



*A Guide for Entrepreneurs
in Network Marketing*

Map Your Freedom started in 2003, when Fatemi Ghani began his journey into Network Marketing. Like most Networkers in the early stages he struggled, but being a keen observer of human behavior and with the help of some influential marketers, he was able to quit his job as an aerospace engineer in just 4 short years. Fatemi reached a major pinnacle in his Network Marketing career when he wrote Map Your Freedom and began sharing his system and personal passion for Network Marketing and making it available to all networkers on a global scale.

As we fast forward to today, Fatemi still enjoys the fruits of his labor living between two countries. First his home in Canada where he and his family spend half the year during summer and Dubai in the winter months. While home in Canada he gets to spend all of his time enjoying his family and mostly his beautiful grandchildren. While in Dubai, he continues to build his global business by helping others reach the same goals he has grown to enjoy!

Becoming part of the Map Your Freedom Family is a personal choice.

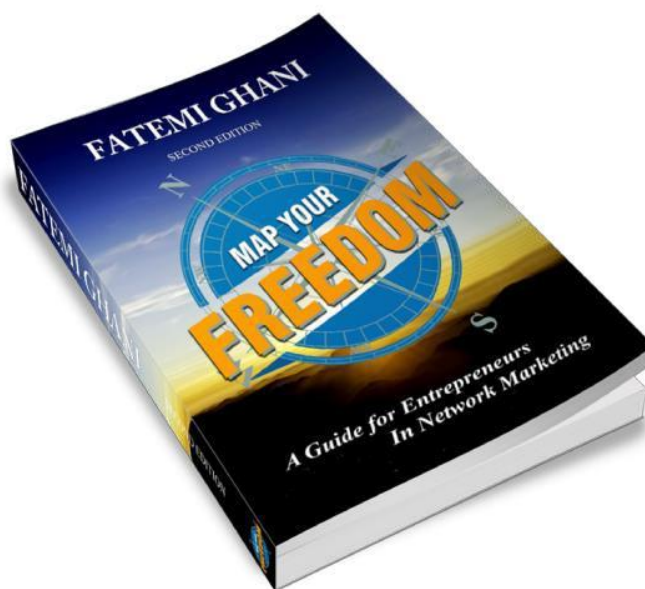
It is a choice that each and every person must make *before* entering into any Network Marketing Company. Yes, we said “**before**”.

This is a plain and simple concept. Network Marketing is not for everybody. In joining **Map Your Freedom**, you will get an insider’s look at what the Network Marketing Industry is about, what it will require of you and your time and education base and what the different companies can potentially offer you through the Network Marketing consumer direct business model and the many different compensation plans. We want you to make smart decisions “**before**” you make any personal or financial commitments.

We cover this baseline information and much more in both our book **Map Your Freedom** and the **Map Your Freedom Home Study Course**, that is available online from our home website: www.mapyourfreedom.com.

As stated earlier, Network Marketing is not for everybody. Not only will Map Your Freedom help you decide whether or not you will be a good fit as a Network Marketer, it will also serve as the Map and Compass to ensure your personal success should you decide to become a Network Marketer in one of the hundreds of companies that are offering potential for financial freedom.

Map Your Freedom is the exact system that Fatemi Ghani has used and taught to build a network of over 500,000 people in his business by teaching duplication and multiplication. Fatemi has traveled the globe teaching, coaching and mentoring in giving seminars, webinars, workshops and live presentations in over 45 countries. Fatemi used this exact system to open up new markets in 6 different countries.



Map Your Freedom: The Book, Second Edition

The book was written for individuals who are just beginning in Network Marketing. This is the guide that all people must read BEFORE entering into any business opportunity. In the very first part we discuss what network marketing is, the difference between Network Marketing and what is commonly called MLM. Yes, there is a difference and you will find out how one cannot exist without the other!

The book was also written for distributors within a within a network marketing company who are struggling. Initially new distributors may experience a level of success when they first start. This is due to having good sales and marketing skills however, when the warm market of family and friends begins to diminish so does their prospecting and closing sales. Map Your Freedom has a system in place that will guide you in how to find and qualify new people into your business opportunity.

Lastly, the book is perfect for Veteran Network Marketers needing a teaching system for their teams to give newcomer's in their business a guide on how to become a successful. Every successful leader has a system. Without a system you cannot experience duplication and multiplication in your network. By having Map Your Freedom as your map and compass, it will enable you as a leader to focus your training efforts in specific areas of your business and help you build leaders faster.

What you can expect to find in *Map Your Freedom*

The foundation of your business begins HERE!

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. Why network marketing is the perfect opportunity. Discusses the life of a networker and living the dream.

2) Pre-Requisites for Network Marketing

This part covers what you will need to know and what you will need to do before starting in any Network Marketing business. This is the section where you will be introduced to the 6 systems used by the author to create his financial success and within 4 years quit his full time job which ultimately lead to achieving financial freedom.

3) Getting Started in Network Marketing

This part covers what you will have to do on a daily and weekly basis for the expansion of your Network Marketing business. It covers areas like Coaching, Goal Setting, Affirmation, Accountability, how to manage your business and understanding why people fail.

4) Personal Growth in Network Marketing

This part covers areas you will have to work on yourself to grow further in your life and your Network Marketing business. Topics include: Personal Growth, Education Changes Everything®, Developing People Skills, Coaching/Mentoring, Customer Service and Customer Loyalty.

5) The Power of Network Marketing

This part covers what you can get and what you can give from your Network Marketing business. From quitting your day-time job to building a legacy. How the Power of Giving leads to the Joy of Giving!

Many people around the globe have tried network marketing and have failed and for some they have failed miserably, costing them \$1,000's of dollars. If only they had a plan to follow in the form of a map and compass to guide their every move in building the proper foundation for their business, they may have seen success.

The 5 parts of Map Your Freedom, are the key areas that could have made all the difference!

What are the 6 systems in *Map Your Freedom*?

A) The Prospect

System A ~ Identifying who your prospects are, how to create a list, prioritize your list and make new contacts every day.

B) Objections/Questions in Network Marketing

System B ~ 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.

C) Business Marketing Tools

System C ~ There are three areas of information bases that you will have to 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.

D) The Natural Approach

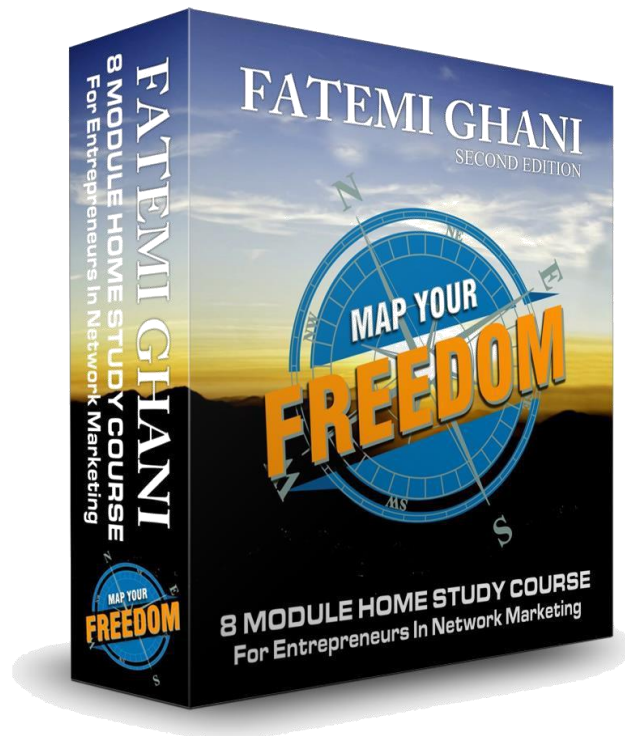
System D ~ Selling is one of the oldest professions and people from all walks of life have been directly or indirectly involved with selling. Even on an individual level, people sell their expertise to stand out in the crowd. In traditional business, promoting, marketing and selling are the key elements to succeed and companies employ teams of expert marketers and sales persons to do just that.

E) The Natural Presentation

System E ~ 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 a one-to-one presentation, and then move to big groups, seminars, conferences or workshops.

F) The Power of Network Marketing

System F ~ In business, follow-up after a meeting is equally important as the meeting itself. A deal is only complete if the closing is done. Similarly, in the Network Marketing with wellness product/service, you can do the best presentation, but if your prospects cannot decide whether to become a consumer or distributor, the process is incomplete.



Map Your Freedom: Home Study Course

By now you should be getting the bigger picture and know why **Map Your Freedom** is a must read before anyone decides to join any Network Marketing Company. Now let's take a look at the Home Study Course.

This course was designed to be an extension of the Book with some added features. It consists of 8 Digitally delivered Modules in PDF format. The student will begin by printing all the modules and insert the pages into a binder. We recommend a 2" binder with top load protector sheets accompanied by 8 tabbed separator sheet pack, that can be purchased at any office supply store.

Next, beginning with Module 1 "What is Network Marketing" the student will work his/her way through the 8 modules and complete the worksheet exercises at the end of each module.

Included in the course are DLC's (downloadable content) like the XLS spreadsheet which has been pre-programed for students to use to qualify and prioritize calls and meetings. You will also find accountability contracts for you and your sponsor to fill out and sign. This assures the right commitments are made by both you and your sponsor. These goal certificates will prove to be invaluable when making the commitment to yourself and to your sponsor.

This course was designed to be completed in 8 weeks and to coincide with trainings given by the Network Marketing Company. It is suggested that every new person go through this course before they approach a potential prospect. It is in this way we can assure some level of insurance that the collateral damage that new marketers make will be kept to a minimum.

For a limited time, we are including 1 hour of personal coaching by a veteran marketer who will guide you as you begin your new career as a networker.

What you can expect in the future!

At this time, I want to personally thank you for requesting this information and I do hope that your interest in our program is something you will share with your friends and family, customers and business builders! As network marketers the trainings we receive is ongoing, we want this to be your first training and the training you will attribute your personal success story to!

If you have any questions, please feel free to contact me personally.

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