PROFESSIONAL DEVELOPMENT | GETTING STARTED | GOALS | INDUSTRY

Tips for building your own network marketing empire

Taking action on these tips can make the difference between earning a living… and enjoying a LIFE!

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1. Use all your products in as many creative ways as possible. Your product experiences become your basis for retail sales.

2. Think about what you will do with your Network Marketing residual income ALL THE TIME and let yourself FEEL how it will feel. Study *Crafting Your Vision*™

3. Create and **maintain** a list of people to prospect and how to get a hold of them…there ought to be hundreds of people on it. Do NOT pre-judge their interest.

4. Study MLM like you are pursuing a four-year degree in it. Read and listen to EVERYTHING.

5. Study ALL the marketing materials available so you will know what to use and when.

6. Manage your beliefs. Study, listen to and watch people that have the beliefs you want. Learn to believe in what you want as an expectation.

7. Create a business plan…a simple one that you WILL follow every day. Boil it down to a daily action plan, then let the plan work you.

8. Treat your opportunity like any new career. Dedicate yourself to mastering it.

9. Work at least part time — 10 to 20 hours a week. 'Sometimers' only get paid sometimes.

10. Learn to SELL the income opportunity as well as you might sell the products. More people are interested in the money.

11. Sell income and free time more than a business opportunity or home-based business. People want holes, not drill bits.

12. Don’t push ropes. Work with the willing. Work only with those who work, not those who promise to work.

13. Give yourself options from which to pick your leaders. Sponsor enough people to create some odds in your favor.

14. Sponsor and keep sponsoring until you find an Ace (worker). Then, take them DEEP! (There are always four aces in every 52 cards. Oddly enough, there are usually at least four builders out of every 52 you sponsor).

15. Be mindful of "placing people" under people. No one likes being given up for adoption. It is not as good an idea as it sounds.

16. Sponsor as though you could only do so for the next 12 months and then had to build it **all** from that.

17. Prospect **as though you believe everyone is at least interested**. They would be, if they knew what you knew…wouldn't they?

18. Keep a prospecting pace and attitude as though the company was paying you $2,000 a month JUST to introduce people to it.

19. If all you had to do was introduce the company to get paid, who would you talk to? What would you say? What would you do if they said no? Do the same thing with the same attitude and you will earn $2,000 a month and more.

20. Some will; some won't. So what? Who's next?

21. Remember, the more people who say no, the closer you are to the one who says yes. The odds PROVE it, so bank on it.

22. If time and opportunity permit, get to know people before introducing them to your opportunity. Find out what is important to them and what is missing.

23. Never be cute or creative about what it is you do. Be straight about the opportunity. Answer every question directly, followed immediately by your own question.

24. Call people by their name. They love hearing it and will love you for remembering it.

25. Leapfrog! Show people that it is **who they know** that can make them successful. Paint the picture of their success through their prospects.

26. Drip on everyone that has said no. What they meant was, **not now**. Send them something every month. Life will change for them.

27. Offer people about one-third of what you think their full-time income is. Less is boring. Much more is unbelievable.

28. Offer a specific amount of income as soon as possible. Some or a lot of money is difficult to visualize. $500 next month is hard for anyone to pass up.

29. Don't beg people to join. Beggars are not attractive. Offer the opportunity and be just fine with them not being ready.

30. Be mindful of what you are doing when you offer the opportunity to others. Would they want to do what you are doing? Prospecting for the income opportunity while working a booth at a flea market does not work.

31. Do you look like your opportunity is working for you? Are you having fun? Are you dressed attractively? Are you groomed attractively? Does your car look scary to ride in? Is your home inviting? Do you speak positively about life and others?

32. Listen, listen, listen, listen, listen, listen. No one cares how much you know until they know how much you care. Listen!

33. Edify, edify, edify! Sell your sponsor, your upline, and corporate leaders. Sell them to your prospects and new distributors powerfully. Practice this.

34. Know your competition. Visit other companies' opportunity meetings. Study their websites. See their strengths and weaknesses. Learn from them.

35. Support the dreams of your competitive distributors. Do not undermine their opportunity or attempt to lure them away. Many of them may soon be looking for something new.

36. Paint a vivid, powerful picture of the income opportunity for your prospects. People have to see it in their mind's eye first to believe it.

37. Learn to sell the unique advantages of your opportunity: longevity, integrity, million-dollar empire builders, immediate income, paid weekly, personal development opportunities, unique products, products that create residual income, your sponsor, your upline, your corporate leaders…

38. Craft and practice your personal story on every product with which you have had success, as well as why you are engaged in the opportunity. Be brief. Be powerful. Think of how others could interpret what you say. Think of how you could say it so that they will believe you. What would it have to sound like for you to be interested?

39. Be on ready alert to offer any one of your success stories on e-mail, in meetings or on any conference call when given the opportunity. Information tells…stories sell. Master your stories. BE BRIEF. STAY ON TARGET.

40. Craft a Story Letter — a 3/4-page letter on non-company letterhead that tells the story of how and by whom you were introduced to your company; what the products did for you and what it was about the income opportunity that compelled you to take advantage of it.

41. Use your Story Letter as your primary piece of prospecting literature. Send or hand it out with anything else you offer to prospects. Add it to your web page. Update it as often as you have something powerful to add.

42. Prospect anyone and everyone with whom you would consider working. Some of the most successful Network Marketing leaders today first joined as very unsuccessful people. And, the more successful one is already (too a point of about $500,000 annual income) the easier they can see this working; the more contacts they have and the more credibility they have with those contacts. From the lowest to the highest and everyone in between…prospect them all! Remember tip #27? Offer them 1/3 of their current full-time income.

43. Less successful people will respond to immediate income, the opportunity to sell product and weekly checks starting next week. Even $50 to $100 will make a huge difference in their lives. And, they are willing to do more for it.

44. More successful people respond to monthly income and longer-term residual income and are usually willing to do less for it. Financially successful people are often dominated by their business or career and are looking for a way to replace a portion or all of their income. They are usually willing to wait longer and will invest more to make it happen. Most people that earn up to $500,000 a year could not maintain their lifestyle off liquid assets if their income stopped for more than two or three months. Being broke is a relative concept.

45. Master the *Art of Leapfrogging*™. Leapfrogging is showing the prospect who they know that should be successful, most often using occupations as the anchor. Paint a picture on a yellow pad of how their group should grow (1st level, 2nd level, etc.) based on knowing people in certain occupations. The leapfrogging conversation starts by asking, "Who do you know that is a _____?" More successful people must be leapfrogged so that they can see how it is who they know, or what lead generation system they have access to, that will earn them the money; not how much time they put in themselves.

46. Master the *Art of Listening Through Objections*™. Prospects' objections are rarely true, even for them. These objections are merely a form of resisting being "sold". Never argue, not even subtly. Always listen: embrace, define, embellish, purge, and address.

47. Master showing your career plan: Four who get four who get four, two who get two, etc. Focus on the four cornerstones of why it works: The

People (how to amass all those people), The Sales (how do you expect $100 or your active requirement from each), The Compensation Plan (an average of 10%) and the Residual Asset Value (5 to 20 times the residual annual income). Study *The 4-year Career Plan*™.

Richard Brooke made his first million before the age of 30, advancing to the top sales-leader position in a $60 million Network Marketing organization made up of more than 200,000 sales people. At age 31, he became the Executive Vice President of that company.

Through Richard's coaching, writings and seminars thousands of leaders have discovered new distinctions in listening, leadership, courage, relationships, team spirit and big-time fun. He is the author of *Mailbox Money, Mach II Starring You* and co-author of *The New Entrepreneurs: Business Visionaries for the 21st Century*.

Richard continues to play full out from his home on the lake in the resort community of Coeur d' Alene, Idaho, and a horse ranch in the California foothills. He enjoys Harleys, golf, water sports, scuba-diving, skiing, snowmobiling, helicopter flying, a good game of poker and a real Cuban cigar.

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