

FIRST STEPS:

Getting Started Fast in Network Marketing ...

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**RANDY
GAGE**

CRITICAL INFORMATION

Property of: _____

My Acct.No. _____

Sponsor's Name: _____ Phone # _____

Address: _____ Fax # _____

City: _____ State: _____ Zip: _____

Sponsorship Line Pin Rank: _____ Phone #: _____

Address: _____ Fax #: _____

City: _____ State: _____ Zip: _____

Sponsorship Line Top Pin Rank: _____ Phone #: _____

Address: _____ Fax #: _____

City: _____ State: _____ Zip: _____

Company Product Order Line: _____

Customer Service Line: _____

Corporate Headquarters Address: _____

City: _____ State: _____ Zip: _____

Congratulations!

By choosing network marketing, either as a supplemental business, or a new career, you have shown yourself to be a leader. Someone who isn't happy with mediocrity and the status quo... someone who knows there is a better way. You've just discovered it. Congratulations and welcome. You've joined an industry with over 14 million distributors around the world who will do in the neighborhood of 70 to 80 billion dollars this year. As predicted more than a decade ago — networking has truly emerged as the new paradigm of personal and business development. The purpose of this booklet is to get you started in the easiest, most effective manner possible. You'll avoid some of the common pitfalls and discover some things that will accelerate your journey to success in your networking business.

This booklet is designed to go along with the “Getting Started” tape from the *How to Earn at Least \$100,000 a Year in Network Marketing* audiotape album. If you follow along with the tape - writing in this booklet as you go - you'll get the most out of both resources and achieve the maximum retention.

This “Getting Started” training ideally should be done with your sponsor. This meeting will help your sponsor understand what you hope to achieve in your business, and provide you the chance to develop a close working relationship with your sponsor. Afterward, you can replay the “Getting Started” tape as many times as necessary so you can duplicate this process with those you sponsor.

Please take your business seriously. Just because you haven't invested hundreds of thousands of dollars into your business doesn't mean that you can't earn an income greater than that of many of the top entrepreneurs in this country. If you run your business like a hobby — you'll get a hobby income. Run it like a business and you'll earn a big business income.

Don't talk to anyone about your new business yet!

The time for that will come soon. However, your sponsor is committed to helping you with your first presentations. It's better if you don't try to explain your new business until after you have some training and help from your sponsorship line. For now, just write the name and phone number of anyone you want to talk to in the space provided in this booklet.

There are several things necessary for success in network marketing. But of greater interest are some of the things people think they need — but actually don't. Here are some of the things you may believe are necessary for your success — but actually prevent you from reaching it:

The 5 things you don't need to be successful in Network Marketing ...

1. Credentials or Degrees

Thousands of people have been successful in networking without the benefit of college degrees and the like. Personally, I'm a high school dropout. Since networking is so unlike other businesses, the rules are different here. It's quite possible, actually quite common, to build a large successful organization without having any credentials or degrees. An argument could almost be made against having diplomas in this business, for people may feel that because their sponsor has an advanced business degree — they need one too. This is unduplicatable and entirely unnecessary. If you or your sponsor has a degree, great. It's just not necessary for success in network marketing.

2. Approval

Of anyone, except yourself. Sometimes even your spouse may not approve of your network marketing business. This is actually a frequent initial response, but we've seen thousands of people who have built huge businesses without the help of their spouse. Of course, after that, the spouse usually comes on board enthusiastically and things really take off.

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One of the hardest facts of business to face is that not everybody is ready for success, or is as enlightened as you. Don't be at all surprised to find that some of your closest friends and family members will ridicule you; not join your organization and/or even listen to a presentation; question your sanity; ask why someone with a "real" job would "mess around with one of those multi-level deals"; or all of the above. Then they will feel obligated to regale you with horror stories of people who "got a horrible rash just drinking that stuff," or have "a garage full of that stuff they can't get rid of." It's best to give these "well-meaning" souls a wry smile, thank them for their input and get away from them as quickly as possible.

3. Friends & Family in Your Network

Now please don't misunderstand; if you get them in your group, great! I know families with three generations in their networking business and it's a beautiful thing to behold. Other times, the hardest presentation you ever give might be to a family member or best friend. Sometimes you just can't be a prophet in your own hometown. Direct selling is full of individuals who have built networks in the thousands without having a single member of their family, or so-called best friends, in their group. I know, because I'm one of them.

4. Cheap Advice

Oftentimes a new distributor will get involved with network marketing and get all kinds of well-meaning advice from friends who have never built a networking business. If you want to know how to fly airplanes, you must get advice from an expert pilot. If you want to build a network, look at your sponsorship line and find someone who has already built a large network. Those are the people to seek out for advice.

5. Perfection

The perfect company, product line, or compensation plan hasn't been invented yet. Like everything in nature, it must evolve. Your job is to look at the whole picture — and if the pluses outweigh the minuses — get started. If you sit around wait-

ing for perfection — you'll be waiting forever.

Don't make the mistake many novices make which is to think that they can't do anything until they have tried every single product, read every scrap of literature and completely understood every minute detail of the compensation plan. The important thing is to get started and learn as you go. Having said that:

Here are 3 things you do need to be successful in Network Marketing ...

1. Desire

A desire to really do this and get out of the Rat Race forever. If you really understand this business and have a true desire to help yourself and others — you're already 90% there. Most people are happy with the way things are. People who desire better are the ones who change the world.

2. Enthusiasm

I can't begin to tell you how many times I have seen brand new distributors — with no training, no experience and no in-depth knowledge — go out and build a network of twenty or thirty people their first month. They don't do this with skill, knowledge or technique — they just muscle it through with sheer, unadulterated enthusiasm. Approach this adventure with the excitement it deserves; don't attempt it — jump in, roll up your sleeves, make up your mind and just do it!

3. Action

If you're waiting for the perfect plan — the perfect plan is to take action. You have to get started. Will you make mistakes? Of course you will! But, we're not brain surgeons here; nobody's going to die. Mistakes are part of the learning process and strengthen you for the long term. This booklet, the accompanying audiotape, and your sponsorship line will make sure you don't make any major mistakes which will harm your business, so relax and don't be afraid to move ahead. **Knowledge without action is only a potential for Power.** You've got the knowledge you need... you've shown your wisdom by becoming a networker. Now — let's get started!

Do It Now!

(If You Have Not Already)

This is a list of things you should have already done by this point. Please check it to make sure you've completed all of these things.

Place your first order.

You must use the products or services personally so you can get excited about them.

How much should you order? Somewhere between what you need — and where you're nervous. I say this only halfway in jest. You see, we've found that "just what you need" is not enough.

You'll need some inventory for reselling to new distributors, samples for temporarily out-of-stock items and personal marketing. You certainly don't want to have a garage or warehouse full of product. But do make sure you have enough product on hand to build your business.

Schedule your "Getting Started" training with your sponsor.

Ideally, this should take place within 48 hours of the time you sponsor in.

Schedule between two and four hours for this training and follow along in this booklet. Long distance, this can be done by phone.

Buy a Daily Planner or Appointment Book.

Bring this to your "Getting Started" training meeting.

Begin your Prospect List.

Remember, don't talk to anyone about your business yet. Do that only after you have

finished the Get Started Training. For now, begin writing down the name and phone number of anyone you think of on page 19.

Review the "Get Started" training tools you received from your sponsor.

- a) Listen to the "What You Need to Know First" tape.
- b) Read "The Greatest Networker in the World" book.
- c) Listen to the "Getting Started" tape and work along in this booklet.
- d) Listen to the "Secrets of a Dynamic Day" tape. Set aside 15 minutes every morning to repeat this process.

* Get them at: <http://www.NetworkMarketingTimes.com>

Sign the Commitment Form on the next page.

Success does not come overnight; it takes work. We ask that you make a one-year commitment to your business. Accept the fact that there is a training period. Just like any job or occupation — network marketing takes training. It does not take years or cost thousands of dollars, but you do need to learn some new things. Of course, you will "earn as you learn," but it's still a good idea to consider your first six months a learning experience. For the average networker, working your business only 7 to 10 hours a week, a one-year commitment is a realistic approach. We believe that if you follow our duplicatable system for that time — you will be so pleased with the results that you will be networking for the rest of your life!

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COMMITMENT FORM

I _____, make the following commitments to myself in order to build a successful network marketing organization and ensure a secure future.

I will:

- devote at least 7 to 10 hours a week to my business,
- Spend daily Self-development time, and
- look upon my first 6 months as a learning experience.

I will build my business for at least one year, and then I will evaluate it accordingly. I recognize that the people I sponsor are my responsibility. My first responsibility is to become successful myself, and then duplicate this with my people. I will faithfully follow the system so my efforts can be duplicated.

Signed: _____ Date _____

Witnessed By: _____ Date _____

Make a copy of this page and give it to your sponsor.

GET STARTED TRAINING

10 Steps to Success

- Set your goals.
- Schedule your appointment book.
- Learn the basic company procedures.
- Order your business cards.
- Open a business checking account or get a separate credit card for your business.
- Purchase the business-building materials you will need to get started.
- Study the core qualities of a network marketing leader.
- Complete your prospect list of at least 100 names.
- Get at least 10 “pre-approach” packs in circulation.
- Schedule your first presentations.

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10 STEPS TO SUCCESS

1. Set Your Goals

You must decide what you want to do with your networking business. Are you just interested in getting your products for free? Are you looking to make a few hundred dollars to cover your car payment? Or do you want to develop complete financial freedom? To reach your goals, you must first determine what they are — then set a timetable to reach them.

Write them down

Goals are a dream with a deadline. That means they must be written down. You also want to make sure they are specific and measurable. I believe the average person, following a system, can achieve financial independence in this business during a 2 to 5 year time period. Think about what you want to do right away; then think about what you'd like your 2 to 5 year plan to be.

Dream build with your spouse and your sponsor. Reawaken those wants and desires you used to have — but probably got lost somewhere along the way. Sometimes we get so busy in the bustle of everyday living that we lose sight of our dreams. It's important that you discover your "burn" — the burning desire that will keep you focused and motivated during the early development stages of your networking career. Then fill out the goal form on page 17.

2. Schedule Your Appointment Book

This a business of your word and a business of appointments. To build effectively, you must plan your work and schedule your time in the manner that best suits building your business.

You're already using all twenty-four hours of every day already. To change your life — and what you're getting out of it - you must change the way you're using your twenty-four hours. You must carve out at least seven to ten hours a week — exclusively for building your business.

Work closely with your sponsor to determine how to schedule your seven to ten hours for the first few weeks of your business. Find out the dates of all upcoming functions for the next ninety days so you can schedule your work and other obligations around them. Also, learn the dates of any annual conventions and conferences - these are major events, critical to your success, and you want to make sure you're at these.

3. Learn the Basic Company Procedures

To be independent, and proactively build your business — you must be able to operate without your sponsor's assistance for day-to-day minor matters as soon as possible. That means learning some of the basic company procedures as soon as you can. These include:

- how to order products.
- how to fill out distributor applications, order forms and requests.
- how to transfer volume.

Set aside a few hours quiet time (Sunday evenings are ideal for most people) to read your entire distributor kit. Learn which sections to go to for specific information and familiarize yourself with the forms. Study the rules and regulations and learn the code of ethics.

4. Order Your Business Cards

If you're in business, people expect you to have a business card. Check with your sponsor for the style of card you need and where to order it.

5. Open a Business Checking Account

To run your business in an organized fashion, you must have a separate checking account. This should be used exclusively for your business. It's vital for good record keeping and it will really help you out at tax time.

Note: When you order products for your personal family use — buy them from your own business at retail. For example, let's suppose the wholesale price of one of your products is \$7 and the suggested retail price is \$10. You would write a check from your personal account for \$10 to your business account. Of course you already wrote a check from your business account to your company for \$7. The difference — that \$3 — is really a retail profit that should be credited to your business. You want to be your own best customer.

6. Purchase the Business-Building Materials You Need to Get Started

Check with your sponsor to see which particular tools you need to get started right. Some companies or sponsorship lines have a specific system laid out which uses certain tools. Others do not. If your company does not have a specific system to follow, I would recommend the following items:

10 Pre-Approach Packs:

- “Lifestyle Freedom Pack”

5 Sets of “Get Started” training materials:

- “What You Need to Know First” tape
- “Secrets of a Dynamic Day” tape
- “Greatest Networker in the World” book
- “Getting Started” tape
- “First Steps: Getting Started Fast in Network Marketing” booklet

5 Sets of your “Company Materials” pack:

- Product catalog or brochures
 - Business plan brochure
 - Company Audio or Video/Presentation Pack
 - “Your Destiny” book OR
 - “Future Choice” book
- (Check with your sponsorship line for specifics)*

Several sets of your “follow-up” pack:

- Testimonial type audios or videos
- Article reprints

(Check with your sponsorship line for specifics)

You greatly enhance your chances for high level success when you have the resources you need to compete effectively. Make the investment in yourself.

7. Learn the Core Qualities of a Network Marketing Leader

Nine Core Qualities

There are nine key qualities that all top network marketing leaders possess. Some, or even many of these, you have already put into action. To be a leader — and set an example that others can duplicate — you must learn the remaining ones.

To practice all nine core qualities means you've made and honored a commitment to "go core." To develop your business, you must identify and work with the people in your organization who are willing to make this same commitment. Let's take a look at these core qualities:

• Use All of the Products

To "go core" means that if your company has a product — you would never buy a competing product for any reason. A "Brand X" product purchase takes money out of your business and puts it in someone else's. This kind of practice will put you out of business quickly. A core person never buys "Brand X," regardless of sales, convenience or any other reason. It's simply bad business. You must use all of your company's products that apply to you and be able to talk knowledgeably and enthusiastically about them — to effectively build your business.

• Develop A Consumer Group

Your business is driven by the volume produced by sales to the end consumer. A great deal of those sales will be to distributors who "buy from their own store" and use the products themselves. But there are many other people who will benefit from your products or services — but are not interested in building a business at this time. These people will become your consumer group.

It's critical that you develop this consumer group. This is good business, because you: service the people who aren't distributors, but need your product or service; earn retail income; develop consistent income you can count on from regular customers; and, build personal group volume, which can keep you qualified to earn many other lucrative bonuses and incentives. It's a good goal when you're just starting out to develop a base of at least ten retail customers.

NOTE: *Please don't go out trying to sell products retail first — then attempt to sneak the business in the back door. Present the whole program — business and products — and let the prospect decide. **Get your retail customers, from the people who choose not to participate in the business.***

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• Make Regular Presentations

Like every business, network marketing requires consistently taking action steps. One of the most important of these, is making regular presentations. Realistically, you need to be making 1 or 2 presentations a week when you start your business (working 7 to 10 hours a week). As your business grows, you will want to increase this number. When you reach what I consider “full time” in this business (about 25 hours a week), you will want to be making 3 to 5 presentations a week. Of course, not all these presentations will be new prospects that you want to sponsor personally. Many of them will be presentations you are conducting for your people as you train them and build depth.

You must consistently make presentations if you want to grow your business. Don't be misled into thinking you're growing your business with “busy work” (reading manuals, going to seminars, filling out forms, etc.). These things are important, but they are support functions to the real business — which is making presentations to prospects.

• Attend Everything

Functions are the glue that holds your business together. Attending them helps you grow your business, gives you crucial training and keeps you focused. In your regional area you will have the chance to attend opportunity showcases, product workshops and rallies. If these are 2 to 3 hours driving distance, you will want to attend. There will be other events, such as conventions and leadership conferences which are held annually. These are major, often life-changing events and you'll want to schedule your vacation time around them — so you never miss one.

• Spend Daily Self-Development Time

If I've discovered one truth, it is this: your business will grow only as fast as you do. Initially, you need recruiting and training skills. Later, you need time management and organizational skills. Ultimately, however, you will need leadership, communication and empowerment abilities. To develop others, you must first develop yourself.

It's important that you spend daily self-development time. For most people, this is best done in the morning, before you start your day. You might meditate, exercise, listen to inspirational tapes, read — anything that helps you grow your mind, body and soul. Set aside this time and stick to it.

Invest in audiotapes, books and videos that help you develop. Keep tapes in your car to play at every opportunity throughout the day. Get a portable cassette player and use it when you go walking or cycling. Also, don't end your day by watching the late news then going to sleep. Make sure the last input you receive before going to bed is positive — even if it's just reading one paragraph in an inspirational book.

Many companies or sponsorship lines offer programs that provide positive, inspirational material on a subscription basis. If you're in such a situation, you are quite fortunate, because much of the work of finding and getting good material is already done for you. Sign up right away and make sure your people do as well.

NOTE: *If your company doesn't have such a program, or you would like to supplement your program, I'd like to suggest that you consider a subscription to my DYNAMIC DEVELOPMENT SERIES. Each month you'll receive a one-hour tape dedicated to exploring the frontiers of body/mind development.*

• Be Teachable

If you want to build your business in the fastest manner possible — you must be teachable and willing to be coached. You will find network marketing is quite different from traditional businesses. Things that work great in sales, simply do not work well in network marketing. Your sponsorship line has learned the methods, strategies and techniques that work best in your business. They will work with you and teach you everything they know without charging you a penny. Your sponsor is the repository of all the experience of many generations of distributors — all the way to the company. Learn from them.

• Become Accountable

For years now, chain letters and money games have been masquerading as legitimate network marketing programs. This means those of us in true programs must be beyond reproach. We must set a standard of integrity much higher than the corporate world.

Network marketing is a business of relationships — and relationships operate on trust. To earn and maintain that trust — you must be accountable. We can never tell a lie to our distributors or customers and be accountable. Accountability also means that when we write checks, they're good; when we promise to work with someone, we follow through; and when

we commit to attend an event, we're there — on time.

Accountability means that when we have a product display with 24 products — there will still be 24 products on the table at the end of the night. It means never approaching someone else's prospect or attempting to steal distributors from another line. You will create the culture of your organization. If you do it right — it will mean you can hold a function and 800 women can leave their purses on their chairs, come back, and find everything exactly as they left it!

• Edify the Organization

Savvy distributors learn that they must edify their sponsorship line. When you point out the success and accomplishments of your sponsors — it makes those sponsors more effective when they come to work with both your prospects and distributors. Many times you will find it difficult to be a prophet in your hometown. Sometimes your friends and relatives aren't yet ready to accept that a powerful, positive concept can come from you. By edifying your sponsorship line — then bringing your prospects to them, you'll have support to hold you over until you develop some initial success and credibility. Likewise, your sponsorship line can help you when you're working with your new distributors.

• Follow the System

Leaders understand that “lone rangers” can be successful initially — but will not enjoy long term success. For residual income — and walk-way security, you must follow a step-by-step duplicatable system.

This means that everyone in your organization uses the same pre-approach pack, the same company materials pack, employs the same training procedures and follows a standardized presentation. This way, the method you use to bring in new people is the same method they bring in their new people. You are completely duplicatable. Regardless of someone's previous job experience, their education level or confidence level — they can do the business exactly the same way you did.

Your sponsorship line has learned what works and what doesn't. They have created the system based upon that experience. Follow the system and you have the resources of the entire sponsorship line working for you. If you change the system — you lose the benefits of having all those resources at your disposal. Also, when you change the system — substituting a different tape, changing the presentation, etc. — you send a message to your people that it's OK to change the system.

Your first level people change the system a little, so their first level people change the system a little, and so it goes down to the group. By the third level, there is no system — so you have no security, no potential for walk-away, residual income. Always follow the system!

Go Core!

These nine core qualities are what separates network marketing leaders from the people who drop by the wayside and never reach long-term success in the business. Practicing all the core qualities isn't easy — it's not supposed to be. But you must practice them all if you're truly interested in building a network where others can achieve the same success as you.

“Going core” means doing all nine actions, not just the ones you like. It also takes a substantial investment in yourself. But you will discover that the people who invest in going core reach dramatically higher levels of success than those who don't. As a leader committed to empowering others — you have a responsibility to go core yourself, and create that culture in your organization.

8. Complete Your Prospect list of at Least 100 Names

This is one of the most important steps. Do not skip it and do not do it halfway. Just start writing down the names of everyone you know. Don't try to prejudge: “Well, he makes a lot of money; he won't be interested,” “She's not a sales type; she wouldn't look at this,” etc. A mistake like that can cost you tens of thousands of dollars down the road. So do not prejudge, just get down the names.

On your list of 100 there will be 1 or 2 top executives, 3 or 4 midrange executives and 30 to 40 people who will want to use the products as a consumer — and we don't know who's who - and it's never who you think it is.

Begin with the memory joggers list. Then look through the business cards you've collected. Go through your address book and your holiday card list. Finally, skim through the yellow pages and scan the occupations as a reminder. Start with accountants, barbers and contractors, and go to x-ray technicians and zoologists.

Don't make the classic mistake of thinking of 5 or 6 people who you think will be interested and stopping there. You will certainly be disappointed. Make sure you get down at least 100 names so we can let people sort themselves into the right categories.

9. Get at Least 10 “Pre-Approach” Packs in Circulation

This is when your planning ends and your actual business-building begins. Now you’ll begin to discover who’s just a suspect and who’s really a prospect for your business. A qualifying question and the pre-approach pack will help you through the sorting process.

A pre-approach pack is a pack of material for conducting the initial screening of your prospects. This will determine whether you move forward to making an actual presentation. If your company does not have a pre-approach pack — I have developed one called the *Lifestyle Freedom Pack* for you to use. It is an attractive album that includes an *Escape the Rat Race* audiotape and the *Money for Life: Creating Wealth in Network Marketing* Special Report. The tape is actually a live presentation where I am conducting a generic opportunity meeting. It presents the benefits of the business and helps you qualify your prospect. After the prospect has reviewed the pre-approach packet, you can move them to a 1-on-1, or take them directly to a home meeting.

Here’s how it works:

Look at your names list and pick out the most ambitious, busy, successful people on it. These are the people you’ll want to approach first. The first step is a qualifying question to see if they are “looking.” Some examples are:

- “Have you ever thought about opening your own business?”
- “Do you like your job? Do you get paid what you’re really worth?”
- “Have you ever thought about developing a second income?”

(For a more extensive list of possibilities, see the “*How to Earn at Least \$100,000 a Year in Network Marketing Study Guide*.”)

People who seem satisfied with their present job and earnings are probably not candidates for becoming business-builders at this time. Remember, we’re looking for people who are looking. If they’re not looking — skip the pre-approach and presentation steps and see if they would be interested in becoming a product customer.

Here’s the important part: Never prejudge for your prospect. Don’t assume that they won’t be interested in the business because they have a high income or a “good” job. It’s impossible to know who is looking for a new career. Many times it’s the people with the high-paying status jobs that are the most unhappy or dissatisfied. So start by asking some qualifying questions with the intent of giving out a pre-approach pack foremost in your mind.

To grow exponentially, you must keep 10 pre-approach packs in constant circulation. Once you get a positive response to one of your qualifying questions, let them know you have an opportunity that might meet their needs. Offer to lend them some information so they can determine if it would be right for them. Give the pre-approach pack.

NOTE: *You will have much more compliance with people reviewing the materials and a better response if you distribute them with a sense of urgency. Let your prospects know that you are moving very rapidly and ask for their commitment to review the materials within 48 hours. If they tell you that they won't be able to get to them for three days — let them know you'll bring them back at that time and that you'll be circulating them to others in the meantime. And don't just say this, mean it. Pre-approach packs can only work for you when they're out with prospects. Keep them in constant circulation.*

Follow up with your prospects within 48 hours as you promised. Simply ask your prospect: “Does this look like something you'd like to explore further?” Their answer will fall into one of three possible categories.

Category One:

“That looks very interesting for you, but I don't think I'd be interested . . .”

These are people who simply didn't catch the vision. They've seen nothing of the business to excite them. Don't try to sell or pressure them. Accept that they may not be ready for the business just now and see if they would be interested in using your products or services.

Category Two:

“That's one of those pyramid deals, you're going to prison, blah, blah, blah . . .”

These are sadly misinformed people who, even sadder, don't know they are misinformed. They've got their minds made up and don't want to be confused with the facts. (And if you're using my *Lifestyle Freedom Pack* — you know they didn't even open it, because the Special Report explains the differences between pyramids and legitimate network marketing.) You could argue and attempt to enlighten these people, but I don't recommend it. It's better to get your pre-approach materials back and get away from them as soon as possible.

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Category Three:

“Wow! What’s the name of your company? What are the products? How does that work?”

This is the individual you’re looking for. They’re intrigued by the possibilities, but need more information. This is your opening to move to Step Two — giving them a presentation. If it can be done right then and there — do it. If not, schedule a specific time to do this.

This is the sole reason for the pre-approach pack: to get you appointments with qualified prospects and prevent you from making appointments to unqualified prospects.

10. Schedule Your First Presentations

It’s very possible that your sponsor may offer to conduct a home meeting for you to make the presentations to your initial prospects. Or they may be conducting hotel meetings that you can bring your people to. They may also help you with 2-on-1 presentations with some of your people. Schedule your first couple of weeks’ presentations with your sponsor and write them in your planner.

Note: In cases of rapid organizational growth — your sponsor may not yet be qualified to make a presentation. If so, that’s OK go further up the sponsorship line and you will find someone to help you.

This is a critical part of your training. As you watch and listen to your sponsorship line make your initial presentations (taking good notes, I hope) — you will be learning how it’s done. **The sooner you learn to conduct a presentation yourself — the sooner you’re on your way to independence.**

You can then duplicate this process with your people. By following this system, you will be building secure lines with the potential for walk-away, residual income.

GOALS

To be effective, goals must be specific, measurable and written down. Take a few minutes and write down what you would like to accomplish now. You may wish to seek some advice from your sponsor in this area.

I will reach 1,000 in group volume by _____.

The reason I started a network marketing business is _____

At the end of my six-month training period, I would like to be earning \$ _____ a month.

My 2-to 4-year plan is _____

Make a copy of this page and give it to your sponsor.

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MEMORY JOGGERS

WHOM DO YOU KNOW...

named Joe
who looks like Tom Cruise
who just quit smoking
who just moved away
in politics
at the United Way
that you met on a plane
who flies planes
in radio / TV
who looks like Julia Roberts
named Cyndy
who needs extra money
at the gym

WHO SOLD YOU YOUR...

house/condo
computer
carpet
car
TV/stereo
wedding rings
glasses/contact lenses
vacuum
boat
camper
furniture
air conditioner
appliances
Tupperware
Tires

WHO IS RELATED TO YOU...

Parents
Grandparents
Sisters
Brothers
Aunts
Uncles
Cousins

WHO IS YOUR...

mail carrier
newspaper carrier
dentist
minister /rabbi / priest
florist
lawyer
insurance agent
accountant
congressperson
pharmacist
veterinarian
favorite waiter/waitress
chiropractor
butcher
baker
bank officer
printer
optometrist / ophthalmologist
travel agent
hair stylist
photographer
architect
exterminator
dry cleaner
mechanic
landlord
grocer
carpet cleaner

WHO...

lives next door
lives down the block
lives across the street
lives upstairs /downstairs
teaches your children
was your best man/ushers
was your Maid of Honor /
Bridesmaids
are your babysitter's parents

WHO...

was a service buddy
did you go to school with
used to be your teachers /
professors
is your old boss
fixes your TV
worked with you in past jobs
went with you to the beach
owns a restaurant
installed your appliances
is the President of the PTA
is in the local Chamber of
Commerce
goes to church with you.
watched the Super Bowl with
you
is a policeman
is in the military
works at the video club
is an actor

ALSO...

Get out your holiday card list, your address book and any business cards you've collected. If someone's name is there — they should be on your list. Take out the Yellow Pages and flip through from A to Z to refresh your memory.

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PROSPECT LIST

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| 125. _____ | 150. _____ |

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— R. G.

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