-help, networking, and biographies of famous and successful people who have inspired you.
- ✓ Furniture: Office table with ergonomic office chair.

## **SPECIAL NOTE**

- Open a separate bank account for your Network Marketing business.
- Health Factors – Choose ergonomically designed furniture to avoid long-term disabilities, remember to stretch from time to time if you have a habit of sitting for long hours and a good way is to set timers every 30-40 minutes for a quick 2-minute stretch or a walk around the house to grab a quick bite or drink. Use anti-glare LCD screen for eye-protection, get a back rest for your chair if you must.
- Organization – Check that all devices and technical equipment are in working condition.

## **WHAT ARE THE EXTRAS YOU CAN ADD TO YOUR HOME OFFICE?**

You can add extras like,

- Picture frames or posters of famous and successful businessmen, inspirational and motivational quotes.
- Vision board.
- White board.
- Photos of you with some top leaders in the industry if you have any, travel photos of you and your family.
- Souvenirs and gifts that you received in a showcase.
- Souvenirs and gifts that you like to give to your leaders and guests.
- An iPod with docking speakers so you can have some music playing in the background, use different genres of music, it can be inspirational, relaxed, motivational, nature sounds, instrumental; you choose the mood you want to be in.
- Use stress relievers like stress balls which can save you from wrist injuries caused by extensive use of the keyboard and mouse.

## **ADVANCED HOME OFFICE DESIGN, EQUIPMENT, AND SERVICES**

You can always make your home office hi-tech if your budget allows you to:

- Have a big home office designed by a professional interior designer.
- Overhead multi-media portable projector: You can make a quick presentation conveniently without having all of them squint their eyes at the computer screen.
- Plasma TV for showing company movies and videos.
- Employ an office assistant to help you with all your filing.

- Hire an accountant and register your company (under incorporation).

## CONCLUSION

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As a professional businessperson, you must act like a CEO. In few years, your business should have few thousand people and can even increase to a few hundred thousand. You can efficiently manage a big organization if you have an assistant. Their task is to run your daily chores, follow-ups, arranging meetings/webinars, feedback, and scheduling your seminars and workshops.

People tend to relax and have more leisure time when working from home office. It is vital to discipline yourself and not get disturbed by family members or other distractions.

Treat your business like a million-dollar corporation, and you will be rewarded handsomely with wealth and prosperity. Treat your business like it is a hobby and you will not build a large and profitable Network Marketing business.

## EXERCISE

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1. Why is having a home office essential for your Network Marketing business?

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2. What are the basic requirements of a home office?

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## PART 3

### GETTING STARTED IN NETWORK MARKETING

*(This part covers about what you must do daily and weekly for expansion of your Network Marketing business)*

1. Eight Weeks Training Program
2. Weekly Activities Check List
3. Goal Certificate - Full timer
4. Goal Certificate - Part timer
5. Affirmation Card
6. Affirmation of Bruce Lee
7. Accountability
8. Weekly Coaching Form
9. Time Management
10. Business of Leverage, Duplication, and Multiplication
11. How To Do Your PV and Qualify For Monthly Bonus?
12. Home Meetings and Parties
13. Why Do People Fail in Network Marketing?

# EIGHT WEEKS COACHING PROGRAM

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After extensive research, scientists now claim that a person can develop a new habit in four weeks if fully committed. To go through initial inertia is natural, but if there is discipline and perseverance, positive change is possible. I have made it easy and spread out the coaching program to eight weeks. The weekly checklist has been designed keeping in mind “YOU” as a sponsor to coach the new members. There are two main objectives of this program:

1. The new members should start the business on the right footing and you as a sponsor are there to guide them at every step.
2. You are ensuring what you are teaching is duplicated properly.

## WEEK 1

- ✓ Sign up **goal certificate** or **commitment form** (the new members should sign this certificate within day 1 or 2 of joining the business —given in Part 3 of this book)
- ✓ Show and teach how to make a **prospect list** & show how to pre-qualify them. (System A).
- ✓ Explain the importance of **accountability**. Show and teach how to fill out **coaching form** (given in Part 3 of this book). Personal or one to one coaching should start from second week onward. The new member should send the weekly coaching form one day before the assigned coaching day.
- ✓ **Time in business** - if part-time, put minimum 15 hours per week and if full-time, put minimum 40 hours per week.

- ✓ Open the products and show how to use them. If the supplements need special instruction, provide **consumption chart**. Ensure that the new member immediately starts using the products.

## WEEK 2

- ✓ Ensure the new member read everything the company has provided about the product. Learn the benefits of the core products
- ✓ The new member should attend all company trainings, either on or offline
- ✓ Start your first weekly **2 to 1 opportunity meeting** with your members prospects (here you are talking to the prospects and at the same time, your new member is being trained)
- ✓ Teach the **Compensation Plan** and show how to place the members in the team.
- ✓ The new members should go through Part 1 of the book to understand **Network Marketing industry**
- ✓ The new member should start reading the Map Your Freedom book as well as start following the system religiously.

## WEEK 3

- ✓ The new member should thoroughly read the **Natural Approach** Given in Part 2 of Map Your Freedom.
- ✓ The second **2 to 1 opportunity meeting** with your member's prospects takes place and by this your new member should have at least one member.
- ✓ Get connected to local leaders in your country and region.
- ✓ Buy one book from **recommended reading** on Network Marketing or Personal Growth.

- ✓ Go through the company website and learn about international offices.
- ✓ Grow your prospect list (as given in Part 2, System A of the book).
- ✓ Go through the **Business Marketing tools** and prepare your tools as per System C.
- ✓ Show the use of technology—webinar, Skype, WhatsApp and Mobile App

#### **WEEK 4**

- ✓ The third **2 to 1 opportunity meeting** with your new member's prospects takes place and by this time your new member should have at least three members in his team. This is the last supporting presentation you have given to your member's prospects. Next week, he will give presentation, and you will monitor as to how he performed.
- ✓ Practice Natural Approach (NA) with your new member and after the 2 in 1 meeting show him as to how you used the NA in 2 to 1 meeting.
- ✓ The new member should learn the **Natural Presentation**.
- ✓ Subscribe to newsletter from Network Marketing websites.
- ✓ By now the new member should be talking to at least one person per day using NA.
- ✓ The monthly PV should be completed by buying new products. The importance and monitoring of monthly PV should be explained.
- ✓ Get connected with your up-line success leaders.

## WEEK 5

- ✓ The new member gives his first presentation to his prospect and you as his sponsor/coach monitor his presentation. Give him the feedback after his prospect leave.
- ✓ The new member should learn **Objections and Objection handling** (System B).
- ✓ Register with Network Marketing online webinars.
- ✓ Go through the **bonus statement** of your new member and explain all the details and what he needs to do to increase the bonus.
- ✓ Start practicing Natural Presentation.

## WEEK 6

- ✓ The new member gives his second presentation to his prospect in front of you (you are his sponsor/coach)
- ✓ Start practicing Natural Presentation.
- ✓ The new member should learn the **Follow-Up & Follow through system** (System F).
- ✓ Start practicing Objections and Objections Handling.

## WEEK 7

- ✓ The new member gives his third supervised presentation, and you evaluate him.
- ✓ Show and read out the **rules and regulations** of company and network marketing business.
- ✓ Practice Natural Approach & Presentation and Objections & Objections Handling.
- ✓ Show how Follow-Up & Follow through system works and explain the importance of it.

## WEEK 8

- ✓ The new member gives his unsupervised presentation and explains as to how he performed.
- ✓ What you are doing with your new members, he should do the same with his team members -- supporting and training his front line/first generation member – this is the start of duplication process.
- ✓ By this time, your new member should have completed Map Your Freedom book and ready to buy second book on Network Marketing from the list given in Map Your Freedom book.
- ✓ Show the importance of website and social media usages in prospecting

**Special Note:** The above 8 weeks coaching program is designed for Duplication. Your new member should get ready to become an independent leader. This may take about three years of dedicated work.

## WEEKLY ACTIVITIES CHECKLIST

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1. Talk to at least one prospect per day and do 3-way calls (you, your prospect, and your up-line leader) – 3 hours per week.
2. Speak to your up-line leader every day on phone – 1 hour per week.
3. Invite at least one prospect for a 2-on-1 meeting (you, your up-line leader, and your prospect) – 5 hours per week.
4. Invite at least five prospects to Business Opportunity Meeting (BOM) once a week – 1 hour per week.
5. Follow-up telephone calls with your prospects within 48 hours (If you don't call them, they will forget you and the BOM) – 1 hour per week.
6. Speak to your down-line members every day during their first 30 days and tell them to call you whenever they have questions – 2 hours per week.
7. Invite your new members to the new distributor meeting and teach and train them about the core product and basic compensation plan once a week – 1.5 hours per week.
8. Fill out the coaching form for your mentor or up-line leader and discuss all the challenges you had in the week – 0.5 hour per week.

### **TOTAL HOURS:**

Minimum total hours per week = 15 hours per week (for part-time networker).

For full-time networker, I will suggest, triple the activities = 45 hours per week.

**NOTE:** The above activities will give the new member momentum and excitement to do the business. Their first month bonus will be the result of their actions and the support of the up-line success leader.



## GOAL CERTIFICATE – FULL TIMER

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I, \_\_\_\_\_ have joined Network Marketing and commit that I will do the business as per the code of ethics and will try to achieve my following goals:

I commit a minimum of 40 hrs per week as a full-timer in my business. My prioritization in life for 3-5 years is to get financial freedom and will devote my maximum time, effort and energy to attain my goal.

I will talk to at least one person every day with *Natural Approach* and give three *Natural Presentations* every week.

I commit that I will acquire the basic product and business knowledge by \_\_\_\_\_ (8 weeks from now).

I will first train myself & then the new members in my team and follow the checklist as given in the 8-week coaching program.

I will set my goals to become a \_\_\_\_\_ (e.g. Star Diamond) and earn at least \$2,000 per month by \_\_\_\_\_ (1 year from now) & become \_\_\_\_\_ (e.g. Crown Diamond) by \_\_\_\_\_ (3 to 5 years from now) and earn over \$10,000 per month and become ----- (e.g. Crown Ambassador) by -- ----- (7 to 10 years) and earn over \$20,000.

The “WHY” or 3 reasons for joining the Network Marketing business as follows:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

---

Signature/ Name

---

Date:

I commit that I will support and coach my new members to be successful.

---

Name/ Signature of Sponsor/Up-line Success Leader

## GOAL CERTIFICATE – PART-TIMER

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I, \_\_\_\_\_ have joined Network Marketing and commit that I will do the business as per the code of ethics and will try to achieve my following goals:

I commit a minimum of 15 hrs. per week as a part-timer in my business. My prioritization in life for 3-5 years is to get out of my present job and get financial freedom. I will devote my maximum time, effort, and energy to attain my goal.

I will talk to at least five people every week with *Natural Approach* and give one *Natural Presentation* every week.

I commit that I will acquire the basic product and business knowledge by \_\_\_\_\_ (8 weeks from now).

I will first train myself & then the new members in my team and follow the checklist as given in the 8-week coaching program.

I will set my goals to become a \_\_\_\_\_ (e.g. Star Diamond) and earn at least \$500 per month by \_\_\_\_\_ (1 year from now) &) and earn over \$ 3,000 per month and become ----- (e.g. Crown Diamond) by ----- (7 to 10 years) and earn over \$10,000.

The “WHY” or 3 reasons for joining the Network Marketing business as follows:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

---

Signature/ Name

---

Date:

I commit that I will support and coach my new members to be successful.

---

Name/ Signature of Sponsor/Up-line Success Leader

## AFFIRMATION/WHY CARD

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*"It's the repetition of affirmations that lead to belief. And once that belief becomes a deep conviction, things begin to happen." - Muhammad Ali*

Affirmation is another form of auto encouragement; you will write three reasons taken out from your goal certificate or goal card. You can write the affirmation on a small postcard and call it an affirmation card.

Make five similar cards and place them where you can see and read every day - next to your bed, office table, on your car dashboard, bathroom mirror and in your wallet. The purpose of seeing and reading the affirmation daily is to program your subconscious mind towards your goal.

An example of an affirmation card is given below:

The three burning reasons to do Network Marketing business are:

- *I want to get financial freedom and spend more time with my family, provide my children the best education, make a house, and -----.*
- *I will change myself to learn and be a better person and devote all my spare time to attain my goal.*
- *I will make sure that I will help many people to get what they want and dedicate my time for social cause.*

In the following page you see the affirmation card of Bruce Lee - it is again an example of how big a man can think and what affirmation can do to a man's life.

## AFFIRMATION CARD OF BRUCE LEE

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SECRET

My Definite Chief Aim

I, Bruce Lee, will be the first highest paid Oriental super star in the United States. In return I will give the most exciting performances and render the best of quality in the capacity of an actor. Starting 1970 I will achieve world fame and from then onward till the end of 1980 I will have in my possession \$10,000,000. I will live the way I please and achieve inner harmony and happiness.

SECRET

Bruce Lee  
Jan. 1969

## EXERCISE

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1. What do you understand about affirmation?

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2. Write your own affirmation.

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3. Why is the eight-week coaching program important for business?

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# ACCOUNTABILITY

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*"At the end of the day we are accountable to ourselves - our success is a result of what we do." - Catherine Pulsifer*

Accountability means that you are answerable for what you do and speak. At your job, you are accountable for the work assigned to you and if it is not done, there will be some form of penalty and that is the reason why most people give their best effort. If that fear factor is not there and people start working because of commitment and ownership, their performance would be doubled and be more productive.

## **WHY DOES ACCOUNTABILITY NOT WORK IN YOUR NETWORK MARKETING BUSINESS?**

Networkers think they are the boss, and they need not report their progress to anyone and that is the reason why there are so many failures.

## **WHAT IS THE IMPORTANCE OF ACCOUNTABILITY IN NETWORK MARKETING?**

If the new distributors are committed to attaining their goals and their up-line leaders make them responsible for their actions, they would be successful. If both the parties work together and each of them are accountable for their respective tasks, success is inevitable.

## **HOW DOES COACHING TAKE PLACE?**

Irrespective of the location, coaching is done via Internet - Skype, G-talk, webinars, etc. The new distributors/coachees/trainees should send coaching forms to their coach at least 24 hours before the coaching session. The time the sponsor/coach gives to every new distributor can be between 30 to 45 minutes.

## **WHAT IS THE BEST WAY TO BE ACCOUNTABLE TO EACH OTHER?**



By having a weekly accountability form whereby, the new distributors give feedback of their progress, challenges, and all kinds of queries. Following page will give you a guideline on what you as a new distributor must do and what the coach has to ensure.

# WEEKLY COACHING FORM

---

"Accountability breeds response-ability." - Stephen R. Covey

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## 1. I did the following last week:

- a. Read \_\_\_\_\_ pages of \_\_\_\_\_ book.
- b. Listened to audio on Network Marketing/personal growth for \_\_\_\_\_ minutes.
- c. Watched video on Network Marketing/personal growth for \_\_\_\_\_ minutes.
- d. Spoke to \_\_\_\_\_ new people with *Natural Approach*.
- e. Attended \_\_\_\_\_ opportunity meetings.
- f. Gave \_\_\_\_\_ *Natural Presentation* to \_\_\_\_\_ people.
- g. Learned about \_\_\_\_\_ products.
- h. Learned about Marketing Plan for \_\_\_\_\_ minutes.
- i. Attended \_\_\_\_\_ webinars.
- j. Got connected with \_\_\_\_\_ leaders and learned \_\_\_\_\_ from them.
- k. Went to company website for \_\_\_\_\_ minutes and learned \_\_\_\_\_.

## 2. The following are my questions:

- a. On Product - \_\_\_\_\_.
- b. On Marketing/Compensation plan - \_\_\_\_\_
- c. On Natural Approach - \_\_\_\_\_
- d. On Natural Presentation - \_\_\_\_\_

e. Objections from my prospects - \_\_\_\_\_

f. Questions from my new members - \_\_\_\_\_  
\_\_\_\_\_

**3. The result of my *Natural Approach* to \_\_\_\_\_ prospects are**

a. \_\_\_\_\_ were interested to know more.

b. \_\_\_\_\_ said 'No' and the reasons were  
\_\_\_\_\_

c. \_\_\_\_\_ needed time because of  
\_\_\_\_\_

**4. Number of new members/consumers I made  
\_\_\_\_\_.**

## EXERCISE

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1. What do you understand about accountability?

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2. What is the importance of accountability in Network Marketing?

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3. Suggest ways that you can be accountable to your up-line leaders

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4. Why does accountability not work in Network Marketing?

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# TIME MANAGEMENT

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*"Your time is limited, so don't waste it living someone else's dream." - Steve Jobs*

We have heard so many times that "time is money." Everybody has 24 hours per day, yet some highly successful people use this time to make millions of dollars and some just a few thousand. What are the successful people doing, that others are not? Successful people know the value of time and know exactly how to use and manage time and get the best from 24 hours.

Time management is all about being effective and productive with your time. And if you are good in managing time, you will achieve optimum results with minimal effort.

## 1. How to Manage Your Time?

You can manage your time efficiently by doing the following:

- ✓ Set daily goals and set timeframes towards achieving minor tasks leading to the main goal.
- ✓ Set short-term goals that would lead to the main goal, set timeframes and each time you attain a short-term goal, treat yourself. Remember to take short breaks if you feel tired or exhausted.
- ✓ Prioritize your tasks and deal with them accordingly (pay close attention to tasks that you feel are important but not urgent. It is easy for us to ignore these tasks, since we do not feel the urgency; however, in the long run the importance is well understood). These types of tasks should be at the top of your task list, even though there may be tasks popping up every now and then that are urgent and important, deal with them on a priority, and then quickly switch back to those non-urgent tasks that

are very important and beneficial for you in the long run to achieve your master goal.

- ✓ Use calendars and schedulers - traditional or digital diaries to record events and tasks to be completed.

## 2. What are the 3 categories of time in Network Marketing?

- a. **Productive Time** in Network Marketing is that time when you are interacting with your prospects and in the process of building your team, this may be in person or through social networking tools like Facebook, Skype, or any other communication tool or program that allows you to communicate with your prospects one-on-one or in groups. Supporting your team member's prospects by 3-way calls or meetings can make your time productive too.
- b. **Semi-Productive Time:** The time that you spend in all kinds of learning (through CDs, DVDs, books, attending webinars, and Network Marketing courses) you are doing for yourself. Also, all the time spent in training with your company or providing support to your team members.
- c. **Non-productive Time:** The time spent in all other activities which do not directly or indirectly help in building your business is non-productive.

With proper time management, it is possible to come closer and even fulfil your life goal. You must manage your weekly schedule from 168 hours that you get from one week. Cut down on your non-productive time, like watching TV and reading newspaper for hours, going out for weekly parties and picnic, sleeping long hours, etc. Instead convert these into productive hours, for example, you can make your commuting hours productive by listening to training materials in the form of audio books, MP3s, or reading eBooks.

## 3. What Are Productive Hours Per Week?

If you are a part-timer, your minimum productive time is 15 hours per week and for full-timers, it is 45 hours per week.

### **Managing Your Time for Business:**

- ✓ First 3 months: 50% learning, 50% building your team.
- ✓ Next 3 months: 25% learning, 50% building and 25% support.
- ✓ From 7<sup>th</sup> month onwards for 3-5 years, 10% learning, 50% building and 40% supporting.

## **CONCLUSION**

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To manage your time well, you need to have discipline and make a routine to maintain a journal or diary, write down what you really want and set your master goal. Then set a few semi-goals, which when achieved individually, will bring you closer to your main goal. Last, but not the least, prioritize your tasks; keep in mind those important tasks which you don't feel the urgency to investigate, because these are the very tasks when neglected may slow you down drastically in achieving your desired goal.

## EXERCISE

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1. Make a rough log as to how you spend your 24 hours?

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2. How much time do you spend in your Network Marketing business now? How much time can you add per week?

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3. What is productive time?

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# BUSINESS OF LEVERAGE, DUPLICATION, AND MULTIPLICATION

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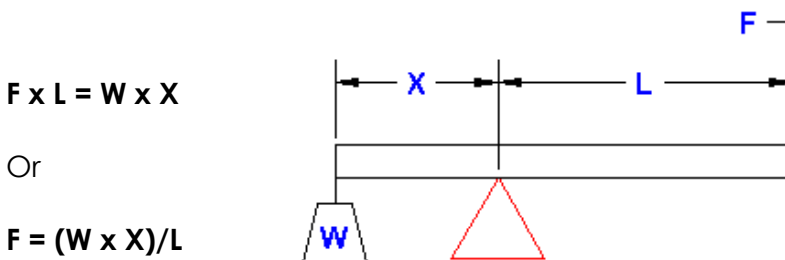
*"Know your leverage. Know your worth. Know your role. Once you've figured that out you've learned life." - Unknown*

The best part of Network Marketing is that you need not work forever in business. The fastest way to grow is to follow the footsteps of successful people and just duplicate them - no need to reinvent the wheel. The system of duplication is time-tested and has made many successful networkers. To expand their business and get financial freedom, the networkers need to understand the principle of leverage, importance of width and depth, and the power of duplication and multiplication.

## NETWORKING MARKETING IS A BUSINESS OF LEVERAGE

In Physics, a lever is defined as a machine consisting of a beam or rigid rod pivoted at a fixed hinge or fulcrum. A lever amplifies an input force to provide a greater output force, which is said to provide leverage. The ratio of output force to the input force is the ideal mechanical advantage of the lever.

The formula for leveraging goes as below:



(F) = Force Required for Equilibrium; (W) = Total Load; (L) = Length from Fulcrum; (X) = Length to Fulcrum

If we just use the sample principle of leveraging in Network Marketing, we can consider the following changes in the formula,

***F = Effort by the networker needed to get financial freedom.***

***L = Number of distributors and consumers in your team + number of years in business.***

***W = financial freedom or residual income - say, \$10,000 per month.***

So if you apply the above formula to get more income, you need to have more distributors in your team and need to spend more number of years in business.

Financial leverage is best explained by **J. Paul Getty**, one of the first billionaires in the world who quotes:

***"I'd rather earn one percent of 100 men's effort rather than 100% of my own."***

And that is exactly what all business owners are doing. For example, a small business owner with 10 employees working for eight hours per day, five days a week is leveraging the man hours of the 10 employees. (10 employees x 8 hours x 5 days a week = 400 man hours per week).

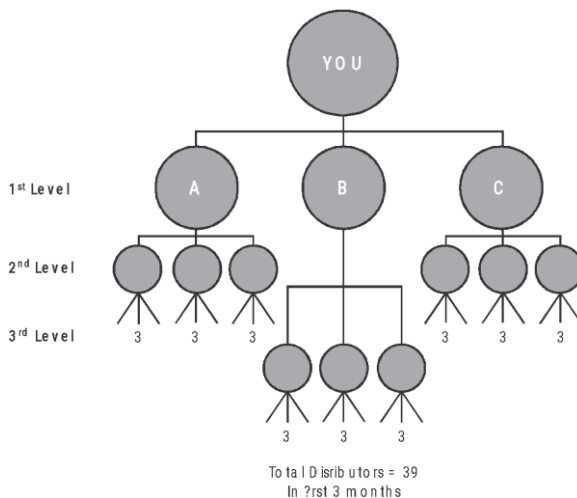
If you take another example of a bigger company that has 2,000 employees; the total man hours is equal to 80,000 man hours per week. (2,000 employees x 8 hours x 5 days = 80,000-man hours per week)

Likewise in Network Marketing, you get your income because of the number of distributors who are using and selling the products.

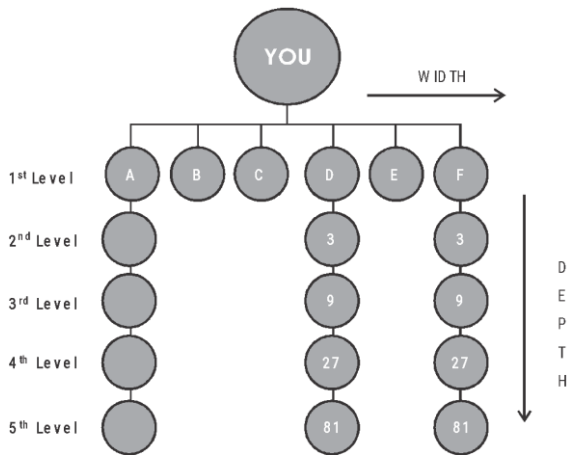
But one very important point is that unlike job scenarios in Network Marketing, anyone joining later too can get a large income than a person who has joined earlier.

## IMPORTANCE OF WIDTH, DEPTH, AND PLACEMENT IN NETWORK MARKETING

It is important that right in the first week after joining the business you understand the basic marketing/compensation plan of the business. After you have recruited the first few new distributors in your team, you must learn to put them in the right place in your first generation or front line.



I call this 3x3 placement - start with 3 width wise (A to C) and build the depth 3 deep and duplicate 3 front lines to do the same for the first three months. This will ensure you give monthly bonus equal to your monthly product cost.



Total Distributors = 39  
In first 3 months

From 3<sup>rd</sup> to 6<sup>th</sup> month, open another 3 width wise making your front line to 6 (A to F), and in the coming nine months, go 5 levels deep. Also build the depth of A, B and C to five levels. This will ensure you start getting over \$1,000 per month.

If you build your width and depth in this manner, you are assured both profitability as well as a good bonus. This is where the business starts and if you manage to duplicate well, you should stabilize your business in one year and will be promoted to a higher status and start getting a decent income. Even if your growth is 50%, that is, all your 5 levels get half the distributors in their team; you will still be earning a respectable income.

If, for example, you become Star Diamond by having 6 widths and 5 depths, your next target should be to make your front-line Star Diamond, this may take 2 to 3 years, but this will boost your income and by then you will start earning residual income.

Here you must understand that in addition to width, you must focus on making more Star Diamonds depth-wise in every line.

The more Diamonds you have in your group, the bigger the bonus you will get, which will ultimately give you the financial freedom.

## **POWER OF NETWORK MARKETING**

The power of Network Marketing is in duplication - what you duplicate best, multiplies exponentially. You might have recruited just 10, but you need to put in 10 months of skilled training to get the right result. And that 10 multiply to 100, and then to 1,000, or even 10,000 in a few years. Your money comes from your 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> or even 25<sup>th</sup> level of distributors in your team - most of the distributors you would not even know. But if you train the 1<sup>st</sup> and 2<sup>nd</sup> level properly, they will do the same with their 1<sup>st</sup> and 2<sup>nd</sup> level, and that will be your 3<sup>rd</sup> and 4<sup>th</sup> level. So, you as a leader must ensure that you train your distributors depth-wise and they do the same. This is kind of a domino effect, which will continue to the 50<sup>th</sup> level and beyond.

## **SECRET OF NETWORK MARKETING**

In Network Marketing what can be duplicated will give you good income for a long time. If you are unable to duplicate, your business will not last for a long time. Most people in the third world countries are not very technologically comfortable or cannot afford to have laptops or multimedia projectors. When they see you with all the modern gadgetries, talking about the opportunity, there is an immediate signal in their mind "I can't do this." You must send a signal to these non-technical prospects that they can do the business. Best way is to have a simple business folder (System B) and on a plain paper draw the circles and explain to them the business.

This is how in and around 1950 and 1960, the Network Marketing business started. Bottom line, the prospect wants to find a

solution to their problems and experience the benefits of the product/service.

From duplication comes momentum and from momentum comes multiplication, and that is where you get financial freedom.

## WHAT IS DUPLICATION?

Duplication is the key to the success in network marketing. It all starts with your success, followed by how many more you make successful in your team. This is only possible if your team follows a proven system, which I have explained in depth in Part 2 of this book. The new member/recruits should be able to understand and implement these simple systems.

*"The key word that creates freedom is duplication" - Nathan Ricks*

Once you have your first 6-10 front lines team members in place, your next most important task is that they follow the duplication system. Then only, you will be able to generate a massive income from the network marketing business. The entire duplication process may take 3-5 years to get residual income. The power of network marketing kicks in when you start getting money by the effort of people who are doing exactly what you have taught them to do. People join network marketing from all walks of life, some are highly educated and some are not. **What makes networker successful is to follow a proven system consistently over a specified period of time.** A new member in your team needs to build 2 categories of people in his group, consumer group and a new member group. Both the groups give PV which ultimately gives bonus. But duplication system is needed to be followed by the new member group, who has joined your team to do business, and the new members can only

build a large network, provided they upgrade themselves by the different phases of duplication system.

## **WHAT ARE THE DIFFERENT PHASES OF DUPLICATION SYSTEM?**

1. Member/consumer phase: Here member joins the business and need to consume the product, so that he becomes "product of the product" and learn about the benefit of the product.
2. Distributor phase: In this phase, the new member learns about the business (compensation plan and network marketing system) and starts talking to people about the benefits of the product as well as business. Here he needs help from his sponsor or up-line success leaders about prospecting skills. In this stage, his team starts to grow and within a year, he understands the business fully and has reached the Diamond level.
3. Business builder phase: In this phase, he has at least 10 active front lines and has started giving presentations and training. He has acquired the role of a leader and his front-line new members have started following him. The time to reach to become a trainer may take two years.
4. Coaching and mentoring phase: This is the ultimate phase, where he has reached the highest level where he is coaching leaders and started making leaders. To attain this position, it may take 5 to 7 years. This is the phase all networkers dream of where he starts getting residual income—more than the income is the respect he gets from his coaches and mentees.

Your success in network marketing is directly related to how many people you have trained and made them into leaders. The duplication system demands mastering of the above four phases.

*"Your GOAL is to go from a follower, to a leader of followers, to a leader of leaders. Your goal is to empower your team to be better than you." - Rob Sperry*

The eight weeks step by step simple coaching program in this book teaches the duplication process. This coaching system puts a new member at the start of his business on the right track. It is just like an airplane flying from point A to point B covering 1,000 miles. This plane needs to be on the exact bearing to reach the correct destination. If in the beginning the direction is off by 1 degree, after 1,000 miles, the aircraft will be completely off the track and cannot reach the destination. This is exactly what happens to most of the new networkers who start their business without a map or a compass. My proven 6 simple systems coupled with **8 weeks practical coaching program provides a map with a compass to attain the desired goal for all networkers.**

What you need to learn and practice religiously is the six systems coupled with four phases of duplication system. Once you master the two systems, then you can easily teach the newcomers. And this is only possible if you as a coach monitor the progress of the new members in eight weeks through the weekly coaching form given in part 3 of this book.

Out of the six systems, System D - the Natural Approach is the most critical. You need to know the need and the want of the person and once you identify that, you ask a simple question; *if I could show you a way to get an extra income by helping people, would you be interested to find out how?*

## **WHAT IS NEEDED TO BE DONE IN DISTRIBUTOR PHASE?**

The **critical phase of duplication is the distributor phase**, where the new distributors must be disciplined and needs to work hard and do the following:

1. To Do Checklist through the eight-week coaching program.



2. Learning from the networking marketing video and audios.
3. Focusing onto getting the first bonus by making new members and consumers.
4. Plugging the new member into the company and your personal training program through seminars, webinars, Skype and YouTube and connecting with them through WhatsApp and SMS's.
5. Learning and building team culture.
6. Showing the importance of events, which boost one's knowledge on products and business, provides much needed motivation, and gives a platform to build relationships with other leaders and speakers.
7. Home meetings are an informal setting where new members bring their prospects and through demonstration and success stories of other existing members, the prospects are educated about the product as well as the business.
8. Learning and using new technology. Compared to yesteryear, today, the biggest change and the effective tools in the network marketing industry is the use of technology – websites and social media.

## **WHAT DO YOU DUPLICATE?**

As per the famous quote, **network marketing involves a large group of people doing a few simple things over an extended period.** Here you perfect the duplication by repetition. What does a networker do consistently?

1. Talking to new people with the natural approach
2. Qualifying them, followed by giving natural presentation
3. Having regular home, hotel and office meetings.
4. Attending all seminars, webinars, and events.

## **WHAT DOES REPETITION DO?**

*Doing things over and over again, which ultimately produces predictable results. -Jim Rohn*

## **COACHING IS THE FOUNDATION OF DUPLICATION**

As you are coaching, you learn more especially from the questions you are asked. In the duplication system, your goal should be to make leaders who can also become coaches and trainers. Leadership training is the ultimate duplication. Remember all members will not become leaders.

Leaders need to give a lot of hours to their followers and must be out of their comfort zone. If you find a fired up new member eager to learn and is constantly asking questions, he has the seed to become the future leader. Invest more time in developing him to become a new leader. We have heard so many times that leaders are not born but made. That making of the leader is the duplication that you are doing.

## **WHAT SHOULD THE LEADERSHIP TRAINING ENTAIL?**

1. Basic product presentation
2. Basic business presentation
3. Home and hotel presentation
4. One-on-one group meeting
5. System A to F training
6. Advanced product and business training

If you are a diamond and if you do the right duplication, you will build 10 to 20 diamonds to reach your top level. Becoming a diamond is easy, but making 10 diamonds in your front line is an uphill task. This can only be achieved if you follow the right duplication system. The objective of leadership duplication is to train one person one to one. And he gets his best 6 active

members in his front line. He talks to one person for 30 minutes per week and in 6 days from Monday to Saturday; he has spoken to 6 people. By the end of the week, he has coached all 6 of the new members. And now you, as a master coach, must invest more time with your leader on the 7th day. You need to sit and answer all his questions and find out how he performed with his 6 members. Your one front line leader coaching his new 6 members will ultimately duplicate not one but seven leaders.

### **WHAT CAN BE DUPLICATED EASILY? (Detailed in later Modules)**

1. System A – Making and qualifying a prospect list
2. System B – Understanding how to handle objections
3. System C – Preparing marketing/business tools
4. System D and E –3-way call or meetings
5. System F – The follow up and follow through

### **HOW AND WHY THE DUPLICATION SYSTEM WILL WORK?**

If the following are implemented one can master the duplication system in three years' time:

1. Prioritizing tasks
2. Creating urgency
3. Complete commitment
4. Consistency and perseverance

### **CAN YOU DUPLICATE YOURSELF?**

Yes, you can, provided the person you are teaching and coaching has the hunger to duplicate.

### **CORRELATION BETWEEN BONUS/CHEQUE AND LARGE ORGANIZATION**

In Network Marketing, your income is directly proportional to organization, i.e., larger the organization, larger the income. So, larger your organization members, who are regularly maintaining their monthly PVs will give you the big bonus/cheque and ultimately the residual income you have been looking for. So, it is important for you to understand that you make a large organization, and this you can easily do by making sure you put all your efforts to duplicate the entire front lines.

### DUPLICATION TO MULTIPLICATION:

Your business will only multiply if your duplication is strong. Duplication is much easier if you sponsor one and your first level/frontline also sponsors one and everybody (in your first level) does the same until your 5<sup>th</sup> level. So, in five months you will have a total of 31 members in that one line.

Levels	Members in Downline					
Level 1	1	2	3	4	5	6
Level 2	2	4	9	16	25	36
Level 3	4	8	27	64	125	216
Level 4	8	16	81	256	625	1,296
Level 5	16	32	243	1,024	3,125	7,776
<b>Total</b>	<b>31</b>	<b>62</b>	<b>363</b>	<b>1364</b>	<b>3905</b>	<b>9330</b>
Multiplying Benefit>	2x	12x	44x	126x	301x	

If you increase your number of sponsors to two and in all five levels they duplicate the same amount, you will have 62 distributors and your business multiplies by exactly double, compared to sponsoring one person.

Imagine if you sponsor six in all five levels in your down-line, and they also sponsor six each, you will have a total of 9,330 distributors. The power of multiplication is evident when you compare sponsoring 1 to 5 levels (getting 31 distributors) and sponsoring 6 to 5 levels (getting 9330 distributors). Your business will be multiplied by more than 300 times.

I am not saying you sponsor all six distributors at the same time, you start with sponsoring just two passionate distributors per month and in three months you will have six distributors in the front line. And in a few years, all your five levels deep will sponsor six to make the number go up to 9,330. There is no need to rush, but if duplicate correctly by getting only serious distributors, the magic of duplication and multiplication will reveal itself.

### **WHAT HAPPENS IF YOU DO NOT USE DUPLICATION?**

We have seen, on many different occasions, that many serious Network Marketers burnout in a couple of years and leave the Network Marketing business. The main reason for this burnout is that they never duplicated nor taught their distributors to duplicate the business and without duplication there was no multiplication. They sponsored from the first month all the way through until they quit (2-3 years). And all this time they kept on sponsoring and recruiting distributors without teaching or coaching – at the end of the day, they have a small organization which gives them a small bonus/cheque. At times the income is so small that they cannot afford to even purchase their monthly free products for personal use.

### **WILL ALL SPONSORS MULTIPLY AND DUPLICATE?**

No, it is not practical that all distributors will duplicate you or their sponsors. If you are serious and sponsor 6 and duplicate the same until the 5th level, ideally the figure is 9,330. If your team does 50% of the ideal figure of 9,330, you will still have 4,665. Worst case scenario, if your team does only 10% of 9,330 you will

still have 933 distributors, and this number is good enough to give you few thousand dollars provided all of them do their monthly PVs.

## **POWER OF DEPTH**

If your compensation plan pays deep and does not cut off until 10<sup>th</sup> or 20<sup>th</sup> level, you are bound to get a big bonus. Now the secret is to look out for the leaders in depth and help and support them even if they are in the 20<sup>th</sup> or 40<sup>th</sup> level. The compensation plan where dynamic compression is used is truly a great plan. I have seen many that join in the first and second level not working while 3<sup>rd</sup>, 4<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 13<sup>th</sup> level working. The beauty of dynamic compression is that their 3<sup>rd</sup> to 13<sup>th</sup> working levels will become your five levels of business.

## **PARETO PRINCIPLE OR 80-20 RULES**

The *Pareto Principle* (also known as the 80–20 rule, the law of the vital few) states, for many events, roughly 80% of the effect comes from 20% of the causes. It is a common rule of thumb in business; e.g., "80% of your sales come from 20% of your clients."

In Network Marketing, you get the bonus from the entire group. Interestingly your 80% of your business is done by 20% committed business builders/leaders and their entire groups.

After five to ten years in the business you may have 15<sup>th</sup> or maybe even 20<sup>th</sup> width and your depth may go as deep as 30<sup>th</sup> or 60<sup>th</sup> level. If you monitor closely, it is only **from the four to six width lines that 80% of your bonus comes and they are called power/dinosaur legs.**

The rest of the lines simply give you profitability. To get quick money and status, you can build your width with shallow depth. This strategy will not give you big money. The big money only comes from building depth, under all your width-wise legs.

In the Funnel Theory, you have seen that you must sponsor a couple of new people each month even if you are a Crown Diamond - to replace all those dormant distributors and leaders. Also make sure that every month, you see your bonus statement as to who has joined in your team, who has done higher PVs, and who is your new Star Diamond. If you closely monitor your organization, you will build a network that will guarantee you long-term financial security.

## CONCLUSION

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In Network Marketing, smart networkers work with many people. **They move the people, people move the products, products move the PVs, and ultimately the PVs move the bonus.** That is the simple formula of getting a big bonus. Always keep in mind that **width gives profitability and status**, and **depth gives you the financial stability and security**. If you train, coach and make leaders in width, you are bound to multiply your business. Some people think that by only recruitment they can succeed, they are wrong. The business demands much more than just recruitment; it is the power of duplication and multiplication which will give you financial freedom.

## EXERCISE

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1. What is the importance of width and depth in Network Marketing?

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2. What is the difference between duplication and multiplication?

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3. How are 80-20 rules used in Network Marketing?

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## HOW TO DO YOUR PV AND QUALIFY FOR MONTHLY BONUS?

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Network Marketing business and leveraging revolves around product being purchased and PV being done from each purchase. It is paramount that you and your team should buy products for personal consumption. I have heard so many times from networkers that it is difficult to do 100, 300 or 1,000 PVs. And many times, they fail to do their monthly PVs, resulting in no bonuses. As in real estate business, it is all about location, location and location; likewise in Network Marketing, it is all about qualification, qualification and qualification, right from approaching a prospect to getting the monthly bonus. If you qualify the right people, and you along with your team members, do monthly PVs, you are bound to get your bonus. If you are looking for a big bonus, then many members in your team must do 300 or 1,000 PVs every month.

### HOW TO QUALIFY AND MAINTAIN YOUR PV?

- 1. Personal Consumption:** Buy products for your own consumption. Until such time you are not using all the products and become product of the product, you will not be able to maintain your monthly PVs. The products can be supplements, beverages, household, skin and personal care items or whatever your company has in their line of products. Keep in mind to replace all products you were buying earlier from the food and vitamin stores to your Network Marketing products. Since you are buying all the products under your own ID, the entire PV will automatically come in your account.
- 2. Healthy Consumers:** You should have a growing list of young and old healthy consumers, who don't want to become a member, but are interested in buying products from you, so

that they remain healthy. These people are health-conscious people who go to the gym, do yoga and aerobics, play sports, and go for regular walks, jogs and swims. They know the benefits of a healthy active lifestyle, eating healthy food, and know the importance of supplements. Once they see the benefit of your nutritional supplements, they will buy from you regularly. Your job as an independent business owner is to supply them with the products physically or through auto shipment.

In the end, all the products are purchased under your ID and these PV go under your name/ID. As far as the price is concerned, it is up to you whether you sell them at a distributor or retail price.

3. **Sick Consumers:** These consumers have minor or major health issues and use medicines and are now looking for some natural cure. They believe in supplements and are ready to consume them to get rid of their pain and ailments. It is your responsibility to ensure that the sick consumers get their products on time. The follow-up of these sick consumers must be constant – what doctors cannot do, you can. Doctors cannot follow up with each individual patient by call or physically visiting them. If you are sincere and want to see the pain and illness of your consumers, go away, you must put in a lot of personal effort to follow up with them. Supplements do not show results overnight, it takes time, and you must give that confidence to your consumers. You also must see that your sick consumer continues taking their medications along with the supplements. Educate them about Integrated Medicine, which is the new approach to combat diseases: **Medicine + Supplements = Integrated Medicine**. Once these consumers see the benefit of supplements, they become loyal consumers, and they are likely to talk to more people. The bottom line is that you help and give the products to sick consumers under your ID at a distributor price and all the PV

goes under your name. Try to help these consumers and not make any profit from them.

4. **Gift:** Instead of giving traditional gifts you can make a gift hamper of supplements and other products. With your gift, you are benefiting from them health-wise and at the same time you are benefiting yourself PV-wise.
5. **Selling:** If you are good at selling and want to sell, you **SHOULD** sell. You can retail the product to person or sell it in bulk. There are two advantages in selling the products; you can get retail profit and make instant money and accumulate all PVs.
6. **Building Consumer Base:** If you have products always available in your house, it is much easier and convenient to give your consumers the products on demand. This will create a positive consumer base and when they find the benefit, they may become members.

## CONCLUSION

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If you maintain and follow the above monthly PV tips, you are bound to get your monthly bonus. And if you create the same culture in your team, you are assured to get long-term sustainable good bonus.

## EXERCISE

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1. What is the importance of doing monthly PV?

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2. Can you do your monthly PV by personal consumption of products? If yes, how can you do it?

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3. What are the different categories of consumers?

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# HOME MEETINGS & PARTIES

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*"Neither comprehension nor learning can take place in an atmosphere of anxiety."* - Rose F. Kennedy

## INTRODUCTION TO HOME MEETING

Network Marketing is mostly done from home in a relaxed environment and mood. It is important that networkers conduct home meetings and parties professionally and for this, they should know who to call, and how to conduct the meeting. Many networkers focus on online, office, and mall meetings, but the real business takes place at home. Since our business revolves around key leaders and their distributors and consumers, it is important to create that bond in an informal location. What better place than the comfy ambience of your home with some hot cups of coffee and homemade cookies. Hosting business meetings at home should be short and a maximum of an hour presentation highlighting the health benefits of the products and the business opportunity.

## PURPOSE OF HOME MEETING:

The purpose of the home meeting is to Inform, Involve and Inspire, the three "I's" of Home Meeting

- a. Inform – Information about the products, the company and the business module.
- b. Involve – Product demonstration, tasting and interactive discussion is best done at home.
- c. Inspire – All the members who participate should share their product testimonials to the prospects. Those who have taken advantage of the business opportunity should share how Network Marketing has changed their lives.

## **WHO DO YOU INVITE TO YOUR HOMES?**

You only invite people to your home who know you and you know them -definitely not complete strangers. Your guest can be prospects/friends of your leaders, both the warm and cold market - those you know personally.

## **WHAT SHOULD YOU HAVE IN YOUR LIVING ROOM?**

Your living room should contain unique things of your company that will raise curiosity among your prospects - product and posters. You should have a wall of fame with all your certificates and pictures of success.

## **ADVANTAGES OF HOME MEETING**

Convenient and comfortable environment, low-budget, and above all, demonstration and testing of products take place.

## **WHY IS HOME MEETING IMPORTANT & NEEDED FOR NETWORKERS?**

Home meetings give prospects a sense of personal touch with the host, speaker, and most importantly the products. The host, who is a networker, can build a good rapport with their prospects, better understand their personal challenges, and then eventually solve their problems, if they open.

## **HOW TO MAKE HOME MEETINGS EFFICIENT?**

Considering the hot/warm prospects, pre-qualify people before inviting them to the home meeting. Keep your intentions clear to help them and share the product benefit as well as explain the business opportunity. Let them decide whether they want to become a consumer or a member.

## **a. Before the meeting**

- ✓ Make sure the meeting room is clean and tidy, there are enough chairs, and children and pets are not present.
- ✓ Be mindful to start the meeting on time regardless of if some attendees are going to show up late; end your meeting with a thought-provoking powerful question, so it gets them thinking of infinite possibilities instead of scarcity.
- ✓ Create a pleasant environment, play soft music, preferably instrumental or music with sounds of nature.
- ✓ Stay organized and be prepared by keeping the meeting materials readily available. For instance, get a bunch of clipboards ready with application forms and pens attached to it, have some products out on display and ready to be tried. Keep refreshments like small cups of coffee, tea or chocolate drinks ready before the arrival of guests.
- ✓ Welcome all prospects. Introduce them to each other and get them to talk to one another, kind of an ice-breaking session, so after the meeting they can interact with each other.
- ✓ Let the members present at the meeting talk about their experience with the products.
- ✓ If prospects have any questions during the presentation, kindly acknowledge their questions, make a note and offer to answer them at the end of the presentation.
- ✓ Kindly ask all the prospects to keep aside all gadgets (smart phones, tablets, laptops, etc.) and let everybody focus on health and wellness for the next hour or so.
- ✓ Register all guests and take down their names, e-mails, and possibly their phone numbers too if they are comfortable sharing it with you.

## **b. During the Meeting**

- ✓ Try not to receive calls during the meeting, especially if you are the speaker. Even if you are not the speaker, hold on to your calls until the meeting has ended.
- ✓ Product information and its health benefits should be made clear in simple terms.
- ✓ Once the prospects are clear about the health benefits of the products, do mention the advantage of becoming a member and also receiving a bonus at the end of every month.
- ✓ Make your presentation lively and light.

## **c. After the Meeting**

- ✓ Answer all the questions and try to keep all your answers short and simple and keep moving around so you can interact with all the prospects present at the meeting.
- ✓ Hand out the price list to the entire guests who want to buy the product. If you have samples of your products, give some to them.
- ✓ For those who are interested in the opportunity, give them the membership form and sign them up.
- ✓ Inform them that you will follow via e-mail or call in the coming days.

## **INTERLINKING HOME MEETINGS AND HOME PARTIES**

Home parties can be a part of the Home Meetings or an event by itself. In parties, prospects interact in a casual manner; there may be some upbeat music accompanied with activities, product samplers, small gifts to take home, and a lot of social interaction. Home parties put everyone in a receptive mode since they are having fun, socializing, playing games, winning prizes, and enjoying the whole experience.



### **ADD FUN TO YOUR HOME PARTIES:**

- a. Include free gifts, prizes, and discounted prices on products.
- b. Keep some multi-player board games that require physical and mental skills and watch how the excitement level moves up.
- c. Invite some of your friends who are excellent entertainers.
- d. Have one dish party.
- e. Have kids' parties outside your home or in parks.

## EXERCISE

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1. What is home meeting?

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2. Why are home meetings important and needed for networkers?

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3. What do you do in home meetings?

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4. How can you make home meetings interesting?

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# HOW TO SUCCEED IN NETWORK MARKETING?

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*"For every failure, there's an alternative course of action. You just must find it. When you come to a roadblock, take a detour." - Mary Kay Ash*

Success and failure are the two sides of the same coin and in both words; there is the word "YOU." So, both success and failure are dependent on you. In my earlier chapter "Bridges of Failure and Success", I have explained that every networker must cross the *Failure Bridge* and unfortunately many fails and quit too early.

If you were to leave your future to chance, you could toss a coin and whichever side it landed on, would dictate whether you would succeed or fail. If you wanted to succeed and the coin kept landing on fail, would you stop tossing the coin and just call yourself a failure? It is YOU who will learn that you can stop tossing the coin and playing a game of chance and simply reach down and flip the coin over. The main point we are trying to make here is that in Network Marketing, it is **YOU** who will decide your fate as to whether you will succeed or fail with no one to blame but yourself.

To understand what success is, one needs to understand the opposite dynamic which is failure. If you understand failure and what the cause and effects of failure are, only then can you begin to experience success.

## 30 WAYS TO BE SUCCESSFUL IN NETWORK MARKETING

1. Push yourself to change from a jobber mind-set to an entrepreneur mind-set. Change your inner self.
2. Build a vision; visualize the big opportunity in Network Marketing. Allow your mind to comprehend the fact that a

big opportunity can be associated with such a small start-up cost.

3. Switch from a hobby mind-set to a business mind-set.
4. Invest time and effort to grow the business.
5. Perseverance pays. Don't quit because of no or low bonus.
6. Educate yourself with proper Network Marketing knowledge.
7. Receive the right training to build and promote your business and achieve the success that you rightfully deserve.
8. Have a positive and eager learning attitude about the company, product, and compensation plan.
9. Discipline yourself.
10. "Walk the talk"- do what you say and say what you do.
11. Communicate efficiently by talking less and listening more. Know the right and simple words. Become a powerful presenter.
12. Connect more with people - be it up-line, down-line, cross-line or even company staff, stay in touch with them and become a people's person!
13. Earn people's trust to build your business.
14. Use new technology in the right way - internet, social media, and internet marketing can turn around the business.
15. Become product of the product by using the company's products. It is important to use, see the difference, feel the benefit, and then share with others.
16. Build a team and develop it to a big network.
17. Ensure to provide truthful information to your prospects. For example:
  - a. Tell the prospect that they must pay \$100 to become a member, and that there is a monthly maintenance that requires \$100 every month. Maintain the monthly PV (Point Value – Points associated with each product).
  - b. Invite prospects to seminars or home party with complete transparency; tell them why they are invited.
  - c. Mention what they must do after joining - learning, prospecting and duplicating.

18. Be genuine. For example:
  - a. Talk about the benefits of the products without any claim and hype.
  - b. Be sincere in explaining how they can start getting \$1,000 per month from Network Marketing in the first year and increase the income to \$5,000 by mentioning the amount of time, effort, and money required to be spent.
  - c. Follow through with your promise that you will support them after they sign up.
19. Have a personal coach/mentor.
20. Be loyal to your company and down-line.
21. Network marketing business revolves around constant prospecting—a new member should know what skills are needed to prospect.
22. Respect everyone in the company, be they in your up-line, other leaders or company staff.
23. Motivate yourself.
24. Build strong business ethics.
  - a. Stay away from stealing prospects/ members/ leaders.
  - b. Stay away from stealing consumers and PV.
25. Get motivated by talking to your close relatives and friends.
26. Use the tested system in the industry - Systems A to F (mentioned in Part 2 of the book).
27. Take full advantage of events. Maintain the enthusiasm and excitement created in conferences and conventions.
28. Get proper support from up-line leaders.
29. Personally coach your team to success.
30. Develop leaders in your team.

## WHY PEOPLE FAIL IN NETWORK MARKETING?

Struggle, hardship, adversity and difficulties are all part of the initial stage of Network Marketing. Like any business, Network Marketing is tough. People think that Network Marketing is an easy business; they see highly successful people on the stage, who show their lifestyle, and the newbies get fascinated and jump into the business without any planning and training. Most newcomers think it is a “quick rich scheme” and this thinking derails them and this is the reason why you see very few highly successful people in this industry. Only a disciplined and persistent Network Marketer will succeed.

Napoleon Hill said it best, ***“A quitter never wins, and a winner never quits.”***

I have listed the following 40 reasons why people fail in network marketing:

1. Not ready to change from a jobber mindset to an entrepreneur mindset. They are not ready to change themselves - inner self.
2. No vision. People can't visualize the big opportunity in Network Marketing. Their mind cannot comprehend the fact that how a big opportunity can be associated with such a small start-up cost.
3. Hobby mindset and not business mindset.
4. Great expectation of getting big money, without putting big effort.
5. No or low bonus. After putting in a year, the distributor bonus is very low and that compels them to quit.
6. Lack of Education. How can anyone expect to succeed without proper Network Marketing education?

7. Lack of Training is one of the crucial reasons why many fail to achieve the success that they rightfully deserve. The new distributor simply does not know how to build and promote his/her business.
8. Poor learning attitude - complacent to learn about the product, company, and compensation plan.
9. Lack of discipline.
10. Mindset of taking more and giving less - expecting more from the company and distributors and in return giving less.
11. Lack of Communication.
  - a. Talking more.
  - b. Not listening.
  - c. Not using the right words.
  - d. Not becoming a presenter.
12. Either poor or no connection with people - be it up-line, down-line, cross-line or even company staff.
  - a. Losing touch with your people.
  - b. Must like people - Network Marketing is people's business.
13. Betrayal of trust. Business revolves around trust and trust is not acquired but is earned.
14. Not using technology. The use of new technology in the right way - internet, social media, and internet marketing can turn around the business.
15. Not using companies' products - if you do not become a product of the product, it will be difficult to succeed. It is important to use, see the difference, feel the benefit, and then share with others.
16. No team or small organization.

17. Telling half-truth - saying half-truth is a lie. For example:
  - a. Telling prospects that you must pay \$100 and become a member and not telling them about the monthly maintenance and the need to pay \$100 every month.
  - b. Inviting prospects to seminars or home party with deception – not telling them as to why they are invited.
  - c. Not to mention what they must do after joining - learning, prospecting and duplicating.
18. False promises. For example:
  - a. Product results are fantastic - it cures all kinds of diseases.
  - b. You will start getting \$5,000 per month from Network Marketing without mentioning the amount of time, effort, and money required to be spent.
  - c. Promising that you will support them after signing up, you fail to support.
  - d. Product is so great that it sells by itself.
19. No personal coach/mentor.
20. Not maintaining the monthly PV (Point Value – Points associated with each product).
21. People are forced to join Network Marketing.
22. Arrogance, disrespect/insult by up-line, other leaders or company staff.
23. Lack of motivation.
24. No ethics.
  - a. Stealing prospects/members/leaders.
  - b. Stealing consumers and PV.
25. Paralysis of analysis. Some people over-analyze situations thus decision or action is never taken resulting in paralyzing the outcome.



26. Jumping jack or the MLM Junkies who have no loyalty to their company and down-line.
27. Starting Network Marketing without proper knowledge.
28. No support from up-line leaders.
29. Not personally coaching the team.
30. Not making enough leaders.
31. Putting the wrong priority in Network Marketing business - going for personal recognition rather than helping people.
32. Artificial enthusiasm and excitement being created in conferences and conventions.
  - a. Hype in Network Marketing business.
  - b. Using hype words after a fiery speech or seminar, like “Are you motivated?” or “Are you fired up?”
  - c. People get temporarily excited and motivated, sign up, but after a few days or weeks when motivation fades, so does the interest in doing Network Marketing business.
33. Some networkers “don’t walk their talk”- they do not do, what they say and don’t say, what they do.
34. Getting demotivated by pushing their close relatives and friends.
35. Not using the tested system in the industry - Systems A to F (mentioned earlier).
36. Using same language/words for all.
37. Not ready to take a risk while doing a job.
38. Different people join for different reasons, e.g., young moms. Be more specific in giving message, by using the following *Natural Approach* technique.

Find problem/pain	Provide solution/result
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- i. For example: How to approach a working mom?

- ii. After listening to the dilemma of a working mom, provide solution, such as help working moms earn great income working part-time from home so that they can be with their kids.
39. Most direct sales companies are too sales focused. The emphasis is on moving products and creating sales volume. These companies in many cases fail to teach their distributors/associates the art of sales, how to generate leads, how to approach and talk to potential customers, how to do an effective presentation and more importantly, how to attract customers.
40. Not getting the right people in the business resulting in high attrition.

*"Failure is simply the opportunity to begin again more intelligently"* - Henry Ford

*"The greatest artists like Dylan, Picasso, and Newton risked failure. And if we want to be great, we've got to risk it too!"*  
- Steve Jobs

## EXERCISE

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1. What are your challenges in Network Marketing?

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2. What are you willing to do to overcome your challenges?

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3. Do you think ethics is important in Network Marketing? Justify your answer.

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# PART 4

## PERSONAL GROWTH IN NETWORK MARKETING

(This part covers about what areas you must work on yourself to grow further in your life and your Network Marketing business)

1. Personal Growth
2. Education Changes Everything®
3. People's Skills
4. Coaching and Mentoring
5. Customer Service and Customer Loyalty

# PERSONAL GROWTH AND NETWORK MARKETING

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*"What lies behind us and what lies before us are small matters compared to what lies within us." - Ralph Waldo Emerson*

God has given us all the attributes that make us beautiful. It is up to us to find our real self and discover the gem inside us. Personal growth or development is the key to finding what lies within us. If any person wants to grow, then the sky is the limit. Everybody knows his or her strengths and weaknesses – work on those weaknesses step-by-step and evaluate after every 3 to 6 months. If you want to excel in Network Marketing, you need to work very hard on yourself. This may take a few years and maybe a lifetime, but I assure you that you will enjoy every moment of it.

People join Network Marketing from all walks of life – engineers, doctors, social workers, pilots, salespeople, politicians, housewives, students, insurance agents, realtors, labourers, security guards, gardeners, cab drivers, in short, you name the profession, and we have all of them in our industry. The biggest problem, especially with all educators and influential people is that they think they know everything and that is why they fail in our industry. On the contrary, if they are open to learning about Network Marketing, they can easily surpass the not-so educated because of their education, circle of influence, and personality.

If you want to be a highly successful person in life, you must invest your time, energy, effort, and money in your personal growth. You know your weaknesses, so start working on them. Work to change day and night and take the help and guidance from your coaches and mentors.

*"Our Age of Anxiety is, in great part, the result of trying to do today's jobs with yesterday's tools!" - Marshall McLuhan*

After being on field for over 40 years interacting with people and about 20 years being closely associated with people through training, I have learned and experienced that the following personal growth qualities are essential to succeed in life:

1. Belief in yourself – That you can do it. Overcoming your own fear of failure and doubt.
2. Dreams – Dream big.
3. Having goals and working on them and be accountable to yourself and to others who are associated with them.
4. Overcoming fear of rejection (see section on *Objection and Objection Handling*).
5. Education - Especially the new education of Network Marketing (see section on *Education Changes Everything*).
6. Having focus - Laser focus for a few years.
7. Personal coaches and mentors.
8. Hard work coupled with smart work. Hard work pays, but smart work pays more.
9. Leadership skills.
10. Accountability.
11. Time management skills.
12. Patience.
13. Perseverance.
14. Communication skills.
15. Discipline.
16. People skills.
17. Understanding prioritization and urgency.
18. No ego – take the words 'I,' 'me,' 'mine' and replace them with 'you,' 'we,' and 'ours.'
19. Financial management.
20. Organizational skills.
21. Language skills.

22. Internet skills.
23. Customer service.
24. Positive attitude.
25. Winning attitude.

Most of the above qualities, you can read, learn, and practice, but some of them can't be found in books. For that you need coaches and mentors to guide you. And most important of all - fear, doubt, lacking self-confidence and shyness – it's only YOU who can remove these from within.

Coming to Network Marketing, all those 25 traits are very much needed and if you want to be highly successful, you need to start working on them right away. You need to work harder on yourself than your business – it may take few years but do invest time daily and evaluate yourself monthly as to where you have reached (you may again need a coach or mentor to help you here). It is not necessary that you start earning big income, but I guarantee that your personality and relationship with other people will blossom.

Out of the 25 qualities, I have selected the following 4 which a networker should work on to succeed in his/her business. In the subsequent chapters of this part, I will be giving details of each quality:

1. Education.
2. People skills.
3. Coaching and mentoring.
4. Customer service and customer loyalty.

## **STORY OF BISHNU ADHIKARI**

From hundreds of my students in Network Marketing, the personal growth of one student stands out. His name is Bishnu Adhikari from Nepal, a young and extremely hardworking gas-attendant.

I met him first time at his gas station and immediately saw the fire in his eyes. I introduced myself as a network marketing coach and to my surprise; he had joined Network Marketing a few days back. He humbly requested me to train him. Seeing the desire to learn, I decided to train him. I started training him, even though he was not highly educated, hardly spoke English, and was computer illiterate. After his long hours of filling gas, he used to come to my house at night and undergo training from 10:00-11:00 P.M., and sometimes until midnight. He was a good learner and exactly followed and did what I told him to do. This continued for almost a year. In one year, he had undergone a drastic transformation into a completely different man. He started speaking English, bought a laptop, and learned the basics of computers and internet. He started using the internet to learn the basics of Network Marketing by reading articles or blogs as well as watching videos. He worked so hard on his personal growth that he managed to change his gas station job to a merchandiser. In four years' time, he got out of his job, bought a car, started giving powerful presentations, and became one of the most successful full-time networkers that I have ever known.

*"Growth itself contains the germ of happiness." - Pearl Buck*

## CONCLUSION

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There are thousands of books written on people and personality types – red, blue, yellow, and green. People are most complex and intricate beings. In a world population of 7 billion, nobody is the same. For networkers, learning and mastering people's skills are two vital elements to succeed in business.



## EXERCISE

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1. Why is personal growth vital?

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2. What are the different personal growth qualities? Explain any three.

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# EDUCATION CHANGES EVERYTHING

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*"Knowledge is like climbing a mountain. The higher you reach, the more you can see and appreciate." - Unknown*

Education is the single most indispensable asset a person possesses. The importance of education cannot be undermined; once acquired, it cannot be taken away. It is the birthright of every human being to have access to education. If a person was unfortunate and did not get access to education in the early years, she/he can start education anytime - there is no age limit and time barrier to education. Education helps to develop positive and healthy environment and only through education, the world can be changed.

The best thing in Network Marketing is the continuous education a networker gets through different people at various levels. Education coupled with proper hands-on training is the key to success in our industry.

## **STORY OF SULTAN ALAWI**

I am happy to share a story of Sultan Alawi, a young man from Oman and his quest for knowledge. He used to drive every weekend from Muscat to Al Ain, 370 km to learn about Network Marketing. When he joined, he was a fresh graduate from Sultan Qaboos University and did not know anything about Network Marketing. It took him only one year to gain knowledge and apply it on the field and become one of the fastest Diamonds in Gulf. Today, he is one of the most successful leaders in the company, travels around the world, and trains/coaches' people in the Network Marketing industry.

## **MY INITIAL EDUCATION**

I was fortunate that my first training about Network Marketing was given by Dr. Lim Siow Jin, Founder and CEO of one of the fastest growing network companies in the world. I asked him "How can one be successful in the Network Marketing business?", and he answered that one needs to do three things:

1. Cultivate the right mindset: don't look left and right, get laser focused.
2. Be a product of the product, so you can share the benefit with others directly from your heart.
3. Teach other people what you know and don't look at your cheque for at least three years.

Those valuable tips are still applicable and can be followed by the new networkers.

When I first joined the Network Marketing industry, I used to live in Al Ain, 150 km from Dubai. So, whenever any international trainers of the company came to train us, I volunteered to be their 'chauffer' and drive them all over UAE. My attraction was to spend few hours of private time where I could get all my questions answered and my queries clarified. It was difficult to drive and write notes, so I recorded them and listened time and again to master the product. I am thankful to Professor Vasupal, Dr. Rathna, Dr. Ranjan, Dr. Malathy Ramani, and Mr. Ramani for their time they gave me to reach where I am today.

I learned about Network Marketing from Networking Times webinars. The three powerful words by Chris Gross, "Education changes everything" instantly got me hooked to the new education. I made sure I attended all the webinars, even if they were at 5:00 A.M. It is here that I came across MLM Gurus like Hilton Johnson, Tom Schreiter, Mark Yarnell, Michael Oliver, and many others. All webinars were for one hour, but the material

was worth hundreds of hours. I even joined MLM University and studied one year Business Coaching Program.

*"The single greatest thing to learn in Network Marketing is knowing what to say at just the right time."* - Hilton Johnson

## **Why Network Marketing/MLM is being tabooed by people?**

Most people join the business and straight away go to the field without acquiring the proper knowledge of the products or the plan. The best example I can give from my aviation experience is about an excited person who wants to fly an aircraft without any flying lessons or flying instructor. What will be the consequence? If he has learned a few things from books or video game, he may manage to take off, but he is bound to crash. Exactly this is what is happening in the Network Marketing industry; people join and crash within one year, tabooing the industry.

In my Network Marketing experience, I see a few people investing time and money in educating themselves. It is the responsibility of individuals to take up studies, have a personal coach, and study Network Marketing just like M.B.A or M.D. The best part of Network Marketing studies is that you start learning and applying 100% and at the same time start earning. And once you have mastered the art of business, you can earn equivalent or more than a doctor or an engineer.

## **What are the educations needed to excel in Network Marketing business?**

In addition to Network Marketing education, you require to have command in the following areas:

1. Your company product and compensation plan.
2. Your own personal development - communication and leadership skills.

3. Internet and social media.
4. Human relationship and customer service.

## CONCLUSION

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You might have all the knowledge in the world, people would like to know how your knowledge will help them. Once you get all the Network Marketing education, share and hand over all the education to them, so that they also become successful. As the famous saying goes, ***“people don’t care how much you know, until they know how much you care.”***

## EXERCISE

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1. Does professional education have any bearing on Network Marketing education? Explain.

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2. What is required in Network Marketing education?

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3. How much have you invested in educating yourself in Network Marketing?

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## PEOPLE'S SKILLS

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*"Understanding human needs is half the job of meeting them." -  
Adlai E. Stevenson Jr.*

The beauty of this world revolves around people. There are all kinds of people - happy and helpful people, warm and caring people, optimistic and cheerful people. There are thousands of books written on people and their personality traits. People are the most complex and intricate beings. In the world population of 7 billion, not a single person is alike. They are different in their thoughts, moods, beliefs, feelings, faiths, and ideas. If we are successful in understanding people, we are successful in life as well as business. The core product in any business is not the super products, like coffee or car, but the people. So, if people are the core product in business, we must learn and understand more about people.

If you can feel the pulse of the people, you can surely be successful in Network Marketing - the pulse is the need, want, desire, and pain of the people. If you know the exact reason of their pain and if you can provide ways to reduce/remove the pain, you are truly in the people's business.

If the products are same and compensation/marketing plan is same in a company, then why do we see a handful of people successful and many struggling in the business? What are successful networkers doing differently?

These successful people have mastered people skills. Network Marketing is a people's business - business of the people, by the people, for the people. It is a business for those who love helping people. When you approach people, especially those you know well, they do not know about your company or product, but they

still buy the product. They buy the product because of you. It is the trust you build over the years. Of course, at a later stage, they stick to the product or system because they start benefiting from it exactly as you promised them, thus cementing the bonding with trust.

## **CONCLUSION**

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Understanding and knowing people may take many years, even a lifetime, but your success in Network Marketing depends on people. If you are ready to invest your time and effort to learn about people, you will enjoy the boundless joy and ecstasy of this business.



## EXERCISE

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1. Why is learning about people important in Network Marketing business?

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2. How are people different? Explain your answer in detail.

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# COACHING AND MENTORING

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*"A coach is someone who can give correction without causing resentment." - John Wooden*

Coaching and mentoring are both powerful tools that can help anyone achieve personal and business growth. The key requisite for this is that the coach should be professional and the mentor sincere.

## **COACH, COACHEE, AND COACHING**

Coaching is an interactive and inter-personal training method between a coach and a coachee. It is short-term and focuses on dealing with specific tasks.

### **WHO IS A COACH?**

A person who helps a coachee see his/her potential in dealing with specific problem areas in life.

### **WHO IS A COACHEE?**

The person who receives coaching from a coach is referred to as coachee.

### **WHAT IS COACHING?**

It is the process where a coach provides advice, guidance and support so that coachee can achieve his/her goal.

## **IMPORTANCE OF COACHING**

Coaching helps individuals realize their potential, make the right choices and improve their lives by using proper self-developmental tools offered by the coach.

## **MENTORING, MENTOR, MENTEE, AND MENTORSHIP:**

Mentoring is the process of guiding a person to take efficient steps to overcome daily obstacles in life. It is like a father-son

relationship; it is long-term and focuses on personal development.

### **WHO IS A MENTOR?**

A mentor is someone who offers advice, support and guidance to facilitate the learning and development of another person usually of a younger age or a less knowledgeable person.

### **WHO IS A MENTEE?**

Mentee is a person who receives mentoring from a mentor.

### **WHAT IS MENTORSHIP?**

Mentorship is a long-term relationship between a mentor and a mentee, where the mentor guides and supports the mentee using his/her own knowledge and skills gained through personal life experiences and education.

## **CONCLUSION**

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In Network Marketing, coaching and mentoring are both important to help the members and leaders to realize their hidden potential, so that they can overcome obstacles and achieve their desired goals with minimal resistance.

## EXERCISE

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1. What is the difference between a coach and a mentor?

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2. Why is coaching needed in Network Marketing?

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3. What quality should you have to become a coach?

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# CUSTOMER SERVICE AND CUSTOMER LOYALTY

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*"Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers." - Ross Perot*

Good customer service is the secret to success in any business. Companies spend millions of dollars in giving the best customer service - all this effort is done to retain customers and their loyalty. Customer service is the service you provide to customers before, during, and after the purchase of your product/service. If you walk into any store or mall, you will notice customer service signage near the entrance. Their job is mainly to satisfy and help the customers. At the back end, the customer service is a contact centre where they are gathering feedback from the customers.

Similarly in Network Marketing we need to provide customer service to all our prospects, consumers, and members - so that they become a loyal customer. As independent business owners (IBO) or independent distributors, the networkers must provide personal customer service, and this is the biggest challenge in our industry. The company cannot provide this service to all individuals in every city and town as they do not have offices everywhere. The responsibility lies on the IBO to follow up with every customer and give customer service so that they get customer loyalty and customer retention.

I have been learning about customer service as well as customer loyalty from Shep Hyken, a customer experience expert. The following article by Hyken will give you an idea as to how much networkers must learn about this important area of business—and a better customer service provider gets better bonus.

## TEN IDEAS TO HELP YOU OBTAIN CUSTOMER LOYALTY

What is customer loyalty? I asked a number of business people the simple question, "What is customer loyalty?" The answers were mostly similar. Most agreed that customer loyalty means the customer will come back, again and again.

However, customer loyalty doesn't always mean that the customer is loyal to you, and only you. In other words, they may do business with you but are also or still doing business with your competitors.

The concept of "wallet share" came to mind. I have been talking (and writing) about the concept of "wallet share" versus "market share" for many years. Quick Explanation: The concept of market share has to do with how many customers are capable to buy your product and how many buy it. For example, if there are 100 customers in each area that could buy your product, and 60 of them buy it, then you have 60% market share.

Wallet share takes the concept of market share to another level. Of those 60 people who buy from you, how many of them will still buy from someone else? If they only buy from you, then you have 100% of their "wallet share." If they split their loyalty between you and someone else, you only have 50% "wallet share."

At the highest level of loyalty, your customer only buys from you. In other words, they give you 100% wallet share.

So, customer loyalty has two tiers:

1. The first is that the customer is a repeat customer.
2. The second is a repeat customer that doesn't do business with your competitors – just you.

This is where my Amazement Revolution strategy of “partnership” kicks in. You want a relationship that is so strong that the customer wouldn’t think of doing business with your competitors.

I put together a quick “Top 10” list of simple ideas to help you get to the level of partnership and 100% wallet share. Realize that these are common sense expectations that are easy to do – and unfortunately also easy not to do if you don’t stay customer-focused.

1. Deliver great customer service. It’s expected.
2. Always do what you say you will.
3. Don’t be late.
4. Don’t make excuses or blame others – be accountable.
5. Help solve their problems.
6. If you ever catch a problem, you call them before they call you.
7. Trust them, if you want them to trust you.
8. Be accessible and easy to reach.
9. Return phone calls, e-mails, and social media comments quickly.
10. Create confidence.

If you do all the above, you will have a good start and a successful journey as a networker.

So maybe the goal shouldn’t just be customer loyalty, it should be 100% customer loyalty.

## EXERCISE

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1. What do you understand about customer service?

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2. What is customer loyalty?

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3. What is more important, customer service or customer loyalty?

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# PART 5

## THE POWER OF NETWORK MARKETING

(This part covers what you can get and give from your Network Marketing business)

1. Quitting Your Job.
2. Legacy
3. Power of Giving.
4. What's Next?

## QUITTING YOUR JOB

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*"The biggest mistake that you can make is to believe that you are working for somebody else. Job security is gone. The driving force of a career must come from the individual. Remember: Jobs are owned by the company, you own your career" - Earl Nightingale*

Everyone starts Network Marketing as part-time – they do their Network Marketing business alongside their regular jobs or traditional businesses. They can go from part-time to full-time only if they take the business seriously, and with full commitment. As I explained earlier, the process of getting into the Network Marketing system will take some time. Once the system starts working, the distributor should never look back. They should stay focused, keep learning, and whatever information is learned should be applied immediately.

The dream of a Network Marketer is to go full-time into the Network Marketing business and become a free individual – freedom from 9 to 5 jobs, or from opening the shutter of the store six days a week. Now the biggest question is when do you quit the job? People should not get excited because of the hyped conventions, conferences or by looking at the large bonuses of other leaders. Their decision to go fulltime in the Network Marketing business should be based on these criteria.

1. The bonus from Network Marketing should be at least 20% above the job salary because the bonus is never constant. The bonus is dependent on the number of people buying products and maintaining their monthly PVs – it fluctuates anywhere between 10-20%.
2. The bonus should be steady for at least 6 months.
3. They should have leaders in different lines that do big sales volume every month.

4. The Network Marketing business should grow in different countries; the networker should have a steady flow of income coming from their consumers. Both the consumers and members should increase by 10% every month.

*"You can never cross the ocean until you have the courage to lose sight of the shore." - Christopher Columbus*

# LEGACY

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*"The things you do for yourself are gone when you are gone, but the things you do for others remain as your legacy." - Kalu Kalu*

Nobody has come to this world to live forever; everyone will die one day. For people who have families, and they depend on single source of income, with the death of the only bread earner, life comes to a halt. These families do not know what to do and how to get that basic income for survival.

The dictionary meaning of legacy is *"an amount of money or property left to someone in a will; something transmitted by or received from a predecessor."*

In the third world countries, many wives are dependent on their husbands' income. I have seen so many cases with the death of their husbands, the income suddenly stops, and the family has literally come to the street - especially if the wives are not working and are not educated. The entire lifestyle changes after the death of the husbands.

Network Marketing gives an opportunity for wives to actively participate along with their husbands and do a home-based business. With the provision of beneficiary rule in the code of business ethic, many women after the loss of their husbands are getting monthly income from Network Marketing business.

## STORY OF ROSHAN ARA

Here I would like to narrate a true story of a lady, **Roshan Ara**, whose husband had a flourishing business in Dubai and was living a wonderful life. When the recession of 2008 hit, the business crashed, the husband had a severe heart attack, and this event shook the family of four. Her husband, a visionary, had always

supported Roshan Ara to do the Network Marketing business especially in the beauty and personal care segment and after the heart attack, took up the business seriously. Together they built the business, and her husband encouraged her to never give up on the business. Unfortunately, after a few years, he passed away, leaving her behind the only income from the Network Marketing business. From the income she received, she supported her two children and in four years' time, she is a proud mother to see her son graduate in Computer Science and her daughter finishing her Business Management from Malaysia. All this was possible because of the Network Marketing business.

*"It's about the journey- mine and yours - and the lives we can touch, the legacy we can leave, and the world we can change for the better." - Tony Dungy*

## CONCLUSION

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In this world, we will always be remembered by what we leave behind. Network Marketing has given a chance to many families to continue with the same life or even start a new life with the legacy system.

## POWER OF GIVING

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*"The upper hand (the one that gives) is better than the lower hand (the one that receives)."*

Prophet Mohammad (Sahih AlBukhari 1428)

How many lives have you touched and how many lives have you changed for the better? The joy of life lies in what you do is beyond yourself. That is, you live for others. What we have acquired for ourselves, huge house, big bank balance, and luxurious cars, will be left behind after our death. What we gave to the world will always be remembered after we are gone.

In Network Marketing the ultimate joy is to 'serve' and serve many. It is not what you get, but what you give will give you the thrill and the pleasure of life. The giving formula is simple: give and do not expect anything in return. No doubt it is difficult to think and do but once you get into the habit of giving, you feel the real blessing of life. As an example, you invest time and effort to teach and train your children to become better persons. Once they are independent, you are happy and satisfied. You do not want any recognition for this job well done.

The beauty of Network Marketing is that you become successful only when you have a big heart that is ready to give and share. You must have a heart that cares to help. Intentions are seen and if your *intention is to give*, your prospects and members will notice that clearly. This is what will get you connected and keep you connected for a long time.

*"All that we are is the result of what we have thought." - Buddha*

If you work, you work for yourself. If you do business, you do business for yourself. But in Network Marketing, you cannot

succeed by working for yourself only- you must work so that others are successful which in turn will make you successful.

Zig Ziglar said it best.

*"You can have everything in life you want, if you will just help enough other people get what they want."*

But remember, first you must help many people only then will you get what you want. In my 10 years of journey in Network Marketing, I did what I did, I got what I wanted, but the best is what I gave and continue to give. What I am enjoying most is seeing many not-so-fortunate earning \$300 to \$1,000 per month from our business. Their life changed with that extra income. It is all about how many lives you have touched and in how many people's lives you have made the difference.

Are you making a difference in the lives of people? Network Marketing is all about changing lives. The philosophy in networking marketing is to "serve and touch" the lives of many.

When I read the above quote, I told myself that I had accomplished exactly that when I started with Network Marketing business. When the income from Network Marketing became residual income, I retired 15 years earlier from my job. I wish I knew about this wonderful industry 20-30 years earlier. The respect that I yearned for, came when I became my own boss. I no longer must say, "Yes Sir" to the wrong ideas or orders of my boss. The most unfortunate thing in the corporate world is that despite *giving more*, you are expected to *give still more*. Where is the so-called *justice*? This is where Network Marketing works like a charm: the more you give, the more you receive, and since you help others, you also earn respect.

The ultimate happiness comes when you give so much to the world that you almost *re-create* your own planet. You forget

about yourself, and you live for others. This internal satisfaction is experienced when you see the immense joy on the face of another human being.

Being in Networking Marketing has allowed me to live a new life with a new vision - helping blind children see the world. In serving many, you will find the passion in Network Marketing.

When I started Network Marketing, I did it for myself only. First, I used the product and experienced the benefit. Second, I started talking about the product that helped me and that is when I entered the business.

For almost eight years, I did the business for myself and my team. Then, one fine day, a Chairman of a Non-Government Organization (NGO) approached our office staff for a *Night Blindness Project*; he turned our world upside down and changed my outlook towards the business. He shocked us by telling us that 16% of Pakistan's population was suffering from night blindness (those who become blind after sunset). He came with the hope that we will assist him in helping the blind children.

It took almost a year to see the positive impact, and this opened a new chapter in my life. I had the honour of seeing the joy and smile on many children's faces that were touched by this project. Through networking marketing, I have been involved with smaller welfare projects in the past but getting the opportunity to give children their vision was an ecstasy. My hope is that the World Health Organization (WHO) will recognize our humble effort and together, we can work towards eradicating night blindness from the face of the earth.

Network Marketing teaches you to have the upper hand. By upper hand, I mean that you are in a position to give in many different ways: reducing the suffering of people through your wellness products and showing people a way to make money to



eliminate their financial stress. Your coaching can give them the insight to work on their personal growth. Whatever you do, big or small, you can have the upper hand through this great Network Marketing industry. No business gives you the opportunity to do so much in various walks of life.

*"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world." - Desmond Tutu*

Network Marketing brings out the best person inside you. Most people like to help people, but they do not know how. If they know, they do not have money, knowledge and experience. In Network Marketing, we teach people, hold their hands and train them on how to reach out to many through the simple act of serving.

*"From what we get, we can make a living. What we give, however, makes a life." - Arthur Ashe*

## CONCLUSION

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Network Marketing is not a destination but a journey – a journey to serve many. In this beautiful process, you will first find yourself. Once you have found yourself, the ultimate pleasure is when you show other people how they can find themselves. It is all about changing and touching lives of many and eventually getting their blessings.

## WHAT'S NEXT?

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*"A bird doesn't sing because it has an answer, it sings because it has a song." - Maya Angelou*

I found my song in 2003 and ever since, I have been singing it. It is not until now that I decided to write it and call it "**Map Your Freedom.**" I thoroughly enjoyed writing this book. This book gave me the opportunity to share my personal experience along with inspiring stories of real people who faced many challenges to attain the personal freedom they so rightfully deserve.

How is this book different from most of the books written on the subject? It covers the entire spectrum of Network Marketing - the theoretical side, the practical side as well as testimonials of networkers.

I have attempted to highlight the challenges that I faced in my initial days in Network Marketing and have presented hands-on approach to solutions. I am sure there are many networkers who are encountering similar problems. There are thousands in our industry who are aspiring to succeed.

I received the following e-mail from India:

*I joined Network Marketing in September 2012. I will be completing one year, but I still can't understand how to develop the business. I am not earning good. I am ready to work hard. So, please guide me as to how I can develop my business? And how I can earn good amount of money?*

*Thank you.*

*Regard,*

*Chirag Ghamande*

The message in the above e-mail is a common plight of a networker – not earning enough after one year of membership. Chirag in Urdu means candlelight and it is a pity that Chirag himself is searching for a light in Network Marketing. Like Chirag, there are many who are looking for the light of success in this industry.

My focus in the book has been to give you, the reader, a workable tool to succeed in the business. The area where I felt I could have elaborated more was *Part 4 – Personal Growth in Network Marketing*. I intend to write a separate book on personal development for networkers.

*"Life is like a combination lock; your job is to find the numbers, in the right orders, so you can have anything you want."*

- Brian Tracy

The numbers for the combination lock for becoming successful in Network Marketing is clearly given in this book. It is now your responsibility to remember those numbers when you are doing the business.

## REFERENCES

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During my journey of writing this book I have referred to many books, audios, CDs, lecture and seminar notes, websites, and history books. I am quoting the references as below which added value to the content in this book.

- Wikipedia.
- Networking Times Website.
- MLM University.
- Direct Selling Association website (USA).
- The Greatest Networker in the World by John Milton Fogg.
- Wave 4 by Richard Poe.
- Copycat Marketing 101 by Burke Hedges.
- Dissertation of Abid Jafri.
- The Slight Edge by Jeff Olson.
- Fortune Now website of Tom Schreiter.
- Shep Hyken
- The Business School by Robert Kiyosaki.
- The 45-Second Presentation that will change your life by Don Failla

## “Chitti Aayi Hai Aayi Hai” English Translation

(From Part I, Asia and Africa: The Potential of Network Marketing,  
following are the lyrics)

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Chitti Aayi Hai Aayi Hai Chitti Aayi Hai

The letter has come

Chitti Aayi Hai Vatan Se Chitti Aayi Hai

The letter has come from motherland

Bade Dinon Ke Baad Hum Bevatnon Ko Yaad

After a long time they remembered us who are away from home

Upar Mera Naam Likha Hai

My name is written on the top

Andar Ye Paigham Likha Hai

With this message inside

Oh Pardes Ko Jaanewale

Those who go abroad

Laut Ke Phir Na Aanewale

And who never come back

Saat Samundar Paar Gaya Tu

You have crossed seven seas

Humko Zinda Maar Gaya Tu

By killing us alive

Khoon Ke Rishte Todd Gaya Tu

By breaking the bond of blood

Aankh Mein Aansoo Chod Gaya Tu

And left tears in eyes

Kam Khaate Hain Kam Sote Hain  
We eat less, sleep less

## RECOMMENDED READING/WEBSITES

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It is always a good idea to add more to your readings. Below is my selected list of recommended reading of books and websites.

### NETWORK MARKETING BOOKS

- ✓ Your First year in Network Marketing - Mark Yarnell.
- ✓ The Greatest Networker in the World - John Milton Fogg.
- ✓ The New Professionals - Dr Charles King and James Robinson.
- ✓ Network Marketing. The Business of the 21<sup>st</sup> Century - Robert Kiyosaki.
- ✓ Copycat Marketing 101 - Burke Hedges.
- ✓ The 45 Second Presentation that Will Change Your Life - Don Failla.
- ✓ The Business School - Robert Kiyosaki.
- ✓ MLM Blueprint - Kode Bateman.
- ✓ The Next Trillion - Paul Zane Pilzer.
- ✓ All You Can Do is All You Can Do - Art Williams.
- ✓ WAVE 4: Network Marketing in the 21st Century - Richard Poe.
- ✓ Natural Selling - Michael Oliver.
- ✓ Drawing the First Circle - Randy Gage.
- ✓ If My Products So GREAT how come, I Can't Sell It - Kim Klaver.
- ✓ Guerilla Marketing for Network Marketers - Jay Conrad Levinson, James Dillehay & Marcella Vonn Harting.
- ✓ Go Pro by Eric Worre
- ✓ 90 Days to Win – Orjan Saele
- ✓ Retire Your Husband by Denise Walsh & Kami Dempsey
- ✓ Organic Networker by Kosta Gara
- ✓ Motivation. Action. Results by Keith & Tom Schreiter
- ✓ Internet Marketing for Network Marketers by Argena Olivis
- ✓ Building an Empire by Brian Carruthers
- ✓ The Four Year Career by Richard Bliss Brooke
- ✓ The 7 Habits of Highly Effective Network Marketing Professionals by Stephen R Covey
- ✓ Network Marketing for Facebook by Jim Lupkin & Brian Carter

## PERSONAL GROWTH BOOKS

- ✓ How to Win Friends & Influence People - Dale Carnegie
- ✓ Think & Grow Rich - Napoleon Hill
- ✓ Eat that FROG - Brian Tracy
- ✓ 7 Habits of Highly Effective People - Steven Covey
- ✓ The Slight Edge - Jeff Olson
- ✓ Launching a Leadership Revolution - Chris Brady and Orrin Woodward
- ✓ The 17 Indisputable Laws of Teamwork - John C. Maxwell
- ✓ Finding the Champion Within - Bruce Jenner
- ✓ The Greatest Salesman in the World - Og Mandino
- ✓ How to Be a Great Communicator - Nido R. Qubein
- ✓ How to Make People Like You in 90 Seconds - Nicholas Boothman
- ✓ How to Start a Conversation and Make Friends - Don Gabor
- ✓ Permission Marketing - Turning Strangers into Friends, And Friends into Customers - Seth Godin
- ✓ Pillars of Success - Jim Rohn and Chris Widener
- ✓ Dream Catcher: When Personal Development Becomes Business - Peter Andreas Sorensen
- ✓ How to have Confidence and Power in dealing with people – Les Giblin
- ✓ The Coaching Habit by Michael Bungay Stanier
- ✓ Mentoring Matters by Orrin Woodward
- ✓ Start With Why by Simon Sinek

## NETWORK MARKETING WEBSITES

- [www.networkingtimes.com](http://www.networkingtimes.com)
- [www.fortunenow.com](http://www.fortunenow.com)
- [www.firstclassmlm.com](http://www.firstclassmlm.com)
- [www.dsa.org](http://www.dsa.org)



## **FROM THE DESK OF THE AUTHOR: "HOW CAN I HELP YOU?"**

Fatemi Ghani is available for Network Marketing for the following:

- Online Group Coaching
- Online One-on-One Personal Coaching

Please contact me by filling the form on the website:

[www.mapyourfreedom.com](http://www.mapyourfreedom.com)

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[www.mapyourfreedom.com](http://www.mapyourfreedom.com))

- 1 or more \$ 12 each
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- 50 or more \$ 10 each
- 100 or more \$ 8 each

## About The Author

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Speaker, Trainer, Success Coach & Author, Mohammad Fatemi Ghani, is one of the top international trainers in Network Marketing Industry. He has conducted over a thousand seminars, trainings, and workshops on Business, Wellness, and Personal Development in over 50 countries. He has coached over 400,000 individuals worldwide and helped many distributors become successful leaders.

Fatemi Ghani is an aeronautical engineer by profession and worked in the aviation industry for 28 years. He is now involved in training the new entrepreneurs in Network Marketing. He was covered in Networking Times Magazine as "Master Networker."

Fatemi Ghani is happily married with four children and has five grandchildren. He is fully supported by his wife, Shahgul, in business.

Fatemi Ghani's mission in life is to see at least one million people benefit from Network Marketing in all aspects of Health and Wellness, Financial Freedom, and Personal Development. The secret of his success lies in learning, prospecting, training, and sticking to the system, all with the intention of helping others.

## FROM THE DESK OF THE AUTHOR:

### “HOW CAN I HELP YOU?”

Fatemi Ghani is available for Network Marketing Coaching via the following:

- Online Group Coaching
- Online One-on-One Personal Coaching

Please contact by filling the form on the website:

[www.mapyourfreedom.com](http://www.mapyourfreedom.com)

Are you looking for a change and want to become an entrepreneur by starting a home business? Maybe you are already a network marketer looking for a proven success formula. This book explains how integrating six proven systems into any network marketing business can help you achieve the financial freedom you are looking for.

You will find this to be the most practical step-by-step guide, complete with exercises to guide you on your journey as you discover the power of network marketing.

*"This book is not a one-time read to be placed on a bookshelf when finished. It is a working manual and GPS to guide networkers every day of their career. I've anxiously awaited Ghani's book, and now it is finally here. I hope the readers respect and honor Ghani's wisdom and ability to improve others."*

- Tom 'Big Al' Schreiter  
Legend in Network Marketing

*"Map Your Freedom is the essential guide to network marketing success, written and distilled by a world-class leader who has remained a humble student of the profession. I love this book and what it will do for readers who take its message to heart. Are you ready to map your freedom? Then turn the page and start reading, and become a student and leader of our wonderful profession."*

-Dr. Josephine M. Gross  
Editor-in-Chief, Networking Times  
Dean of Faculty - Networking University



Speaker, Trainer & Success Coach, Fatemi Ghani is one of top international trainers in the Network Marketing industry. He has conducted 1000's of seminars, trainings and workshops on Business, Wellness and Personal Development in more that 40 Countries. He has coached over 50,000 individuals worldwide.

To learn more about  
Map Your Freedom  
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