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FOREWORD

This little e-book is designed for those who are just starting out on the journey in Multi-Level Marketing (MLM), which is also referred to as *Network Marketing*. For ease of reference we will refer to it as “MLM”.

You may be wondering what you have gotten yourself into.

You may be questioning whether or not you can do it, or have enough time, or whether you have a strong enough reason to get started.

Read and enjoy this book, and above all, remember, it is YOUR business, nobody can force you to do anything that you don't want to do, and you can run at your own pace.

What levels you reach, or how much you make are up to you.

Having said that, we can absolutely assure you that the faster you start, the quicker and more solidly your business will grow and flourish.

You will be surrounded by many great people who all want you to succeed, because your upline only make money from your participation, when they help you to make money first.

So keep an open mind, be enthusiastic and above all, be ready to learn and grow, and then have fun with it.

If you have questions, I recommend that you always go to your upline, but if you want to contact me, you can find me at mediagate.jg@gmail.com

You can also find my blog at www.mediagate.com.au

CHAPTER 1 – THE ADVANTAGES OF MLM BUSINESSES

Welcome to your new business.

If you are a newbie, or someone who is evaluating an MLM business, this booklet will help you see the immense value in a MLM business, and help you to see how much this could change your life.

This is the opportunity for you to take charge of your life and your destiny – maybe for the first time – and the chance to be your own boss, be in charge of your daily, weekly, monthly and yearly routine, make as much money as you want to, and treat your family to the life that you and they deserve.

Before we get too far into it, we need to make the usual boring disclaimer that no MLM company will tell you that you can make any particular level of income, at all. You can make anything from millions to zero and anywhere in between. It depends on lots of things, that we will go into in more detail in this book. But, the good news is that if you want to make the big bucks, it is entirely possible and it is only a decision or two between now and then.

If you have never run a business before, don't worry. We will lay out some exciting prospects for you.

If you have run your own business, you will quickly see that this is an opportunity to gain the freedom to be your own boss, without huge overheads, staff, taxes and all the other things that go with running conventional businesses.

You will see that this will give you the opportunity to put your family first, to sit on the “beaches of the world” and to truly have control of your own life and your own destiny.

Does this sound too good to be true? Maybe, but bear with us and it will all make perfect sense.

We assume that you have seen an MLM opportunity and are seriously considering it, or that you have jumped in, and may now be wondering what you have got yourself into, or you have jumped in and are as excited as we were in the first weeks and months of our new business.

Hang in there with us and we will embark on a great journey!

No Bricks and Mortar

Armed with all the business building tools that your MLM Company makes available, you can be sitting on a beach, or in a café, or an airplane, or your home office, with just your tablet, laptop and maybe just a smartphone app! And be able to run your worldwide business. Sure got my attention!

You will be linked to your MLM company, via your online back office and hopefully, your back office will track you and your group, provide up to date news, information about products, services, events, provide an impressive array of videos, apps and online tools and communication tools to help you manage every aspect of your business, and even have mobile phone apps! Pretty good value, I'd say - and tax deductible, to boot.

If your business doesn't have all of those features, maybe you need to look around for another one, and preferably one that sells products and services that you use and pay for each and every month of your life. If you can't think of one, you need to ask me!

Isn't Network Marketing an Unconventional or Inefficient way to run a business?

I'm glad you asked! And in order to answer that, I would say that the traditional business structure is more likely to be the most inefficient business model known to man.

You have people on fixed wages and salaries, who might be the laziest, time serving employees ever, and they could be hiding in the back room, shuffling paper and keeping their heads down, waiting for 5 o'clock, waiting for Friday, waiting for a promotion, waiting for Christmas, waiting to retire!! Any old excuse.

You have teams and committees who "spend the hours taking the minutes".

You have meaningless projects and research studies, you have employees who take too many sick days, you have employees who steal from their boss, employees who over claim on their allowances, or their work in progress, or their hourly rates, abuse their use of the company car, spend too much time on smoking breaks or in the coffee shop, spend way too much of their day on Facebook or Twitter, or fake their sales figures.

You have costly consultants who spend a fair bit of their time while contracted to you, chasing their next contract.

You outsource your legal and accounting needs, you have expensive auditors. All of that's a fair bit of overhead to carry!

In a good MLM company it's a pretty simple equation. All we have to do is find customers and distributors and refer all the queries to the company which usually has a fantastic staff waiting to help.

No money changes hands between distributors, clients order their products online, and you get the credit, distributors sign on and pay online and you get them straight into your network, and the whole thing is managed at company headquarters and all of that information and those reports are available to you, instantly, online.

No Downsizing in Our Business!

Why is it that every few years, the government of the day downsizes the public service, or companies retrench their staff? Because, over time, large organisations and bureaucracies get a little bit bloated and need to be culled back. What does that do for job satisfaction, or job security?

Anyone in our country who has been keeping up with the latest news, would see just how many industries are closing down, or retrenching staff. If I were a worker in this country, in manufacturing, I would be very nervous right now.

No Slacking Off on the Boss's Time!

How do you feel when you ring a company or a government department to talk to someone only to be told, they are at a conference, or on lunch, at a Golf Day, or on a rostered day off? Or how do you feel when you ring a company and spend the first ten minutes pressing buttons on your keypad before you can talk to a human being?

In your own business you are available and open for business every waking hour and, especially on weekends.

In your own business, someone has a need for your product or service, somewhere in the world, while you are sleeping. You could be getting paid while you sleep completely legally. You are sleeping on the boss' time, because you ARE the boss!

Your customers can be placing orders while you are having an overseas holiday, and the residuals arrive in your bank account without fail, no matter where you are and what you are doing.

Nobody Gets Fired!

In network marketing if someone in your downline organisation doesn't want to work or achieve, they will earn accordingly (no results, no commissions and no hard feelings), and their upline leaders don't need to waste their time trying to motivate them - you just move on to help the ones that want your help - pretty fair deal, I think!

You let the underachievers hang around as long as they want to, since they are not an overhead - they will either drop out, voluntarily or become active in their own good time... and they are usually nice people to have around, anyway. That's always a bonus.

So, to answer this question, network marketing, properly done, is probably the most efficient business model around - It is a model that is around 100 years old, and which really took off in the '90's once the internet and social media marketing started to take hold, when the world suddenly got smaller, and lots of young entrepreneurs, got busy and creative!.

It is the way of the future, is a very viable alternative to traditional business structures and it is here to stay!

The Freedom to Choose (or How to Fire your Boss)

More and more people want the freedom to choose where they work from, and when they work, and how they work.

More and more people want to be their own boss and not a servant of a nanny state.

More and more people are sick of renting themselves out to their boss and spending nearly half their lives commuting and punching the clock.

In these uncertain times, when you need so much more put away to retire on, when housing prices are through the roof, when young people can't buy their first homes, your grown up kids don't want to leave home and older people can't afford to retire, when social welfare is more and more costly, it just makes plain good sense to help ourselves, even if the business is only ever a part time Plan B.

CHAPTER 2 – IDENTIFYING YOUR CHANCES OF SUCCESS IN MLM

What are the ingredients for a successful MLM career?

There are MANY.

We can't give you an absolute blueprint. But we can give you a QUICKSTART plan that will put you on the right path as quickly as possible.

A quick start equals momentum and that usually equals Success!

This is more of a "super checklist" than a blueprint, but you will find that you still need to tick all these boxes to be on the right track.

Is your opportunity the right one?

First, make sure that you are getting into a great opportunity. Do some research into what makes a good MLM company?

- Who are the founders? Have they done it personally, or are they just investors and accountants?
- What is the company's track record?
- What are their sales like?
- Are they products that should be attractive to a wide market?
- Are they products that you are happy to sell?
- Are they big ticket or small ticket items?
- What is the company's integrity policy?
- Have you checked the compensation plan?

Then, ask yourself why you are getting into it. In order to know why, you need to know your WHY. Only then will you work out the HOW.

What is your WHY?

Only you can know that. People go to a J-O-B every day because they need to make a living. They need to put food on the table, clothes on their backs and their families' backs, to pay the mortgage or the rent or the school fees, and maybe a hundred and one other things.

Your WHY is your reason to break out of the mould, to leave the pack and to achieve whatever it is that you are looking for. It is the thing that gives you the drive and energy to get going every day and stick with it when the going gets tough

It may be:

- a little more money each week to stretch the family budget;
- a holiday fund;
- a school or university fund;
- the ability to retire your spouse;
- a new car;
- savings;
- freedom and independence;
- the ability to leave your job and be your own boss;

- the ability to have a business without all the usual overheads and compliance obligations;
- the chance to become completely financially independent;
- the ability to live where you want;
- the ability to travel and work when and where you want;
- the ability to send your kids to the best schools.

I could go on and on, but only you know, in your own heart what it is that will drive you to make it happen.

What motivates you to do this?

If it is a NEED make sure that is a need to be a better you, rather than just a basic survival need.

Do you have a need to do better? To step outside your comfort zone? To make sacrifices?

I have heard it said that the difference between entrepreneurs and ordinary people is that entrepreneurs will spend time doing things that most people won't so that they can end up living like most people can't! (Not my quote but I wish it was!).

They would see that as a need, but for different reasons - not just a need to get by.

Why do you have a "why"?

Is it so that you can make a better living? Or live a better life? Or sack the boss? Or just be the boss?

Is it so that you can set your family up?

Whatever the reason, be sure it is as strong as possible, because it is your "rock" when things occasionally get tough .and they will, believe me! It has to be your "power pack" that you call on to energise you.

Now that you have your reason to be different, you need to be sure in your heart and mind that you have chosen the opportunity that you want to power ahead with.

Is the opportunity relevant to your why? Is the cost of starting something that you can live with?

How soon can you recoup your initial investment? Most good MLM companies, these days will have some sort of quick start incentive designed to get you your initial investment back in the first month or two. Understand that and, if your MLM company doesn't do it, ask why.

At the end of the day, it really does come down to the money. If it's just about spiritual fulfilment, you can get that from a book, or a Yoga class, or join a monastery or an Ashram. Be in no doubt, MLM is about improving your life by giving you MONEY.

Cost

Are you prepared to chase the dream for the kind of money you are out laying?

Some MLM's are big ticket. Most are not.

If it is *big ticket* make sure it is something that will make YOU wealthy and not just the promoters of the business.

Duplication

The most important characteristic of any network marketing scheme is that it **MUST BE DUPLICATABLE**.

Your down line will follow what you do, so be sure you are prepared to do likewise and follow your upline, without any qualms. It is a funny thing, but your group will emulate what you do.

It is an unbreakable concept. Don't doubt it and don't resist it. It just is.. You will never hear otherwise in any MLM organisation, so don't fight it.

Goals

Be very clear on these, but also be flexible, as your goals can be constantly be evolving and developing.

- What are your *immediate goals*? - These are important for getting started. Maybe an extra hundred dollars a week, or a thousand a month? Enough to buy a nice second car, or afford your annual holiday, or just clear a few bills – all good reasons to get started.
- *Short term goals*? - These are important once you get past that first flush of excitement and settle into your routine. Set monthly, quarterly, six monthly aiming points.
- *Medium term goals*? - These are your first major aiming points.
- *Long term goals*? - These will change as you begin to see that they depend on giving and helping others to achieve their goals and dreams. See my Chapter entitled "How May I Be of Service?".
- *Family goals*? - Must be highest priority.
- *Life goals*? - Important for a long and fulfilling life.

Finally, do you have a "**bucket list**?"

If yes, how many things on the list have you ticked off, or is it just a wish list? At the end of the day, or at the end of our lives, it's important to be able to look back and ensure that your life has been lived for the right reasons and that you have stopped along the way to reward yourself for all the right things you did or still have to do.

Obstacles

If your WHY is strong, are there any obstacles in your way?

- Lack of funds?
- Negative spouse?
- Busy career?
- Demanding boss?