DUPLICATING | SKILLS | SYSTEMS | TRAINING

When the Dust Settles…

Why duplication is so important

by **Chad Bumgarner**

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If you build your business correctly, follow the simple, **duplicatable**, system, you can set you and your family up with a serious, residual income for the rest of your life.

That's about all that I can remember hearing, almost 4 years ago, when I joined Network Marketing, for the first time! I was so excited! I couldn't wait to get out and tell all my friends about how they could save and make all this money! But, wait a second….I wasn't thinking about following the simple system that my friends used to introduce me to the business! I just had to tell someone about what I had my hands on!

I remember listening to an audio cassette tape by one of my mentors, **Robert Fason**, and hearing him say, *"If you're not doing to your friends, what they can go do to their friends, your business will not grow to where you want it to. It'll still be dependent on you 10 years from now."* After listening to that cassette, over and over, and finally understanding what it means *now*, this "duplication" concept is really hitting home to me. That phrase keeps playing over and over in my mind, and I realize now, that by running out and telling my friends all about what I'd just found, I was ruining their chances at ever being successful. Now, almost 4 years later, after realizing what I did to them, and really getting back to the basics of the business, some of my friends are paying more attention to what I'm doing.

> ***I keep telling myself, "No matter how bad you want to just tell them about everything that's going on, you have got to keep it,***

fun, simple, magical and duplicatable.”

It’s pretty exciting to hear that people like, **Donald Trump**, **Robert Kiyosaki**, and **Warren Buffet**, are really promoting this industry right now! Just knowing that has to make you feel really good inside, even when your “best friend or brother-in-law” is out telling everyone, everything they “know”, doesn’t it?

So, the simple, yet often misunderstood word, **Duplication**, is all that more important to understand, knowing that *big-dogs* like those guys, know what we know, right?

That’s why the title to this article, **When the Dust Settles**, was chosen. In my opinion, that’s one of the main reasons many Network Marketers fail, before they ever really begin in their quest with each of their respective businesses! They run out, tell everyone they know about their new-found opportunity, don’t follow the *duplicatable* system that their Network Marketing business already had established for them, and most of their friends and family shut them down, before they ever get to check out the facts, and see all the details for themselves. Now, I finally understand *why* and *how* to keep what we do, **duplicatable**.

As another of my mentors and good friend, **Matt Parr**, says, “A leader of one can someday be a leader of many, but if he can’t lead one….he probably won’t ever lead any.”

How bad do you want time and financial freedom for you and your family? When you hear things like a *6-figure, residual income for the rest of your life*, what does hearing that do inside of you? Hopefully it gets you so jacked up, you can’t wait to tell everyone you know about the exciting opportunity you have your hands on, *the right way*!

It still just absolutely blows my mind that how just helping a few “key people” and keeping it duplicatable can create such an

awesome lifestyle change for so many people we know!

Never before, in my lifetime, have I ever seen or heard of more people that are looking to make a change in their lives! We are so lucky to be in the industry that we are in, because we have what everyone is looking for…they just don't know we have it! So…let's get out there and change as many people's lives as we possibly can!

Dream big and realize that anything you want in your life can be yours! Just be brave enough to stick your head up above the crowd, go against the flow, and get ready to achieve all your Dreams and Goals!

"You're Going to Dream Anyway, So You Might As Well, DREAM BIG!" – Donald Trump

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Chad Bumgarner is a 29 year old from Strang, Nebraska (Population... 32 people). Chad is currently working on their family farm with his father, Tom, but has big plans for his Network Marketing business, along with several other projects that he's working on.

Chad's original Dream Job was to be on ESPN's College Football Gameday crew about 7-8 years ago. He got a job working at HuskerVision at the University of Nebraska, and was there about two months. After a detour, and going back home to help out on the farm, he thought he made one of the biggest mistakes of his life. As they say

though, when the good Lord closes one door, another one opens. Chad had been home for about six months when he over heard some friends one night, talking about their Network Marketing business. He went to their house the very next night, to take his first look at their business, and his life hasn't been the same since. That was over three years ago.

Today, Chad is so excited about what he has his hands on he can't imagine his life any other way. Chad's current plans include taking the Network Marketing business that he's in, to the highest level, and helping as many people as he can along the way. Chad is currently single, but can't wait to share his exciting life with the woman of his dreams. An aspiring author, Chad has plans to write his first book within the next couple of years. Stay tuned!