

THE #1 COURSE IN NETWORK MARKETING

BANG ON!

IN
NETWORK
MARKETING



P U S H K A R R A J T H A K U R

THE #1 COURSE IN NETWORK MARKETING

BANG

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OWN IN NETWORK MARKETING





P U S H K A R R A J T H A K U R

**Bang On
In
Network Marketing**

Pushkar Raj Thakur

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Acknowledgment

Everything starts with a Dream and as the Dream becomes stronger and clear, it becomes a Vision.

To Achieve anything in Life you must have a Strong “Why”, Your “Why” will be Your Ultimate Motivation. If you have a Strong “Why”, it Will Always Make You Find “How”! Time to Time in Life You Get New Ideas & Opportunities to Achieve Your “Why” but Believe Me One Idea or One Opportunity Can Change Your Life Forever.

For me that Opportunity was Network Marketing, A Brilliant Concept, An Outstanding Platform, An Adventurous Journey whatever you call it, but this Opportunity was a Complete Game Changer for me and now for my coming generations.

I owe my Success in Life to this Beautiful Concept. I am very grateful to my Mentors who made me what I am today. My Colleagues, my Friends and my lovely Family have always been there for me, and without their valuable support, I would not have been able to deliver this Life Changing Course to You.

Moreover, it is said that, “Behind every Successful man, there is a Woman!”. Well in my case there are 2! One is my Inspiration & the other is my Motivation. For me My Mother has been my Inspiration, as she has worked so hard in order to make my life better.

She gets up before I wake up, she sleeps after watching me fall asleep and much more I could ever mention. She works more than I ever could and undoubtedly, she has always been the greatest inspiration for me!

And when it comes to Motivation, Motivation is Clearly Why You Do, What You Do? For me my Strongest “Why” is my Love! She has taught me the art of living. If I am a Gentleman today, then all credit goes to her, & she is the reason

behind I being so successful!

Whatever I have done in my life is to make these 2 ladies proud and now you know who they are. Next time you meet me, there is no need to ask the Secrets of My Splendid Life!

Introduction

Do you want to play small, slow & safe? Then, why are you in Network Marketing?

Even if you are already working in the industry or just started, you should know this fact that there is nothing much for the people who play small. People with this mindset struggle for years and hardly get anything. Yes! It is the combination of mindset with specific skillset required to play Big. You can Play Big, You can Bang On but the question is “HOW?”. How will you do it? That’s a big deal.

In Network Marketing, Success loves Speed! Well, it is true everywhere else too. If you really want to play Big, create a solid team with speed and you are done with the first step of network marketing.

I have designed this comprehensive course book for you, which includes how to change people's perception about network marketing, how to **Recruit Unlimited People Online** using **Social Media** , Unique Sales Techniques to Play with the Psychology of Prospects, Time Proven **Action Plans** to be a Top Earner, Strategies to Build Momentum and Train your Team to Ultimate Leadership.

This course book is a Subconscious Mind Conditioner and first works on your Mindset and Personal Development.

It is an Ultimate Time Saver as it gives you the exact recipe for success with exact proportions of the ingredients which helps you avoid the common mistakes most people make in network marketing.

Lot of people have confusions regarding network marketing. You will learn to answer the objections raised by the people and how to convince them to join your network.

Remember, if you are planning to cut the woods, first invest in sharpening your axe.

& BELIEVE ME! THIS COURSE BOOK IS THE SHARPENER!

PART-I

MINDSET DEVELOPMENT

CHAPTER-1

Dreams

As you are aware now that the first fundamental factor you need to work on is your Mindset. First of all, You have to develop a Strong Mindset up to that extent; that you remain unperturbed by the influence of other people, rather you would take them under your influence.

To develop such a mindset, you have to work comprehensively on several prominent steps which I will be discussing as you move on.

In this chapter, we will work on the very first step and that is "**Awakening Your Dreams**". I would love to start point with a child's natural instinct of dreaming. During the tenure of our childhood, we all used to dream a lot.

We fearlessly dreamt about achieving our dream goal, such as luxurious home, glittering lifestyle, expensive cars, wealth, achievement, top position in life and much more.

However, when we grow up, all such dream starts dwindling away, because we gradually come into the influence of negative and narrow minded people who quit on their dreams, saying, achieving the dream life isn't possible.

The majority of people profoundly impressed by such negative influencers in their life, because their mindset at that time is juvenile and remains fragile. As a result, they stop dreaming at all.

Dream and Dream Big!

Most of us believe that their Dreams are so Big, and it is nearly impossible to achieve them. This is nothing but our immature mindset and very far from reality. So, what you need to do is, “Start Dreaming”.

Let me tell you one thing, if you have no dream, literally you have nothing in life. Therefore, reawaken your dream and set your goal higher to make a mark in the network marketing industry. Your dream is the motivating source and a dynamic factor to achieve all those things which you imagine and wish to have.

It is said, Bigger the Dreams - Bigger the Actions - Bigger the Achievement. So ready to sweat more in order to achieve more from your efforts in Network Marketing Industry.

UNDERSTANDING DREAMS

What do you think, the real definition of Dream is? According to me, a Dream is an imagination, a hope, a belief to achieve a goal or materialistic things or a free thought or vision of what you want to achieve in your life.

However, it might apparently look Impossible in the beginning, but nevertheless, the pursuit or the chase is always there until and unless you achieve it. This is what I believe the Dream is all about.

Let's say you have a dream to be a Billionaire. However, when you assess and evaluate your prevailing conditions around you, it might look impossible! But, there is a world of difference in something that only look impossible, or something that is impossible indeed.

Let me share the stories of some real people who carried out their impossible looking dreams, and with their sheer efforts, immaculate skills and positive mindset transformed them into reality.

You must have heard about Wright Brothers, the two crazy brothers who saw a dream that a big solid iron bus will fly in the sky and people will sit in it and fly. They took a dream that looked impossible from all spheres, but actually it was not impossible, it only looks impossible at that time.

The clear evidence is that thousands of people travel today on that dream which once looked impossible, that is called airplane, a solid iron bus that actually flies.

Their Dream was Big enough that they changed the World with their crazy Imagination that once seemed impossible! **How Big is Your Dream?**

Today, we are talking about them because their Dream was so Big, and the production of their dream inspires millions of others to follow their path. People used to call them insane. However, it might be true to some extent, but only for those people, who only know to blow a negative punch.

On a contrary, people who dream big and overcome their hurdles to become successful, they know what they are doing and what will it achieve for them and for others. Similarly, if you are dreaming big today, people may give you titles like insane or crazy, but does it really matter? Remember, when people start calling you insane, most likely, you are heading towards the right direction.

Let me introduce you with another such Insane personality who is known as **Nawaz Uddin Siddiqui** . This man is a living legend and real source of motivation. He was born in a small village of Uttar Pradesh in India.

He took on a dream to become a Superstar in Bollywood! This man, neither had dashing looks to compete with other good looking actors, nor did he possess a model physique, but what he had was a Dream!

In 1996, this man left for the Bollywood in the pursuit of his dreams. During his early days, he used to live in a small flat which he shared with 4 other people. One day, he didn't have money to pay the rent.

As a result, he was thrown out of the flat. At that turbulent time, he called one of his friends, if he could stay in his home. The friend agreed, but on a condition if he would cook meals for him. He agreed to that condition because a drowning man catches the straw and he wanted to live in Bollywood, so he willingly agreed to compromise with the situation and accepted the price he has to pay in order to pursue his dream.

He used to do all the trivial and below par work to be there and earn enough to feed his hunger, but he used to be happy to see the Big Actors. When he saw some actor going in their car, he used to smile and imagine, that one day he would also be a Superstar.

It took him 14 years to turn his Dream into Reality. 14 years is a long time, isn't it? Here 14 years may be just a number for many us. However, when you see it in a context with the people who work in network marketing impatiently for just 3-4 months, start mumbling, "Things are just not working".

They face some rejections and quit on their dreams. This normally occurs with majority of candidates who enthusiastically step into the world of network marketing and make their exit in a very short period of time. The basic reason for such dramatic and pity consequences is that we do not show enough commitment and courage to take on their dream, regardless of all the odds and prevailing rejections in their life. The dream you have today may look impossible at the beginning, but believe me, that doesn't mean it is not achievable at all.

So, the first step you need to take is to pen down your dreams. Divide it into 3 categories as mentioned below:

1. **Short Term Dreams** - What do you want to accomplish within 6 months?
2. **Mid Term Dreams** - What do you want to accomplish within 1-3 years?
3. **Long Term Dreams** - What do you want to accomplish in the next 5 years?

Now you need to write 3 types of dream in each section:

- a. Your Financial Dreams - How much money you want to earn?
- b. Your Materialistic Dreams - What are the materialistic things you want to have for you?
- c. Your Personal Dreams - How do you want to look as a person? What skills you want to develop? What would you contribute to others as a person?

NOTE: Be Specific with the things you are going to mention in each category and section.

If you go to an ice cream parlour and you just say, I want an ice cream! They will ask you several things, such as; which flavor you want? Which size you want? And so on. However, when you are on your mission to fulfil your dream, the world may not stop you and ask you the same type of questions like in the ice-cream parlour that will profoundly help you to customize or specify what actually you want.

Hence, be specific what is your dream or desire. So, if your dream is to buy a car, write down all the specifications you want in your car, such as; which car, which model, which color, how the interiors should look, everything what you can possibly write.

Now, remember, if the dreams and desires that you are putting on paper are not big enough to inspire you intensely whenever you think about them, believe me, they are not worth it.

Your Dreams should be big; it hardly matters if it looks impossible or seem insurmountable in the present. For instance, in 6 months a particular amount of income can't be produced, but you can set your dream to earn that income and put your everything behind it to achieve that goal, you will realize as soon as you start to pursue your goals you will get new ideas, new ways to reach your goals & Finally, you will never be the same. So, don't try to be too realistic here, because everyone's reality is different!

For instance, I personally think that earning 10 lakhs a day is easy, which may be a difficult or impossible thing for most people.

Let's take another instance. Just suppose, you know how to swim, but I don't. So the very first impression for me about swimming is that, it is quite difficult, however the same is not the case for you. The whole idea is to comprehend the fact that everyone has a different mindset, different perspective, and the reality about what they can think and what they can achieve is entirely different.

So, rather than comparing the possibility of your dream in the context of others, you should focus on only on thinking and dreaming Big! And big enough for everyone else, so much that they start saying you insane or crazy. If people are not calling you insane, I wonder, you might be following the wrong direction.

Always propose the Bigger Dreams for you, as big as possible. Write it up, recall it every day in your mind. Remember, nothing is impossible. A man can achieve what he believes and what he can think. It is all in you. You are the whole universe. Nothing can stop you to achieve your dream, no matter how big it is, if your mindset is crystal clear and the intentions are as solid as a rock!

YOU ARE HERE TO MAKE THE DIFFERENCE

Start Dreaming big, because when you will start working in the network marketing industry, your objective of being here is not to do what everyone else is doing, you are here to do that nobody has done before and nobody can dare to touch this dream. Because eventually you are here to make all the difference that sets you apart from the crowd.

You are here to achieve extraordinarily. You are here to be 0.1% people who dare to create an ultimate lifestyle. So your dreams should be Big enough to inspire you every day, every hour and every second of your life.

Prepare a Dream Board

Now, if you have successfully written your dreams that you believe will consistently

inspire you throughout your journey until you become a Multimillionaire or more in this industry, you are supposing to do the second most important task and that is to make a **DREAM BOARD!**

In order to visualize your dream, print their pictures and pin it on a Board in your home if you have one, otherwise you can keep them on a table or hang them on the wall of your room.

Along with each picture, write a date below, when you actually want them to actuate them into reality. Place the pictures at such a place where you can watch the board at least 5 times a day! Moreover, click a photograph of your dream board and make it a wallpaper on your mobile phone, laptop or computer, so that the visualization of the images of your dream gradually penetrates into your subconscious mind and settle comfortably there!

This is what I exactly did, I put the image of my dream house, as a wallpaper of my laptop and mobile phone. I saw it every day till it became a reality. Today, I live in a similar home which I dreamed of. The one that has a swimming pool, my dream home which is now a living reality for me, so big enough that I could play cricket with my friends!

In the end, I would like to give you a **Magical Exercise**, which I call “Meet Your Dreams”. Whatever kind of materialistic dreams you have dreamed of, go and visit them virtually. For instance, visiting a showroom of the car you want to buy. Go and see the luxury model in the showroom. If possible, take a test drive. Just Imagine you have already purchased this car, feel it, experience it virtually. Similarly, the kind of luxury watch you want, just go and try it in the showroom, how good it feels and how amazing it will look on you.

Mark my words, the day you start this exercise “Meet Your Dreams” and further, implement it in your life wisely, you will feel what I can’t explain in words. I am going to share this in the course, I promise, just in few years, you will be sitting in your Dream Home, driving your Dream Car and having a dream Lifestyle that can easily make anybody of you.

A TRUST WITH YOUR DREAM/BE DYNAMIC/BE THE TRANSFORMER

If your Dreams are very close to your heart, believe me, the Whole Universe will be on the job to make you meet your dreams. Set your Dreams so High that when you meet someone, you invariably release the positive energy that you drive from your dream and it comprehensively charges-up every person in your vicinity.

The effect of releasing such a positive energy will oblige and inspire other people to start Dreaming the life they can, when they get in touch with you. Be the Transformer of Such Energy!

Most people get inspired listening to the seemingly impossible dreams of others. How will you inspire other people if you won't think of such dreams? If you want to change the entire World, how big your dream should be.

When you want to build a team of 50,000 people or 5,00,000 people, how much ampere of current should run in your body.

Remember these three tips:

- Start visualizing your Dreams now, Start Living Your Dreams then and there!
- Look your Dream Board every day at least 5 times!
- Never quit on your dreams whatever comes in your way!

I Promise you, your dreams will become a reality. The day, you will come to meet me and tell your story of success, that day I will feel that my efforts didn't go fruitless. That day you will highly appreciate my every delivered word and would say that "you told me that it will happen and it really happened! That day you will come & Thank me! I will be very happy that my little efforts helped you achieve your dreams and ultimately changed your life.

Now take the charge as you are going to change millions of lives, because when you are into Network Marketing, you generate that much Energy and Power that will transform the millions of lives on this planet. Start awakening people's dreams. As written in the Bible, "Without Dreams & Vision people perish." So Start Dreaming now!

Chapter-2

Options

Now, I assume that you have already started dreaming. The dream you have taken now, require money. So let's examine what are the options you have to earn money and which one will be the most appropriate and ideal one to follow.

Job

Your first option is; you can find a decent job. Here you have to work for someone else to earn money, as well as, it has its own limitations. Your income depends on the number of hours you work. Moreover, being very frank, most of the time your income will proportionately be equal to the performance you deliver on a consistent basis.

Apart from all these, the biggest catch is, you must possess certain skills and adequate qualification to get the so called a 'good job'.

Self-employed

The second option is to be Self - employed. If you have certain skills, then you are not bound to work for someone else. Instead, you can offer your own services - Being a professional or freelancer is a good earning option for you. But again, the catch here is “Trading Time with Money.” To elaborate my point of view, let us take an example of a doctor.

No matter how skilled and expert a doctor is, he has its own limited capacity to stretch. He can only see a certain number of patients and perform a certain number of surgeries a day.

Let say, if 1000 people want to get operated in a day, a single doctor cannot perform such a large number of medical surgeries until and unless he has a team that is big enough to perform certain amount of surgery a day. It is discussed in the third option.

Businessman

The third option of making money for you is to be a Businessman. A doctor who knows he can't perform 1000 surgeries a day. So, in order to achieve the goal of conducting 1000 surgeries a day, he builds a team of doctors, big enough to do 1000 surgeries a day. He sets up a large hospital to leverage more and more outcome and output and enhance his capacity and working hands simultaneously.

Here, from an individual medical practitioner, he starts running a full-fledge hospital that provides and performs more and more medical services every single day. Thus become a businessman, who manages, controls and expand his business as well as network. The whole thing might look impossible initially. However, sooner or later, everything fits in the right corner and ultimately the mission is accomplished or achieved.

Investor

The fourth option is to become an Investor, leveraging your money to make money. For example, if a doctor comes to you proposing, he has 1000 people lined up who want to get operated. So I need "X" amount of money to start a hospital, in lieu I will give you the "Y" % of the revenue. You accept his proposal, provide him investment amount and you act like an investor in that situation. But, to be an investor, you must have a huge amount of money.

The 90% of the population today falls in either JOB or Self-employed category. But unfortunately they have just 10% of the money in the world. The rest 10% of the population belongs to

Businessmen and Investors who are sharing the 90% of the Wealth in the World.

There is an old saying, "If you want to be Rich, do what Rich People Do!"

The point is, in order to fulfil your dreams, you need to be Rich. The facts and data around the world, clearly reveal that Rich people are either businessmen or investors.

Well! As a matter of fact, most businesses require initial investments or out of the box idea, and the big question that lies in front of you is, from where you are going to bring that?

Moreover, all businesses take time to develop and generate a certain amount of fruitful revenue, also it demands a certain level of experience and expertise to run a business successfully. In short and to be very honest, running a full-fledged and successful business is not everybody's cup of tea.

Now ask yourself a question, does Network Marketing provides you the similar opportunity and the benefits a Businessman enjoys? The answer is YES, a big YES!

You know, what it is the best thing about Network marketing - You can take the initiative with a very low startup cost. It is very much like a successful businessman, you can start building up things in Network Marketing and with sheer dedication, and effective decisions as well as right mindset (which you already know now) can start inching closer to your dreams and turn them into a big-big reality with the help of this Business.

It is so because here also you build up a network that a successful businessman builds. However, there is another remarkable benefit in Network Marketing business, that is, unlike a businessman, you do not have to pay salaries, in fact, you receive an income based on the turnover they produce.

It literally means, you have already started generating passive income for you. In addition to it, you relish lots of other advantages and luxuries as well, which a normal businessman can't really have.

You know the biggest secret of people who do business to make money is utilizing "Time Leverage Technique", they employ hundreds and thousands of people who work simultaneously every day, which highly contribute in fulfilling their impossible looking dreams.

The time leverage technique works on a very simple formula. If a man works alone, he can work for 8 hours a day, even if he is so crazy in his efforts, he can stretch or increase the working hours to maximum 12-15 hours a day.

On a contrary, if 10 people work for him, collectively he gets 80 hours' work accomplished in a day. It is as simple as that and you would be able to "Break the Shackle of 24 hours' Circle". In order to become immensely rich or fulfil your so called impossible looking dreams, you must work on this formula and delimits the productivity of each 24 hours.

This is what exactly you get in network marketing business. Here, you can increase as many working hands for you as you want, and as far as the income or earning is concerned, to be very honest and frank "The sky is the only limit here."

So, if you are into Network Marketing you have already qualified among those top 10% people in the world, who have accumulated 90% of the wealth. You are doing the same things as Rich People Do. You have to keep faith in this business.

See, you can be highly skillful and talented, but in Network Marketing, it is recommended or preferable that it is better if you could utilize 1% effort and ability of 100 effective people, instead of giving your own 100% alone. If you give your own 100% every single time, you will soon feel completely depleted and exhausted. Hence, if you efficiently utilize and leverage 1% effort of 100 people in network marketing field, you will certainly have higher chances of getting success as well as lots of time and freedom to enjoy your life.

You must choose what exactly you want? Whether you want Freedom or work throughout your life? It is all up to you. Remember, "life is the outcome of the decisions you make". So, what you choose today will set the pillar for your success tomorrow.

When you plunge into the ocean of Network Marketing, you have already started the Business of 21st century. It is needless to say, there is nothing better than this. Have this mindset and psychology.

You are getting the option of time leverage technique, the incredible power of multiplication, people working for you will multiply, sales will multiply and ultimately your income will multiply. Whatever you are earning today, it will proportionately and potentially multiply to an astonishing level.

Look at the top earners in your company. Are they using time leverage technique? Are they using the Power of Multiplication? Are they living the kind of life you wish to live?

If the answer is Yes, you have chosen the right direction!

Once you have taken this decision, be unshakable and have some patience, because every precious thing takes time to build and accomplish. Similarly, it takes time to become wealthy in Network Marketing as well.

There is an old saying, “It takes 5 years to stand a business”. It is also true in Network Marketing. There is a formula called 1-3-5-7, which means it takes 1 year for a person to make ends meet, 3 years to earn a respectable amount of money, 5 years to be a Millionaire & 7 years to enjoy your Beach Time in Network Marketing Business.

Well, I will definitely help you to cut this time period effectively as well as efficiently. However, you have to keep this in mind that anything worthwhile takes its own time. Remember, patience is the key to success here.

You must be proud that you have taken your decision to become a Leader in Network Marketing.

CHAPTER-3

Network Marketing Myths

There are some prevailing myths about Network Marketing Industry that are extremely crucial to clear before you move ahead. For most of the people, these myths turn out to be an objection or entry barrier. Under such circumstances, when a new distributor is unable to answer them convincingly, such people may become apprehensive and doubt the credibility of this business as well as their own future in the network marketing industry.

In this chapter, we will clear all the common myths people believe in:

1. Network Marketing is an Illegal Pyramid

Shape cannot determine the legality of any organization. Because if you clearly see every corporate organization, even the government is pyramid based, where there is a one person on the top, then few under him and so on! In fact, in such organizations people at the base level doesn't get much and even worse they have rare chances to be on the top.

Whereas, in network marketing there is an equal opportunity for anyone who start today from the base level to be at the top position in the company. Moreover, there are no major investments in legal network marketing companies and even

if people are not satisfied with products or services there is a refund option. So all in all, it is a myth to believe that Network Marketing is an Illegal Pyramid.

2. Only the Top Position People Make Money

Yes, it is true, but for corporate and private organizations, where CEOs and other top grade dignitaries at the top level make most of the wealth and money. On a contrary, an average employees work hard and only receives a fraction amount. Moreover, anyone working at the base level rarely has the chance of becoming a CEO in his life. In fact, many employees do not even get the enough appreciation and financial reward that they deserve for their hard work.

However, as far as Network Marketing is concerned, there is totally a different scenario. Here anyone can out-perform the previous top earner in the company. It is so because the payouts highly performance oriented, rather than position oriented here. The people involved in network marketing earn a percentage income on the sales they and their team are able to produce. It is hardly determined by the position they are in.

3. Network Marketing uses people

It is a fact; network marketing changes lives. I'm immensely thankful to the person who introduced me and convinced me to join the network marketing when I was totally naive and had no clue about the power of this business. I am truly telling you from the core of my heart that my life changed

completely because of this business. In fact, it proved to be the turning point of my life.

We never use people, rather we help them achieve their dreams and become a better version of themselves. Of course! There are the people who may have some apprehension in their mind regarding why we are approaching them and asking them to join network marketing, thinking we would be reaping the sole benefit, but there is always a mutual benefit in the Network Marketing business as everyone from entry level to peers are linked with each other.

4. Eventually, this business will be saturated

Do you know anyone who doesn't have a refrigerator and television at home? Then why Samsung and LG are consistently making more and more refrigerator and television. Just think upon it. It is happening so, because the prospects are always there. There is no concept and apprehension of saturated market here.

Similarly, in Network Marketing, saturation concept does not exist. There are an unlimited number of people who turn 18 every day and create a huge pool of potential prospects for you. Hence, there is an infinite supply of people to us who are still untouched and waiting to be explored by the leaders like you. So, just clear this myth in the mind of the people and tell them network marketing is potentially a huge market that has unlimited opportunities for all.

5. Network Marketing Doesn't Work

According to the DSA, in 2015 the direct selling industry crossed

\$36 billion of sales in U.S. alone and over 20 million people are connected. To be very honest and clear, the Network Marketing industry has less to do with the success and failure of the predecessor, but it has more to do with the efforts of an individual. Most Businesses usually fail within the first 5 years that hardly means business doesn't work at all. Because of the fact, this industry has produced maximum millionaires in the world. I wonder, if you could be the next one.

PART-II
SKILL DEVELOPMENT

CHAPTER-4

Introduction to Skill **Development**

Do you want to earn money? If I go to a public place and ask if they need money, almost everyone will respond with a yes. You shouldn't tell the world how much money you want. Instead show them how valuable you are, because success and money comes to those who are valuable to the world.

Everyone out there is proving their worth and justifying how much they should earn. But who actually benefits most out of it? The one with the most valuable skills. The more valuable they are, the more they will earn.

A normal person in a city might consider himself to be a good actor. Shahrukh Khan is also considered a good actor. The difference between both of them is how they used their skills.

Shahrukh Khan was able to polish his skills in such a way that now he is the king of Bollywood. Same happens in network marketing industry.

Few among us, work extremely hard on their skills and reach heights that most of us dream of in this industry. Are you developing your skills as you should be?

If you haven't worked on your skills yet, you should immediately. When a person joins network marketing, he takes relevant training on company's profile, product and plan.

He masters all the 3P's and thinks this is where the training ends. People are provided on these 3 P's repeatedly. On one of the MLM video, I informed about the 80-20 principle. The 20% income principle is what everyone is learning. How will you get the other 80%? When everyone knows about the 3P's, then why don't everyone in the industry earns equally?

That's because everyone's skill level is different. We will work on your skills through this program to help you succeed.

PERSONAL DEVELOPMENT SKILLS:

Communication Skills: The way we talk and convey our message to our prospects is important skill to have in network marketing. We need to effectively communicate what's in our mind to our prospect. For that, our delivery needs to be good and clear so that he understands what we are trying to convey.

So, we need to ensure that what we are saying and what he is understanding, is similar, and also try to understand his viewpoints, whether he says it or not.

So, if we have good communication skills, the thoughts and ideas can be successfully transferred to the prospect's mind and results can hugely be impacted in a positive direction.

In network marketing industry, if you can truly communicate what you want to say, what you want to present to the prospect, and what you are communicating is for the prospect's good, then are you able to actually communicate exactly what you're thinking? My teacher once told me that you are going well prepared for exam, but the examiner does not know about you, or how well you've prepared, or what kind of student were you. All he knows is what you have written and that is what you know about the question.

Communication works in a similar way. You may know everything about your product, but if you won't be able

to explain to your prospect what you have to, it will work against you.

Leadership Skills: This is not only to create future leaders, but also be able to take your team along with you on the path to success by listening to what you say or ask them to do. This will ultimately improve your influence and **IMPACT**. Everyone has some form of talent. Some are born with it; some have to enhance it over time. Today you are paying for my course because you consider me that I will be able to help you get out the best leadership qualities in you.

Many qualities may already be in each one of you and I will help you channel it effectively so that your dreams can be fulfilled, you are able to achieve what you want personally and for your organization. Moreover, a leader is one who creates leaders not just followers. This skill will develop over the period of time along with your team building process.

Personal Relation Skills: Network marketing industry is based purely on relationships. It could be with anyone, your team and your prospects. Your relation with the people whom you are prospecting should always be good whether they come along with you or not, but most people don't understand the value of PR skills.

This skill should be so good that they always remember you in good times and always hold high regards for you. Ultimately, your long-term achievements will depend hugely on what kind of relations you have with your team members and people around you.

Story Telling Skills: In network marketing, we influence people with stories. Everyone loves listening to the stories and relating with them and

therefore stories are game changer. When in school, I read that in order to impress someone, you should be able to tell a good story.

That's when I realized that I don't have much to tell about my day-to-day life. In network marketing, you need to have lots to do so that you are able to narrate it to others. More the experiences you have in day to day life, more the stories you will have to tell and influence people.

So always ensure that your day-to-day activities are improved. I upload Daily Mojo on my YouTube channel to influence people's as well as your motivation. Try to narrate those stories to others. It could be that you won't be able to narrate as I did.

But what this will do is over time, after repeated storytelling, this will improve your skill in storytelling. Practice by narrating to your family. The family members will be pleased and have a sense that you are moving towards positivity in life.

CHAPTER-5

Prospecting – Offline

continuous process that you have to do on a regular basis is prospecting. That is to find and approach potential prospects to ultimately convert into your potential distributors and/or customers.

They are the new blood in your business! Prospecting is of high important in network marketing because if there is no prospecting in place, there will be no customers/distributors, and your company will struggle to stay afloat. The number 1 reason people leave network

A marketing is that they don't have enough people to prospect.

So if you learn, or teach people how to find prospect, will you continue to do network marketing? Of course you will! Suppose you have decided to leave the industry but 5 people tell you that they want to attend your venue meeting. You will be motivated to continue. How would it be if you learn and teach your team on "How to have unlimited people to prospect"?

No one can ever leave network marketing if one has people to prospect. To grow your team, number 1 skill to learn and teach your team is prospecting.

There are two ways we can do prospecting - offline and online prospecting. With my years of experience, reading books and meeting different people in the industry, I have developed these techniques because these are personally tried and tested and I know the results it will bring for your hard work.

Offline Prospecting

People are everywhere and there are unlimited prospects around you, but we don't know how to talk to them. People are everywhere, in public transports, in weddings, in functions, in events etc. The reason we fail to get those prospects is that we don't know what exactly we have to say to them to convert them into distributors/customers. The First Barrier is always of How to start the conversation.

Openers: You can use following openers backed by fact, fact and some information formula to start a positive conversation:

1. **But Some:** What if I tell you a fact that you will find hard to believe? For example, my neighbor earns INR 1 crore per day. Similarly, I can tell you that the top earner in my company earns INR 10000 to INR 10 Crores. These examples could be doubtful in your mind. But if I tell you the

sun rises in the east or the water is transparent, you will believe without a doubt because these are known facts. Facts remain unchallenged. So, I will tell you how you have to state the facts to a prospect.

First fact is that people work extremely hard. Second fact is most of the people are paid their salaries once a month. I can proceed further by giving some information and fact related to my business. For example:

There are a few people who have found a way to get their salary twice a month. Obviously, the prospect will be curious to know and ask how? That is the conversation opener you wanted.

You can tell them how beautiful Mercedes looks, but some people cannot afford it. But some people have found techniques to get it for free. He will again ask you how. By asking you “**HOW**”, people are asking you for a presentation and that is what you were looking for!

2. **Everybody Knows/Says:** When you say “everybody knows”, it means it’s a fact and won’t be challenged. For example:

Everybody knows in a job people won’t be super rich and most of the people spend their life working in a job. But some people have found a way to earn extra income besides working on their job.

Keep in mind that when you use these techniques, don’t use MLM keywords in the conversation like passive income, Upline, downline, success line because the person you are talking to won’t get these words. We have learnt these techniques from trainers from Europe and the Americas. Their approaches were in English but it doesn’t work on the Indian audiences. Indians see solution to every problem in money.

3. **There Are Two Types of People in The World:** It is an effective way of starting a conversation. For example:
There are 2 types of people in the world, one is those who earn through word of mouth promotions and others are those who don't earn. So if given a chance, which category do you want to be in?
Obviously, the response will be “the first one”. So, subconsciously, he is saying he is interested and asking for your presentation.
4. **Would It Be Okay If:** Let's say that I am travelling in a metro and I see a person with a large bag on his back. I greet him and appreciate him on his T-shirt and ask him what he does for his living. He informs that he is an engineering student. I can use this information and say to him, “*would it be ok if I tell you a technique to start earning INR 1 Lac per month before your college ends*”. Obviously, he will be curious and ask “**HOW ?**” and my reply will be my 2-minute presentation and invite him to the event.
5. **There Is an Old Saying:** It's hard to argue when you use this line on a prospect because they will find it hard to argue with it since it is “an old saying”. For example, you can say that there is an old saying that one shouldn't rely too much on medicines and still people rely too much on them, but some people found a way to treat themselves naturally.

By using above openers, you psychologically prepare your prospect for presentation. We all know that in network marketing, more presentations mean more business.

CHAPTER-6

Warm Market Prospecting

There are two types of people in network marketing. The people whom we know are called Warm Market and the people whom we don't know are called Cold Market. In this lesson, we will learn how to capture people in warm market so that they convert into our customers or distributors, also known as Warm Market Prospecting.

Who All You Know List: List of all the people whom you know. What you need to do to make a "who all you know list" is as follows:

1. **Don't Prejudge:** Don't judge people in advance whether he/she would be part of our business or not. Just make a list of all the people without judgment. Remember, people whomever you will note down in your list will either be your distributor/customer or be a medium for other prospects. So, write all the names. Write all the names from your phonebook, contact list and from wherever you can.
2. **Rank from 1 To 5:** Rank all the people who are in your list from 1 to 5, with 1 being least preferred/least potential prospect and 5 being highly preferred and most deserving/most potential prospect. Similar to how we used to play teacher-student game as children. Score 5 if you feel he will join you, 4 if you feel he will but need a little bit of persuasion, and so on until you reach 1 where you feel he/she will not be interested at all. So, 5 being the most potential prospect and 1 being the least potential prospect.

3. **Sort Your List:** You are to make a list again on the basis of your ranking in the previous step. Make a list of people who have been ranked 5 first, then list of people ranked 4 and so on, all the way up till rank 1. On an average, in India, a person knows at least 300 people by the time they are 18 years of age.
4. **Prime Focused List:** List with ranked 5 people will be your prime focused list because these people are open to opportunities. Don't think how you will approach the 5 ranked persons and what they will think of you once you approach them. Rich and well off people are rich because they are more open to opportunities and even if you face rejection from these people, you will learn quite a lot from them.

There is a saying in network marketing, "*the people who have lists in their hands and dreams in their eyes can do anything*". So write down those 5 rated people and work towards getting them on board. We will teach you how to get them on board. People are attracted by the skills you possess.

If you want to improve your 'attraction', skill development is of high importance. There is an English proverb, "*birds of same feather flock together*". Like-minded people attract like-minded people. People are attracted towards the skill. So, develop yourself throughout the course so that 5 rated people are on board with you. They are successful and open minded, and if you face rejection by them, they will be able to teach you quite a lot in the process.

CHAPTER-7

Invitation Based On Personality Type

We will be learning something special in this lesson! You will get a psychological advantage by knowing about four color personality types. The people around you have basically been divided into four types of color personality – Yellow, Green, Blue and Red. In Network Marketing, when you want to recruit a lot of people, you need to learn how to invite different kind of color personalities, as these four color personalities differ in attitude, mindset and response to words you say. So, let's learn step by step about these color personalities:

Yellow: These are the helping people and their nature is to help others. Generally, mothers, teachers, therapists, counselors, nurses etc. come in this category. For an event invitation, you can tell them that your company helps people achieve their fitness goals and live a healthy life, and since you are already helping people, you would like for them to attend the event and learn what more we can do to help others.

Green: These are the people who always seek information before coming to any judgment. They are analytical and do their research before they proceed. Generally, accountants, technical people etc. come in this category.

Tell them we need their opinion since their skills to analyze things are good. Provide them with data, plan and give them time

to study. Sooner or later they will come back to you and ask how they can join the company.

Blue: The fun-loving, party type, jolly personality type of people are blue ones. All they want is to have fun and enjoy. However, they are not known to do follow-ups. You can approach them by telling them that there is an exciting event at a nearby place where lots of people will show up and where they can learn how they can travel the world and earn simultaneously.

Present your invite in such a way that it sounds exciting to them. They are most likely to show up.

Red: Money-minded, self-proclaimed leaders, egoistic, the dominance-seeking kind of people are the red ones. These people are motivated by money and to turn them on to be curious is to talk about money and materialistic things.

Tell them about the event and inform them that they will learn how they can earn INR 5 Lacs every month and also the leader who will be showing up earns Lacs of rupees every month through those techniques. There is a possibility that he would respond in an egoistic way, but take it in your stride and be sure that they will show up for the event.

Another trait of such people is that they love getting compliments. So make sure you give them quite a lot of it. Also, they love challenges as well. Praise them about how successful they are and how they conduct themselves, but also compare them to others and tell them how well they are doing for themselves. More likely than not, they will get into a competitive mode and more likely become a customer/distributor.

Now, how will you know under which color is your prospect? You can know this by asking these 3 questions:

1. What do you do?
2. What do you do in your free time?
3. What do you like/think about ____ ? (this question is based on the answers given for the first two questions).

For example, you meet a person and you ask “what do you do?” He responds that he is a businessman. You ask your second question for which he replies not much besides calling few people and getting outstanding payments from the people and that he enjoys doing his business. Finally, you can ask about his viewpoints on business and if his answer indicates that he likes earning money, then you can judge by his answers that he falls into red category.

You now know how you can categorize people based on colors to make your prospecting easy.

CHAPTER- 8

Your Story

Before any prospect wishes to work with you, they want to know about your story. How you started, what you did and how you succeeded. So, you need to make it emotional, connecting and something that the prospect can relate. In this lesson, we have comprehensively explained you with 5 points how to make your own story.

1. What were you doing before coming to Network Marketing? If you were in a job before, you can keep it simple and state the fact.
2. What you didn't like in what you were doing? You can tell them about the area of dissatisfaction in your previous job. You can state that there were payment issues or borrowing money from others due to it.
3. How you got into network marketing? Tell them you found about it on social media, or through a telephone call, or you accompanied your friend to an event. I found out that my solution for area of dissatisfaction was there in network marketing.
4. How do you think your life changed positively? You can tell them that since joining I have managed to earn so and so amount of money and even if you didn't earn much, you can tell them how your personality changed for good by meeting and interacting with lots of people. You can now talk to anyone and anywhere confidently.

5. What is your future goal/vision? In the next 6 months I am going to earn at least INR 1 Lac (or whatever you wish to accomplish).

In all this, ensure don't use MLM keywords. Keep it simple and the conversation should be normal. These are the 5 points you should use to make a story that connects with the prospect.

CHAPTER-9

Follow Up

There is a saying in network marketing industry that “the fortune is in the follow-up”. After your presentation, you need to follow up your prospect at least 4-5 times because it’s a human tendency that the people don’t make decisions immediately.

Most of the people show their plan but don’t follow up expecting them to join automatically if they join, good, and if they don’t, they move on to the next person. There are certain steps and exposure that I have learnt over the years of experience that I am about to share with you now.

Questions after the presentations should always be asked, but not merely “how was it” because then you are limiting the responses to just two, yes or no. One should know how to play with the mind of the prospect so that your questions take him to the responses that you are looking for. Ask, “what did you like the most about the presentation?” or “what did you like more, product or plan?” Always remember questions are important for follow-ups.

You want the response that you are looking for. So, frame your questions accordingly.

Quite often, the prospect does not convert to a customer/distributor in one meeting. A person will most

likely not buy a car on his first visit. Follow-up calls are necessary in order to make the sales.

It is similar in network marketing. You have to maintain a good level of follow-up and the best method is through exposure. They would want multiple exposures to learn more about the product's features, usage etc.

Now, the best form of exposure and the follow-ups are the events organized either by your company or by yourself.

Give them invitation for the future events in advance for effective follow-ups. Try to give minimum of 4 exposures at least. Always remember when you call them, try to build a healthy relationship first because at the start you are not selling your company's products, but you are selling yourself. You don't want to spam the prospect about your products and plan only for them to stop receiving your calls and start ignoring you.

We have been through that at some point of time. Talk to them casually and in a friendly manner and towards the end you can pitch in about the event you want them to invite to. It has happened to me 90% of the time that instead of me telling my prospects to join, I have asked about "how and when can they join?"

Finally, I say ultimately you are going to help your prospect if you make them join. So, follow-up till your prospect does not call the cops!

CHAPTER-10

How to Train People

You need to invite, present and train your prospect into a distributor you want. How to train your people is a skill that you need to develop if you want to become a successful network marketing leader. There are 8 things to be covered when you want to train your people and they are:

1. **Make them build their dream list:** Let them visualize their dreams and goals like you did with your short term, mid-term and long term goals so that you can work with them accordingly. It's your responsibility to help achieve their dreams. There is an old saying, "help people achieve what they want, then you will get what you want."
2. **Who all you know list:** Whosoever they know, their names should be on the list. Rank them from 1-5. Make a 5-star list we learned earlier. Get these list made together with your prospects/distributors.
3. **Invitation:** This should be your prime focus as this is the only thing your new distributors have to do by themselves. Calling will be done by them and provide with immediate feedback. Get them to invite 10-15 calls and as per law of average, few meetings will be fixed.
4. **Presentation:** Go along with your distributor in the first 5 presentations and give the presentation for him. In the next 5

presentations, be with your distributor, but let him give the presentation. In the final 5 presentations, ask your distributor to go alone and take the feedback after they finish the presentation.

5. **Teach and test profile, product and plan:** As you teach them, keep testing them of their knowledge on the company's profile, product and plan. Do some roleplay and ask your distributor to present the plan to you.
6. **Make them build their own story:** What you we doing? What were the areas of dissatisfaction? How did you find network marketing? How did it positively affect your life? What visions do you have for future? Using these 5 questions, form a story for your distributor that they could use in the field. It is your responsibility.
7. **Give your distributor a chance to speak in an event:** In your company's live event, give them the chance to speak on stage. Give them recognition. Napoleon once said "people will be willing to die to get recognition."
8. **Help them develop the skill by making them join this course:** Whatever you are learning in this course, it is possible that you may not speak at least 50% of what I am telling you. As an active upline, it is your responsibility to ensure that your distributor gets training as well. Whatever you do in future, involve your team members in the process.

III **PART-**
BUILDING
MOMENTUM

CHAPTER-11

First 30 Days

What is momentum? In simple terms, it is a mass in motion. If I talk about you, you have mass, and once this mass comes in movement, that is momentum. In network marketing, once you are in momentum, you will start creating results you were achieving for.

So it's very important to learn how to gain a positive momentum. The most important time period for any person who joins network marketing is his first 30 days, that is the time when a person is 100% motivated and wants to achieve what he has been shown.

So, as a network marketing leader, you need to understand what to make a person do in his first 30 days, so that he too becomes a network marketing leader. If you aren't sure, the motivation level of the distributor will reduce day by day.

If this is happening with you, then we will see how we can address the issue and keep our distributors motivated to keep on the high level of momentum that will benefit everyone within a team.

You need to meet your downline from time to time and go through the following list:

1. Make them feel good about their decision of joining and becoming a distributor. For every person, whatever he does, it is very important to appreciate the work. You feel good when you dress good and your

friends and family appreciate you. You have to understand the human psychology.

People will not be very friendly towards people from MLM because of the image it has in the eyes of general public. It is your job to ensure him that whatever others may think, he made the right decision to become a distributor. Create a positive influence on him.

2. Make them meet some active and passionate people, so that they get social approval that their decision is right. Get him introduced to all the active leaders, other distributors who are doing well so that he can see them and feel motivated and aspire to be where they are.

3. Make them feel that this business starts with you and ends with you. It does not matter that this business is dependent on someone else. You work hard, you will reap rewards for it. You can grow it as much as you want and you can stop it if and when you feel like you have earned enough.
4. There will be ups and downs in this business. You may not get stability, instead you should focus on growth. Always make him mentally prepared that there will not be regular high income. It is a business and they can earn INR 10000 one month and can even earn INR10 Lacs the next month. The growth prospect is huge and you should ensure that your distributor works hard to strive for that growth.
5. Make sure that you get a YES tick on all the points on the checklist attached in the worksheet. If you don't get a YES on all the points, then the distributor will be a liability for you. Take a printout and make sure the list is with the up line.
 - Are you using the products yourself?
 - Have you prepared your bag (bag should have details of your company, product catalogue, company literature, brochures, application form, pen, notebook etc.)? Ask for your upline's cheques colored photocopy that he can show to prospects to motivate them to join the team.
 - Are you connected with company's trainings and seminars?
 - Are you able to access company's website/app?
 - Are you able to show the plan?
 - Are you able to tell about our company's profile (around 5-10 points)?
 - Are you able to tell about the basics about your products?
 - Have you made your dream list?

- Have you made your prospects list?
- Are you able to invite?

If you are able to get YES to all the above questions, then you have a valuable asset in your team. If the answer to any one question is no, then you need to counsel your distributor, see what are the problem areas and challenges he could be facing.

This list should be with the upline. Within 30 days, it should have YES to all the questions above. Ensure that he is an asset rather than a liability.

CHAPTER-12

Gamify Your Business

We all love games. During childhood, we had a game called Mario. With every passing level, the difficulty increased and it gave us a sense of satisfaction and achievement. Network marketing also has levels, but people don't play it as game.

Ultimately, if you want to improve your achievements and your distributors come into never-quit mode, then you need to gamify your business. Follow the following 4 steps and gamify your business.

1. **Give Assignments with Deadline:** In network marketing, you can give the distributor an assignment to study the plan and give a presentation on it the next day. You have given them a small task to do. You can say that within the next 3 days, you want to see a list of 300 prospects. Always ensure before giving the task if you have prepared your distributor on the task or not.
2. **Give Rewards and Recognition :** Once the assignment is complete, appreciate, recognize and reward the distributor. Appreciation always brings a sense of belonging if they are publicly praised and will be motivated to do better in the future.

3. **Help Them Get Their First Cheques:** A distributor stays motivated for 30 days. He expects a cheque at the end of the month for his hard work. It is up to you to ensure he gets one (no matter the amount). Seeing the cheques will motivate him further to do well and strive for a bigger cheque.

4. **Create a game plan together:** ask your distributor how big he wants his cheques to be. After knowing the amount, design a game plan on how you can achieve it, what hurdles you may face and what you can do to tackle those hurdles.

Apply these steps and you will see your business booming!

CHAPTER-13

Fine Line

Your distributor is always standing on a fine line of success and failure. On one side, it is that he will continue and on the other side is that your distributor will quit.

You need to make your distributor jump on the side of success that your distributor will continue. You have to ensure that your distributor always stay motivated because once he decides to quit, then it will have a big impact on your business.

So it's important to keep him motivated.

Make your distributor understand that:

1. Failure is the part of success and they need to taste failure before they taste success. Just like a pendulum, you should make your distributor understand that in order to attain success, he will face failures. And if he faces failures and rejection, he will taste success as well. Every successful leader and upline goes through periods of failure. They learned from that experience to be where they are today. Always be prepared to fail.
2. They will be always surrounded by distraction and negative people. They live in a circle of distraction and to protect them from circle of distraction, you need to give them a positive uplifting and thought- provoking environment where

there is no place for negativity and the best suitable environment for this is your company events.

3. Make them attend the company's training and events. Surround him by motivated people for him to not get distracted by the negativity he might be facing. Remember, a distributor is your asset and an upline, it is your duty to keep him in a positive environment.
4. Give them responsibility: Assign them duty to keep him engaged with the company's work. Make him feel important and a sense of leadership and responsibility.
5. Give personal attention and mentorship to them and help them get prospects if they are struggling to get them. Make them comfortable in the company's work environment.
6. Make them feel that they are valuable, irrespective of how big or small contribution they are making to the company. It will help keep their motivation level high and work to achieve their target consistently.
7. Don't ever compare your 2 distributors. Every distributor will have a different way of working. Their working styles may be different; approach might be different. One distributor can achieve certain targets quickly but other might achieve long-term targets at the same pace. Comparisons might bring in inferior complex and could risk him quitting the company. Show faith in your distributor.
8. Make each distributor develop their own philosophy. Every distributor may view network marketing differently. Some may view it as a business, a part time opportunity, or a life changing opportunity. His perception of the network marketing will make him tell others about the industry as he perceives.

Provide them with the quality training support and make them an active part of the events.

CHAPTER-14

The Winner's Edge

Do you know there isn't much difference between winners and losers? There is significantly small difference between winners and losers and that is winners focus on continuous improvement, losers give excuses and stop improving.

Winners wake up early in the morning, do prospecting, and give presentations. There could be a possibility that winners may not like all this, but they still do. By doing things which they don't like, with the aim of getting what they like, puts the winners apart from the losers.

For example, a person going to the gym may not like the diet food, he may love pizza, but if getting a good physique is what they want, then they have to do something that they don't like. Winners strive for continuous improvement.

How wonderfully it is said that improvement starts with "I". if you want improvement in your team, it has to start with YOU. The 1% improvement everyday which seems so small can take you to the next level of achievement and success.

Let's say you are used to have your dinner at 11pm every night. To improve on that, you start having your dinner at 10:45pm. To bring further 1% change, instead of having 4 chapattis, you eat 3 chapattis from the next day. After a few days, you included salads in your diet.

This goes on for days to come until one full month. What do you think will happen at the end of one month? You will be fitter than what you were a month back. 1% improvement everyday does not mean that it is 365%, instead it is compounded. Therefore, I call it compounded growth formula. Follow these 3 steps to start with this compounded growth formula.

In network marketing, if you are making just one call extra per day over your usual 4 calls, then you are making 5 calls per day. That makes it 30 calls extra per month. So,

as per law of average, you will have at least 3 prospects per month or 36 per year more than what you were doing currently, and you never know that extra prospect could make you a millionaire.

So what are the steps to improve that 1%? Let's have a look at them:

1. S.W.O.T analysis

- Strengths: Discover your strengths.
- Weakness: Discover your weaknesses.
- Opportunities: Discover your unique opportunities.
- Threats: Discover threats you have.

2. Consider even the minutest thing and start improving, every little thing matter - your energy level, your knowledge, everything matters. You may think waking up early to exercise for half an hour would not add much value, but in reality it could benefit you in your personality and thought process. Consider improving on it.

3. How you do one thing is how you do everything. People base their perception on how you do one thing. If people see you do all the work in a hurry, then they will assume that you do every work without going much into details. So, develop an attitude and work ethic where you do one work perfectly where people appreciate and understand that that's how you do all your work.

4. Perform like no one is watching and practice like everyone is watching. Stand in front of mirror

and practice as if there are millions in front of you, watching you and learning from you. So

that once you are on stage or giving a presentation to a prospect, you won't hesitate a bit in giving the necessary details and your body language will speak about your confidence. People will trust you and your words more.

5. Self-control is essential in life. Don't let the past experience control you. You might have had a bad experience on stage in your previous event that could play in your mind for your next. Don't let that demotivate you. You need to have control over yourself and not let past negative experiences stop you. Successful leaders have great self-control over themselves and not let unimportant things distract them from their set vision.
6. Promises to the world and commitment to self. Commitment is always made with yourself. Always commit to yourself that you will improve 1% every day to fulfill the promise of becoming a successful leader one day.
7. Always be proud of yourself and give yourself reasons to be more proud of yourself. As long as you are proud of your achievements, it will be easy to ignore what the rest of the world say about you and give yourself reasons every day to be proud of yourself. You could have invested your time and money to go on a holiday trip or partying with friends, but instead you invested that money in this course to become a successful person in life. Be proud of that!

CHAPTER-15

Snowball Effect

As soon as you build this business, you will build a snowball effect. What is snowball effect? You must have seen in cartoons that a small piece of snow is rolled from top of a mountain and as it rolls down, it gets bigger and bigger. Similar thing is going to happen with you. The snowball effect will be as your personal growth and your team growth.

Personal Growth: Your personal growth is totally dependent on the choices you are taking today. We all are born the same, but why it is that a few people become highly successful, while others don't make it big. It all depends on the choices you make in life. Studying this course is your choice. Your choices bring significant results in your life. Good or bad, each decision will bring a snowball effect. We need to ensure the choices we make, bring about a positive change.

Let me tell you a story of 3 friends, Amar, Akbar and Anthony!! They all join the same company on the same day. Amar decided to invest on his training by taking Bang On in Network Marketing course. He watches daily videos and makes notes and follows everything that has been told. Akbar also buys the course but does not watch videos every day.

Anthony does not get the course and thinks that now that he is in network marketing, he can make it big without any help. Amar does exactly what's being told every

single day. Since Akbar does not watch the videos every day, he does not perform the tasks told to him every day. So, he learns things slowly.

Anthony does not bother much about the training. After one month, Amar starts taking actions with prospecting, invitations and presentations regularly. Akbar also does the same but not consistently. Anthony rarely did his activities. After 2 months, Amar makes a few people joined and gets his cheques, so do Akbar and Anthony.

So from outside, all three's work looked similar. After 3 months, Amar achieves director level with his hard work. Akbar more or less stays at the same level with little growth. Anthony stays where he was. Now, Akbar and Anthony discuss about Amar that he is doing really well. After 4 months, Amar achieves his company's tour package. Akbar stays at the same level of achievement.

Anthony says that he is just being lucky. You should notice that Amar worked hard from day 1. After 6 months, Amar becomes a top leader in his company. Akbar stays where he was. Anthony gets demotivated and says that he is quitting network marketing.

You must understand that success comes with little things that matter with snowball effect, Amar was able to achieve what his friends couldn't do in the same period of time. You have to struggle, strive and self-control. You always have a choice, so choose the one that you know will benefit you.

Team Growth: When you follow these momentum building strategies and your team starts to multiply, you will have a snowball effect in your business. We all start this business alone and build our team in network marketing.

Here is another story for your better understanding. There was poor man in a village. He had a talent to recite beautiful poems. One day, he doesn't have anything to eat and his wife says that do whatever you can, but get

money and food in our house. He goes to the king and tells him he recites poems well and that if he listens once, he himself will reward him well. So king gives him the permission to recite.

He starts reciting his poems impressing the king and his subjects. King asks him what he wants as his reward. He says that in the chess board, he wants one gold coin on the first square and as the squares progress, just double the gold coins from what they were on the square before.

The king says he could have asked for anything, why such a small request? He says he is poor man and that is all he wishes for. King orders to reward him as he asked for.

So on the first square he gets one coin, on second he gets 2, on third he gets four and by the time they reach tenth square, the number reaches 512 and by twentieth square the number reaches up to 5,24,288! A chess board has 64 boxes! The king is shocked and doubts his decision.

By thirty second square, the number swells up to over 214 crores! King's treasury was empty by now. He approaches the poor man and says with folded hands that that was all he had to give and he is left with nothing more.

The king here had no idea of snowball effect. He underestimated the poor man and lost his treasures. It doesn't matter if you are poor today and others think less of you. What he doesn't know is that you have the power of snowball effect, that one day will give you great power and respect.

Your team will grow accordingly in size and in power. The bigger your team is; the more people would want to join you. Always believe in yourself even if you are starting alone.

Let's say you are given a target of prospecting and signing one distributor in a month. Possible? Yes! If you are given a target of prospecting and signing one distributor every week, will it be possible?

Yes! Imagine you have team of 10 and everyone will get 1 distributor per month. After a month your team will be of 20, next month it will be 40 and in four months you will have a team of 160!

Think big and believe in the power of multiplication and snowball effect!

IV **PART-** **ACTION**
PLAN

CHAPTER-16

Personally Sponsor 15 people in 30 days

We are in a factor where if you implement, will give your direct result and profit. You will learn a strategy in which you can become a top earner in 90 days! Action plan is divided into three steps, each step is for 30 days and requires massive action.

The first step is to personally sponsor 15 people in 30 days. Implement that you have learnt in prospecting, invitation, presentation, closing and follow-up. So let's see how you can recruit people. You will either come across people who are highly motivated or are strugglers in network marketing.

To bang on at any point in your career, you need to be in "Crazy Action Mode". In this mode, your only focus is on recruiting fine passionate people in your business.

We know law of averages, 3-4 out of them are going to do something significant, rest might be mediocre, but to find 3-4 active leaders, you need to at least recruit 15 people in 30 days. In this, there is a deadline of 30 days because to build up a momentum you require to be in the Crazy Action Mode.

Before you begin you must understand:

1. To recruit 15 people, you need to show plan to at least 75 people. If you are in momentum, this number could reduce because you know what steps you need to take and what approach to use. If you are not in the momentum, then you would

be required to show your plans to even more people to gain and maintain the momentum.

2. It takes time and effort. You need to prioritize this action plan and compromise with other activities that are less significant. Successful leader prioritizes what they think will bring them most benefit.

3. You may need to take leave from your office to bring that focus required to achieve this goal of recruiting 15 people in 30 days. This will be utilized in achieving your personal goals and not for personal leisure activities. You must put that time into effective use.

4. Leave all other activities for a month because once you do it, your life will take a turn and do not stop. Do not resist the momentum in between.
5. Share your plans with your family and let your family know that you are focused to achieve your goal and ask them to support you for at least next 30 days.
6. If you feel that you aren't polished enough yet or need some revision, go for Bang On course again!
7. You must understand that you are recruiting and you must have a criterion to choose the type of people you want to enroll. You need not compromise here because all you want is just 15 people.

So, if you think someone is not the Eagle that you were looking for, if someone doesn't have the caliber you wanted, do not stick to them and focus on someone who can be a potential leader.

CHAPTER-17

F

ire In The Downlines

if you want to achieve your targets and you already have a team, then there is an action plan you can work on to achieve your targets easily.

Before I tell you what that strategy or action plan is, you need to have at least three-level down downlines. So, let us understand an action plan, which I call fire in the downlines:

1. Set a target to achieve and a timeframe in which to achieve it. For example, you want to have a sale of 1000 quantity in next quarter and a revenue of INR 10 Lacs. You will discuss it with the 3 team leaders. You can distribute the revenue target of INR 3 Lacs each among the leaders. Tell them clearly that you will help your downlines to achieve the set target.
2. Break your target into the smaller targets to be given to the leaders in your organization and meet with them and inspire them to achieve the targets that you have given, just remember that your target gets achieved collectively when they achieve their own respective targets.

It will be easier to achieve the revenue target in this way and collectively you can achieve the bigger target at hand. For example, you can go to at least 3 level down the downlines and speak to them and inform them that they each need to achieve a target of INR 15000 in the set time. These downlines will be motivated because you, as a leader, came down 3 levels to talk personally to them. What this will do is it will give you a revenue of INR 12 Lacs+.

3. Go to the last level of your team structure and give each one of them a very small target that can be easily achieved and motivate them so that they actually achieve the given target on time.

This strategy is so powerful that once you lit fire in the last level of your structure, it gives you compounded growth and big flames come to the top level. Furthermore, the distributors in your first, second or third generation also get motivated because of volume coming from the downlines.

What are the benefits of doing this? Let's have a look:

- You achieved your targets quickly.
- Uplines will be motivated to do the same, resulting in more business volume.
- Compound result will result in high revenue and profit margins.
- This spark will motivate other downlines to work with high motivation.

V **PART-** **LEADERSHIP**

CHAPTER-18

Finding Potential Prospects and Making Them Leaders

Bang on in Network Marketing! You have to become a leader in this field. You have to conquer the market and become a formidable figure. You will come across different kind of people in this business. I categorize them primarily into three of the kind:

- I. **Gamblers:** Gamblers because that is how they perceive this market. They enter the market and run the business by hit and trial and their stance remains indifferent if the business grows to be successful or if it fails.

They are not committed to becoming successful and it does not really bother them if they fail. With such a perception in mind, they hardly prove to be successful.

- II. **Amateurs:** This inexperienced lot struggles hard in Network Marketing. One reason to this is their lack of investment in their training. As without investment, there would not be any growth and they remain unsuccessful in this business.

III. **Leaders:** Leaders know the importance of their personal development, that is why they keep improving themselves by investing in themselves. Leadership is not a play of words but holds a practical approach. Leader is the one who Knows The Way, Shows The Way and Goes The Way. Leadership is all about setting the example.

Now, we will discover how you can find the potential prospects to bring out a leader from within your team:

1. **Leadership Test :** You can offer your distributor to read a book or watch any video within a certain time period. If he/she has done the task within that period, they have qualified the leadership test.

In this business, leaders are the professional students in the first place. They learn with equal readiness and that is how you assess them by assigning a task in a specified time period.

You can find a leader in any depth. It may be possible that you find a leader from your downlines with similar potential. Such a potential from any depth is to be identified by a leader himself. Leader has an eye of an eagle flying high in the sky. He can spot the prey from the highest point in the sky. No matter at which highest point of the hierarchy you are, you got to find the potential leader in your downlines.

2. **Give Them Your Personal Mentorship:** Give them personal attention. Everyone has special talent that is to be identified. Some believe that leader are born and not made while some refute this statement and believe that leadership can be developed. In my opinion, an environment conducive to one's learning can facilitate one to become anything what he aspires for.

If even one potential leader is spotted, you can make a lot of money. If two, your business will be wildly successful. If three, then you need to check your criteria if they are truly leaders as leaders are rare.

Keep the potential leaders under your mentorship and train them regularly. Understand their goals and accordingly work closely with them.

3. **Work on the Field with Your Distributor :** Attend the meeting that they have or if they find any problem in sending invites, you should guide them. For example, you fix a meeting with your team of 5 on a particular day. Each will bring a list with them. Since you're the leader, it starts from you. You show them how to make an invitation call. This initiative by you will be appreciated by your distributors. Then, your team members make a call.

If they are hesitant, either they have failed the Leadership Test or you have not succeeded in making them dream big. So, you all should motivate one another before all the distributors have made the calls. This is an activity in itself since you all have made calls in front of one another and given feedback to figure out the loopholes. This activity is important to make them prepare for leadership roles.

4. **Develop a Customized Action Plan:** Everyone has different set of dreams. Wants are different from Needs. Offer your distributor what his immediate dream is. For example, the salary he wants. Or you can teach him how to pay off the dues he owes. He shall be obliged to fulfill all the tasks you assign him and would want to become a leader. This inspiration will come from a customized action plan that you design after closely understanding his dreams.
5. **Try to Activate Potential Upline :** Having found a potential leader from the depth you have to activate people who were above him. Motivate them to perform better.
6. **Conduct Meetings and Training with Them:** You and the downline leader can form two teams now, which can be combined to achieve high targets.
7. **Give Him Recognition In His Team:** You can assign him with responsibilities, which will facilitate him to become a better leader. Appreciate him among his team so that his team members look up to him.
8. **Do Not Let Them Feel That They Are Not Personally Sponsored by You :** He should not be felt left out. Since he is in your team, its your responsibility to nurture him like he is your own child. Focus on growth!

CHAPTER-19

People Do What You Do

As a leader in Network Marketing, in order to get a desired outcome from your team, you must remember that your team will not do what you say, but they will do what you do.

So what you do determines your team's actions and performance. 'Monkey see, monkey do' and we are like monkeys. For example, if you do prospecting, your team will follow.

Considering from child psychology perspective, children may not listen to their elders but they tend to imitate what they see them doing. Similarly, your downlines are like children.

You, as a leader, have to furnish yourself to make your team perform. When you speak to your team to perform in order to get the results but you are yourself lazy and not putting the hard work, do not expect your team to perform. You will never be able to transfer that enthusiasm and energy in your team unless you feel it yourself and you can only feel it when you are working towards your dreams.

The opposite is also true that do not speak your team to perform but you perform, you don't speak but your action does, your team will duplicate.

Thus, if you want to motivate your team to perform, then you must perform. You set an example for your

team. You are a role model for them. If you want them to attend the events, you be there in the events.

Remember, speed of the leader is the speed of the group. This is positively related. Vice-Versa of this is true too. Where the leader is growing, there the team ought to grow too.

Remember, you are the role model; you are the hero!

CHAPTER-20

Never play the blame game

When people run from responsibility, they start to play the blame game. By criticizing and blaming, one another, it doesn't take us to solutions.

In network marketing, people blame the up line for lack of mentorship, downline for inefficient working, company and product for being ineffective and expensive. We will explore how to change this habit by knowing how to stop Blame Game.

1. Accept the situation: Don't run away from it. Be brave enough to face the toughest challenge. Accepting it will help you overcome the hurdles.
2. Analyze the problem: Introspect what is hampering the functioning. Question with "HOW?" like How can this be solved?
3. Take mentorship of people who are successful. This will guide you and keep you motivated.
4. Implement the required actions to mend it. Find sustainable solutions for it.
5. Be a problem solver. After listening to a problem, give them solutions.

Failures always complain. Leaders assume responsibilities. Leaders don't create followers, Leaders create leaders. Become a leader and chase the world.

CHAPTER-21

H ow to Motivate

As a leader, it's up to us that we can motivate people. We must understand the difference between motivation and inspiration. Motivation comes from within you. Your dreams and your ambitions motivate you. Some other person cannot motivate you, they can only inspire you. Through this course, you are being inspired to achieve greatness in network marketing.

As a network marketing leader, you should learn how to make people motivate themselves to achieve what they want in life. So, you need to follow these 3 simple steps to do that:

- 1. Identify what they want:** If you know what they want, half of your work is done. You can inspire them, show them the path and guide through it on how they can be motivated to be where they wish to be. Identify their needs. In corporate events, I ask them one question, why did they invite? And so I prepare myself accordingly for the event. Similarly, if you know what your distributor wants from you, the road ahead will be much easier for you.
- 2. Show them how to get it:** You want people to grow on network marketing ladder. Your success lies in their success as well. You are helping people in network marketing by showing them

the right path and motivating them to be on it. In this industry, people are not working for you, they are working for themselves. You are receiving just the royalties. So, tell them what they can achieve by doing certain things.

3. Help them on-field to get it: It is very important to connect to prospects not just on personal level but also on emotional level. The reason why I tell stories is because it helps me connect to everyone on an emotional level. Always remember, information tells, stories sell. Similarly, if you want to motivate your downline or your distributor, connect to them by telling them success stories of yourself, your upline or one of your other distributors.

Now, how will you motivate a demotivated distributor? Ask them what they want, show them how to get it, and help them how to get what they want.

Follow the above 3-steps formula and you can be sure that your team and distributors will stay highly motivated, including those outside your team.

Go inspire the world!

VI **PART-** **SUCCESS**
PRINCIPLES

CHAPTER-22

D ecision

There are success principles that work wonders in network marketing. What is a decision?

What is its power?

How it can change your life?

We must understand the difference between decision and reaction. Decisions are taken after a lot of thoughts and consideration. We have always made decisions in the past and we take them when we have a strong feeling about something. Reactions are impulse based. Not much thought goes into reaction.

To change your life, you must take a decision. In my video on YouTube, “Life of an Entrepreneur”, I decided to live my life differently and I started changing my actions according to how I want my life to be.

There is a difference between the decisions of successful and unsuccessful people. Unsuccessful people base their decision based on current scenarios. They don't think much about its long-term consequences. Whereas successful people always think about how their decision will affect the outcomes of other related things, where they want to be with their decisions.

Ask yourself where do you want to see yourself in five years. Write it down on a paper and decide and start working on it. Hardest decision in network marketing is when to walk away from it or to try even harder. The first step towards success in network marketing is to take an unshakable decision.

You should know the three kinds of people in network marketing:

1. **Gamblers** – they think that it is a form of lottery. If luck strikes, then good and if it doesn't, they quit and leave.
2. **Amateurs** – they work hard but they fail to develop skills and mindset to succeed as they should.
3. **Leaders** – they are the driving force of network marketing. They invest in developing their skills and mindset. And they help develop more leaders.

Here, you need to make a decision to be a leader in network marketing. The day you decide to be a leader is the day you decide to live the life of your dreams.

Decide to never quit on your dreams. Success is the only option. As Napoleon Hill said, "whatever your mind can conceive, it can achieve!"

If that is in your mind, you should prepare to make your dreams a reality by making a decision whatever the circumstances will be, how high the waves are or strong the wind is, you will sail your ship to the destination you have decided for yourself.

CHAPTER-23

Vision

What is vision? It is a futuristic approach and ensuring our tomorrow is better than our today. Vision always brings a hope, a hope towards a brighter future.

Network marketing leaders instill a faith in their distributors that their future will be definitely brighter and bigger than their today. Bible says “without dreams and vision, people perish”. If you don’t have a vision yet, start making one right now.

Don’t just rely only on your company’s vision. You have to create short and long term vision for yourself and your team and visualize where do you want to be after few months’/years’ time. People will join you once you have a solid vision.

In network marketing, people who can show the most vision tends to convert more prospects into customers and distributors. They show people how their life can change and achieve what they want, gets the most conversion. It is one of the most important quality of a top leader in network marketing. People will do any work if you can show them a vision. A person buys a land, on which he wants to build his house.

He does not see the plot; he sees his home. When he sees the first brick being layered, he doesn’t see the brick, he sees his dream home being constructed, similarly when someone asks you in network marketing that what you

are doing, don't reply with a small answer, tell them you are fulfilling your dream for yourself and your family.

A farmer sees his crop being harvested when he sows the seeds. A couple imagine their life in future even before they are married. Vision gives you hope and motivation about how your life could be and what you need to do to make that possible. Similarly, in network marketing, you need to create a vision and see how you can achieve those to fulfill your dreams. Vision guides you where you want to be.

With your compounded choices, you will create a lifestyle. A child wishing to play Olympics for his country will sacrifice candies and TV to work hard on his fitness to be where he wants to be. He sees a vision and choices needs to be made what no one else has taken. Have control over your choices. A vision helps you say "no". If you want to be a diamond on network marketing, you need to say no to a lot of things.

Leaders have a sense of direction. The visions give a sense of direction. Inspire people to be like you and this is possible through a solid discipline and vision.

Make a decision of creating a vision for yourself today, control your choices and no one can stop you from where you want to be!

PART-

VII **THE**

CUTTING EDGE

CHAPTER-24

Board Meetings

The first lesson here is the Board Meetings. These are the weekly meetings that you conduct with your team on your white board.

This can include company training or BOP trainings or training for your team. One important determinant in Network Marketing is the ambience. Your surrounding must be such which exhibits positivity and progressiveness. Board Meetings should create a culture where people are motivated to discuss their targets and envision their dreams.

You must hold at least one board meeting a week. I call these Boards Meetings as 'Practice Seminars' because it emphasizes on practice of your team. You must be present among your team members and not proceed by just heading one session while remaining Practice Seminars are held in your absence.

At the end of these Board Meetings, you have to give feedback to your team and assign them with tasks to be done by the next meeting. For example, you can ask one member to present company profile in the next meeting.

The focus of Board Meetings is to practice. It could be a practice of your company profile, products or your plan. This is the best method of preparing to be presenters from within your team.

In these weekly meeting, some may appear to be inactive in their performance. But when different people come together as a team, they end up sharing their ideas and philosophies. This can charge

up the 'Lazy Horses' to be proactive and eventually perform better.

One merit of such weekly meeting is that you get to focus on small groups, preferably less than 25 in number. If the strength of your team exceeds 25, you can divide into two groups as per the area in their vicinity and hold separate meeting with each.

We can start by holding such board meetings from the drawing room of your house. From here you can produce speakers and leaders of tomorrow, instead of reaching straight to seminars.

As stated, if strength of the team is large, one can hold multiple board meetings in different locations. By the start of the month, you can notify the distributors about the dates, time and venue of the meeting. This will facilitate distributor to attend any board meeting.

You must remember to keep the pride in you and not to influence other to join since the prospecting and culture is same. We all are one. So keep the pride and be like an Eagle!

CHAPTER-25

Product Training

Basis of network marketing is that how the product is distributed. Product which the customer needs and we must train the distributors so that they can easily make sale.

Teachings that you have to impart under Product Training are:

1. **Product Specification :** We call it Unique Selling Proponent. What is the USP of your product. How is your product different from other products in the market? This should be specified in product specification training.
2. **Quality standards:** This will prove that your product is better than market standards. Mention whether you have any special certifications that enhance the quality of the product. When you train your distributors, state what quality is being produced and train them to make comparisons with other existing products in the market.
3. **Problem-Solving:** Reinstate problem-solving as to how will your product solve their problem. Benefits matter more than content. Therefore, how the products benefit the customer should be emphasized. For example, if the product can heal the pain in knees.
4. **Build Product Importance:** Train distributor to make buyer feel the worth of the product such that it

becomes his need. Create the importance of product in the eye of the customer.

5. **Develop the Need:** How the product becomes the need of the customer should be the ultimate reason. SCARE- AWARE-SHARE formula never fails! For example, your company products help in detoxification. You can scare them with the facts that environment is heavily polluted and body contains toxins which can create 200 types of diseases. Following this you can make them aware that a possibility still holds of you getting rid of these toxins. And Share your product as a solution to them!
6. **Testimonials:** Testimonials are helpful in promoting your product. You can share stories of how other people were benefited by this product. Therefore, Information Tells While Story sells!
7. **Become your own best customer:** This way you can share the benefits that you yourself experienced which you can explain better than others. Now you are ready to share the product.

Share like you are the CEO and not like salesman. You be the professional. Make them AWARE. You can invite people to a tea party and give them a demo and share your experience.

CHAPTER-26

Make People Join Instantly

it's a three step formula to make people join instantly.

1. **Know You:** If nobody knows you, nobody will join you. People should know you then. Get people's attention and become a dominant figure in the market. You can start networking with them by reaching out on social media, get in touch over call, create an invitation list.
2. **Like You:** Create an image that people prefer you over the other. This could be because of your knowledge, personality or character.
3. **Trust You:** Eventually, once they've liked you for your good work, they'll trust you. You should be a good listener and once you have listened to people, they will listen to you too. Lend an ear to their problem so that you provide them with solution. Solution must have a hope, which is why people go to astrologers and fortune teller as they give solution wrapped in a hope.

Once you've acquired these three traits, they'll instantly be yours. Quoting my father, "To be trusted is a greater compliment than to be loved."

Let's together fulfill your dreams!

- iv) Offer anything that is different and unique. As a network marketing leader, what different experience can you offer. For example, you gift on an employee of achieving his target.

My focus is to make you better in what you do by adding value.
Implement all what you have learnt so far.

The Biggest Secret

The purpose of this Network Marketing course was to equip your abilities to deal with any kind of challenge that you may face in your career. My main focus is for you to master your field.

Now, you may imagine a cricket stadium which is filled with an excited crowd of over 40 thousand. While at the center of the stadium is a stage where an anchor is trying to control the maddening crowd but unable to.

People seem to be waiting for something. Something seems to arrive in the stadium. They see a Mercedes enter the stadium and come to the stage.

Driver comes out to open the door. A shiny black shoe steps out and the crowd observes silence. The man begins to narrate his story with highs and lows and shares his success story of becoming a self-made man. Some end up crying hearing his struggles.

As he sits back into the car to drive out of the stadium, people start to run behind the car!

The window slides down for the bid adieu to the crowd! He recalls his journey. The driver in the rear view mirror looks at the face that is none but yours! For you, the crowd had gathered to catch a glimpse of. You were a celebrity and the crowd was running after your car.

You have every reason now to come to this stage and make it come true. You are limitless and you have the potential. I believe in you that I have imparted you with values with which you can soar high.

Decision of having taken network marketing is the best decision.

Never Ever Quit!