

Motivation = Needs X Beliefs

April 27, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is Tuesday at 7:30 PM with Kevin Robbins and Dr. Rolando Maddela sharing on clinical trials.... www.mannatechlive.com
- DFW Monthly Business Training... This Saturday 9 AM – 12 PM. Live at Corporate Offices or www.mannatechlive.com.
- Check out upcoming Mannatech Town Hall Meetings and Super Regionals - <http://events.mannatech.com>
- Jeff and Judy Allen Support Fund – More info: www.judyallensupport.org
- Association of Professional Network Marketing is coming to Dallas... May 14-17... <http://anmp2015.com>. Be there and learn why we are in the best profession.
- 4th BP of Incentive... now is the time to focus! Build your business. See you on the Mexican Riviera!!

1. Motivation

- a. Intrinsic Motivation: A person is intrinsically motivated if the desire for change comes from within the individual.
 - 1) The person may want to learn something because he or she is interested.
 - 2) The person may want to accomplish a goal or task because it is something he or she feels competent at and enjoys doing.
 - 3) Greater health
- b. Extrinsic Motivation: On the other hand, extrinsic motivation comes from outside the person.
 - 1) They are bribed to do something or they earn a prize or reward.
 - 2) Paychecks are extrinsic motivators as is achieving financial independence.
 - 3) Fear of punishment and coercion are also extrinsic motivators.
 - 4) End global malnutrition

3. Needs: Abraham Maslow was a humanistic psychologist who believed people were motivated by survival and other needs. The needs he identified were physiological, security, needs of belonging, esteem, and self-actualization.

- a. Physical needs: food, water, sleep
- b. Security/safety: shelter, safe environment
- c. Belongingness and love: friends, family, and intimacy
- d. Esteem: Respect, self-esteem, recognition
- e. Self-actualization: achieving an individual's full potential

He organized these needs into a triangle he called the hierarchy of needs. (See Attached Diagram). Maslow believed all people had an innate desire or drive to become self-

actualized; however, people met their needs according to a particular order or hierarchy. The most important needs for life are those that are physically sustaining such as food, water, and shelter. Maslow stated that people had to fulfill these basic needs before other needs such as esteem and belonging could be met.

COULD IT BE THAT WE REALLY OPERATE FROM PURSUING MANY OF THESE NEEDS AT THE SAME TIME?

4. Your WHY

- a. It is the one thing that matters, referred to by some as the "only thing."
- b. Fulfilling our WHY is our greatest source of drive.
- c. Simon Sinek, "Start with Why"

5. Beliefs: Belief by many that there are 5 Core Beliefs in this business

- a. God and Country

This of course is our basic one... OUR CORE VALUES

- b. Industry

1) Intellectual versus Emotional...the difference may be significant for you

2) Wellness Industry versus Direct Selling

Are we not in 2 "INDUSTRIES?"

- c. Company: Mannatech

1) Products

2) Integrity

3) Management

4) Compensation Plan

5) Mission

- d. Team

1) Upline...how far to go?

2) Support team: build your team...starts with building an organization

Law of attraction: attract those who are like you...so work on your first.

- e. Yourself

a. Having the capacity to do this business:

Build your skills

Get the materials down to share

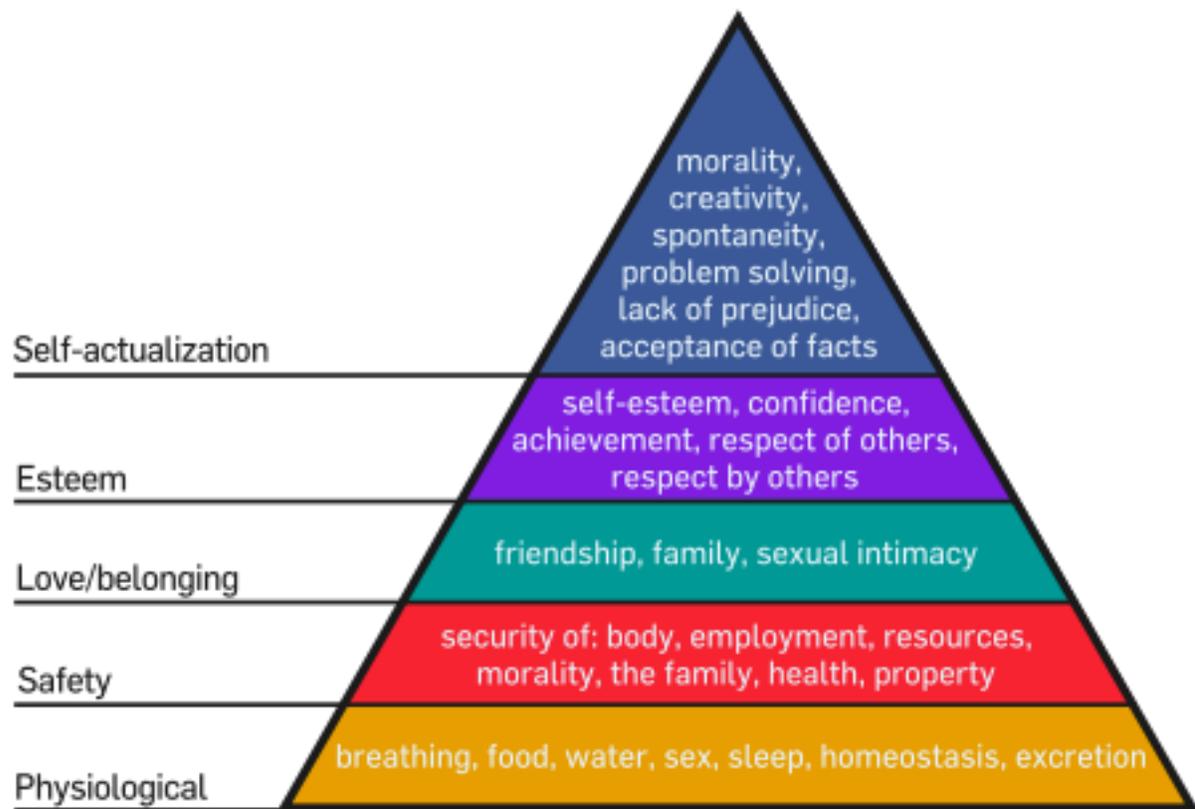
Be resilient: Nothing can stop you but YOU

b. As a Leader: Orrin Woodward's book. Build your leadership skills.

c. "Do I deserve this?" self-worth is the foundation.

Check out the Belief Scale we have used prolifically in this business (attached hereto).

NOTE: I have attached a third piece I am now using in my business: **Why Network Marketing?**



original image: http://en.wikipedia.org/wiki/Maslow's_hierarchy_of_needs

Self-Scoring Belief Scale

Use this scale to monitor your level of conviction in the 6 core areas of Success and Leadership for your Mannatech Business. One of the most important ways to strengthen your belief in a given area is to use the affirmations given (or draft your own) and speak them numerous times every day. This scale is 1-10 with 1 being little belief and 10 being total belief.

1) PRODUCT

0 _____ 5 _____ 10

Affirmation: *The Mannatech products based on Real Food Technology are absolutely the best, most cutting-edge nutritional products available.. They are backed by solid scientific validation and everyone can benefit from them. Because of the benefits they provide, these products are a tremendous value. Our bodies deserve the highest quality we can give them...and that's Mannatech!*

2) COMPENSATION PLAN

0 _____ 5 _____ 10

Affirmation: *Mannatech offers the average person an incredibly lucrative income opportunity. The income and benefits of the All Star pack make it the best value for everyone and the compensation plan quickly and richly rewards both part-time and full-time associates.*

3) CORPORATE LEADERSHIP

0 _____ 5 _____ 10

Affirmation: *I have complete faith and confidence in Mannatech's owners and corporate leaders. They are visionaries who are transforming both the network marketing and the healthcare industry through social entrepreneurship, and integrative care.*

4) NETWORK MARKETING

0 _____ 5 _____ 10

Affirmation: *Network Marketing is the absolute best and most economical method for distributing the Mannatech products. It is a highly ethical industry that has proven its ability to help anyone achieve financial freedom-IF they are willing to do the work. I am proud to be a Network Marketer!*

5) PERSONAL SUCCESS

0 _____ 5 _____ 10

Affirmation: *I am on my way to creating a legacy of success in Mannatech. Not only am I ACHIEVING my vision, but I will far exceed it and positively impact the lives of many thousands and perhaps millions of people. My dreams are now coming true!*

6) LEADERSHIP ABILITY

0 _____ 5 _____ 10

Affirmation: *I can competently and confidently help others fulfill and exceed their dreams through Mannatech. New associates are extremely lucky to have me as a sponsor and upline coach. I'm growing in my leadership skills daily, excited to be enrolling new All Stars into my success team every Business Period.*

"Why Network Marketing/Why Mannatech?"

1. Direct Sales is growing faster than retail
In 2013, Retail grew by 4.4%
Direct Sales grew by 8%
2. In 2014, \$178 Billion of sales through Direct Sales
96 million people are involved in Direct Sales in the world
3. Like any model, bad people can come in and use it for bad purposes but it does not make the model bad!
4. Wall Street Journal calls it "The Ultimate Business Model" Forbes refers to it as one of the greatest answers for Baby boomers (Sept 2014) saying it gives them connection, significance, education, legacy and needed cash flow.
5. Mannatech provides not only an economic opportunity to those who join to help them out of poverty mentality, but also due to their patented technology, true support for people's health through "real food technology." These are answers to prayer for many.
6. Also, Mannatech matches every purchase with a donation of Phytoblend Powder (dense nutrient powder) which is contributed to many feeding programs around the world so we can end global malnutrition in children.
7. Nielson Study in December 2014 on Marketing found that 93% of people surveyed would prefer buying something based on a friend's recommendation versus traditional marketing, and 50% of the people would never trust any traditional advertising/marketing.
8. We are a Connector society today: Social media is exploding and will only grow in the future, so connecting with people is right at our fingertips. Thus, direct sales is totally in alignment with where we are and where we are heading. Retail stores are becoming dinosaurs.
9. From purely an economic perspective, direct sales is the most economical way of selling products in that you are cutting out all the middle men: wholesalers, warehouse workers, field salesmen, etc. You have the manufacturer and the only other party is the direct sales person.

10. There's a big difference between legitimate direct selling companies and pyramid schemes. Pyramid schemes seek to make money from you (and quickly). Legitimate direct selling companies seek to make money with you as you build your business (and theirs) by selling real products and services. In fact, legitimate direct selling companies work hard to protect consumers from pyramid schemes. Before you sign up with a company, investigate carefully.
11. Half (50%) of U.S. adults purchase products or services using the direct-selling retail channel during any given year. That's roughly equivalent to 150 million people in the US alone who make at least one purchase from a direct selling company in a 12-month period.
12. Two of the biggest problems facing people today are 1) health and 2) poverty mentality. With the tools of Mannatech as a direct selling company we are able to offer people a real way to achieve better health as well as make residual income to supplement their current financial status.
13. In 2003, the fed government reported that if the average family would have had just \$300 more of disposable income, over 80% of the personal bankruptcies never would have to have been filed.* That is a very easy thing to do through the vehicle of network marketing.
(I read this back in 2004 but was unable to find the source)
14. With futurist Thomas Frey predicting that half the jobs we know of today will be gone by 2030 due to contract workers, fast growth of technology, and just efficiencies we can not know of today, it is critical that we change the mindset of American to understand entrepreneurship...direct sales is a terrific training ground for that mentality.
15. Someone with an 8th grade education can make millions of dollars through the vehicle of direct sales...it is truly an "equal employment opportunity" for ALL.
16. Teaching and training network marketers only builds their strength in evangelizing, caring for others in that it builds a "NO FEAR" attitude in talking with anyone.