

“27 ACTIONABLE Network Marketing Secrets For Guaranteed Success”

Monday Morning Call June 21, 2021

- Next TNL: June 22nd at 7:30 Pm CT www.allaboutmannatech.com
- This week’s “Product Focus:” GlycoCafe
- Mannatech Business Briefing Meeting – Thursdays at 12:30 PM CT and 8 PM CT - <https://zoom.us/j/92271023331>
- Mannatech Event... June 26th 10 AM – 3 PM - <https://events.mannatech.com/event/empowered-2021-q2-event/>
- Social Media training with Lindsay.... July 7th <https://zoom.us/j/215452258> - They are moving to Wednesdays
- Are you registered for Mannafest Sept 3-4? - <https://allaboutmannatech.com/plan-to-be-part-of-the-event-of-the-year/>
- Are you taking advantage of the FREE GI Defense with the TruHealth Bundle?

Article in *Wealthanize*

Original 2019, updated 2021

1. Develop the Success Traits You'll Need for the Journey
 - a. The business is more about skills and leadership than your sponsor probably led you to believe.
 - b. There are specific traits you must develop and keep developing; otherwise you will not experience any sustainable success.
2. **Clarity** is the Genesis of fast success
 - a. Get crystal clear on what you want to achieve AND what it will take to get there:
 - 1) What rank are you going to reach:
 - a) September 1: _____ b) December 31: _____
 - 2) How much DPV? _____
How much PPV? _____
(as subset of DPV)
 - 3) MONTHLY Income: Sept: _____ December: _____
 - b. Do this every year (and typically qrtly/monthly) as you always need to be aware of **Course Correction**.
3. Educate yourself on the Network Marketing Industry
 - a. Become an expert in everything network marketing
 - b. What is YOUR **authentic** conversation on why this model is better than alternative (notice MJH Best GIG from last year's Sat Training with John Fleming)
If you cannot have this intelligent conversation, how serious will people take you?
4. Get on the right Bus
 - a. Make sure you pick the right company and the right upline that's best for you.
If you don't resonate with the team or the company, it will never happen.
 - b. So, what does this mean to us? Better know how to sell Mannatech and Sell YOU/YOUR UPLINE.

5. Relinquish the Reigns to GOD!
 - a. Psalm 55:22 states "Cast your cares on the LORD and he will sustain you; he will never let the righteous be shaken."
 - b. It is quite easy to get shaken...so need to be grounded!

6. Have FUN...stop taking yourself so seriously
 - a. What does that look like for you?

7. Study Your Network Marketing Compensation Plan
 - a. Use the GIG Economy brochure
 - Find 500 Customer volume (including yours) and 4 Business partners
 - Find 4 partners
 - b. Have your 4 Partners duplicate what you did; thereafter, duplicating it 3 more levels
 - 4
 - 16
 - 64
 - 128
 - c. To Double the projected \$4,000 per month, just advise each Associate to build out 1000 Customer Unit (David Wood to teach soon)
 - d. Describe briefly the 7 ways you get paid...

8. Start Right: commit 'til it hurts
 - a. Order enough product up front to really understand the products (it might just hurt)
 - b. Serious decisions take serious commitments.
 - c. One issue with Network Marketing: not expensive to get in is great but this can be the death nell as people will say to themselves "too inexpensive to get started" or "not serious investment so not serious business."
Hack this psychology by buying in at \$1000 of products ...your subconscious will read as valuable and actionable information!

9. Stop saying "It's Easy"
 - a. The steps are not hard to understand, but the discipline and the learning curve on how to share with others, teach and train, etc. takes effort.
 - b. If you say easy, your team will exit early as it is hard work; it takes consistency it takes personal development, leaving your comfort zone,
 - c. Persistence and Patience are musts...give yourself a time for learning and perfecting!

10. Mentally embrace the Rejection Marathon (they reject the idea, NOT YOU!)
 - a. Be prepared for it because it is guaranteed to happen.

11. You're not a "dancing monkey"
 - a. If you not having fun, you're doing it wrong.
 - b. If you are anxious to add a new partner, if someone tries to make you "dance" (getting off your game; perhaps looking desperate)

12. Don't cultivate seeds of doubt
 - a. Doubts will come in your mind...NEVER give in to them!

- b. USE doubt as an immediate trigger for action...immediate **massive action** quashes any and all doubts.
13. Focus on Controlling Activity (not results and outcomes)
- A. This is huge! This is the one thing that will determine your results.
 You have no direct control over results and outcomes.
 You can't dictate who becomes a distributor or customer.
 You can't control what others do once they sign on.
 But you do have **complete control** of *your own personal activity*.
- b. If you focus on monitoring and constantly being consistent with your activity, the results and outcomes will take care of themselves.
14. Take Consistent Action
- a. Prospect Everyday...there are always people you are in contact with so add to list.
- b. As Tony Robbins says "**repetition is the mother of learning. If you do something enough and are working to improve, you will get better.**"
- c. Be a student of prospecting and marketing. Skills grow in direct proportion to experience. At the end of five years, you should have 5 years of experience, not 1 year of experience five times
- d. The best thing you can do is prospect **every single day**.
 It should be a habit. You do it whether you feel like it or not. Don't set yourself up for failure.
- e. More prospecting is obviously better and will also be faster. Don't worry about the results, just focus on hitting your numbers. In this day and age you really have **no excuse** for *not* doing this. If you get home at midnight and haven't hit your numbers, you can log into Facebook and prospect a few people before going to bed. There is always somebody awake somewhere.
15. Spam is a 4 letter word
- a. Don't oversell or over-hype. It happens on social media all the time that is why we train with Lindsay. . . People vomit up their opportunity on unsuspecting people.
- b. But the internet isn't the only place people spam. Anytime you're communicating with somebody and you're overselling or over hyping, you are coming off as spammy.
- c. Be genuine and authentic.
 If you're unnaturally forcing the direction of a conversation, that comes off as spammy too. It's best to just toss out a little bait nonchalantly and if a person nibbles on it, then ease into the conversation. When someone asks "SO what do you do?": "*I work with a health and wellness company that made the number 1 discovery in nutritional science in the past 25 years.*"
- d. Have a break in the conversation? It would sound something like this "Listen, I gotta run, but I'm just curious... would you be open to a side project (GIG) if it didn't interfere with what you're currently doing?"
 "Like I said, I've gotta run, but let me give you a call later and we can set up a time to go over it".
16. Momentum is practically unstoppable
- a. Learn how to get into momentum...massive action generally creates it. Momentum is wonderful!

- b. An atmosphere conducive to creating momentum: healthy, drama free, growing organization. Get into the habits needed to grow your business, and at some point you'll hit the tipping point. When that happens, the speed/velocity of your business growth will increase exponentially-momentum takes over.
- c. Just keep taking consistent action and improving your skills until momentum shows up so you can capitalize on it when it arrives.

17. Be a Master Marketer

- a. Whether you're on social media or online, there *is* a marketing component. Learn the basics of marketing and understand what's effective and ineffective marketing. Strategies are great, but you should be studying marketing in general as an overarching concept.
- b. If you understand basic and fundamental **marketing concepts**, you can implement them anywhere you decide to market.
- c. People don't want to be sold, but they like to buy. So balance curiosity with convenience.

18. Positioning is your Friend

- a. When you're talking with somebody, you must master positioning. Be able to position yourself to communicate from a place of confidence and power, not weakness.
- b. Desperation is weakness. Begging is weakness. Trying to convince is weakness. Chasing, pestering, and bugging is weakness. Don't do these things. Instead, be confident.
- c. The best attitude you can have is to not care about the outcome. Take an attitude that you are *sorting* through people, looking for those who are open to what you have to offer.
- d. You'll be perceived as more confident and stronger. Your message will be better received. You'll save energy because you will be giving permission to yourself to walk away. Ending a prospecting conversation (nicely but firmly) and walking away can actually be a powerful negotiation tactic (the take-away).

19. A Tactical Lesson in Negotiating

- a. The lesson here for the **network marketing professional** is to control the negotiation or conversation. This is related to tip 17 (positioning) and tip 10 (no dancing like a monkey).
When you're talking with somebody, they may want you to stop everything and give them all the information right then. Don't do it, it gives up your power and is ineffective for a variety of reasons. Just say, "no, I can send you a video" (or whatever system your team has in place).
- b. Getting your prospect to follow through the funnel or system in the way you require is a form of negotiation.
- c. Even if you're certain they'll sign up, you should follow the process with them. One reason is because if a person is a sure sign up, losing your positioning can lose the close.

20. Don't underestimate people or yourself

- a. You never know what someone is capable of...

- b. *"If I had to choose between somebody with little to no skill who will prospect 200 people a month and commit to getting incrementally better OR a person who is quite skilled but won't talk to anybody, I'd take the worker... Every... Single... Time."*
 - c. You have no idea what somebody will do. You don't know what they're capable of or the capabilities of who they know. Never underestimate people.

- 21. Do not bet on a "losing Horse"
 - a. Guard your time! Your time is your only limited asset. People should **earn your time**. Don't waste time with non-producers.
 - b. We all want to help people, that's why we're in this business. Sometimes you want it more for somebody than they want it for themselves.
 - c. Give people activity based direction. Be careful in supporting others so that you do not become an enabler of inactivity.
 - d. If they have a question, point them to the answer. You don't want their solution to be to call you unless it's something they really couldn't figure out on their own.
 - e. "Get a few people together and I will do a Zoom Meeting for you." That response will position you better and also leave them with two options- do the work or don't.

- 22. Engage your prospect and team with questions.
 - a. Great teachers, leaders, and salespeople ask great questions. Questions engage a person's mind and good questions help cut through the noise.
 - b. Ask a prospect why they agreed to look at a presentation to begin with. What were they looking for? This opens an authentic dialogue that can help move them closer to a decision.
 - c. Here's a fantastic question for a team member who says they are having a hard time "getting people". First, pause for dramatic effect (act like you're thinking), then say *"Let me ask you this, how many people did you show the presentation to in the last week?"*

- 23. Conduct yourself like a professional
 - a. You are a professional network marketer! Conduct yourself as a professional. Professionals don't whine. They offer value and customers take it or they don't.
 - b. Not enough customers? They work harder, market more, or change their strategy.
 - c. Ideally, you want to attract other professionals. If you aren't conducting yourself as a professional, those in the professional community won't want to be part of it

- 24. Get out of your Head.
 - a. Dreaming happens in your head first. Business growth happens through grinding it out to bring that dream to fruition.
 - b. If you can't stop worrying about what a person will say or theorizing about every direction the conversation *might* go, you'll never build a profitable network marketing business.
 - c. When you spend too much time swimming in your thoughts, you get paralysis by analysis. Doubt creeps in. Fear creeps in. "what if's..." creep in. Take action in spite of your thoughts.
 - d. Taking consistent action is the only way to get out of your head and moving in the right direction.

25. Forget about perfection...it's a ghost
 - a. If you demand perfection or nothing, you get nothing. Every time.
 - b. Perfection is the enemy of success.

26. Celebrate Incremental Success
 - a. Always celebrate your victories and also the successes of your team members. This is especially true in the beginning.
 - b. Mannatech has recognition for certain ranks, but you should have some too! Whether it's certificates or pins or simply hand written notes. Be authentic and get creative but be sure to celebrate successes, even the small ones.
 - c. For yourself, celebrate even purely the success of taking action. If there's one thing I keep harping on it's the importance of consistent activity.

27. Recognize your Power Players
 - a. This tip is one level above celebrating small successes. If you continue to grow your business a power player will show up. Don't be insecure and weird about it. Conduct yourself as a professional and as a leader. Reach out to them. Recognize them. Build rapport with them.
 - b. This goes for anybody on your team, not just those you personally enroll. There's no other industry like network marketing!

28. BE the person you want to recruit
 - a. The speed of the leader creates the speed of the pack. Unfortunately, people usually come into network marketing under misinformation, looking for easy money.
 - b. Do everything you wish the perfect recruit would do. Prospect more. Be bold. Be fearless. Being the **network marketing leader** you want to recruit will grow your business faster and also increase your chances of finding another solid leader exponentially.

One final comment slightly adjusted by me which I liked a lot:

Act as if you have \$50,000 invested in your business and you have 1 year to earn it back!

