

FATEMI GHANI

THIRD EDITION



A Guide For Entrepreneurs
in Network Marketing

MAP YOUR FREEDOM

A GUIDE TO SUCCESSFUL NETWORK MARKETING

Fatemi Ghani

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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.

Dedicated To **MY FATHER**

"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

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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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/June 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

WHY I WROTE THIS BOOK?

The title “**Map Your Freedom**” reflects a person’s journey toward financial and personal freedom—not political or societal independence. It is about helping individuals achieve their dreams, gain control over their income, and ultimately design a life of choice and purpose. When applied with sincerity, the ideas in this book can even uplift communities and economies.

In today’s world, financial security is essential. Millions are striving to break free from job dependency, yet many remain stuck due to lack of guidance. This book is my response to that need. After working closely with network marketers since 2000, I saw how many people struggled—not due to lack of effort, but due to lack of direction. That inspired me to write a **simple, practical guide** based on real experience.

Everywhere I went, I was asked:

“What do I need to do to succeed in Network Marketing?”
This book answers that question in clear steps, written for both beginners and experienced networkers. It explains the **ABC’s of the Network Marketing Business Model** in a way that anyone can understand and apply.

My own journey began when I witnessed a colleague suddenly lose his job. It opened my eyes to the fragility of employment and the strength of owning your own business. What started as a part time business became a mission—and within four years, I transitioned from being an aeronautical engineer to a full-time entrepreneur. That decision gave me freedom: to work *wherever, whenever, and with whomever* I chose.

This third edition of *Map Your Freedom* includes updated insights and **three new chapters** on topics vital for today’s networker: the power of **events, social media, and AI**.

What makes this book different? It’s not theory—it’s practical experience.

Inside, you’ll find lessons from my journey, insights from two Network Marketing Universities, wisdom from over 10 top leaders, and real-life stories from successful networkers who proved it can be done. If we did it—you can too.

The book includes a six-step success system—A to F:

1. Making and qualifying a prospects list
2. Handling objections
3. Preparing a business folder
4. Approaching the prospect
5. Giving a presentation
6. Following up

If you commit to learning and practicing these steps, your chances of success grow exponentially. My success took a decade—but yours can be faster.

Whether you're new to the industry or seeking a fresh start, keep your mind open—like a parachute. With every chapter, you'll be building your own freedom map. A map that will guide you to success, wealth, and the lifestyle you've always imagined.

To your success,

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

"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

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?

"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

1. What do you understand about Network Marketing?

2. What products are sold through Network Marketing?

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

4. What is the history of Network Marketing?

WHAT ARE TOP LEADERS SAYING ABOUT NETWORK MARKETING?

"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 42nd 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

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

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

DATA ON DIRECT SELLING/NETWORK MARKETING INDUSTRY

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

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

2. How many people are involved in direct selling?

3. Name the top five countries in direct selling.

4. What are the locations of Network Marketing sales?

COMPARISON BETWEEN JOBS, FRANCHISE AND NETWORK MARKETING

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

Job	Network Marketing
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

One of the key features of the Network Marketing business is continuous personal development. People who join without any prior knowledge of the business or network marketing begin learning from day one, and within a few years, they often master the system and essential skills.

"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	You do not pay any fees to

fees	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.

Passive Income	Residual Income
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 time, effort, and patience to generate a sizeable profit	Requires more time, effort, and patience to generate a sizeable profit

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

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

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

2. How does a franchise differ from Network Marketing?

3. Differentiate between Passive and Residual income.

THE PERFECT OPPORTUNITY

"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

Most people go to work just to meet their daily needs. Their job becomes their survival, and many barely make it from one paycheck to the next. They can only dream within the limits of their fixed monthly income, which grows very slowly over time.

But in Network Marketing, things are different. A successful entrepreneur doesn't just earn a living—they build real wealth and follow their passion. In a regular job or traditional business, people usually work only for themselves. But in Network

Marketing, you start by working for yourself and then grow by helping others succeed too. It's a powerful win-win journey where everyone grows together.

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

NETWORK MARKETING – A JUST BUSINESS

Many people think Network Marketing or MLM is a "pyramid scheme." But if you really look around, almost every organization is shaped like a pyramid.

Take a country, for example—it has a Prime Minister at the top, then Deputy Prime Ministers, Chief Ministers, and so on. The Air Force has top ranks like Marshal and Air Chief Marshal, all the way down to Pilot Officers. Even companies follow this structure: Chairman, Vice Chairman, President, Managers—while most people are at the base as staff.

In these systems, no matter how hard you work, it's rare to rise from the bottom to the very top. Many people spend their entire lives stuck at the lower levels.

But in Network Marketing, this pyramid flips. Anyone, no matter where they start, can rise to the top based on effort and teamwork. Your success isn't limited by a title—it's powered by your passion.

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

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

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

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

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

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

ASIA AND AFRICA - THE POTENTIAL OF NETWORK MARKETING

"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.

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 Money 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 meagre 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

There are countless success stories of people in Asia and Africa who have transformed their lives through Network Marketing—and what we see is just the beginning. According to Direct Selling data from 2016, only 1% of the working population in Africa and the Middle East is involved in Network Marketing.

This means there is huge potential for growth in these regions. If you're looking to expand your business, this is where you should focus.

Imagine this: if expatriate workers could earn even \$1,000 a month while living in their own country, close to their families, many wouldn't have to leave their homes to find work. Network Marketing offers that opportunity—a chance for people to grow, earn, and live with dignity, right where they belong.

EXERCISE

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?

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?

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?

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

ONE WORLD, ONE MARKET

(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 neighbours. 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 neighbouring 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

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

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

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

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

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

CRITERIA FOR SELECTING THE RIGHT NETWORK MARKETING COMPANY

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

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

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

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

WOMEN IN NETWORK MARKETING

"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
11. Resilient
12. Emotional Intelligence

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 centers, 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

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

1. Why are more women involved in Network Marketing?

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

MINDSET OF A NETWORKER

"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

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

1. How can your thoughts change your future?

2. What is the power of words?

3. How do habits affect the result?

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 Funnels in Network Marketing
13. Building of Burj Khalifa in Dubai
14. Home Office in Network Marketing

GOALS AND GOAL SETTING

*"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 that isn't written down is not really a goal—it's just a wish or a hope.

Think of goal setting like planning a journey. If you're traveling from Paris to Frankfurt, you wouldn't start driving without a GPS or a map. You'd want clear directions and step-by-step guidance.

The same goes for your dreams. Writing down your goals is like setting your GPS—it gives you direction, focus, and a clear path to follow. Without it, you're just wandering.

Write your goals on a Goal Card and place it near your bed, on your bathroom mirror - 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

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

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

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

PROSPECT - System A

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

In any business, prospects are the lifeline. You may have the best product in the world, but without people to buy it, it won't go anywhere—it will just sit on the shelf.

In business, the rule is simple: **No prospects = No business.**

This is especially true in Network Marketing. If you don't have prospects, your business can't grow.

That's why it's so important to learn everything about finding and connecting with prospects. The more you understand prospecting, the faster your business will grow.

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 other prospects later that have lower score.

Below you will find the Excel spread sheet I have prepared for you to use → [PROSPECT LIST](#)

[illegible]

Your Daily Prospecting Routine

From your long list of prospects, choose 3 names every day and talk to each one. Keep the conversations going until they give you a clear answer: yes, no, or maybe.

If someone says **yes**, ask what made them say yes—it helps you understand what message worked.

If someone says **no**, it usually means they have a concern, fear, or past bad experience. It could be doubts about Network Marketing, lack of time, thinking the product is too expensive, or

not believing in herbal products. Some might say, "I'm not from a business background," or think MLM is a scam. Try to gently understand their real objection.

If someone says **maybe**, they're often unsure or stalling. It might be the end of the month, and they don't have money, or they want to check with their spouse before deciding.

Once you're done with those 3, move to the next 10 names. Keep going. **Consistency is the key to growth.**

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

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

EXERCISE

1. Who is a perfect prospect?

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

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

TABLE 1 – MEMORY JOGGERS

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

EXERCISE

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

a. Relatives

b. Friends

c. Acquaintances

d. Cold Market

OBJECTIONS/QUESTIONS IN NETWORK MARKETING – SYSTEM B

WHAT IS OBJECTION?

"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.

WHY WE GET OBJECTIONS IN NETWORK MARKETING BUSINESS?

Objections are a natural part of the Network Marketing journey. They're not rejections—they're simply questions, doubts, or fears that people have before making a decision.

Here are some common reasons why people give objections:

1. Lack of Knowledge – Many people don't fully understand what Network Marketing is. They may confuse it with scams or

pyramid schemes because no one has explained it properly to them.

2. Past Bad Experiences – Some may have tried a different company before and didn't succeed. That experience left a negative impression.
3. Fear of Failure – People often doubt their own ability. They may ask, "What if I can't do it?" or "What if I fail?"
4. No Time – Many feel they are too busy with jobs, family, or other commitments, and assume they can't manage a business.
5. Product Price or Belief – Some may think the product is expensive, or they don't believe in natural or wellness-based products.
6. Need for Approval – People may say, "I need to ask my spouse" or "I'll think about it," because they're unsure or need support from others.
7. Skepticism – Some people simply don't believe in Network Marketing yet. They need more information or examples of real success.

Remember: Objections mean people are still thinking. They're not closing the door—they're just asking you to help them understand better. If you listen patiently, respond with care, and stay positive, many of these objections can turn into "yes."

HOW TO TALK IN A WAY THAT AVOIDS OBJECTIONS IN NETWORK MARKETING?

To reduce objections in Network Marketing, the key is to have a natural, friendly conversation—not a sales pitch. Here's how to do that effectively:

1. Build trust first.

Start by showing genuine interest in the other person. Ask about their family, work, health, or goals. People open up when they feel you truly care.

2. Share, don't sell.

Instead of trying to convince, simply share your own story. For example: "I came across something that helped me improve my health and income. I thought it might interest you too." Make it about them, not just what you're offering.

3. Use curiosity, not pressure

Rather than saying, "Join my business," ask a question like: "Have you ever thought about earning some part-time income from home?" This invites a conversation instead of creating resistance.

4. Avoid overpromising

Be honest and realistic. You might say: "It's not a quick fix, but with steady effort, it can create something meaningful over time."

5. Use third-party tools

Let videos, presentations, or testimonials explain the business. This keeps things simple. You can say: "There's a short video that explains it really well—would you like me to send it?"

6. Respect their response

If someone isn't ready, respond with something like: "I understand. It's not for everyone. If you're ever curious in the future, I'm here."

When you speak with warmth, respect, and clarity, people feel safe to listen. And when they feel safe, they are far less likely to object.

WHAT ARE THE MAJOR AREAS WHERE OBJECTIONS ARE MADE?

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

WHAT ARE COMMON MISTAKES PEOPLE MAKE WHEN TALKING TO PROSPECTS THAT LEAD TO OBJECTIONS?

1. Talking too much

When we talk too much, we often overwhelm or confuse the prospect. They tune out or feel like we're trying to sell them something. Instead, ask questions and listen more.

2. Sounding like a salesperson

Using pushy or rehearsed sales lines makes people uncomfortable. It creates doubt. Prospects prefer a real, friendly conversation—not a sales pitch.

3. Giving too much information too soon

Explaining everything in one go can confuse or scare prospects. Share just enough to create interest, then invite them to learn more through a video, meeting, or event.

4. Making big promises

Telling people, they'll get rich fast or never have to work creates mistrust. It's better to say: "This business takes time and effort, but the rewards are worth it."

5. Ignoring their needs

Sometimes we focus too much on what we want, not what the prospect needs. Ask questions like: “What are you looking for in life right now?” and listen carefully.

6. Arguing with objections

If someone raises a concern, don't argue or try to prove them wrong. Instead, understand where they're coming from and respond with care and respect.

7. Not following up properly

Some people expect a “yes” on the first call. But most people need time. Not following up gently and consistently is a missed opportunity.

The goal is not to convince—it's to connect. When we stay humble, listen more, and speak from the heart, we build trust—and objections go down naturally.

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

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

1. What is an objection?

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

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

BUSINESS MARKETING TOOLS – SYSTEM C

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

1. What is the importance of marketing tools?

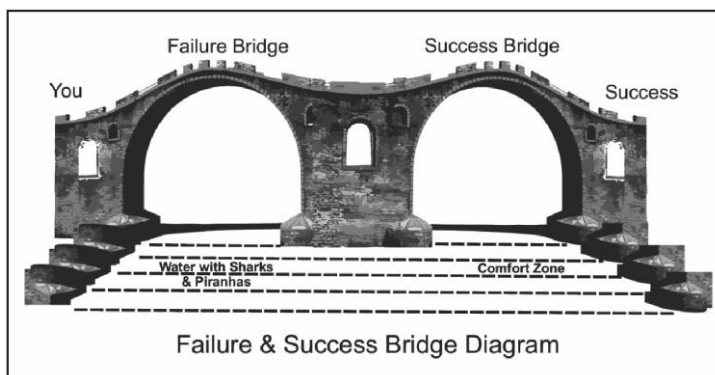
2. What are your company tools?

3. What are your own business tools?

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

BRIDGES OF FAILURE AND SUCCESS

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



Every person dreams of being successful. But success doesn't come for free—it comes with a price. That price includes sacrifice, patience, discipline, hard work, and staying committed even when things get tough.

To achieve any real success, you'll face challenges, obstacles, and even failures along the way. No one becomes successful overnight. The truth is that failure often stands between you and your success.

But those who keep going, keep learning, and never give up—reach the top.

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

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

2. What is the *Bridge of Success*?

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

NATURAL APPROACH - SYSTEM D

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

Selling is one of the oldest professions in the world. In one way or another, everyone is involved in selling—whether it's a product, a service, or even their own skills and talents to stand out.

At its core, **all business is conversation**. In traditional business, success comes from promoting, marketing, and selling—and companies hire expert teams just for that.

In Network Marketing, you also need to promote, market, and sell—but you do even more. You are not only selling products, but you're also finding the right people to join your team.

But it doesn't stop there. Once you bring someone in, you need to train them, help them become independent, and guide them to become strong leaders. That's what makes Network Marketing both challenging and deeply rewarding.

WHAT IS NATURAL APPROACH?

The Natural Approach is all about having a friendly, relaxed conversation with your prospect. It's not about selling—it's about connecting. When you speak in a natural, social way, people feel more comfortable and open.

This approach helps you move through the conversation smoothly, without sounding pushy. It also helps you find out if the person is the right fit for your business.

When used properly, the Natural Approach helps you attract serious, business-minded people—those who are ready to grow, succeed, and build a better future. It creates a strong foundation for a team that can go on to achieve financial freedom.

In fact, the Natural Approach is like oxygen for the Network Marketing business—it keeps everything alive and moving.

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.’

If your only goal is to sell or recruit, you're coming from a “taking” mindset. Sadly, many networkers approach people just to “get” something from them—and that's why they hear so many “No's.”

But when your intention is to help; your energy changes. You naturally give off a positive and sincere vibe. People feel that you truly care, and they respond better.

That's the beauty of the Natural Approach. Even if someone says “No,” you don't feel rejected. You've done your part—you offered something good with a helping hand. And that feels great.

I call this the “Zero Rejection Approach.” Right from the start, you make your prospect feel comfortable by saying: “What I’m about to share might be a solution for you. If you like it, great. If not, that’s perfectly okay.”

This relaxed, respectful approach builds trust—and keeps your spirit high, no matter the outcome.

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?

Qualification is one of the most important parts of the Network Marketing business. Not everyone is the right fit—and that’s okay.

The first thing to look for in a prospect is hunger. Find people who truly want more out of life—those who have big dreams, strong desires, and are ready to commit to change.

The best prospects are those who are willing to work hard and go the extra mile to achieve what they want. When you find someone with that kind of drive, you've found someone worth building with.

WHAT DO YOU MUST DO IN NATURAL APPROACH?

The Natural Approach works best when you follow three simple steps:

- a. Start by finding out their problems, needs, and desires. Ask questions and listen carefully. What are they struggling with? What do they truly want?
- b. Then, offer a solution. Share how your product or business can help improve their situation in a real and practical way.
- c. Finally, paint the picture of a happy ending. Help them see how their life can change—more freedom, better health, extra income, or more time with family.

When you guide someone through these steps with honesty and care, they begin to believe in what's possible.

The Natural Approach is a process, not a one-time talk. It takes time and patience.

You're having conversations that focus on your prospect's feelings, emotions, and challenges. But remember—people don't open up right away. They won't share their problems in just one or two chats.

That's why you must build trust, listen with care, and let the relationship grow naturally. When they feel safe, they'll start to open up—and that's when real connection and progress begins.

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 heart of the Natural Approach is to talk just like you did before joining Network Marketing—casual, friendly, and natural.

To help guide your conversation, remember the acronym **FORD H**:

- F = Family
- = Occupation (work)
- R = Rest and recreation (what they do for fun)
- D = Dreams
- H = Health

Start with a warm greeting like, "Hello! How are you?" or "How have you been?"

Then, ask simple and caring questions like:

- How is your family?
- How's work going?
- What have you been up to lately?

- What are your plans or dreams?
- How's your health these days?

These questions open the door to meaningful conversations—without pressure—and help you connect deeply with your prospect.

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 canters, 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 open-ended questions.
2. Be truthful and straight.
3. Respect the other person's time.
4. Be authentic.
5. Listen to their problems and provide solutions.
6. Get connected and do not give a presentation.
7. 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, they say the secret to success is location, location, location. In Network Marketing, it's all about qualifying, qualifying, and qualifying.

If you master the skill of qualifying your prospects using the Natural Approach, your business will grow faster and stronger.

When you have the right kind of conversation—one that's honest, respectful, and focused on their needs—it leads to agreement. And when that happens, your prospects clearly see the benefits for themselves.

The better your conversation, the better your results.

"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

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

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.

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

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

CROSSING “THE LINE OF FIRE”

In Network Marketing, many people get impatient in the beginning. They try to sell products quickly or rush to sign up family and close friends as members.

This often leads to frustration and rejection—because no one likes to be pushed.

Instead, take your time. Focus on building trust, sharing your story, and letting others see the value for themselves. When you approach with patience and care, people are more likely to listen and join you willingly.

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

1. What lesson did you learn from this chapter?

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

NATURAL PRESENTATION OR BUSINESS OPPORTUNITY MEETING - System E

"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.

A good presenter communicates clearly, knows their product and opportunity well, and connects with the audience to build trust. Your presentation should be simple, educational, and focused on benefits—not just selling.

Keep these tips in mind:

- Know your audience
- Structure your materials well
- Be non-aggressive and benefit-focused
- Listen to understand, not just to respond
- End by answering their questions and asking the right ones

A powerful presentation leaves people with a positive impression of you, your company, and the Network Marketing industry. Your job is to share, not to pressure. Let your prospects decide if it's right for them.

TYPES OF AUDIENCES YOU MAY PRESENT TO

1. Prospects – help them understand the product/opportunity to become consumers or members.
2. New members – train them on the product and marketing plan.
3. Leaders – coach them on Network Marketing, leadership, and your systems.
4. Mixed audience – inspire and inform.

WHEN TO PRESENT

After using the Natural Approach and qualifying your prospect, schedule a presentation when they're ready for more details.

IMPORTANT POINTS FOR PRESENTING TO PROSPECTS

1. Focus on their specific needs.
2. Ask what drew them to listen.
3. Use their problem as the center of your message.
4. Explain you're offering a solution, not selling.
5. Let them share more about their challenges.
6. Present your product or program as the answer.
7. Emphasize benefits and outcomes, not just features.
8. Qualify whether they'll be a product user or a team member.

QUALIFYING PROSPECTS AS CONSUMERS:

If someone is interested in wellness supplements, ask these before presenting:

- Do you believe in wellness supplements?
- Are you ready to use the products regularly?
- Can you afford them?
- If they answer "Yes" to all, they qualify as a consumer.

QUALIFYING PROSPECTS AS MEMBERS:

If someone wants to become a member, ask:

- Do you believe in herbs and supplements?
- Can you give 15 hours a week to this business?
- Can you pay the membership fee and spend \$100/month to maintain your PV?

If all answers are "Yes," they are ready to join as a member.

The more plans you present, the more your business grows.

"Eighty percent 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 founded it, logo, year started, head office and branches.

- **Benefits:** Public-listed, debt-free, strong financials, consistent bonus payments.

b. Products:

Features: Product ingredients and variety.

Benefits: How the products solve health needs.

c. Opportunity:

Features: What is Network Marketing, its history, and how it works.

Benefits: Earn income, work with loved ones, be your own boss, retire young, and enjoy residual income.

d. Training:

Features: Company materials, training events.

Benefits: On-going personal support from you as a sponsor.

e. Start-Up Option:

Features: Membership cost \$X

Benefits: Lifetime global access, discounted product pricing.

PRESENTATION TO THE NEW DISTRIBUTORS/MEMBERS

This is known as “New Distributor Training (NDT)” and should cover:

- a. **Company:** Share contact details of international branches, including names, phone numbers, and emails of in-charge persons. Also introduce country leaders and trainers.
- b. **Product:** Explain product features and consumption methods. Show certifications and share testimonials.
- c. **Marketing/Compensation Plan:** Present the full plan—from new member to the highest rank like Crown Diamond or Crown Ambassador.
- d. **Rules and regulations:** Explain company policies, business ethics, and code of conduct.

PRESENTATION TO THE LEADERS

This is for developing leadership and advanced business skills:

- a. **Network Marketing:** Share industry stats and explain Systems A to F as discussed in the book.
- b. **Personal Growth:** in leaders in presentation and leadership skills through practice sessions.
- c. **Books and media:** Recommend books, CDs, and DVDs on Network Marketing and personal growth. Hold interactive learning sessions.
- d. **Home office and meetings:** Guide leaders on setting up a home office and starting regular home meetings.

PRESENTATION TO A BIG GATHERING

These events should educate newcomers briefly but focus more on motivating the whole audience. Use short videos and life-changing stories. Only successful leaders should conduct these sessions.

CONCLUSION

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

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

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

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

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

FOLLOW UP, FOLLOW THROUGH & DRIP SYSTEM - SYSTEM F

"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 is just as important as the initial meeting. A presentation without a clear decision from the prospect is incomplete. If someone needs time, allow up to 48 hours, but always schedule a follow-up call or meeting. A strong follow-up can turn interest into action. After events or seminars, excitement fades quickly—follow-up is key to turning prospects into customers. Even if someone misses a seminar, follow-up can still convert them.

IMPORTANCE OF FOLLOW-UP

- a. It builds on the connection already made, which is easier than starting with someone new.
- b. Research shows many people say "No" at first but say "Yes" by the third or fourth follow-up.
- c. Once you know their need, showing the solution becomes easier.
- d. Even if they don't buy now, you've built a relationship for future success.
- e. Timing may not be right now, but strong follow-up can turn a "No" into a "Yes" later.

WHEN DO YOU FOLLOW UP?

1. Within 48 hours of meeting someone in cold markets (coffee shops, events, etc.).
2. After using the Natural Approach.
3. After a presentation.
4. After a seminar (if contact details were taken).
5. After someone signs up to your website/blog.

FOLLOW-UP TECHNIQUES

- a. Phone calls.
- b. E-mail.
- c. Text.
- d. WhatsApp
- e. Seeing the prospect in person.
- f. Blog.
- g. Newsletter.
- h. Videos.
- i. 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. Ask open-ended questions and listen carefully.
- b. Use the prospect's name—it creates connection.
- c. Start from the point that caught their interest last time.
- d. Be patient—never sound desperate.
- e. Give space for research and answer their questions calmly.
- f. After seminars, begin follow-up with a thank you.
- g. End conversations at a point of curiosity to create anticipation.
- h. Write short, clear, professional emails.

- i. If you see interest, set the next meeting immediately.
- j. Confirm your appointment beforehand.
- k. Make follow-up a daily habit and high priority.

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

Hi Kate,

How are you? This is Tom—we met at the coffee shop in London airport two days ago. I visited your website and was truly impressed by your photography. You clearly love your work.

Did you get a chance to check out my website? If you've looked into it, you may already have answers to some questions about my wellness program. If not, I'd be happy to help you learn more about living a healthy lifestyle.

Looking forward to hearing from you soon.

Warm regards,

EXAMPLE OF FOLLOW-UP E-MAIL WITH A WARM MARKET PROSPECT HAVING A FINANCIAL CHALLENGES

Hi Albert,

It was great reconnecting after so long. I'm sorry to hear about your job stress and the loan burden. I know a way you can earn extra income alongside your job, which could help ease your situation.

I'd love to share my program with you. If it fits your needs—great! If not, no worries. Maybe it's not the right time now, but you can always consider it later.

If you're open to exploring a solution, feel free to call me. I'd be happy to answer your questions.

Yours sincerely,

WHY MANY NETWORKERS DO NOT FOLLOW UP

Nearly 60% of networkers don't follow up after meeting or presenting to prospects. Even those who try often don't do it professionally. Common reasons include:

- a. Lack of motivation or laziness
- b. Shyness
- c. Fear of rejection
- d. No proper system or knowledge of how to follow up
- e. Talking to too many people and losing track

HOW TO AVOID WASTING FOLLOW-UP EFFORTS

- a. Don't send spam emails to strangers
- b. Avoid using random flyers, postcards, or mail to unknown people

FOLLOW-THROUGH

Many confuse follow-up with follow-through. Follow-up means staying in contact, while follow-through means completing the process and delivering on your promise.

In Network Marketing, follow-through begins after a prospect becomes a consumer or distributor. This is when the real results of your effort in the Natural Approach and Presentation start to show.

There are 3 types of follow-throughs:

- 1. When someone becomes a product user
- 2. When someone joins as a member
- 3. When someone requests samples or info

Send a follow-through email or letter to confirm your support and guide them, especially in using products or starting the business.

FOLLOW-THROUGH EMAIL TO A NEW CONSUMER

Hi Andy,

Great to see you've chosen our wellness products. You've purchased X, Y, and Z—please find the usage chart attached.

Just a reminder: these are not medicines, but nutrition-based supplements designed to boost energy, cleanse the body, and strengthen immunity.

Feel free to call or email with any questions.

Regards,

FOLLOW-THROUGH EMAIL TO A NEW MEMBER

Dear Samantha, Good Morning and welcome to the team! I'm excited to support you in building your business and achieving your goals.

To get started, please:

- Review the starter kit and product info
- We'll go over the marketing plan in 10 days
- Fill out and return the commitment form with 3 reasons for joining
- Send the weekly coaching form before each session—confirm your preferred day/time for our 30-minute call
- Start with System A (prospect list + qualification); I'll guide you through 5 calls and 5 presentations

- Subscribe to both company and my website; review the content
- Read 1 personal growth book per month

Looking forward to your success. Bring your questions to our weekly sessions.

Warmest Regards,

E-MAIL/LETTER TO A PROSPECT REQUESTING SAMPLES AND BROCHURES

Hello Peter,

Hope you're doing well. As requested, I'm sending a few product samples and brochures from my company.

Please take your time to review and try them. I'm happy to answer any questions you may have. Just give me a call when you're ready—I'll be glad to stop by and explain more.

Good wishes,

DRIP IRRIGATION CONCEPT IN NETWORK MARKETING

Drip irrigation is a method of slowly delivering water to plant roots through pipes—commonly used in hot Gulf regions.

In Network Marketing, when a prospect remains undecided after the Natural Approach and Presentation, you don't walk away. You place them in the Drip System.

WHAT IS DRIP SYSTEM IN NETWORK MARKETING?

If a prospect isn't ready to join or buy but hasn't said "No," stay patient. Based on their interest—product or business—sends them helpful, educational content (like videos or articles) once or twice a month.

This gentle, steady follow-up builds trust over time. Many people have joined after months—even years—through this method.

EXERCISE

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

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

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

4. What is the importance of follow-through?

5. What is the *Drip System*?

THE THREE FUNNELS IN NETWORK MARKETING

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

RETENTION OF CONSUMER AND MEMBERS

In any business, the first challenge is finding and converting prospects. But the real test is retention—keeping them as loyal, long-term customers.

Successful companies invest in retention through feedback, loyalty programs, surveys, and personal invitations to events and promotions like free facials or product launches.

In Network Marketing, it's up to distributors to gather and manage customer data. This requires effort, creativity, and consistency.

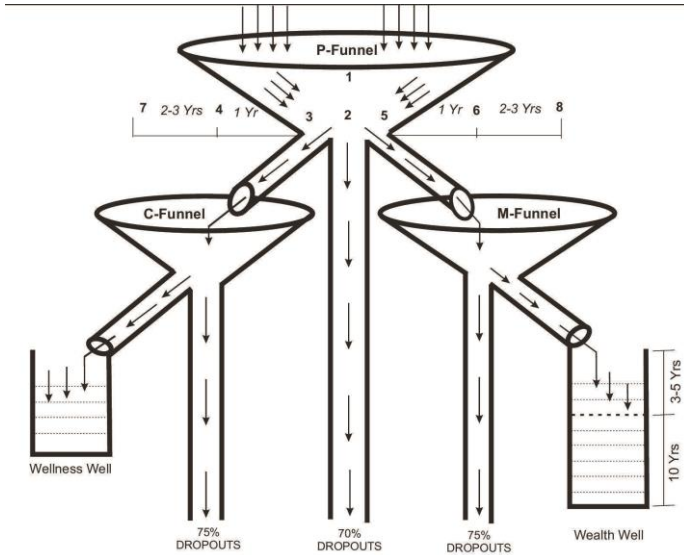
According to Direct Selling data, 9 out of 10 distributors drop out within the first year. If you lose 90% of your team or customers, your business suffers greatly.

The Three Funnels Theory:

To retain and grow, use the Three Funnels approach:

1. Prospect Funnel - P Funnel.
2. Consumer Funnel - C Funnel.
3. Member Funnel - M Funnel.

Each funnel guides you to move people from interest to action—and from action to loyalty.



The Three Funnels

PROSPECT FUNNEL (P-FUNNEL)

The top of the P-Funnel is filled with warm and cold prospects (from System A) you've approached. The key is not just getting prospects but converting them into consumers or members. And conversion increases when more prospects are added.

Use this simple formula:

No Prospects = No Consumers/Members

More Prospects = More Consumers/Members

Talking to just 3 people a day means 90 per month or over 1,000 a year. The law of averages says around 10% will become

consumers or members. As your skills improve, that can rise to 30%.

7 STEPS TO PROSPECTING

1. Make a large list (System A)
2. Build trust
3. Discover their problems, needs, dreams (System D)
4. Ask qualifying questions and offer solutions
5. Qualify them (consumer or member)
6. Give a brief Natural Presentation (System E)
7. Sign up or close

Uninterested prospects (70–90%) fall out of the funnel. If they permit, add them to your Drip System for follow-up emails.

CONSUMER FUNNEL (C-FUNNEL)

“Every company’s greatest assets are its customers...” - Michael LeBoeuf

Expect 1–3 consumers per month. They fall into two types:

- Sick: use products to support recovery
- Healthy: use products to stay well and boost energy

On average, you may gain 24 consumers per year. However, 75% may stop using products in the first year due to:

- a. Impatience—no fast results
- a. No proper follow-up from the distributor
- b. Affordability issues
- c. Lifestyle changes (busy, relocated)

7 STEPS TO RETAINING CONSUMERS

1. Show how to open and use the products.

2. Share usage chart and product info by email or brochure.
3. Follow up every 10 days and stay available for questions.
4. Explain key products in detail.
5. Provide training materials (videos, slides, etc.).
6. Invite them to product seminars/webinars.
7. After one month, get feedback and introduce other products.

THE WELLNESS WELL

About 25% of consumers who benefit from the products become loyal, long-term users and move into the Wellness Well. Some then shift into the Member Funnel, becoming consumer-members to enjoy discounts.

MEMBER FUNNEL/M-FUNNEL

Members join mainly to earn extra income. They usually begin as consumer-members and later become distributors. It's vital that members use the products themselves to promote them honestly.

7 STEPS TO RETAINING MEMBERS

1. Register them immediately (online/offline).
2. Help them buy and use core products.
3. Guide them to list prospects.
4. Teach Natural Approach and Presentation.
5. Explain team placement and compensation.
6. Assist in prospecting with sponsor support (3-way calls).
7. Enroll them in the eight-week coaching program.

WHY MEMBERS DROP OUT

Many leave within a year due to:

- Unmet income expectations
- Overhyped seminars or leader promises
- Joining for social reasons or peer pressure
- Sponsors paying their fee
- Lack of personal motivation
- Focus only on leader success stories

Even some Star Diamonds drop out due to low bonuses. Only 20% stay and reach the Wealth Well.

WEALTH WELL/FORTUNE WELL

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

Those who stay committed for 2+ years—usually Star Rubies and Diamonds—become true leaders. The Wealth Well deepens with time and effort. After 3–5 years, they start earning residual income, leading to financial freedom.

For the average networker, reaching Crown Diamond and earning \$10,000/month may take 5–7 years. Exceptional networkers may do it faster, even closing 30%+ of prospects.

CONCLUSION

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

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

2. What ideas do you must retain your consumers?

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

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

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

BUILDING OF BURJ KHALIFA IN DUBAI



Burj Khalifa

STORY OF BURJ KHALIFA

I was in Dubai in 2004 when the Burj Khalifa—the tallest man-made structure at 829.8 m—was under construction. “Burj” means tower in Arabic. Let’s look at key facts and how this iconic structure relates to building a Network Marketing business:

1. Build high, dig deep – Burj’s foundation went 50 m underground. Similarly, if you want to build a large global team, your business foundation must be deep and strong.
2. Massive foundation – 45,000 m³ of concrete was poured with 192 piles. In Network Marketing, your foundation is your belief, personal growth, and mastery of Systems A–F.

3. Ground conditions matter – The Burj was built on stable soil. In business, your “ground” is selecting and qualifying serious prospects.
4. Not all grounds are suitable – Other sites couldn’t support Burj. Likewise, not all prospects are fit for your business—you must disqualify some.
5. Slow start, then rise – Nothing was visible at the Burj site for a year. Similarly, your business may show little in the first 1–2 years. Real growth begins after the foundation is set.
6. Manpower and material – The Burj used 330,000 m³ of concrete, 55,000 tons of steel, and over 22 million man-hours. In your business, your “steel” is the 6–10 rock-solid leaders who will support your structure.
7. Time to see success – The Burj took 6 years to complete. Likewise, financial freedom and residual income in Network Marketing may take 5–7 years of consistent, focused effort.

Burj Khalifa is a perfect metaphor: deep foundation, steady growth, strong pillars, and a towering result—just like building your Network Marketing Empire.

EXERCISE

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

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

HOME OFFICE IN NETWORK MARKETING

What is a Home Office?

A home office is a dedicated room in your home set up to look and function like a professional workspace, allowing you to run your business with focus and comfort.

Why is Home Office vital for Networkers?

Network Marketing is a serious business, and a home office gives it a professional edge. You save time, work from your comfort zone, and can use personalized tools and systems. I started my own home office in 2003, using my living room and investing in:

Furniture: Office table, ergonomic office chair, and a bookshelf.

- Office table and ergonomic chair
- Telephone, computer, printer/scanner
- Internet connection
- Bookshelf and filing space

I treated it like a corporate setup, with discipline and work ethics.

BASIC REQUIREMENTS TO SETUP A HOME OFFICE?

- Clean, well-lit, organized environment
- Laptop, printer, scanner
- Dedicated phone line, mobile/VOIP, and high-speed internet
- Power backup (especially in areas with power outages)
- Filing system and stationery
- Shelf to display products
- Bookshelf with personal growth and networking books
- Comfortable office furniture

SPECIAL NOTE

- Open a separate bank account
- Use ergonomic furniture; take breaks to avoid fatigue
- Ensure all devices are working well

EXTRAS TO ENHANCE YOUR HOME OFFICE

- Vision board, whiteboard, motivational posters
- Photos with industry leaders or travel moments
- Gift shelf (received and to give)
- Speakers or music setup for mood
- Stress-relief tools like stress balls

ADVANCED HOME OFFICE DESIGN

If your budget allows upgrade with:

- Interior-designed workspace
- Overhead projector for presentations
- Plasma TV for product videos
- Office assistant for admin tasks
- Accountant and company registration

CONCLUSION

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

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

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

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

8-WEEK COACHING PROGRAM FOR DUPLICATION

Research shows it takes 4 weeks to build a habit with full commitment. To make it easier, this coaching plan is spread over 8 weeks to guide and duplicate new member success. The two main goals are:

1. Help new members start right, with sponsor guidance.
2. Ensure duplication of training and systems.

WEEK 1

- ✓ Sign goal certificate/commitment form (within 1–2 days).
- ✓ Create and pre-qualify a prospect list (System A).
- ✓ Explain accountability and the coaching form process.
- ✓ Set time expectations: 15 hrs/week (part-time), 40 hrs/week (full-time).
- ✓ Open products and show proper usage; provide consumption chart.

WEEK 2

- ✓ Review product info; learn core product benefits.
- ✓ Attend company training (online/offline).
- ✓ Start first 2-to-1 meeting with the prospect.
- ✓ Teach compensation plan and team placement.
- ✓ Read Part 1 of *Map Your Freedom* and follow the system.

WEEK 3

- ✓ Study Natural Approach (Part 2 of the book).
- ✓ Conduct second 2-to-1 meeting (should gain 1 member).
- ✓ Connect with local leaders.
- ✓ Read one recommended book.
- ✓ Visit company website and learn about global offices.
- ✓ Update prospect list; prepare tools (System C).
- ✓ Introduce webinar, Skype, WhatsApp, mobile app.

WEEK 4

- ✓ Do third 2-to-1 meeting (goal: 3 members).
- ✓ Practice Natural Approach with sponsor guidance.
- ✓ Learn Natural Presentation.
- ✓ Subscribe to Network Marketing newsletters.
- ✓ Start using NA daily; complete monthly PV.
- ✓ Connect with up-line leaders.

WEEK 5

- ✓ New member gives first solo presentation (you observe and give feedback).
- ✓ Teach objection handling (System B).
- ✓ Join online NM webinars.
- ✓ Review and explain the member's bonus statement.
- ✓ Practice Natural Presentation.

WEEK 6

- ✓ Second member presentation (you observe).
- ✓ Continue practicing Natural Presentation and Objection Handling.
- ✓ Teach Follow-Up and Follow-Through system (System F).

WEEK 7

- ✓ Third supervised presentation and evaluation.
- ✓ Review company rules and ethics.
- ✓ Practice NA, NP, and objections.
- ✓ Explain the importance of System F

WEEK 8

- ✓ Member gives an unsupervised presentation and reflects on performance.
- ✓ Train the member to start coaching their team (begin duplication).
- ✓ Complete *Map Your Freedom* and buy a second recommended book.
Teach how to use website and social media for prospecting.

Special Note: This program is designed for duplication. With consistent effort, the new member becomes an independent leader within 3 years.

WEEKLY ACTIVITIES CHECKLIST

1. Talk to at least 2 prospect per day and do two 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

NETWORK MARKETING COMMITMENT FORM

I, _____, commit to building my Network Marketing business with honesty and commitment. I will work consistently to achieve the following goals:

- I will dedicate at least 40 hours per week as a full-timer, prioritizing financial freedom over the next 3–5 years.
- I will approach at least one new person daily using the Natural Approach and give three Natural Presentations weekly.
- I will complete my basic product and business training by _____ (8 weeks from today).
- I will follow the 8-week coaching checklist to train myself first, and then guide my team.
- I aim to become a _____ (e.g. Star Diamond) and earn \$2,000/month by _____ (in 1 year).
- My long-term goal is to reach _____ (e.g. Crown Diamond) by _____ (in 3–5 years), earning \$10,000/month, and to become _____ (e.g. Crown Ambassador) by _____ (in 7–10 years), earning over \$20,000/month.

My “WHY” – 3 reasons for joining Network Marketing:

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

NETWORK MARKETING PART-TIMER COMMITMENT FORM

I, _____, commit to building my Network Marketing business with integrity and will work towards the following goals:

- I will dedicate at least 15 hours per week to grow my business part-time. My aim over the next 3–5 years is to leave my current job and achieve financial freedom.
- I will approach five new people weekly using the Natural Approach and give one Natural Presentation per week.
- I will complete my basic product and business training by _____ (8 weeks from now).
- I will follow the 8-week coaching checklist—training myself first, then guiding my team.
- I aim to become a _____ (e.g. Star Diamond) and earn \$500/month by _____ (1 year from now), and over \$3,000/month by reaching _____ (e.g. Crown Diamond) in the next 7–10 years.
- My ultimate goal is to earn \$10,000/month and build a stable business.

My “WHY” – 3 reasons for joining Network Marketing:

- 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

"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

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

1. What do you understand about affirmation?

2. Write your own affirmation.

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

ACCOUNTABILITY

"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/s/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

1. What do you understand about accountability?

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

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

4. Why does accountability not work in Network Marketing?

TIME MANAGEMENT

"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 7th month onwards for 3-5 years, 10% learning, 50% building and 40% supporting.

CONCLUSION

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

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

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

3. What is productive time?

BUSINESS OF LEVERAGE, DUPLICATION, AND MULTIPLICATION

"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

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).

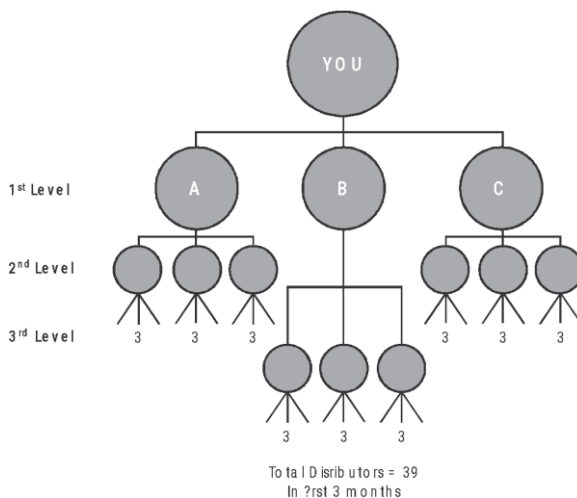
If you take another example of a bigger company that has 2,000 employees; the total man hours is equal to 80,000-man hours per

week. (2,000 employees x 8 hours x 5 days = 80,000-man hours per week)

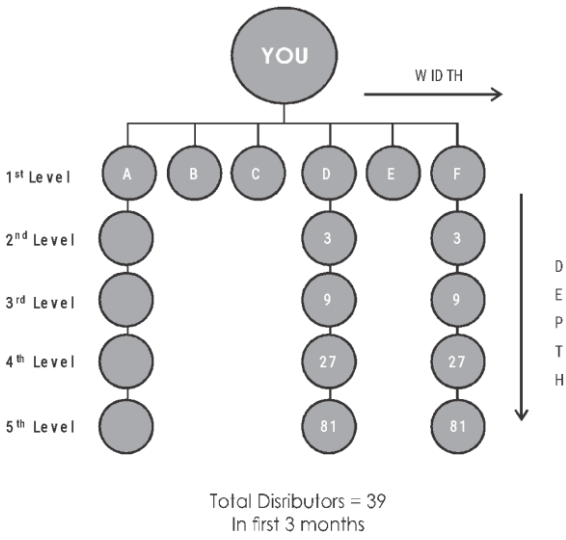
Likewise in Network Marketing, you get your income because of the number of distributors who are using and selling the products. But one very important point is that unlike job scenarios in Network Marketing, anyone joining later too can get a large income than a person who has joined earlier.

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.



From 3rd to 6th 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 2nd, 3rd, 4th or even 25th level of distributors in your team - most of the distributors you would not even know. But if you train the 1st and 2nd level properly, they will do the same with their 1st and 2nd level, and that will be your 3rd and 4th 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 50th 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 then 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 5th 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
Total	31	62	363	1364	3905	9330
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 10th or 20th 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 20th or 40th 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 3rd, 4th, 10th, 11th, 13th level working. The beauty of dynamic compression is that their 3rd to 13th 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 15th or maybe even 20th width and your depth may go as deep as 30th or 60th 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

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

1. What is the importance of width and depth in Network Marketing?

2. What is the difference between duplication and multiplication?

3. How are 80-20 rules used in Network Marketing?

HOW TO DO YOUR PV AND QUALIFY FOR MONTHLY BONUS?

PV, QUALIFICATION AND CONSUMER BASE IN NETWORK MARKETING

Network Marketing success depends on product purchases and monthly PV (Point Value). Your bonus comes from your own PV and your team's PV. Many networkers struggle with maintaining 100, 300, or 1,000 PVs and lose bonuses. Just like real estate is about location, Network Marketing is about qualification—qualifies the right people, and monthly PVs become easy.

HOW TO QUALIFY AND MAINTAIN YOUR PV?

1. **Personal Consumption:** Use your company's products—supplements, beverages, personal care, etc.—and replace items you used to buy elsewhere. Buying under your own ID automatically adds PV to your account. Become a product of the product.
2. **Healthy Consumers:** Target health-conscious individuals—gym-goers, yoga practitioners, athletes—who value wellness and supplements. Serve them consistently via in-person delivery or auto-shipment. Their purchases under your ID add to your PV.
3. **Sick Consumers:** These consumers use supplements alongside their medications. Your role is to follow up regularly, guide them, and help them stay consistent. Educate them on **Integrated Medicine:** using both traditional medicine and supplements. Keep all their purchases under your ID and avoid making profit—focus on care and trust.
4. **Gift:** Create health-based gift hampers instead of traditional gifts. This adds PV to your account while promoting wellness.

5. **Selling:** If you're good at sales, sell! You gain both retail profit and PV. Sell directly or in bulk for better results.
6. **Building Consumer Base:** Keep products in stock at home for easy supply. This convenience builds loyal consumers—and some may later join as members.

CONCLUSION

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

1. What is the importance of doing monthly PV?

2. Can you do your monthly PV by personal consumption of products? If yes, how can you do it?

3. What are the different categories of consumers?

HOME MEETINGS & PARTIES

"Neither comprehension nor learning can take place in an atmosphere of anxiety." - Rose F. Kennedy

INTRODUCTION TO HOME MEETING

Network Marketing thrives in a relaxed, home-based environment. Home meetings help build deeper bonds between prospects, members, and products—often more effectively than office or online sessions. Keep meetings short (max 1 hour), focusing on health benefits and business potential in a warm, welcoming space with light refreshments.

PURPOSE OF HOME MEETING:

The three “I’s” of Home Meeting:

- a. Inform – Share about the company, products, and business model.
- b. Involve – Allow product demos, tastings, and discussions.
- c. Inspire – Share personal success and product stories to motivate prospects.

WHO TO INVITE?

Invite people you know personally—friends, warm contacts, and trusted leads (including referrals). Avoid inviting complete strangers.

WHAT TO DISPLAY IN THE ROOM?

Use product displays, company posters, and a “wall of fame” with your certificates, awards, or team photos to create curiosity and credibility.

ADVANTAGES OF HOME MEETING

Comfortable, low-cost and ideal for demonstrations. Helps build personal connections and better understanding of the prospects' needs.

WHY HOME MEETINGS MATTER?

They offer a personal touch, build rapport, and create a space where people can open up and ask questions in a safe, informal setting.

TIPS FOR EFFICIENT HOME MEETINGS

a. Before the meeting

- ✓ Keep the space clean and distraction-free.
- ✓ Begin on time; end with a powerful, positive message.
- ✓ Play soft background music.
- ✓ Prepare clipboards, forms, sample products, and refreshments.
- ✓ Introduce guests to each other to break the ice.
- ✓ Let members share product experiences.
- ✓ Collect contact details respectfully.
- ✓ Ask guests to silence or put away devices.

b. During the Meeting

- ✓ Avoid taking calls, especially if you're the speaker.
- ✓ Explain product benefits clearly and simply.
- ✓ Share the benefits of joining and earning bonuses.
- ✓ Keep the tone light and engaging.

c. After the Meeting

- ✓ Answer all questions clearly and briefly.
- ✓ Share price lists and give out samples if available.
- ✓ Provide membership forms to interested guests.
- ✓ Inform them you'll follow up soon via email or phone.

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

1. What is home meeting?

2. Why are home meetings important and needed for networkers?

3. What do you do in home meetings?

4. How can you make home meetings interesting?

HOW TO SUCCEED IN NETWORK MARKETING?

"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 – THE CHOICE IS YOURS

Success and failure are two sides of the same coin—and both start with "YOU." In Network Marketing, your outcome depends on your actions. As shared earlier in "Bridges of Failure and Success," most people quit too early, never crossing the bridge to success.

If you left your future to chance, you might toss a coin to see if you'd succeed. But success is not luck—it's choice. You can flip the coin in your favor by taking control. You alone decide whether you succeed or fail.

To truly understand success, you must first understand failure—what causes it and how to overcome it.

WAYS TO BE SUCCESSFUL IN NETWORK MARKETING

1. Shift from a job mindset to an entrepreneurial one.
2. Treat it as a serious business, not a hobby.
3. Invest consistent time and effort.
4. Don't quit over small or no bonuses—stay the course.
5. Educate yourself in Network Marketing principles.
6. Get trained in business-building and promotion.
7. Maintain a positive, learning-focused mindset.
8. Stay disciplined.
9. Be consistent—do what you say.

10. Master communication: talk less, listen more.
11. Stay connected with your team and upline.
12. Build trust—it's your foundation.
13. Leverage social media and online tools smartly.
14. Use the products yourself—be a product of the product.
15. Build and grow your team steadily.
16. Be transparent:
 - Explain startup and monthly costs.
 - Set clear expectations on learning, prospecting, duplicating.
17. Be genuine and honest:
 - Avoid hype; share realistic income paths and support.
18. Work with a personal mentor or coach.
19. Stay loyal to your company and team.
20. Keep prospecting—it's your lifeline.
21. Stay self-motivated.
22. Follow strong ethics:
 - Don't steal prospects or PV.
23. Follow Systems A to F from this book.
24. Attend events—carry forward the energy.
25. Seek support from uplines regularly.
26. Personally, coach and uplift your team.
27. Focus on creating leaders, not just followers.

WHY PEOPLE FAIL IN NETWORK MARKETING?

Network Marketing is not a quick-rich scheme. Many jump into it dazzled by success stories, expecting fast results, without planning or training. Like any real business, it demands time, effort, and discipline. Napoleon Hill said, *"A quitter never wins, and a winner never quits."*

Here are **20 key reasons** why people fail in Network Marketing:

1. **Fixed Job Mindset** – Unwillingness to shift to an entrepreneur mindset.
2. **Lack of Vision** – Inability to grasp the potential of a low-cost, high-reward business.
3. **Hobby Approach** – Not treating it as a real business.
4. **Unrealistic Expectations** – Wanting big money with little effort.
5. **Early Disappointment** – Quitting due to low initial bonuses.
6. **Lack of Education & Training** – No understanding of how to grow the business.
7. **Poor Attitude** – Unwillingness to learn about products, company, or plan.
8. **Lack of Discipline & Ethics** – Irregular work habits, stealing members or PV.
9. **Communication Flaws** – Talking too much, poor listening, and weak presentation skills.
10. **Lack of People Skills** – Losing touch with the team or failing to build trust.
11. **Avoiding Technology** – Ignoring social media and digital tools.
12. **Not Using Products** – Failing to become a product of the product.
13. **False Promises** – Making exaggerated claims or giving incomplete information.
14. **No Mentor or Support** – Operating alone, with no guidance or up-line support.
15. **Forced Recruitment** – Pressuring people into the business.
16. **Temporary Hype** – Fake motivation from seminars that fades quickly.
17. **Not Coaching Downline** – Failing to mentor new members.

- 18. **Over-Analyzing** – Stuck in planning, never taking action.
- 19. **Lack of Duplication** – Ignoring tested systems (like A to F).
- 20. **Wrong People** – Attracting poorly qualified prospects, leading to high drop-out.

Summary:

Success in Network Marketing is not accidental—it's intentional. With proper mindset, education, ethics, and mentorship, you can avoid the common traps and build a long-term successful business.

"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

1. What are your challenges in Network Marketing?

2. What are you willing to do to overcome your challenges?

3. Do you think ethics is important in Network Marketing? Justify your answer.

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
6. Inviting people to events

PERSONAL GROWTH AND NETWORK MARKETING

"What lies behind us and what lies before us are small matters compared to what lies within us." - Ralph Waldo Emerson

Discover the Gem Within You

God has blessed each of us with qualities that make us unique and beautiful. It is up to us to uncover our true selves and discover the gem hidden within. The key to unlocking this inner treasure is *personal growth*.

If you truly want to grow, there are no limits. Everyone knows their own strengths and weaknesses—what matters is taking consistent steps to improve. Review your progress every 3 to 6 months. In Network Marketing, your success depends on how much you're willing to grow and evolve. This journey of self-development may take years, even a lifetime—but every step will be worth it.

People from all professions join Network Marketing—engineers, doctors, housewives, students, cab drivers, and more. Ironically, it is often the highly educated who struggle because they assume they know it all. But those who stay humble and open to learning can achieve extraordinary success.

Invest in *yourself*—time, energy, effort, and money. Work on your weaknesses, seek guidance from mentors, and commit to becoming your best version. That's the path to true success.

"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 50 years interacting with people and about 30 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 traits can be learned through reading and practice, but some require the guidance of coaches or mentors. Fear, doubt, lack of confidence, and shyness—only you can overcome these from within.

In Network Marketing, all 25 traits are essential. To achieve great success, start working on them now. Focus more on improving yourself than just the business—it may take years, but invest daily time and review your progress monthly, ideally with a mentor's support. Even if big income doesn't come immediately, your personality and relationships will grow.

Out of the 25 qualities, I've selected the following 5 that every networker must develop to succeed. In the next chapters, we'll explore each one in detail.

1. Education.
2. People skills.
3. Coaching and mentoring.
4. Customer service and customer loyalty.
5. Inviting people to events

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

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

1. Why is personal growth vital?

2. What are the different personal growth qualities? Explain any three.

EDUCATION CHANGES EVERYTHING

"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

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

1. Does professional education have any bearing on Network Marketing education? Explain.

2. What is required in Network Marketing education?

3. How much have you invested in educating yourself in Network Marketing?

PEOPLE'S SKILLS

"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

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

1. Why is learning about people important in Network Marketing business?

2. How are people different? Explain your answer in detail.

COACHING AND MENTORING

"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

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

1. What is the difference between a coach and a mentor?

2. Why is coaching needed in Network Marketing?

3. What quality should you have to become a coach?

CUSTOMER SERVICE AND CUSTOMER LOYALTY

"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 AND LOYALTY IN NETWORK MARKETING

Good customer service is the secret to success in any business. Companies spend millions to retain customers and their loyalty by ensuring great service before, during, and after purchase. In malls and stores, dedicated counters handle this. In Network Marketing, this responsibility falls on independent distributors, as companies can't reach every city or town directly.

As networkers, we must follow up and provide excellent personal service to prospects, consumers, and members to earn their loyalty. The better our service, the better our customer retention—and bonuses.

Customer experience expert Shep Hyken defines loyalty in two tiers:

1. A customer who returns to buy from you.
2. A customer who buys only from you (100% wallet share).

To build strong loyalty, Hyken suggests 10 simple but powerful habits:

1. Deliver great service.

2. Keep your word.
3. Be punctual.
4. Take responsibility.
5. Solve problems.
6. Proactively address issues.
7. Build mutual trust.
8. Be accessible.
9. Respond quickly.
10. Inspire confidence.

Aim not just for loyalty, but for 100% loyalty.

EXERCISE

1. What do you understand about customer service?

2. What is customer loyalty?

3. What is more important, customer service or customer loyalty?

INVITING PEOPLE TO EVENTS

THE IMPORTANCE OF INVITING PEOPLE TO EVENTS IN NETWORK MARKETING

Inviting people to events is one of the most powerful tools in network marketing. Events—whether online webinars, product launches, home meetings, or major conferences—create an environment of energy, belief, and social proof that no individual presentation can match. When prospects attend events, they witness real stories, meet successful leaders, and feel the excitement of a growing movement. This often leads to a shift in mindset—from skepticism to curiosity, and from interest to commitment.

For existing members, events recharge their motivation, reinforce their vision, and offer valuable learning and networking opportunities. Events also serve as a platform to recognize achievements and create momentum within teams. A strong culture of event attendance leads to better retention, duplication, and faster rank advancement. In short, events act as the glue that binds the network together and a catalyst for exponential growth. Smart networkers always promote and invite consistently.

10 KEY REASONS WHY INVITING PEOPLE IS IMPORTANT IN NETWORK MARKETING:

1. **Builds Exposure** – Inviting introduces people to the business, products, and opportunity, expanding your reach.

2. **Creates Curiosity** – A well-crafted invitation sparks interest and opens the door to further conversation.
3. **Drives Momentum** – More invitations lead to more attendees, more sign-ups, and stronger team growth.
4. **Increases Duplication** – When your team sees you consistently inviting, they learn and follow your example.
5. **Builds Belief** – Events showcase success stories and social proof that strengthen belief in the business.
6. **Leverages the System** – You don't need to explain everything; the event does the heavy lifting for you.
7. **Strengthens Relationships** – Inviting builds personal connections and shows that you care about others' success.
8. **Boosts Confidence** – The more you invite, the more skilled and confident you become in communication.
9. **Accelerates Decision Making** – Events often help prospects decide faster due to the energy and testimonials.
10. **Improves Retention** – Regularly invited and involved members are more likely to stay active and loyal.

EXERCISE

1. Why an inviting person is vital for your network marketing business?

2. What are the top 3 reasons for inviting people?

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?
5. The Importance of Social Media in Network Marketing
6. AI: What Is It and Why It's Vital in Network Marketing

QUITTING YOUR JOB

"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

"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

Let me share a true and inspiring story of a brave woman named Roshan Ara. She lived a happy life in Dubai with her husband

and two children. Her husband ran a successful business, and everything was going well—until the 2008 recession hit. His business collapsed, and the shock caused a serious heart attack. Their world turned upside down.

But even during better times, her husband had encouraged Roshan Ara to explore Network Marketing, especially in beauty and personal care. After his heart attack, they took the business seriously and started building it together. He always told her, “Never give up.”

Sadly, a few years later, he passed away. The only source of income left was the Network Marketing business they had built. Roshan Ara didn’t stop. She kept going, supported her children, and within four years, both her son and daughter graduated successfully.

Today, she stands proud—not just as a mother, but as a strong successful woman who turned pain into power through the opportunity of Network Marketing.

“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

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

"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

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?

"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.

Regards,

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.

Now that you understand the purpose of this book and the power of the Network Marketing business model, **the next important step** is to learn how to adapt to today's world—where technology and digital communication play a crucial role. As a networker, you must master the tools that allow you to reach more people quickly, professionally, and in a way that can be

duplicated. That's why, in the upcoming chapters, I invite you to explore the importance of **social media** and how **artificial intelligence (AI)** can help you work smarter, automate repetitive tasks, and connect more effectively with your prospects. Mastering these skills is not just an advantage—it's a necessity for success in today's marketplace.

THE IMPORTANCE OF SOCIAL MEDIA IN NETWORK MARKETING

Social media has transformed the way people connect, communicate, and conduct business. For network marketers, it is no longer optional—it is essential. Social media platforms like Facebook, Instagram, WhatsApp, YouTube, LinkedIn, and TikTok have billions of users combined, making them powerful tools for reaching out to prospects locally and globally. Through consistent and strategic use of these platforms, networkers can build trust, provide value, showcase testimonials, and create curiosity about their products and business opportunity—all without leaving their homes. Unlike traditional marketing methods, social media allows for two-way interaction, instant feedback, and the ability to target specific demographics. When used wisely, social media helps networkers build a personal brand, establish authority in their niche, and attract people who are looking for solutions in health, wealth, and freedom.

How Social Media Helps Networkers Reach Prospects – Key Points

1. Global Reach at No Cost

You can connect with people across cities, countries, and continents without needing physical travel or expensive advertising.

2. **24/7 Availability**

Your posts, videos, and messages work for you around the clock—even while you sleep.

3. **Builds Personal Branding**

People join people, not companies. By sharing your journey, lifestyle, and values, you build credibility and attract like-minded individuals.

4. **Creates Curiosity**

With engaging posts—like transformation stories, testimonials, or live videos—you can spark interest and initiate conversations.

5. **Interactive Communication**

Comments, likes, messages, and lives allow real-time engagement with prospects, increasing trust and responsiveness.

6. **Attracts Warm Prospects**

Through consistent content, you naturally attract people who are already interested, rather than chasing uninterested contacts.

7. **Showcases Social Proof**

Sharing the success of your team, customer feedback, or group activities builds belief in what's possible for others.

8. **Enables Duplication**

Simple strategies (like posting a product story or sharing a

testimonial) can be easily taught to your downline for faster duplication.

9. **Positioning as a Leader**

Sharing valuable tips, answering questions, and leading online discussions makes you a go-to resource in your niche.

10. **Cost-Effective Marketing Tool**

Compared to print ads, flyers, or events, social media is free or low-cost while delivering higher visibility and impact.

The Power of Digital Marketing and Personal Branding in Network Marketing

We live in a digital age where people spend more time online than anywhere else. For network marketers, this presents a massive opportunity: *digital marketing* is the modern way to reach people, build relationships, and grow your business—efficiently and professionally. Digital marketing goes beyond just posting on social media. It includes email campaigns, video marketing, landing pages, WhatsApp broadcasts, online presentations, and more. These tools allow you to automate your message, reach thousands at once, and provide value without having to physically be present all the time.

But here's the secret: **successful digital marketing begins with strong personal branding**. Your *brand* is not just your logo or color scheme—your brand is *you*. It's your story, your mission, your values, and how you show up online. People must see you as trustworthy, knowledgeable, and authentic before they say yes to your opportunity. When your digital presence is consistent,

professional, and value-driven, prospects are naturally drawn to you.

How Digital Marketing and Branding Help Networkers Grow – Key Points

1. Leverage Automation to Save Time

Tools like email marketing, autoresponders, and scheduled posts let you follow up and educate your audience automatically.

2. Reach the Right Audience with Precision

Unlike traditional methods, digital marketing allows you to target people based on their interests, location, age, or behavior.

3. Position Yourself as an Expert

When you regularly share useful content—health tips, business advice, or testimonials—you build authority in your field.

4. Build a Strong Personal Brand

Branding makes you stand out from others. Use your story, values, and mission to build trust and loyalty with your audience.

5. Create Professional First Impressions

A well-designed website, clean social profiles, and consistent visuals help you look credible and serious about your business.

6. Use Videos to Build Connection

Video marketing (on YouTube, Facebook Live, Instagram

Reels) helps people see your passion, authenticity, and confidence.

7. Gather and Use Testimonials

Sharing success stories, customer feedback, and team achievements builds social proof and increases belief in your offer.

8. Integrate WhatsApp and Email for Direct Reach

Not all marketing has to be public. Personalized messages via email or WhatsApp create closer relationships and better conversion.

9. Track Results and Improve

With digital tools, you can track who opened your messages, clicked your links, or visited your page—and refine your approach.

10. Duplicate Easily with Your Team

Once you create a system (e.g., welcome emails, intro videos, product pages), your downline can copy it and grow faster.

CONCLUSION

Social Media and Digital Marketing – Your Gateway to Global Prospecting

In today's connected world, social media and digital marketing have become the backbone of modern network marketing. These tools allow you to connect with people across the globe,

share your story, and attract prospects—without the need for traditional selling. By posting consistently, engaging authentically, and offering value, you can build trust, spark curiosity, and develop relationships that turn into partnerships.

Digital marketing takes this a step further by helping you automate follow-ups, reach targeted audiences, and build a strong personal brand. Remember, your brand is not just your product—it's you. When people believe in your values, your vision, and your mission, they are more likely to join your business and follow your lead. The combination of a professional online presence, authentic communication, and smart digital systems is what creates lasting growth and duplication in your network.

"Make it visible. Make it digital. Make it duplicable."

EXERCISE

1. Why is social media no longer optional but essential in network marketing today?

2. How does building a personal brand help network marketers attract and retain prospects online?

3. What advantages does digital marketing offer over traditional marketing methods for growing a global network marketing business?

AI: WHAT IS IT AND WHY IT'S VITAL IN NETWORK MARKETING

Artificial Intelligence, or **AI**, refers to the ability of machines and software to perform tasks that normally require human intelligence. This includes understanding language, analyzing data, recognizing patterns, and even making decisions. In simple terms, AI helps us do things *smarter, faster, and more accurately*. It is already all around us—when we get product recommendations on Amazon, when we ask Siri or Google for help, or when we use chat-bots on websites.

In network marketing, AI is rapidly becoming a game-changer. With so many tools and platforms powered by AI, networkers now can automate repetitive tasks, analyze team performance, identify prospect behavior, personalize messages, and manage customer relationships—all with minimal manual effort. AI does not replace the human connection that network marketing is built on, but it *enhances it*, making you more efficient and focused. The leaders of the future will not just be those who work hard, but those who work *smart*—and AI is the tool that helps you do just that.

How AI Can Empower Network Marketers – Key Points

1. **Lead Generation Made Smarter**

AI tools can help identify potential prospects based on online behavior, interest patterns, and demographics—saving you time and effort.

2. **Follow-Up Automation**

AI-powered CRM systems can send personalized emails, reminders, and updates, so you never miss a follow-up again.

3. **Content Creation Assistance**

Tools like ChatGPT can help you write posts, replies, product descriptions, and even webinar scripts—instantly and creatively.

4. **Data-Driven Decisions**

AI can analyze sales trends, team activity, and customer feedback to show you what's working and where to improve.

5. **Chatbots for 24/7 Support**

You can set up AI chatbots on websites or Facebook pages to answer product questions, share links, or qualify leads even when you're asleep.

6. **Language Translation and Global Communication**

AI tools break down language barriers, allowing you to build teams in different countries with ease.

7. **Smart Scheduling**

AI apps can help you manage your calendar, set reminders, and recommend the best times to connect with prospects.

8. **Personalized Prospect Engagement**

AI tools can segment your audience and send different

messages to different groups—boosting your connection and conversions.

9. **Training and Onboarding Systems**

AI-based learning platforms can guide new team members through structured training, track their progress, and give instant feedback.

10. **Future-Proofing Your Business**

Those who embrace AI early will be ahead of the curve, using technology to multiply their efforts and lead with innovation.

TRADITIONAL NETWORKER VS. AI-POWERED NETWORKER

A side-by-side look at how mindset and tools make the difference

Aspect	Traditional Networker	AI-Powered Networker
Prospecting	Manual calls, cold lists, face-to-face meetings	Uses AI tools to find warm leads based on interest and behaviour
Follow-Up	Relies on memory, notebooks, or spreadsheets	Automated CRM sends reminders and personalized follow-ups
Content Creation	Takes hours to write posts, emails, or training materials	AI tools generate content in minutes with professional tone
Presentation	In-person or generic PowerPoints	Personalized digital funnels and AI-enhanced presentations
Team Training	One-by-one calls or	Uses AI-based on

	in-person sessions	boarding platforms, videos, and chatbots
Customer Support	Personally handles every query	Chatbots answer FAQs 24/7, freeing up time
Time Management	Overwhelmed with tasks and follow-ups	Smart scheduling and task automation through AI tools
Decision-Making	Based on guesswork or experience	Driven by data, performance analytics, and trend prediction
Duplication	Relies on handwritten notes and personal coaching	Shares ready-made digital systems that can be easily replicated
Growth Speed	Slower due to manual efforts	Rapid growth by working smarter, not harder

One of the most powerful benefits of AI in network marketing is its ability to provide instant, intelligent answers to prospects and generate fresh ideas for outreach. Often, prospects ask similar questions about products, compensation plans, side effects, or success stories. Instead of typing out lengthy answers each time, networkers can use AI tools like ChatGPT to create professional, personalized responses that are accurate and easy to understand. This saves time and ensures consistency in communication. Moreover, AI can help networkers who are stuck or unsure how to approach new people. It can generate creative scripts, conversation starters, follow-up messages, video ideas, and social media content tailored to different types of prospects—whether they are health-conscious individuals, opportunity seekers, or sceptical professionals. With just a few

clicks, AI becomes your personal assistant, content creator, and communication coach—helping you prospect smarter, present better, and grow faster.

Why AI Is a Vital Tool for Today's Networker

AI is not a replacement for your personal touch—it is an enhancement of your capabilities. It helps you prospect smarter, follow up consistently, and grow faster. Whether you're generating content, automating responses, or planning your next campaign, AI gives you a competitive edge. In a world where speed, personalization, and clarity matter more than ever, those who embrace AI will lead with confidence and scale their network marketing business with precision.

“Work smart, lead smart—AI is your silent partner in success.”

CONCLUSION

“The future networker doesn't just hustle harder—they leverage smarter.”

Embracing AI doesn't make you less personal—it makes you more powerful, more present, and more professional in how you connect, coach, and grow.

EXERCISE

1. How does Artificial Intelligence (AI) enhance the effectiveness and efficiency of network marketers without replacing the human touch?

2. In what ways can AI tools help network marketers prospect smarter and grow their business faster?

3. Why is embracing AI considered a vital step for future-ready network marketers in today's digital landscape?

REFERENCES

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

RECOMMENDED READING/WEBSITES

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 21st 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 Argenta 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
- ✓ Atomic Habits – James Clear
- ✓ 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
- ✓ 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
- www.fortunenow.com
- www.firstclassmlm.com
- 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

About The Author

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'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.

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
Please visit our website:

MapYourFreedom.com

