TOOLS | TECHNOLOGY | RELATIONSHIP | VISION

The most valuable tools for building your business

The two most powerful tools for your business are already yours and they're FREE

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The often asked question in MLM is *"What is the most important tool you have to build your business?"*

Is it the internet? Your laptop, your I-Pad or smart phone, an auto-dialer, email blasting, landing pages?

Well all of these devices can certainly be classified as "tools" that you can use to build your business, but they all pale to the most valuable tools we all have. Those tools are your MIND and your MOUTH.

> **Most of the tools that are mentioned above can cost a fortune and unless you are experienced they may all prove to be a waste of money, yet your MIND and your MOUTH cost you nothing.**

We are in an era where distributors are running around looking for the silver bullet, or the magic formula where all you have to do is push a button and the leads come pouring in to your landing pages and everyone enrolls and places an order without you even having to talk to them. Am I saying these methods do not work, no. There are a handful of highly skilled professional Internet marketers, who had some success with this method, but for the masses, they never can afford to purchase

the system and the leads to make this happen and they end up a failure, broke and disillusioned.

So abandon the thoughts of the “get rich quick” silver bullets and work with what you have that costs you nothing... your brain and your mouth. You can spend a fortune trying to set up automated systems and generate a whole bunch of leads and then not be smooth enough to close any of them and abandon the system. I saw a friend of mine spend more than $100,000 setting up system and today it is sitting dormant. I have seen systems bring in hundreds of new distributors and then witnessed most of those distributors join the NEXT HOT NEW DEAL that was emailed to them the following month because no relationship was established with them.

Sooner or later the serious Network Marketer must come to the realization that our business is all about RELATIONSHIPS.

Your success in this industry will be the direct result of your ability to establish and develop relationships with your distributors. The surveys run by the DSA (Direct Selling Association) show that the majority of all MLM activity is the result of party Plans, home meetings and one on ones with friends, neighbors and relatives. Less than 2% was from the “automated lead generating systems.”

So am I saying not to use these tools? No, I am just saying not now. Learn how to invite friends, neighbors, coworkers, people you know in your community and relatives to watch a DVD or an online movie. Get in the habit of talking to everyone. It’s free. You can spend a fortune trying to get people to call you, or you can sharpen your people skills and walk into a restaurant to have a cup of coffee and walk out with four names and numbers to follow up with; all for the cost of a cup of coffee, which you were going to buy anyway, so basically those leads were FREE. You used your brain and your mouth to use the basic invitation to get their interest. Now when you call them back to walk them through your website, they already know a little bit about you, they know what you look like and they have already decided they like you or they would not have given you their phone number. They are great prospects because you have already established a relationship with them.

Now once you have perfected your people skills and you are earning a lot of money and have some set aside for growing your business, then you can experiment with the expensive automated systems, but for now, learn to use your most important tools; your brain and your mouth. Feed your mind by reading positive thinking and self help books. Learn to write affirmations to describe the desired behavior you want to have and your brain will, via your subconscious mind, direct you to have the confidence and skill to talk to people, even strangers.

Here are some tips for writing affirmations. They must be…

Personal: "I"

Present Tense: "AM"

Infused with emotion: "THRILLED", "OVERJOYED", "JOYFUL", "ELATED"

Positive: Living in your new dream home, (not moving out of current dump). Focus on what YOU want or desire not on what you don't want.

Written as though it has already happened and exists in your life: I AM ENJOYING living in my new two story 5 bedroom 6 bath colonial home with heated swimming pool and tennis court.

Described in a manner that triggers a "vivid picture" in your mind as you read it out loud: on 5 acres of land edged by stone walls and with a 1,000 foot winding brick driveway lined with weeping willow trees and a breathtaking view of the Delaware River.

Now use your MOUTH to read these affirmations aloud every morning, afternoon and evening.

For self-image and self-confidence affirmations your pictures in your mind will be your phone ringing and your leaders calling you to do three-ways with their prospects and new distributors because YOU are their "trusted authority" and create pictures of you hosting and conducting a conference call for you group. Picture your phone on speaker phone and you are on your conference bridge welcoming your group to the call…

“Hello and thank you for calling in this is your host _____ and we will be talking about _____ this evening.” Picture yourself at a convention and you hear your name announced as a new Diamond and you run onto the stage with a crowd of thousands cheering for you. You then approach the podium and words just flow from your lips as you graciously thank your group for all the effort they made to help you be here. You thank your upline for their support and you tell everyone that if you have done it they can do it to and you inspire them to greatness.

If it does not create a vivid picture in your mind then it is not specific and detailed enough.

If you cannot get PASSIONATE about having it then it is not something that you really DESIRE.

Discover things in life that you want so strongly that you can taste it and smell it. – (Involve as many of your senses as possible as you imagine owning, having, doing or accomplishing what you want to have, do, or be.) Smell the leather of your new Mercedes, hear the purr of the engine as you step on the accelerator pedal, feel yourself sink into the seat cushion as you experience the G-Force as you accelerate from the stop sign to 60 MPH in just a few seconds.

“It is easy for me talk to total strangers about my business. I enjoy showing people my business opportunity and having them get excited as they enroll in my business and order product.”

Now picture yourself being at complete ease while you comfortably start conversations with strangers. Picture them smiling and laughing and expressing great interest in your business and then picture them asking you to tell you more and then picture them enrolling in your business.

Next picture them walking across the stage at convention as a new diamond and telling the audience the story of how you cold prospected them in a 7-11 store and thanking you for sharing your business with them.

The more vivid your visualization, the more emotion you will have when you read your affirmation. The more emotion you can create the greater

passion you will have toward attaining what you desire. The more passion you have for this, the more belief you will have and the greater expectancy you will have that all that you are affirming really does exist already and you are manifesting into your life through your belief and positive expectancy.

> **What has happened is that once your subconscious mind believes that this is the life you ARE living, your subconscious mind will open your reticular activation system and will make you aware of and attract all the resources required to make it so.**

It works… You can do it today.

Take your GOALS and start writing your affirmations for each goal right now!

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