

Network Marketing

RECIPE FOR SUCCESS



THE CHOICE IS YOURS!

Just as YOU decided to start your own business, it's YOU who will make it a Success or a Failure!

FACT - Network marketing has made more Millionaires than any other industry in the history of mankind!

So What does it take to make it in Network Marketing?



These Next Several Pages Will Reveal The Recipe For Success!

COMMITMENT

Long Term Commitment & Dedication

Rome wasn't built in a day and neither will your Network Marketing business be built in a day, month or even a year! There is far too much crap out on the internet telling you otherwise! **This is NOT a "Get Rich Quick" Business.** Regardless of what you see online.

"Earn \$100,000.00 a Month" or "Make \$497.00 everyday with one click" - "Earn a Six Figure Income on Auto-Pilot - Set it and Forget it"... You've seen some of the ridiculous headlines out there right?

C'mon... If it were that simple there wouldn't be a **middle or poor class** in this country!
Everyone would be driving a Mercedes or BMW's.

This business is no different than any other, it takes **Hard Work, Dedication and Commitment!** **Yes, insane amounts of money can be made** working from the comfort of your own home, but it isn't going to **build by itself, or at one click of a mouse!**

Most fail in Network Marketing because they Quit, not because the business model is flawed or doesn't work. They approach the biz as a hobby, talk to a few people one day and then nothing for a week. Come back to it for a day or so and then put it aside again.

In order to be successful, whether you're doing this part-time or full, you must commit to daily action!

You wouldn't go out and buy a **McDonald's franchise for 2 or 3 million dollars and work it as a hobby right? NO...** You'd commit, train, put in 18 hours a day to learn everything there is to know about running a McDonald's right?

Just because you may have only spent \$500.00 for your Network Marketing Business doesn't mean you shouldn't take the same approach! You will only get out of this or any business, what you put into it.

Network Marketing is a 2 to 3 year commitment and I don't care what anyone tells you! If you are looking to build a long term residual income, the average person won't get there in 3 months...

It just won't happen!

TRAINING

Become a Student of MLM

Spend 20 to 30 minutes a day reading and educating yourself on how to build your business. Go out today and buy **“Your First Year in Network Marketing”** by *Mark Yarnell and Rene Reid Yarnell*. [Amazon is selling it for \\$9.52](#) last time I looked.

Excellent reading!

Spend a minimum of 1 hour a day building your new business.

If you have more time to commit, perfect, but spend at least an hour a day building relationships and talking with people about your opportunity.

There are only THREE things that will create income in this business.

**BUILDING RELATIONSHIPS
Prospecting & Recruiting**

Get plugged into your company training!

I don't care what company you're with, these days every Network Marketing Company has the **TOOLS** to become successful. Some companies have better tools than others, but no matter what, **plug** into their **SYSTEM!** (If your company doesn't offer much in the way of training or the tools necessary to become successful, then I suggest taking a second look at who that company is and where they are headed...)

**Sizzle Calls, Webinar's, Recorded Calls, 3 Way Calls, Printed Sales Sheets,
Online Videos, DVD's for Presentations... ANY AND ALL OF IT WORKS!
The Key is to use them!**

The 80/20 Rule! 80% of your time should be focused on **Building Relationships, Prospecting and Recruiting!** 20% can be spent on education. Don't get caught up in knowing every detail about your company product or comp plan! Waiting until everything is perfect before going out and talking to prospects is the worst thing you can do for your business! A little later we are going to discuss an exact formula and a **3 step process to get you started with building your business the right way!**

THE RECIPE TO SUCCESS LIES IN THE ACTION YOU TAKE!



The more massive the action, the more results you are going to achieve.

Let's talk about the **4 KEY** ingredients necessary that you need to bring to the table when starting your Network Marketing Business.

BELIEF IN YOUR COMPANY

BELIEF IN SERVICES OFFERED

BELIEF IN THE SYSTEM

BELIEF IN YOURSELF!

When you are first starting out in Network Marketing there will be all kinds of people trying to discourage you. **Oh, That's a Scam! or You'll Never Make Any Money At That! Only The Ones At The Top Get Rich! And My Personal Favorite... IS THAT A PYRMID?**

Don't ever let someone hold you back from **your** dreams! **These are YOUR Visions, Dreams, and Aspirations, not theirs...** If they want a **9 to 5 J.O.B.** that will keep them **just over broke** with no retirement or the ability to live a lifestyle of freedom, so be it, they can have it. **You've chosen a different path, stand proud and forge ahead.**

BELIEVE & ACHIEVE!

START RUNNING IN CIRCLES

Have you ever felt like a Chicken with its head cut off running around in circles not accomplishing anything?

We've all had days like that and their not a lot of fun!

Well, now you have permission to **Start Running In Circles!**



The Circle of Success starts with your **Belief** to succeed. You can do anything you put your mind to, I'm living proof of that. A year ago I had no idea how to build a [WordPress Blog](#) or what SEO, Article Marketing, Capture Pages etc were.

My strong **Belief**, Vision and my **WHY** are the driving force and what has brought me to the place I am at today. The **Potential** network marketing offers requires you to "**Think Differently**" as Apple Computer has said for many years in their advertising.

We have all been raised to believe that we must go to college, get a degree, land a JOB (working for someone else's dream) only to be paralyzed every step of the way as we climb the corporate ladder by a fixed income or salary at each level.

To make it even worse, there is NO such thing as Job Security these days!

In today's economy that way of thinking is **DEAD**...

How many people do you know right now that are out of work or scared to death their **Pink Slip** could be just around the corner? Far too many I'm sure.

Unemployment in the real world is hovering around 17% and higher in some places in the U.S.

Network marketing and working from home offers unlimited possibilities on how much income you can create on a monthly basis. By understanding the **Potential** and taking **Action** you will see **Results**.

Small results from taking baby steps will strengthen your **Beliefs**, causing you to take more **Action** which = **Bigger Results**. Just like the mouse running in circle's on the wheel, having the mindset and the understanding of "**The Circle Of Success**" will bring you closer to reaching your goals and ultimately living the life of freedom that we all so deserve!

The only thing stopping you from succeeding is YOU!

So START RUNNING IN CIRCLES!



BUILD YOUR LIST

Starting With Your Warm Market!

Just about every Network Marketing Company on the planet will tell you the same thing! (and for a good reason)

The first order of business is to build a list of 100 names!

Your Recipe to Success starts here!

Your warm market consists not only of friends and family but look around you!

Don't Pre-Judge!

Think of ALL the people you have dealt with over the last few years. **The guy that works on your car, your dental hygienist, or the checker at the grocery store. How about your Fed X person or mail carrier, your doctor, lawyer, dog sitter... You get the idea.** On the next couple of pages I will give you a **memory jogger list**, it's a quick reference guide to help you as you build your list.

You cross paths with people every single day, I bet there isn't one person out there, especially in today's economy that couldn't use a few extra dollars every month. **What is the worst they can say? - NO... Big Deal, N.O.** Is just word and here's a hint. **GET USE TO IT!** In this business we have a saying...

GO FOR NO!

You need to set a goal and **Go for NO everyday.** Even if you only start out with 2 a day, that means you will talk with and expose at least 2 people each day to your opportunity. As time goes by and you become more comfortable with hearing **NO**, you can increase your exposures. The more people you talk with **daily** about your business, the more you'll sign up. **It's called: S.I.N.A.L.O.A.**

SAFTEY IN NUMBERS AND THE LAW OF AVERAGES

List Builder / Memory Jogger

Who owns or has owned a business	Who are the parents of your children's friends
Who makes a lot of money	Who was your boss
Who does network/direct marketing already	Who are your parent's friends
Who is money-motivated	Who have you met while on vacation
Who is influential	Who waits on you at restaurants
High energy people	Who cuts your hair
Who quit their job or is out of work	Who does your nails
Wealthy people	Who does your taxes
Your friends	Who works at your bank
Your brothers and sisters	Who is in retail sales
Your parents	Who sells real estate
Your extended family	Who is a teacher
Your children	Who services your car
Who is a coach	Who repairs your house
Who is a coin collector	Who is your apartment manager
Who did you go to high school with	Who has children in college
Who works with you	Who likes to dance
Who is retired	Who sold you your car
Who works part-time	Who you met at a party
Who is a minister	Who likes to shop
Who was laid off	Who you've met on a plane
Who purchased a new home	Who does volunteer work
Who is your attorney	Who has two jobs
Who runs personal ads	Who needs a new car
Who gave you a business card	Who wants to go on vacation
Who works at night	Who works too hard
Who delivers pizza to your home	Who was injured at work
Who you know from college	Who lives in your neighborhood
Who sells items through parties	Who is your boss
Who likes team sports	Who delivers mail
Who is a fund-raiser	Who is in law enforcement
Who watches TV often	Who calls you at work
Who works on cars	Who delivers your paper
Who likes political campaigns	Who handles your lawn care
Who are social networkers	Who watches your children
Who is in the military	Who attends your church
Who do your friends know	Who is unhappy with their income
Who is your dentist	Who you met through friends
Who is your doctor	Who enjoys traveling
Who works for the government	Who sells cosmetics
Who attends self-improvement seminars	Who wants a promotion
Who is dissatisfied with their job	Who exercises
Who reads books on success	Who plays sports
Who is your accountant	Who is a politician
Who sells insurance	Who have we left out that you should write down

"THE" "THREE" P'S

For those of you new to Network Marketing one of the best pieces of advice I can give you is.

LESS IS MORE!

The less you say about your new business opportunity, the better your results are going to be.

It's very common and only human nature to be excited about your new business and want to tell the world everything you know about it.

DON'T DO IT! People hate to be sold!

They will clam up or shut you down faster than the Space Shuttle at Take-Off if you start trying to sell them!

I will never forget the first MLM company I was with, a juice company. (doesn't everyone start there? lol) I was flying high after our first company meeting with the founders and a day of training. Apparently I didn't listen or thought I knew better than the experts!

I ran right out to my unsuspecting neighbors and hit em with everything I had. I can still see their faces as they sat on the couch next to each other as I proceeded to try and "SELL" them for 30 minutes straight... You know, that blank stare in the eyes look... I still can't believe after that experience they talked to me. Actually they didn't for about 3 months until after I approached them and apologized for my behavior. We all had a good laugh!

PEAK

STEP 1. Learn The Art of Inviting!

The Recipe for Success in Network Marketing depends upon your ability to be **Coachable** and to become an **INVITER** not a **PRESENTER!**

Since you are new to Network Marketing and your company, you won't have all the answers to many of the questions you will be asked. If you learn the "**Art of Inviting**" and have their questions answered through the many tools your company offers, then you are acting in a way and showing your prospect how easy this is to duplicate. **Duplication is the KEY to Network Marketing... M.I.S.S. MAKE IT A SIMPLE SOLUTION!**

Inviting or "**THE PEAK**" has one purpose, to **Qualify** and **Sort** through your list! Believe it or not, everyone isn't going to see your opportunity the same way you do! (I know, surprising isn't it?) There is no one set of magic words to use, but on your first contact, "**DO NOT PITCH**" them. Instead, engage them in conversation. It's best to ask them more questions rather than telling them a long drawn out story. Remember my neighbor story!

Your goal in the **peak process** is to find people who are **receptive** to getting more information. You want to find those that are **OPEN to learning more**. There are several ways to go about Peaking your prospects and I will go over just a few of them here.

So after you've made contact and had some small talk with your prospect you might say something like...

PEAK CONT.

“Listen, this may not be **ANYTHING** you’re interested in but I just got involved in a (whatever type business you’re in) business and thought of you. If you are interested in hearing more, **great**, if not, no big deal.”

“Would you be interested in looking into making some additional income if it didn’t interfere with what you are currently doing?”

“Do you keep your options open when it comes to making money in this crazy economy?”

“Hey (their name) I’ve always respected how successful you are in everything you do. I just got involved in a new business and I ‘d really like your opinion if you have a few minutes. Would you mind sitting down with me to take a look?”

“Would you be interested in a side project if it didn’t interfere with what you are currently doing?”

“Has the recent economic slowdown had any effect in your life? If I could show you how to make some additional income from home, would you take 15 minutes to review it?”

For People that live out of town or that you may have met while traveling etc.

“Hey you know I’ve been looking to expand my business in your area but until now, I didn’t know anyone in your city. If I could show you a way to make some additional income without getting in the way of what you are doing, would you be interested?”

ALWAYS, ALWAYS, ALWAYS... ASK FOR A REFERRAL OR TWO! Remember, a high percentage of people won’t be interested in what you are doing but they may know someone who is. If you don’t ask for a referral, you are potentially leaving a lot of money on the table or finding that Superstar for your team. Everyone knows somebody that has been effected by the current state of the economy these days. Again, what’s the worst they can say to you? **NO!** Look at it this way, here’s a great way to get a **2 for 1** when going for NO.

Keep it short and sweet, and **DON’T SELL!** None of the above questions are offensive or come off as a sales pitch. If there is interest, take them to the next step...

PASS

STEP 2. Learn The Art of Passing!

Now that you have sorted through your list and found some potentially interested prospects, the next step is to **PASS** them off to one of the many tools in your toolbox.

If your company has a “**PEAK**” or “**SIZZLE**” call they provide, get them on that call **ASAP!** Don't forget, you are not a Salesmen, you are the INVITER! A Peak or Sizzle call is usually a 3 or 4 minute recorded call they can listen to which will further peak their interest.

You can also send them to a company Webinar or Video on your replicated company website.

Be sure and **FOLLOW UP** and ask, Hey, did you get a chance to listen in on that call (or watch the webinar or video) Depending on their response here are a few things you can say in response:

No

Not a big deal. Listen I had five other people watch the presentation that are serious. I need to jump on the phone with them so I'll catch up with you later.

(End the Call)

Yes

What did you like?

Negative

Hey thanks, I really appreciate your time. I've got to go talk with some people who are interested.

(End the Call)

Positive

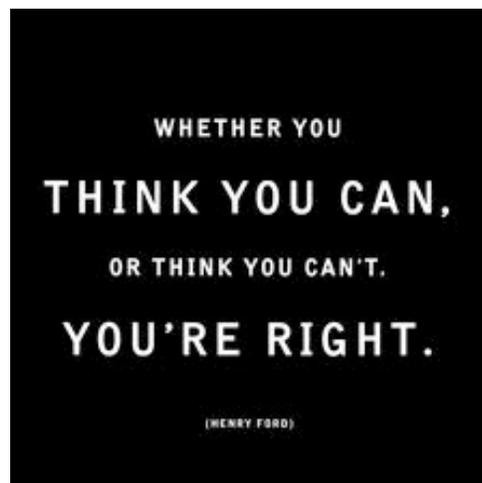
What did you like?
(Shhh! Listen to what they say!)

How do you see yourself building this business?
(Listen)

How serious are you?

This is a numbers game! If you take enough people through this process, you WILL have a good number of people who are ready to get started.

Don't let the negative people drag you down! Keep a clear vision of your goals and dreams. This is where the **rubber meets the road** and going for **NO comes into play**. There will be many highs and lows in this business and plenty of people out there, especially those closest to you trying to discourage you. It's easy to say but... **Do Not** let it affect your progress. Remember what Henry Ford said below!



PBR

STEP 3. Private Business Reception

This is probably the most effective step in building your Network Marketing Business!

PBR's can be held anywhere. In a home is best but PBR's work great at lunch meetings held at your favorite restaurants. They are designed to get your business opportunity in front of several people at once.

As opposed to talking with people on a one to one basis. It's the best way to build momentum as you build your new business.

Doesn't it make sense, rather than spending weeks or months talking to people individually, mostly because of everyone's schedule, to hold a meeting once a week and gather everyone in one place? I would even advise telling your prospects to let a few of their friends in on it and have them bring some people to the meeting. This way they can bounce ideas off of each other.

This could lead to a snowball effect and to your prospect starting off his or her business with a bang. Your prospect can join that night and if their friend joins as well, the friend can be placed under your prospect, giving them an instant start to building their team. You need to take advantage of the excitement, the "In The Moment" so to speak.

People buy on emotion and if given too much time to rationalize and contemplate, 90% will talk themselves out of it. It's best to take advantage of the urgency card as well.

PBR CONT.

Your prospect (Kimberley) doesn't want to have her prospect (Bob) sign up before she does and miss out on the benefits of Bob's hard work and the team he builds.

Sure, going about building your Network Marketing business one by one will work, and you can do quite well, it will just take that much longer to reach the top. So PRB's are the best way to build your Network Marketing business and get it off the ground.

By sorting and picking the right people to invite to your first PBR, and this means talking to your chicken list too! (You know, the people who are already successful in business, the ones you are afraid to approach), will increase your success rate 10 fold.

Proper posture is of the utmost importance. Your attitude should be, **you are going to build this With or Without them.** You have an incredible opportunity to share and you wouldn't have felt right when down the road you are super successful, and didn't let them in on it.

The Keys to Holding A Successful Private Business Reception

The Do's and Don'ts of Hosting a PRB

OVER INVITE!

DO

Make sure every guest knows why they are coming to this presentation.

OVER INVITE - 50% of confirmed guests do not show. Plan on it!

Keep it Simple. Nothing extravagant. Water, soda, coffee, chips or nuts.

Remember we are looking to keep this duplicatable!

Convey a business atmosphere, not a party atmosphere!

Turn home phones and answering machines off/ have upbeat music!

Ask guests to arrive 15 to 30 minutes early and mingle with as many as possible keeping them engaged.

Start promptly, be respectful of everyone's time!

Don't

Don't pre-judge your guests!

Don't ever cancel a PBR

Don't use the term "meeting" Use "reception or event!"

If the turnout is small, don't apologize or react to it.

Don't set out extra chairs until needed.

Don't explain the biz or answer any questions to guests before the presentation starts! Tell them, that's what the speaker is going to cover and they should hear it from the best!

Don't interrupt or correct the speaker in front of guests!

No kids, pets, answering machines...
No distractions!

NO alcohol is highly suggested!

IT'S A BUSINESS

Dammit! Treat it like one!

This is going to sound incredibly obvious but it needs to be said!

I find it remarkable to see how many people will spend the money, even if it's only \$500.00, and then not treat their Network Marketing business as a business. They seem to think that just by joining somehow this will all magically build itself!

It doesn't work that way folks... This is no different than any other business on the planet. Your rewards are based on your efforts, period, end of story!

Yes, Network Marketing is all about leveraging the efforts of other people to create a residual income... BUT! If you're not committed to building your business, talking to people each and every day, and you never sign up a rep... How in world can you leverage the efforts of others if there are "NO OTHERS" to leverage?

As with our McDonald's example earlier, you wouldn't put out a couple million dollars for a business and then after a month or two QUIT because nobody was buying hamburgers right? Just because it was inexpensive to join doesn't mean you should take the approach that you're just going to "See If It Works"...

It only works if YOU make it work!

Keep motivated, stay committed, keep building and DON'T QUIT!

SUCCESS WILL BE YOURS, I CAN PROMISE YOU THAT - IF YOU STICK IT OUT!

GOAL SETTING

BUSINESS GOALS	REACHING YOUR GOALS
How much time will you invest everyday to build your business?	Hours per day:
How much time will you invest every week to build your business?	Hours per week:
Start Date	Date
When will you earn enough to cover your initial cost?	Date
What is your weekly goal earnings for 6 months	\$
What is your weekly goal earnings for 12 months	\$
What is your weekly goal earnings for 24 months	\$

Setting goals is critical to tracking and achieving success. Keep your goals realistic so you don't get discouraged if a goal is missed but don't set expectations too low either. Give a blank copy of this to every team member you recruit and discuss the importance of setting goals. Have yours filled out and share it with them. Hold them accountable for keeping good records and compare notes every few months. **LEAD BY EXAMPLE...**

RECOMMENDED READING LIST

I've put together a list of some of the most awesome books that I've come across and recommend everyone read at one point or another.

If you're serious about building a Network Marketing business then at the very least, read the asterisk books first.

It will give you a complete understanding of how the "rich" think, what to expect your first year in Network Marketing, and a true understanding of money!

"The Cash Flow Quadrant" Robert Kiyosaki **

"How to Win Friends and Influence People" Dale Carnegie

"[Magnetic Sponsoring](#)" Mike Dillard

"Crush It" Gary Vaynerchuck

"The Four Hour Work Week" Timothy Ferriss

"Think and Grow Rich" Napoleon Hill **

"The 5 Essential People Skills" Dale Carnegie

"Your First Year In Network Marketing" Mark Yarnell **

"The Ultimate Guide to Network Marketing" Dr. Joe Rubino

THANK - YOU!

I would like to say thanks being a loyal subscriber and hope you've enjoyed your copy of Recipe for Success!

Feel free to share it with others, especially as you build your Network Marketing Business.

Hopefully your team members will find some valuable nuggets of information that will help them in building their teams.

All I ask is that you leave in place any links provided.

To your Massive Success!

Feel Free To Give Me A Call If You Have Any Questions...

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