

# 2016 Assoc. Of Network Marketing Professionals Convention

- The next “Tuesday Night Live” meeting at Corporate Offices... is June 14; Gold Presidential JP Koster from South Africa
- Dallas Super Regional June 17-18<sup>th</sup> A<sup>NOT</sup> TO MISS EVENT. Al Bala, Dr. Nugent, JP Koster and Top Local Leaders
- Mannatech Personal Diffuser Special. Buy 1 and get the 2<sup>nd</sup> at 50% off
- Last BP for TruHealth Promotion

## 1. Introduction: Curtis Broome

It is about a TEAM

ANMP is a service organization, non-profit

Help us become ambassadors of industry

the will to win

the desire to succeed

the urge to create potential

in the face of incredible odds

## 2. Haley Hobson

The thoughts that we have dictate our feelings, dictate our actions

Why your WHY is not enough:

How many times do you tell your teams...

When they are stressed out, overwhelmed

**here is the problem:** Our WHY is our dream and what if you don't believe your dream can come true?

If your thoughts haven't caught up with the possibility

If you don't believe it can come true

What if your WHY is too far stretched?

then WHY isn't good enough

So how do you overcome the thoughts that stop you?

You have to stop focusing on the WHY, you have to do something about it!

You have to be able to wake up and become conscious of what you are **thinking and feeling**

We manifest our own future by what we believe!

Why don't we get the results that we want? the success we want?

It all begins with you; ASK YOURSELF

What are my thoughts

How are they making me feel

How do I thus act

What kind of results am I getting?

**Circumstances > Thoughts > Feelings > Actions > Results**

A circumstance: the fact I have a upline

Your thought: she is crazy; she doesn't know what she is talking about, etc.

So, it is not your circumstance...it is your thoughts!

What thoughts do you need that will bring the feeling that matches your desire?

What actions do you need to take in order to attract people into your business circle?

What energy are you putting out there?

How are you adding value to this world?

Circumstances: just the facts..

*Our Actions will be focused on adding value and impacting other peoples' lives rather than focused on feelings of doubt, worry, fear, depression, we're not good enough.*

STOP pushing products. Make friends and attract people into your life.  
Cultivating, Nurturing, Building trust...add value and focus on being you.  
Allow people to connect with you

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**So how do I change?**

Decide who you want to work with

How will you connect?

How do you feel about yourself? Notice your thoughts...are they serving you?

Can you add value?

“You don't drown by falling in the water...you do by staying there.”

2. **Jordan Adler**

“Beach Money” author

How did you get here? Usually involved a tough story...

Your story is in your struggle.

And the extent of your struggle will inspire others

Struggle – Story --- inspire

Your struggle is your story. Your Story is in your struggle.

Some differential in where you are and where you want to be

The “lift” (hand glider story) happens from the struggle.

Most people have a story that is sourced out of some struggle

3. **Stormey Wellington**

#1 goal is to make a contribution

3 Phases of success

each season of your life will require a different version of you

When she first got involved...moved from a place of desperation

She believes that to make it you need to move from desperation or inspiration

Nothing can beat a desperate person

Whatever you believe, you are right...When in PAIN, you will do what is necessary.

1<sup>st</sup> Phase:

Desperate, inspired...doesn't matter if you come from Yale or jail  
go from zero to a hero, doesn't matter if you have a PhD or a GED

Find 1 person who believes! They will do whatever it takes  
persistent and consistent and duplicatable.

extremely psychological

Fail your way forward...guests don't know what a correct home party looks like

**Find a company with products relatable to your market...**

Read the right books based on where you are

Each season requires a different version of you

2<sup>nd</sup> Phase:

You begin to believe a little more

Start getting some real results

Can't be the same person in season 2 as in season 1

then learned leverage relationships...relationships first

3<sup>rd</sup> Phase:

You can lose excitement or commitment through these phases...

Here the law of attraction starts to work.

people who laughed in phase one join in phase 3  
she has to get good at identifying the right people  
find people who want to win just as much as you want to win  
recognize the vision gets bigger at this stage...  
learn the process...speak the right things into you  
You have to believe it is possible for you!

#### 4. **Brandy Sinoto, Hawaii**

20 years in MLM last five years finally made it  
simple but not easy

The learning curve comes AFTER THE WALL

she needed to develop the skill set...

consistency and persistency

all of this happened after the wall

but she kept quitting at the wall

She actually started thinking she knew what MLM was; she knew how to be unsuccessful  
really well

She knew how to quit when the wall came along

this is dangerous...getting resentful to the industry

Then her original mentor called her again...

“are you ready to go to work, make a legacy, be coachable?”

they partnered up and they crushed it...her first 12 team members became 6 figure earners

“I took 20 years, every other option so you don’t have to! “

#### 5. **Randy Hedge, from Arkansas**

To be a success in life, in this business, in everything you have to be able to control your  
attitude.

The difference between success and failure is what you talk to yourself...

“Beware of the naked man who offers you his shirt.”

“If you are going to take advice from someone on how to be spiritual don’t they have to  
be spiritual.”

He has been a part of some fantastic teams...because he controlled his attitude

IF I can do it anyone can do it...

How to get that positive attitude (and it is tough in this industry)

people beat up on us tell you it is crazy...

***we use the most proven form of advertising: word of mouth, friend telling a friend  
and they call us crazy...??***

***I’ll tell you what is crazy...that talking lizard that sells ....***

To be successful you must overcome your fear...

1. What do you care about what others think...they aren’t paying your bills

2. All you got to do is smile and talk to people to be successful

HI what do you do? do you like what you do? does your momma know that you do that?

(Hey I am hearing some of this stuff for the first time myself!)

3. Freedom is never FREE...you are going to have struggles and problems...

You are going to pay a price!

***“Our greatest fear should not be being a failure but rather being a success at things  
that just don’t matter!”***

It is expansion of comfort zone that makes all the difference...

#### 6. **John Haremza**

His book: "Right or Almost Right"  
the path is about the small steps...  
His talk today..."The 3 Musts for Success"  
What we really build is people...  
what would he be doing without MLM...?? this totally changed his life  
Most people are frustrated...they are trying to break through  
It will work for you and it can work for you!  
People are either going to join you or they are going to tell you it will never work.  
But the worst think that could happen is I would have to come back and get a job like you have...  
His book is about making those little adjustments every day

### 3 Steps:

1. Everything Counts. Everything you do has an impact on the outcome of your life.  
Every decision no matter how small has an impact on your life.  
Ask yourself, "How am I doing?"  
One decision can completely change your life...ripple effect
2. Your mindset has everything to do with success  
If you are positive, you lighten up the room when you come in  
People buy people...you are either buying or you are selling...  
whoever has the strongest conviction will win  
Earl Nightingale, "You are what you think about." his tape "the strangest secret"  
he compares you mind with farmers land, you mind will return to you whatever you plant  
in one hole you plant corn; in another you plant nightshade (poisonous plant)  
the land will return what you plant  
How do you overcome this? First, Be conscious of it.  
Be careful what you are thinking about because you are listening...  
every one of us has nightshade in us...negative self-doubt  
Need to be conscious of it; pouring in good stuff. If you don't, that nightshade takes over  
If your thinking is stinking, your business is shrinking!
3. Consistency and focus  
If you are not consistent, you are starting over all the time!  
Focus: get rid of distractions...the little things that take us off focus

"Success is not final, **failure is not** fatal: it is the courage to continue that counts." -  
**Winston Churchill**

### 7. Margie Aliprandi

Over 1000 people millionaires in her org  
Her story...27 years ago, 3 little kids  
Jr HS music teacher  
something inside of her said there is more...did not want to go back to school  
But had to pay mtge...  
Her WHY: to give her children a better life  
She lived in Utah and found a fledgling MLM...within 1 year, making more money per month that in 1 year in teaching..  
You do not have to make a new decision again if ***you make the decision you will do whatever it takes!***  
27 years of MLM  
You are here because you have a dream..."I love you because you showed up here"  
There is a gap between where you are and where you want to be.

When you focus on the GAP...what you think is what you create...so when you focus on the GAP, you think you are not enough, you can't do this.

***Only two places to FOCUS:***

***1. ON your VISION/DREAM to be a vibrational match***

***2. ON the next logical step***

Our beliefs determine everything. Our beliefs are the lenses we see the world through.  
YOUR STORY...

I can't sell, I can't recruit, I'm not enough

I don't have what it takes

THE TRUTH:

You can sell! You can recruit...You absolutely have what it takes

You are looking for those who are looking for you!

Be vigilant about your thoughts

***Be excellent where you are.***

***Make a "whatever it takes" decision***

***Daily right actions***

***Serve who is in front of you***

This is NOT A DRESS REHEARSAL...it is your life, it goes in a blink. Are you going to allow your small thinking to determine your life? What is it going to be?

## **8. FRIDAY Morning**

### **SOCIAL MEDIA TRAINING...saving for next week Monday Training**

#### **9. Amy Sever**

Personality quadrant training was impt for her...

Became serious about being a student of the business

DISC

they shifted the personalities to birds...

EAGLE...the Dominant

PEACOCK...the Promoter

DOVE...the Supporter

OWL...the Analyst

The leaders are mostly Eagles and Peacocks

Weakness:

Eagles...leave people behind

Peacocks...leave details behind

Doves are great with people so work well with Eagles as support

Owls are great with details...so great to pair up with Peacocks

Teaching each type to understand the role of all 4 is key to building a winning team.

This is a business of nuance...very little between earning the \$100 per month and \$10,000 per month. It is the nuances of working with different people;

1. TEST yourself first. Understand who you are

2. Understand we speak and hear our own

3. Be able to speak and learn all 4

4. Learn to speak to the one in front of you

***Nuance: give information the way your prospect needs to hear it***

#### **10. Walter Nusbaum**

Aristotle says 3 elements to all persuasion:

1. The Principle of logos...persuasive needs good content

2. Pathos...need inspiration,

3. Ethos...means credibility, reputable

Key: overcome obstacles

Must take initiative...start your own thing and take action. When you start your own business, it is on you. You need to be persuasive.

A Challenge he took in college: read 10 pages per day the rest of your life. DO you think his life changed after 1<sup>st</sup> day, 1<sup>st</sup> week, 1<sup>st</sup> month, 1<sup>st</sup> year...but it transformed his life.

Taking the initiative and discipline...

Take the initiative! Not just big things but in all things! When you take the path of least resistance, you will never make it happen.

Don't buy the lie...do the work and make it happen.

## **11. Amber Voight**

13 years ago...Kept blaming other things...in three companies

Finally found self-development...for it to work I needed to grow

Social Media

how I sponsor people on social media

Front line...she has 800 people

Went into groups on FB that she had interest in, and did not mention her products

Talked to people as human beings

Ask what they do for a living, then say "I really don't work during the day."

Make people feel special,

Message a few days in a row...listen for their why

"Have you ever thought about working from home?"

"Don't like to sell, okay that is fine; I just kind of share things I like.

Do you think if we put our heads together we could figure out how this can work for you too?"

Find platforms you love. Amber loves FB.

Just love on everyone. Don't talk to sponsor them. Talk to them to contribute to them.

It is about your lifestyle. Always be positive. Make people feel good. No negative.

Stuff happens but don't showcase that on social media.

Do videos. If you are scared, stop it. And don't review it 'cause you will always find things wrong. Just be you. This is a relationship business...so videos drive that.

Be someone's inspiration.

Share people's success no matter whose company they are in.

Shine a light on this profession. No more of me against you; my products are better than yours; your company is bad. Stop it.

It is not about making people millionaires...it is the small things.

Everyone looks to belong to something.

Change your mind, change your life.

## **12. Kevin Marino**

Straight Talk

Had a few ups and downs; don't know how good it is until you are gone

**Decided to** do something about it.

How many have trained people only to have them never do anything?

You can waste money 'cause you can always make more. Decided to stop wasting time...can't get that back. New people don't know what to say.

We developed a program called "***Shut up and Text Your Way to \$100K*** "

How long to call 100 people? months

How much negativity does a new person get?  
So, you lose really good people before they get started.  
What if you gave them a text  
Hey Bob I just found out how we can:  
Save money on our electric bill  
Make \$1000 extra bucks a month  
Lose weight in a healthy way  
30-40 Ignore it (so we can still go back)  
Concentrate on the 20-30 people who responded How  
Quick text: "I have a quick video can you watch it right now?"  
The money is in the decision...get a yes, get a no, gotta go.  
If the answer is no, then ask so when is a good time?  
Email back then and ask Is this a good time to watch right now?  
If yes, then send the video.  
Call back in 10 minutes.  
Follow up:  
Everyone has a quick video...  
send and call in 10 minutes; reach out to one of your leaders and have a team leader available.  
"Hey Bob, what did you like best about the video?"  
you say....  
"I saw that too." Always agree with them.  
"So, do me a favor, on a scale of 1 to 10, 1 being I can't believe you made me watch this, and 10 is I am ready to get started now...where do you see yourself?" Then you are quiet...! (Hit mute if you have to.)  
If you can remember two words, "I'm new" you don't have to answer any questions.  
"Well, I am 6"...then say "well great listen I am relatively new and work with Curtis who is very successful in the business and my mentor so let's link him in to answer all your questions...(link the upline in now)  
  
"Curtis I have Jon on the line and he just watched the video has a few questions, says he is about 6 and you are just the guy to answer the questions."  
"Now that I have answered all your questions how much closer to a 10 are you?"  
Fix your eyes forward not on the past which you cannot change..."  
Courage is the best quality...

### **13. Dr Josephine Gross**

#### **MLM is a global movement**

Economic opportunity

Empowering women

Entrepreneurship education

"How Network Marketing will save the World"

article published in Net Times

Recent article: by 2020, 40% of Americans will be performing freelance work  
By 2020, we are going to have at least 4 billion people looking for employment. "There is absolutely no industry that can fill the gap...except Network Marketing"

How do we set aside ourselves from Uber...

Reviewed the YouEconomy

1. Time Leverage and residual income
2. Community and Recognition
3. Training and personal development
4. Advancement

Google Trends

top three countries are in Africa!

Why is Network Marketing Booming in the Developing World

Fastest growing middle class

Rising youth unemployment

Hunger for opportunity

Networking culture

Desire to learn-love of education

A business that empowers women

#### **14. Sandy Botkin, Esq and CPA**

95% say they overpay (self employed)

lack of knowledge

fear of IRS

procrastination

If you are self-employed up to 700% higher likelihood of being audited

Major ones:

Vehicle deductions

Home office deduction

Health care hack that can save \$2-5,000

Retirement Plans (ANMP has set up for you)

For mileage:

need mileage journal, odometer, explanation for each trip, Address of each trip  
(this is #1 item audited by fed government)

Home office need 3 rules:

need to use exclusive (take a picture 1 time a year)

used regularly (at least 45 minutes per day for 4-5 days)

principal place of business

Health Expenses

Insurance premiums

Out of pocket expenses

(if not self employed must exceed 10% of AGI)

Medical Reimbursement Plan

self insured medical reimbursement plan

[anmp.taxbot.com](http://anmp.taxbot.com) for a free report on how to set up med reimbursement plan

#### **15. Travis Flaherty**

“We just help to create teams who support each other to achieve success. So, before we get started, would you mind sharing some things about you, background, dreams...”  
(this is how he shares the opportunity...)

“Well, let me share what we see is a great opportunity but of course you need to decide for yourself...”

If you want to succeed as an entrepreneur, people will criticize you, threaten everyone around you...

MLM...an industry that allowed people to live on their own terms



One thing he did not have in other entrepreneurial endeavors was time freedom. With housing collapse, he lost everything...that challenge in life pushed him down a different path...don't ever ask the question "How could life get worse?"  
The MLM income was the only thing that was giving them money...  
Challenges are God's ways of getting you on the right track  
#1 reason why people leave network marketing: unreasonable expectations.  
"Selling people into the business" doesn't work  
DON'T start and stop...do something today and then a week later jump in again.  
The one thing that will determine your paycheck this week is the number of times you have shared the plan (STP's). Nothing else matters...to build.  
GATEWAY SKILL: Learn to Serve rather than "Sell"  
Selling does not work in network marketing...they will leave you  
You are selling YOU and the presentation ...  
"Why would it be a good decision to bring you on this team?"  
***Stop chasing money, success and notoriety; and start focusing on becoming a person of VALUE.***  
***"Success isn't a doing process, it's a becoming process." Jim Rohn***  
Actively seek out mentors who have what you want in life.  
**The truth is good enough!**  
His key to success...it is not about the \$\$\$ it is about who you become in the process and who you help along the way.  
When you truly embrace the process, helping others. and helping yourself to become the person you need to become....everything changes.

## 16. PANEL: Social Media... save for next week

### 17. Loren Robin

So WHY are you here? Have you ever really thought about it?  
womenunitedforchange.com with Margie Aliprandi  
Need 5 skills:

- professional people
- 1. You have to have work ethic...
- 2. Be a visionary
- 3. You have to be able to build long term relationships
- 4. Elicit/extract information/great listener
- 5. Rejection proof

You won't quit...you will do whatever it takes to get there! Are you willing to commit??

### 18. Johnny Green

I am the guy who failed his way to success.  
Continued to work and work and work...  
4 types of people you can relate to in your organization  
talkers  
stalkers  
walkers  
hawkers

*Talkers:* all they do is talk, big mouth and little action  
they can talk a good prospect right out of the business  
Get on a 3 way and woo them out of the way

*Stalkers:* he has a number of guys to talk to but keeps talking about working on them, never takes action...chasing 2-3 people and forgetting about the rest of the world

Most people abandon a stalker...they are great on follow up, so remove them out of the way, break out of their habits.

*Walkers:* they might sign up at highest level, they never respond to you after they buy 95% of the time once they quit they are probably not coming back  
let them walk if they want to

*Hawkers:* He is looking for a next prey, once finds it and focused and goes after that prey. They are the ones that will take you to the next level so always want to identify these in your organization.

4 Disciplines:

It is not how many times you fall, it is you have to get tired of it all and DO SOMETHING DIFFERENT

1. Discipline of Disappointment

How do you respond to disappointment. He went into cold market. Could not wear emotions on his sleeve.

2. Discipline his attitude: he was impatient, had a negative attitude.

talked badly about the other companies, etc. They join YOU not necessarily companies

3. Discipline distractions

You can control your exposures.

Predictable: people are going to quit. This is part of the business.

Don't get distracted. Don't let dream killers steal your dreams.

4. The Discipline of sacrifice.

give up some family time, TV, etc.

## 19. "Network Marketing Gives Back" Panel

Michelle Frazier, Margie Aliprandi, Loren, Jordan, Johnny Green

Talked about website to help micro loans, the empowering women, and hen just personal investments in local communities you came from (Johnny Green)

"Seek the wisdom of the ages but see through the eyes of a child."

Light yourself on fire with passion and people will come from miles to watch...

## 20. David Skultety

Been a stay at home dad his whole life.

Being present is a really important thing.

23 years...first 6 years was really tough.

1<sup>st</sup> three years was disaster...he was doing everything wrong.

he was not coachable, provided his own materials, etc.

Nuggets:

1. ***Simplicity*** is the ultimate form of sophistication

duplication is critical so you must build simplicity, attraction, retention

**So must make sure it is easy...can I do it? Their #1 question.**

2. 4 Step Success Formula

1) Get a customer

2) Make them happy

3) Get a referral

4) Repeat

3. Consistency

4. Daily Method of Operation

exercise

personal development

Income producing activities  
Focus on Finding Prospects  
Inviting to take a look  
Presenting  
Following up  
Closing  
Launching  
Attending events

Authenticity... Keep it Real

Love yourself and be grateful

Lead with heart

Follow your passion

Keep integrity

Be fiscally responsible (it is not what you make, it is what you keep)

Offline and online persona...KEEP IT CONGRUENT

If you are Authentic:

Attract people, Build trust, Create Loyalty, Develop a following

Tiger Woods: Power of Belief...He knew he was going to win.

Awareness without action creates NOTHING!

## 21. Dr Pei and Joel Boggess

15 years ago they got married

They are different seasons in life...lots of decisions, lots of choices and lots of voices

Search...everyone has opinions on everything

Not every life has found it's own voice...we are talking about the "Finding Your Voice" Book

"Voice": to give full expression to

1. People's emotional and spiritual needs go a lot deeper than navigating life
2. People have a hunger in themselves to share their voice with the world
3. When people find their true voice, they are empowered to take their lives, family in the best direction

So how do you find your voice?

1. Your past leaves clues

he was a work out nut, once looked beyond the mechanics, could make connection between inside and outside...he was drawn to help people believe in themselves and stay the course. Help people to bring out their best

Make a list of the five things you really enjoyed best ...

God puts you voice in you...you simply can not not do it.

"What can you not not do?"

2. Finding your voice in the questions

start paying attention to the questions and challenges that people bring to you  
what kind of gifts and talents do you see in me? What kind of problems do I always solve?

ask proactive questions

3. Finding your voice in the struggles

Many issues in your life, abusive relationship,

These can be the springboard to help us find the voice

What is the lesson from this battle?

do what they do

become what they became

go through the process that they were willing to do  
as you face change, the question is are you fearful or hopeful?

## 22. Keith Halls

9 Rules of Success

1. Dream the Dream
2. Develop a Strong Belief System
3. Treat your Business as a Business
4. Don't Quit
5. Work from your Heart
6. Develop Trust with your Heart
7. I need Help
8. Be nice, be kind, and love one another
9. Massive action brings Massive results

He wants to talk about 2 of these rules: 2 and 7

### 2. Developing your belief system

Must be so strong that when the hard times come, your belief system will get you through

- a. Company
- b. Products
- c. Compensation Plan
- d. You

Keith has 20 minutes per day investing in this belief  
reads for 20 minutes on one of these issues  
records it and stores it (so he can use with others)

### 7. I need help

Developing relationships/friendships

Build support system around you and never be afraid to ask

## 23. Chanida Puranaputra

She and husband...40 years, more than 25 countries

Started in AL Williams

She said everyone has radiance, and the guy delivering water turned out to be a millionaire earner with her first company

Now 7 grandchildren

“Say Yes to your Dream” was posted in her first meeting she went to

Life Insurance...she helped a family after first death and she felt her heart shift...

Whole church bought the policies...she went crazy...

Intl people like pictures not a lot of writing

Option A 20 (year of study) 40 years work 5 yrs of retirement

Option B 20 5 40 yrs retirement

(SHOWED VARIOUS PICTURES OF DANGEROUS JOBS)

LEAST risk cause so little investment

Would you like to have intl team...all in back yard!

51% of networkers are Asian

If they make \$1000/mo they will come full time!

## 24. CEO Panel

We as distributors can also have company mindset

Cody Bateman “Send Out Cards”

Dave Briskie, Pres and CEO of a Youngevity (20 yrs),

Curtis Broom Started a new company and President  
 launching new co. in Asia first

Cody: has an Eagles nest to get feedback from the field

Dave: open door policy to the field, the salespeople are the connect to customer  
 Must deliver on value proposition, Nothing should be executed without buy-in

Curtis: MLM is reaching its renaissance  
 100% of every dollar comes from distributors  
 distributors have same kind of salesmanship as standard sales force  
 company does not sell anything

Cody: everyone is a user first  
 age old: lead w/product or business...  
 regulations today push product  
 everything we do is customer oriented today...we have to have major customer  
 base; Regulators forcing this; as long as policy is about gathering customers, then  
 you will be safe  
 Get the raving lunatic fans as customers and the distributors will come.

Dave: we have to make field better so they need our help  
 We don't spend enough time on retention; Huge responsibility to that new  
 customer!! They have to feel they are on top. Focus on customers!  
 Why so wide on the product offering...cause customer driven  
 Company help market to the customers the other products

Curtis: just a year old; small line of products now  
 customers have power they did not have before  
 Today they can say "Awesome" or "Suck" on social media  
 So the ripple effect of customers...they too can be a tremendous sales force  
 We are teaching our field value of the product even if business is not for them  
 Engage all customers and members...and leverage it.

INCOME Statements: adequate disclosure

Cody: always been conservative...no hype no disclosure on the income, allow the  
 product to speak for itself; We all need to act professional

Dave: We can't pay out more and deliver the quality product  
 If you want to control the message then DELIVER THE CONTENT  
 That is corporate needs to do...Give your field compelling content

Curtis: Very focused on creating an environment where success can be had  
 The truth is really good enough!  
 What is the difference between MLM and corporate America  
 Top 2% same in corporate, we are no different  
 Only one way diff: with us, need no IVY league degree, no corporate  
 Join a group of like-minded people, who treat you with respect and surround you  
 with positive forward thinking people.  
 It is not easy...but there is no simpler process than here in MLM

#1 reason to stay in MLM is to get product at wholesale versus retail.  
 We provide the opportunity...you put in the work you share in great results.  
 Who are you to say someone's check determines their worthiness?  
 Great to have company owners that have field mindsets.

Code: corporate mindset of field  
 Our job is to work today ; the management is to work out into the future  
 Money is on our side, appreciate it.  
 Don't get mad at your money...we are all in it together and we will all win

Dave: Our job to communicate statistically on what is going on

Don't worry field what is going on at corporate...  
Why burden the field...our job is to drive them crazy  
Curtis: When you stand and speak at a meeting you are either a prophet or liar...and  
you have no control over that; company needs to earn your loyalty

“Success has many fathers, failure is always an orphan.”

## 25. MR Kaneko , Japan

His wife left...took two boys  
His story gives him the energy to keep going on and on and on  
Visualize your goals...”don't give up”  
Many people give up...easily, right before success  
In this industry the income does not come quickly  
He pretended to be pumping water, never quit for 5-10 minutes  
wanted to quit so often, but never to give up  
keep working have a big dream, make your dream come true because we all live  
only once!  
If he didn't commit that day, would not have his dream today!  
Dreams are not designed to remain dreams...they are designed to come true

## Saturday Morning

### 26. Carrie Dickie

For 15 years she hammered away...fifteen years later she made \$1 mill  
Then her company went belly up  
She was an unworthy people pleaser, let others define her  
Tools for our tool box: 3 things  
1. Empathy  
2. Authenticity  
3. Fun  
Empathy: the ability to understand and share the feelings of another  
End of presentation...”How do you see yourself getting involved with me?” and they are  
ready to bolt to the door  
Then I realized I need to use questions!  
Read “How to Win Friends and Influence People”  
**“You need to bait the hook to suit the fish”**  
Meet their needs so play Sherlock Holmes  
So, make a friend and find their pain  
At Target after discussion and questions...  
“When it comes to making money do you keep your options open?”  
Need to answer “What is in it for me.”  
3 way call  
How is it you know Maria  
Are you single or married  
Do you have any children  
Tell me about your work  
What do you love about it? What else, What else  
So if you could change something about what you do what would it be?  
The entire call was about her!  
She was lonely! So all about mentorship  
***If you use EGO in your business, you are “Edging God Out”***  
Never be about you

Collect info listen with empathy...and call a couple days later

(“I couldn’t get you off my mind...the other day when you said...)

## 2. AUTHENTIC

Be yourself

Be Real...people don’t like slick and perfect...

the quality of being genuine is authenticity

How did you carve the David? asked of Leonardo Da Vinci...

This is how she became great in MLM...she carved away all that was added that was not her

Show up as you really are...

Pick someone on your list and tell them you are taking them off...

be the person you want to follow!

Energy field 10 feet all around you...

Look at her energy, look at her big smile, for everyone of them there are 50 others staring at the ground being unworthy

Your business will never be bigger than YOU ARE so you need to grow grow grow!

What messy part do I need to clean up today.

“The 4 Agreements”

Don’t make assumptions. Always always do your best.

Do not be attached to the results.

We do 3 things:

Expose

Promote

Build community

Mary Kay Ash said *“When you meet somebody pretend they are wearing a sign around their neck and it says ‘Make Me Feel Important.’”*

## 27. Presley Swagerty

3 keys to success MLM and Life

more about what’s in your heart than anything else

It doesn’t matter where we came from but where we end up!

1. If you want more, you have to become more

You attract success by the person you become

DREAM

GROW

WORK

1. Dream

People settle, they allow others to beat the dreams out of them

We can do so much more! 1<sup>st</sup> step: what do you want? What are your dreams?

Get them written down before you go to bed tonight.

a. Financial

b. Relationship

c. Personal Growth

d. Health

2. Grow in 4 areas:

a. Read a little bit

10 pages per day and

put a Book on CD in your car every day

b. Get rid of TV;

c. before you go to bed at night, last 30 minutes, watch personal growth stuff

d. Watch who you run with

“if you are negative, my legs still work and I am running away”

the GREAT things we do in our lives are the little things we do every day!

### 3. WORK

We control our future...every person in this room has greatness inside you but if you will start pulling that greatness out, you can create anything you set your mind to!

In our business REALLY SIMPLE: make a list of everyone you know and STP, STP, STP, STP

“We have the solution for financial arthritis so why aren't we sharing it?”

“Excuses are for Losers”

## 28. Panel of Millenials (save for two Mondays)

### 29. Scott Burnett

#### Opportunities and Responsibilities in Network Marketing

1. Set up Business Acct

2. Set realistic budgets

3. Understand your tax pro's role

You have to learn basic tax information

4. Need to know basic Business Deductions

expenses and deductions is where war is waged

5 W's, purpose of trip, spouse only if ee of business

*Need to do Minutes and Resolutions annually as LLC of Corp.*

For all sad words that have ever been said the saddest of all are “It might Have Been.”

### 30. Carlos Marin

$M + S + A = R$

Whatever your result you are producing right now in your life you are choosing. You are not struggling to produce that. You may be fighting, struggling but you are doing it trying to produce a better result with the same mindset you have.

M = MINDSET is key to your results

R = Result

S = Strategies

A = Action

“Gotta take massive massive action” this doesn't work since what if you take MA with wrong strategies?

Strategies are so powerful...

Brand new person...what do we do?

We want to get money in fast...so sell a few products

Companies are getting in trouble for not doing that, so get some customers

Get initial results for your newbies...

Money in their pockets quickly...what if they have the wrong mindsets

Most have the wrong mindset

Gotta Fix the Mindset!!

How does a computer work if wrong system??? It doesn't

Belief is nothing more than an idea ...that has so many references underneath it, that give you a sense of certainty behind it. But does it make it true?

No, Money is not the root of all evil.

Book: Carlosmarin.com “The Ultimate Success Formula” FREE



## Saturday Afternoon

BY THOUGHT A THING IS YOURS. BY ACTION IT IS BROUGHT TO YOU.

### 31. Dr. Doug Firebaugh

What if this was the weekend that changed everything about your business?

New wave of networkers coming are you going to be a part of that?

They will all come together with the veterans

The problems:

We lack the understanding the real true secret of this business

The secret of Magnetic Recruiting is Impact!

The power you have is what people are looking for

IN recruiting people are looking for something to follow.

someone to follow.

someone who believes in them.

People don't want to hear you talk, they want you to feel what they say.

***First people feel and then they hear!***

We are in the communication business...then in the education business.

When you do it in this fashion, you win.

Educate, Elevate, Activate

So if you get then educated because you have created the communication dynamic of feeling what you say.

This is ALL ABOUT getting you into a place where you want to be!

It is not about what you can get out of it, but what you can pour into it...like a water pitcher...pouring into people because they are thirsty for change, for moving into a place they don't think they can go.

It won't work if you are too into the drinking for yourself!

***We are not in the transaction business, we are in the transformation business.***

Transactions are one time, transformation continues for life.

Don't import people, impact people

Recruiting is about Four E's:

Energy

Edifying

Encouraging

Enlarging

You break the rules...you edify, you are the transforming agent...

There is so much more to life.

Fly under the radar...get it done and there is no one eyeing it.

Your family deserves it!

There are people desperately looking for this...our job is to find.

4. Enlarging. We all still think too small. Why aren't you making \$100,000 per month?

Don't just sell people on this so you need to enlarge what they see as possible. Suddenly, their hearing changes. How? The one thing you want to change for the better in your life??? Everyone has that one thing...for whatever reason is not in their life. Bring to people the most powerful things in their lives...ideas in their lives to move them forward?

1. ***"They want to be moved by you, not just marketed to - From you."***

2. What is behind your words will always determine what is on front of your paycheck.

3. "this may not even be a fit for you...and that's great. The worst that could happen is you could learn something that could actually really help you."

You disqualified yourself because you don't talk down to a leader.

I honestly want to transform something about you and honestly transform your income.

Our job is not to judge people, but to help them.

**Educate, Elevate and Activate...that is our job.**

You can double your income if you just change the way you make people feel...focus, energy, sincerity with what you say.

### 32. Curtis Broome

Someone's opinion of you does not mean anything.

People say they want How To's. Those are simple. The key is WHO TO BECOME so How To can take place.

Let's delete FEAR from your life things you can do tonight and apologize and say "I would love to share and if you say no, okay but I would hate to see you miss out."

Become a friend and find the pain.

If you have fear, you misunderstand. You are looking the wrong direction.

You need to have an aha moment and it will leave your body forever.

Mindset of a Leader:

1) Know the business you are in.

Sales is an elite field...powerful at giving presentations, etc.  
manipulate to close the sale...and few possess it.

Network marketing is not selling. Expensive things need to be sold...skin care and nutrition is marketed.

**Marketing is creating intrigue to try the product. So not SELLING.**

2) Know the critical skills (Eric Worre)

3) Know human nature

How people instinctively think and are...and you can make people feel safe.

They are masters of creating relationships ,NOT SALES.

Misunderstanding:

In selling it is about Presentation

In MLM it is about conversation

Presentation is about info delivered, Conversation is about questions asked.

You are in the business of attracting NOT Getting (in sales)

In MLM, never confuse results with serving.

**We are here to serve not to sell.**

**WE are here to give not to get.**

What do we give? We give people a choice. And we do not care what they choose. Honor their choice!

How many of you would like to make a lot of money...

**In MLM, need to create a really big team, not you but you and other like minded people. You are not in business of getting people, but attracting the right people. You can never attract the right people up front, you never know. You are in the business of finding the potentially right people.**

Asking right questions...the opportunity to choose, and then see what they choose.

Give them the choice.

3 Q's you want: (not up front...build the relationship)

Are they satisfied and content with their lives? Are they Happy?

Do you have a plan to get there? (they wouldn't be talking to you if they had a plan)

It's probably not for you. (7-8 say no; 2-3 say yes) so this is true.

I only seek that you would be willing to look...because here is what I know. **Every million dollar owner had a day where they had to look.**

**Only those who are ready to act by choice who I am looking for.**

I seek to know where you are...where is your heart, where is your pain, but if you don't go seek you will never find it. But if by chance you see what I saw, then it is for you. You deserve to find a plan. I am here to serve not to sell. And I am willing to let the cards fall where they may.

Give them a chance to choose...so ask would you like a chance to choose.

3 things:

Watch the DVD,  
recorded webinar and  
get on a phone with a mentor.

We need to be Masters of conversation not presentation.

Masters of questions. Shut up and listening with an open heart

Masters of telling stories.

For true magic to happen, have to have something they want.

Bust your butt...it is going to be frustrating and miserable at times, but that is what it takes to get to the top.

If you do not have a passion for something that is so great, you won't make it.

I don't have to teach you about the product...

***What if every person you ever spoke to who said no would say YES after the third time. So, be that person they would talk to two more times.***

***You have to be interesting if you are a presenter not if you are a server.***

***Don't be interesting be interested.***

You give people the opportunity to make a choice.

If you shift your perspective and stop looking at you but start looking at them, BAM!!

Fear is gone.

### 33. Todd Falcone

Team Building...his topic

tips:

1. Appreciation and recognition are important

Increases Motivation and keeps your people in action.

Even on first sign up, YAHOO. Celebrate a lot!Smallest and simplest of accomplishments.

2. Look for pockets of activity every month and White Board with them  
People quit...so be ready develop relationships

White Board: whose recruiting who is growing, these are assets in our organizations. Reach out!

3. 7 day rule: NEVER LET MORE THAN SEVEN DAYS GO BY WITHOUT TALKING TO A BUSINESS BUILDER no matter how independent they become.

Don't ever break this rule...you are always looking for people who become totally independent from you; Based on trust

Can I count on you? can I rely on you? Can I count on you to do what you say?

Overlying theme: do my people trust me.

***A promise made is a debt unpaid.***

4. Schedule Team Building Time

People to your house at least 1 time per week

Bad phone call causes them to never recover...

recovery anchor as a group...it happens to everybody.

Todd is brining 10 people into his house and doing prospecting for 3 days

5. Practice, Engagement and Interaction need to Play a Bigger role in your Trainings  
ROLE PLAYING IS CRITICAL AT EVENTS...serious engagement needs to happen

Change your perspective on FAILURE:

Write the word down... If you choose to do this business, and you don't achieve the desired results in the moment...isn't it lesson, lesson, lesson, lesson, lesson.

### 34. Cedrick Harris

Two key words in this room: Network and Marketing

FIVE reasons you want to include video (and specifically periscope) in your business

1. 3-5 minute video...equals 5 million words  
try writing this out? Really...  
FB gives video better placement; people would rather see a 3-5 minute video
2. ON periscope  
create your own TV channel...  
We check to see what is going on in someone else's life before we even get up CNN, MSNBC. FOX. ABC.  
This is how we all collected info years ago...today we find it on FB. Periscope,  
So why not create your own TV show on periscope: FREE
3. It forces you to create consistent content  
5 minute conversation can be great Periscope  
Things you learn every day could be a periscope  
Teach that! You will never run out of content  
He's a dog lover and he sponsored 16 people from that video...!!  
Just be authentic...be you.
4. You get to connect with people through twitter off Periscope  
Welcome everyone...shout out!  
Connect, close and collect more checks.  
He has fun with the trolls...been through a lot in life so who cares about trolls  
***Don't have to talk about your business, they join because they like you***  
The more generic you are the more you will connect  
Don't look like you are poaching...  
Your goal: give people value. No expectation in return.
5. Create personal touch  
Periscope, FB, etc they feel like they already know you.  
Videos create a better personal connection  
"I don't want to be like Mike, I want to be the best version of Merri-jo"  
Do this through video...your very own channel.  
They see Cedric every day....be consistent.

### 35. Lisa Grossman

She teaches like no one else...Worre women's event she was awesome!

Her commitment is bigger to anything else.

She loves this event. It is like a family reunion for all of us.

What is the most important thing in MLM?

It is in fact BELIEF!

***What you believe to be true will determine the course of your life.***

It will attract people to your life, create results.

What is truth? Is there absolute truth? No there are absolute FACTS.

Here we have the bottle of water...half full half empty. Two truths completely in conflict.

Which belief is going to serve you best?

Half empty bottle are scarcity thinkers...

they are suspicious of everyone they meet because  
people are water thieves.

NOTHING will ever change that

Half full bottle people are abundance thinkers

they will share their water

they will go out and find more or others will as well

Which are you?

***Either way you are right...because they are both truth***

I am in MLM where I get to play with the half full bottle thinkers...the abundant thinkers.

We are committed to creating a better world together.

She loves personal development. Feeds her brain...don't ever put your mind on a diet.

Snippets...tedtalks is what she loves to watch because they cause her to think, She gives them 90 seconds to grab her or she looks on another.

5 Phrases that will change your life: (find TEDTALK)

1. Get out of your comfort zone

Comfort zone is a place that you know what to expect. So Comfort zone can be a miserable place.

You need to consistently and persistently get out of your comfort zone...'cause you can always help others everywhere

2. You need to challenge your assumptions so you can discover your truths.

We make a lot of assumptions every day

We hear no one likes rejection. Rejection is not a bad thing when it comes from the right people.

8 out of 10 will say NO...they are supposed to. If the people are not so great, then that is good. But if you are talking to GOOD people then the NO's are not bad, but the YESES are significantly better! So, chase GOOD people.

3. Speak in the language of the person you wish to become.

I teach people how to take control of their lives and determine their destiny.

4. Make the big decisions with your heart and the little decisions with your head.

You can kiss the frog all day long and it won't become a prince.

You have to love people to do this with such passion that you can overcome how much you hate them on a daily basis.

They will ignite in you a belief that is so strong...that you cannot contain yourself. Passion will get you the distance.

5. Knowing what you know today and knowing with certainty that it will change in next 10 years, are you making the greatest impact you can on the largest group of people on a daily basis.

She loves being here today with us in the audience. If you know that, you don't care about other things...you are not stuck in the daily grind that will grind you down.

When you got started in this business, the very first meeting you go to...typically in the back so you could escape...but we decided that if we were going to be good we would end up on stage!

Then, you were told to take out a paper and write down all the things you want,

The things will come, *the stage is where you want to be as fast as you can, and then get off as fast as you can with all the people you brought along. Make yourself irrelevant.*

Buy the stuff and you will be excited for 5 minutes...it really doesn't matter, the thing that makes it most exciting is the joy that comes from knowing that when you leave, someone will actually care that you were there!

### 36. Kody Bateman

How you think is how you will be

When you are a leader you always got to follow

Dogs... all like bones. They settle for bones, but prefer steak

***Forever more NEVER SETTLE AGAIN!!***

Learn how to do some dog like loving on your people!

It is about blueprints in our minds...creating the right stories in our mind about our network marketing business. Whatever you believe about money is what you create in your lives.

***Story of your mind becomes the story of your life...***

So improve the story in your mind

Value of your network marketing business that YOU OWN.

1. How people make money

a. ee has limits and no control over time freedom or future

b. er has inventory employees, cash flow, inventories, etc.

c. Investor rapidly high risk, out of control elements in business cycles

d. Entertain...elite small group, many times short term income

2. People who can come into your business

too underfunded to become er's

too under educated and no money to become investor

too untalented to be entertainer

so all the rest 90% plus are aimed toward ee...AND THAT IS YOUR MARKET

You have the ability to move people out of the limitations of er, ee and inv, and move them into making top level entertainer income!

No other profession can do that.

KEEPING THIS STORY IN YOUR MIND:

Have a blueprint statement (his is in his book)

So we have strong value in our business

Strongest part of your business is YOU! Create your own creed!

This is so you can become the BEST in the world.

Get his **CREED: *Today is the Day I will rise to the greatness in me.***

***Today I choose to accept responsibility, embrace challenges, be consistent, stay humble, take responsibility, choose happiness, have confidence, claim victory.***

Get serious about who you are. Be the best version of you and the world will follow

I AM...start all statements with this.

I Am TRUE TO MYSELF!

### 37. Panel

Spouses doing business together

Must be professional if you want to be successful in MLM

So must be here

Know your why

When you as a couple work this business, it is twice as strong as you both are working it and you get lots of couples involved.

Lots of sacrifices...especially with kids growing up.

Going to be hard, a grind, obstacles. Successful people use obstacles as reasons, inspirations, others use them as excuses.

No pain no gain. We love and we learn and we laugh.

Do what it takes to get to the top...and its going to take everything that you have got. But what you get in response? Unreal!

People don't want to know how perfect you are they want to know you are real...money doesn't solve everything. Her son is an alcoholic. She and Tom make over \$1 mill per year.

### 38. Daren Martin, PhD

Research out of Harvard...the way we use our physiology directly impacts our experience...

If we adopt the open position, testosterone goes up, cortisol goes down. Closed position, testosterone goes down, and cortisol goes up.

Hire the open position people in job interviews...they show up with energy.

We show up to life, to relationships, in different ways.

Ior: slow, grumpy,

1. The way you show up makes a really big difference.

2. What is your identity? How do you see yourself. "I am solution provider. I am a trusted advisor."

3. Come up with a BAM: business action Mantra

Corporation mission statements typically boring; not with Ritz Carlton

"we are ladies and gentlemen serving ladies and gentlemen"

"I amplify the inherent greatness of every person I meet." THIS IS THE SPEAKER'S MANTRA...

How do you do this wherever you go?

What is your mantra...*"I live my life joyfully and abundantly on my terms by being a blessing to everyone around me."*

You want to be better at something, then practice it!

Show Up! Know your identity, be confident and you reach that with repetition.

***Know who you are, what you are all about, so you can say "***

### 39. Eric Worre

Progress we have made and we have ideas to do better

Raise the bar

3 thoughts:

1. One word can make a huge difference in how we perceive us and others perceive us in this perception. Let's get rid of Network Marketing **Industry**...Industry is a bad word for us, not the best word. Change the word Industry with the word Profession.

The more you talk about it as a life path, a career path. The **PROFESSION** is what we are. People need to start talking more about profession.

Change how others will **perceive** us.

2. We live in a world where most people don't understand what we do. They have perception problems. We can blame them all we want...but here is the truth. Guess what created that? We did. We talked about our profession inappropriately. Franchising used to be a dirty word. It was not respected. Franchising eventually established a code of conduct so now respected...stack of papers that atty has reviewed.

Yes, I can lose all my investment no guarantee of customers. etc.

Does MLM need to go to franchise structure 2 inches of paperwork? I agree I can lose, no guarantee. It wouldn't hurt to have the disclaimer. We sell too many "magic beans"...we tell people it is easy! Is it simple? Yes, conceptually but practically, NO! We need to tell people it is hard but it is worth it!

Start and Stop...this is an entrepreneurial reality.

Look at real estate salespeople they rarely sell. 1 house per year.

Online university course...today has a 98% drop out rate. As soon as it gets hard they quit. People quit things when it gets hard.

It is just a reality...not everyone is going to be successful in MLM...we just give people an opportunity. Best opportunity for people to get involved in entrepreneurship...there is a support system in the business. We also have a safety net, send product back, etc.

***We need to be SO PROUD of the reality we offer to the world to have entrepreneurship experience with little if any risk.***

We need to walk away from "Magic Beans" conversation.

***Our truth is enough!!*** WE have a history and reputation of exaggeration...let's walk away from it.

3. Biggest need: leadership development in the field

A person who is growing the Team

A person who travels, and supports

A leader creates activity that wouldn't be there without them

When a company grows the leader needs to grow.

10% a year is good growth...to replace leaders, grow leaders.

How to run a city must be taught a culture of growth and personal development.

Leadership flatlines....

Vicious cycle...training of your organization is critical. People are starving for leadership.

He said he can predict your future by the lack of leadership development.

#### 40. Tiffany Mallott

"Successful and unsuccessful people don't vary much in their abilities. They vary in their desire....." John Maxwell

"30 days to a better you."...

"The Popular Leader versus the Transformational Leader"

We have the vehicle opportunity and ability to help people become the extraordinary self.

We need to be the intentional leader.

*Popular:*

creates success, multi-number

articulate, well liked and charismatic, make you feel good

*Transformational:*

same creates success, articulate well liked and articulate

How different? Transformational tells you what you need to hear not just what you want to hear. Take the risk of upsetting you; the truth will set you free

They feel it is their responsibility to move you forward versus win brownie points

When you think about a Transformational leader you think of how they made you think about yourself.



They are courageous.

They develop leaders, they don't collect followers.

Transformational vs. (Popular):

leads with their individual's goal in mind (not their own)

concerned about the ind.'s image (not their own)

focuses on being trusted (not liked)

delivers content (not hype)

leave a message on your heart (not smile on your face)

5 things that she did when she learned this:

1. To listen to the people you are leading

so many times we will be tellers...not listeners

What do they want? you will focus on their goals not on your own

2. Speak to them as rising leaders instead of lucky followers

Even if they aren't there...speak to them like we are fortunate to work with them

3. WE have to become better ourselves so we can be better

Never stop growing...no such thing as a full grown tree...

Can't be working on someone else if not working on self

4. Can't have a scarcity mindset

Other leaders is exactly what you want to create so they can step up and create further leaders.

5. Believe in yourself so you can believe in them

People grow to your expectations! Our country is desperate for better leaders.