DUPLICATING | MARKETING | PROFESSIONAL DEVELOPMENT

The Duplication Myth

Just exactly what you need to see duplicated for success

by **Tom (Big Al) Schreiter**

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I have an opinion on duplication... it makes people mad... especially those who teach duplication. You don't have to agree with this opinion, but here goes.

Why duplication doesn't work.

* Mary has a million dollar smile. Whenever she smiles, people want to talk to her, and she gets a chance to share her business. But not everyone in Mary's downline has this amazing smile. So should I tell Mary not to smile as it is not duplicatable by everyone in her downline?

* Joe hands out audio CDs, and then puts the prospect on a three-way call with an upline. But, some of Joe's downline is hearing-impaired, and so are their prospects. So should I tell Joe not to use this method as it is not duplicatable by everyone in his downline?

* Let's say my sponsor is Alice. Her natural market is recruiting at the women's rotary. Can I duplicate that? No. I'd need a sex change operation. Should Alice not use her natural market? Of course she should. That's her strength.

* Ella is a doctor. She loves to share her company's products with her patients. So should I tell Ella not to share her products with her patients as it is not duplicatable by everyone in her downline?

* John has an unusually large extended family and plenty of local relatives. So should I tell John not to share his opportunity with his relatives as not everyone in his downline is fortunate enough to have as many relatives?

* My friend, Charles, sells mailing lists. He has 10,000 customers who trust him. What if I sponsor Charles and say this, "Charles, don't go to your natural market. It's not duplicatable. No one else has 10,000 good customers. Instead, use my system of sitting with your neighbor with a flip chart." Charles would laugh in my face.

* Bill makes a driving mistake and hits another car. The owner suffers a neck injury, but Bill generously gifts him some magic vitamins. The other driver recovers and becomes Bill's best leader. Because this is how Bill found his best leader, Bill insists his downline duplicate his methods. Insane.

I hate the telephone, but I have loads of people who use it exclusively. I have people who use ads, use social media, leads services, party plans, breakfast clubs, referrals and many, many other ways to meet their prospects... and they **all** work!

==> Usually duplication advocates have another agenda such as selling you their duplication materials.

My philosophy is this:

"Duplicate the results, not the activity."

Give people the freedom to choose the most pleasurable activity for them that gets the job done. For some people, it is talking over a cup of coffee. For others, they enjoy talking on the telephone.

Now, if their way isn't getting the job done, they have a choice.

1. Learn the skills to make their preferred method work, or
2. Choose a different way to build their business.

We want to duplicate results (sponsoring and building leaders).

We don’t need to duplicate unique activities to get these results.

Tom "Big Al" Schreiter writes the Big Al Report. There are 7 mini-reports on sponsoring that can help motivate you to build fast by showing you exactly what to say and do. Just download the reports at http://www.BigAlReport.com

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Tom "Big Al" Schreiter is the author of many books and audio trainings on how to recruit more distributors.

36 years of experience of testing exactly what to say and do to get prospects to join.

Download seven free mini-reports on the magic words and phrases of network marketing at: http://www.BigAlReport.com

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