

**“The 45 Second Presentation
That will Change Your Life
Monday Call, August 17, 2009**

- ❑ Coach Roy Program: “Building My Legacy” for more information www.mannatrain.net/BeyondTraining.Html Information call with Coach Roy Dayton this Friday, August 21 a.m. CST (712)432-6060 Conference ID 1936791#
- ❑ NEW Webinar...”Live Life to the Fullest” tonight at 8:00 p.m. to for you and your prospects to view register <https://www2.gotomeeting.com/register/490712259>
- ❑ Comp Plan Adjustment to Last Week’s presentation
Factoring
2nd Generation Bonuses (see attached amendment)
- ❑ Your Chance to Learn About the New Y.E.S. Plan Thursday, August 20 9:00pm CT new.mannatech.com (Log in and click the Y.E.S. Webcast banner which will be available on the "My Office" page)
- ❑ Mannatech’s Fast Start Training Series Launches "Getting Started" <http://new.mannatech.com> (Log in and click “Resources” and Click on “Training”)

“The 45 Second Presentation that will Change Your Life”
Don Failla
Based on the Napkin Presentation

Introduction to Network Marketing.

Important Point: Most people try to build their organization by emphasizing selling. Wrong...let your sales come as a natural result of building your organization.

- a. Selling is calling on people to sell them something whether they need it or not.
- b. Building an organization is building a network through which your products will be distributed; sales come from distributors sharing with friends, relatives and acquaintances.
- c. BALANCE is what you need...you need to sponsor and teach network marketing and in the process, build a customer base for your products.

Sponsor people DON’T sign them up. Sponsor = commitment.

All you need is to be willing to help someone build a business for their own.

People will get involved with the idea of just napkin an additional \$1-400 per month. Then when they reach those goals, they will see how much more they can make.

d. Napkin presentation to overcome “pyramid scheme”

1. “Two Times Two is Four”

a. See Napkin math

Start with 2X2, note just sponsor 2 and get to 16; then show the 3X3 right alongside, totaling 81. “Over here you sponsor three people, and teach them to sponsor three. Then you teach your three how to teach those nine to sponsor their three. Now you have 27. Just go one more level down and you have 81.”

Everyone only sponsored ONE more!

Let’s say you sponsor 4 in the business. Same talk. “Now that’s getting to be a considerable difference right there...”

The only difference is people sponsor 2 more.

Then do the 5... “again the actual difference is only one two or three more. But it creates a fantastic different result.”

You may have to sponsor 10 to find 5 serious but look at the results.

b. *Once you totally understand all 10 napkin presentations you will see how your people will be more serious about the business than those who never understand this. Concept: **Get Serious Quicker***

You will find a lot of customers perhaps on the way but you only need 5 serious people, not a whole army! (Benefit: enthusiasm grows as you show!)

2. “Salesman Failure Syndrome”

a. To clarify common mistakes...we would rather sponsor 10 teachers than 10 salesmen.

b. You must go three levels deep...teach front line how to sponsor; then teach him how to teach 3rd level how to sponsor. If you don’t go three deep, your organization will disappear. This is why ‘sponsor kings’ die. Work with only 5 and help them sponsor versus you sponsoring more.

3. “4 Things you Have to Do”

To introduce the 4 things remember this story

a. Assume you want to take a trip in family car to leave rainy

Washington and go to sunny California; when you get there you are at the top, successful.

1. The amount of money it takes for the trip ranges from \$100 to \$500 or more.

2. Secondly, you need oil and gas (the products), and since consumable buy them over and over again. This will get you excited about using the products.

3. You will need to get into HIGH GEAR. Can't start there; start in First by sponsoring one; when get to 5 sponsored now you shift to Second; support them to get five and then with 25 you will be in Third gear; when they get their five, you are in Fourth gear; and finally when they get their five you will be at 125 in HIGH GEAR. Get your 1st level people into HIGH GEAR.

4. Share with friends...you want all those you know to take the products and get the benefit as well...consumers who may become part of your organization.

b. Don't listen to people who say "I can't find people who want to sell." That's not what you want; you are looking for people who just want to earn an extra \$500 to \$1200 a month. Do you know anyone like that?" Then add "What's wrong with that?"

c. So give 5-10 hours per week to learn the 10 Napkin presentations and everything else you can about your company. Then learn how to teach them to others.

4. "Digging Down to Bedrock"

Discouragement is one problem that can beset a distributor.

Draw a picture of a group of runners...you can all be winner since no finish line in this race. Spend your first 4-6 weeks in training and then run the race...the only losers are the quitters.

When sponsor 5, you are just digging the foundation with shovel, Once get five you now dig e to the next level and with 25 need to now bring in the bull dozer to get to the bedrock...when you teach these to teach their five so you now hit bedrock with completing the next level of 125! Now you can start building and start really seeing the business take off. This is the foundation of the building...4th level, and you know how fast a building goes up now? In days! SO don't get discouraged as you dig in the first few months.

5. "Ships at Sea"

Now you have been in for a few weeks. Many wait 'til their ships come in. Not happening...it is already in...so now you want the people who will support you to reap the rewards. Three types as drawn on the napkin: Gold, Silver and M.T. ("empty"). We have all of these people in our organization; which ship will you support to dock? Characteristics of a Gold Ship:

Eager to learn, asks for help, excited about the business, makes a commitment, sets goals, lists names, fun to be with, positive
Silver: just one who is not as long in the business so not quite as committed yet.

Zig Ziglar: “You can have anything in the world that you want simply by helping enough other people get what they want.”

6. “Third Party Invitation”

Prospecting is the theme of this presentation. “Carol, I just got started in a new exciting business and you might be able to help me. Would you happen to know anyone who would be interested in earning some extra income.” Notice you are asking for third parties. Normal Response: What is it? Your answer: Do you know anything about network marketing? Then engage a discussion about that...all the great points. From there invite them to sit down with you to look at a particular program. Don’t shotgun the program...it will be confusing enough to lead them to say no. The napkin is how to trick your mind out of fear of rejection. Picture yourself on the dock. You need to launch ships out to water in order to have the Gold come back to dock. So, what if they say “I don’t know anyone,” there are plenty more ships! Only two things a ship can do as you launch, float or sink. If it sinks YOU ARE STILL ON THE DOCK!

7. “Where to Spend Your Time”

The graph showing up front how much time you spend sponsoring. Once you find your five serious people, you spend 95% of your time with those people.

8. “The Sizzle Sells the Steak”

One log can burn out. With two logs you get a better fire. With three or four, you really sizzle. The idea is your napkin presentations are best done at a restaurant with a group. If you give it to one person who is cynical, what a waste. So gather many and get the sizzle to help everyone get enthusiastic.

9. “Motivation and Attitude”

There are 2 kinds of motivation: hot bath and constant. From the hot bath, you generally cool off quickly. Like reading this book. This is down motivation...not that it does not help but it will not carry you forward. major issue here is that when you are high, go to your organization. If you get down and discouraged, go up to your Sponsor.

Attitude: Let’s say it is a thermometer—0 to 100 degrees. People come in at 65-70 degrees. Then they get some rejection and go below 50. Then you rouse them on to get them back over 50. Roller coaster. So how to maintain above 50%? Up Motivation.

How? Each of your first five are 5 degrees for you so when you get 5, you are only at 25 degrees. Then for each of those at the second level (their five degrees) you get 10 degrees. Now you are well over 50 degrees and now it stays and grows. It is like a pan of water on the stove...your five are active burners and the others you sponsor of say 10 are back burners. Then under those are your new people, adding heat.

10. "Pentagon of Growth"

A drawing to show how fast your organization can grow if you follow the principals in this book. Being a pentagon it also follows along with the 5. Use whatever interval of time you want...2 months, you find your five; then 2 more months, and they find their five. Then they find their five by the end of 6 months. You just follow this around the pentagon for each of your five people to show their growth. Then show how much money you would make. The purpose of this exercise is to show how important it is to work down-group.

1ST NAPKIN

$$\begin{array}{r} 2 \\ \times 2 \\ \hline 4 \\ \times 2 \\ \hline 8 \\ \times 2 \\ \hline 16 \end{array}$$

2	3
$\times 2$	$\times 3$
4	9
$\times 2$	$\times 3$
8	27
$\times 2$	$\times 3$
16	81

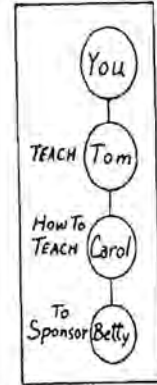
65

2	3	4
$\times 2$	$\times 3$	$\times 4$
4	9	16
$\times 2$	$\times 3$	$\times 4$
8	27	64
$\times 2$	$\times 3$	$\times 4$
16	81	256

240

5	}	780
$\times 5$		
25		
$\times 5$		
125		
$\times 5$		
625		

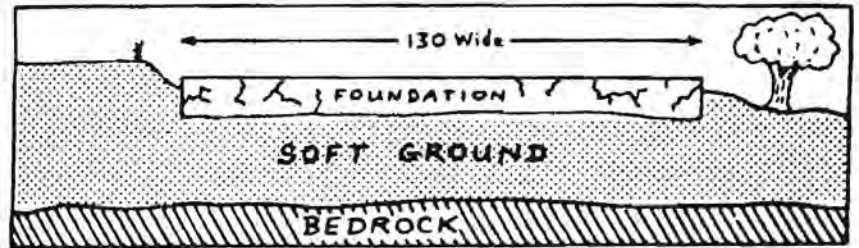
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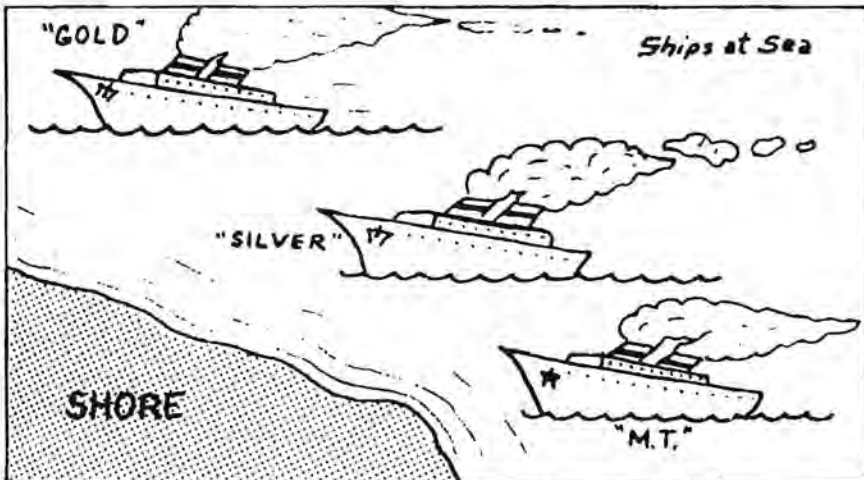
3RD NAPKIN

1. GET IN - GET STARTED
2. USE THE PRODUCTS
3. SHIFT INTO HIGH GEAR
4. SHARE WITH FRIENDS (RETAIL)

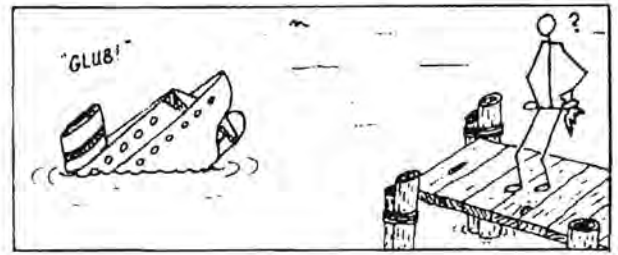
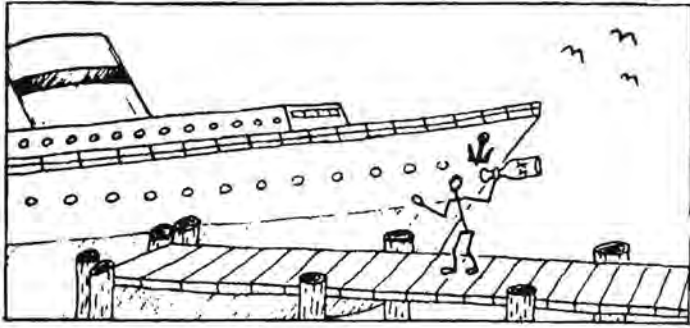
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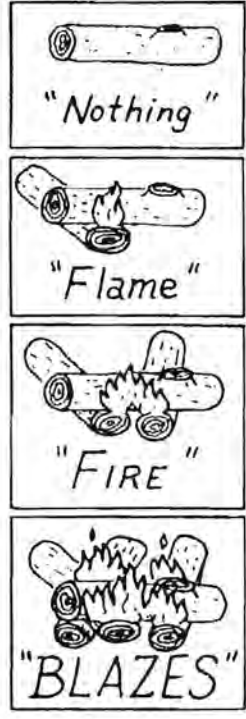
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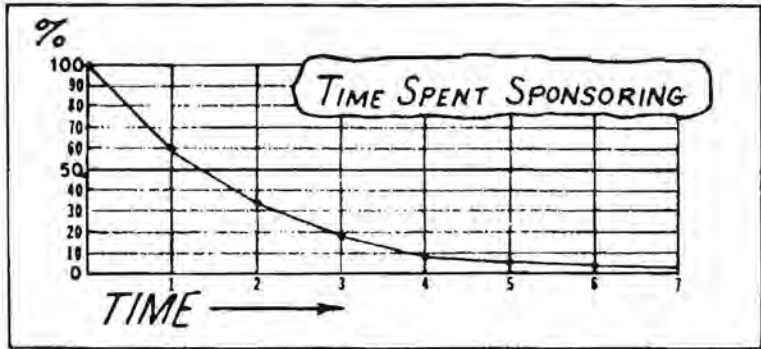
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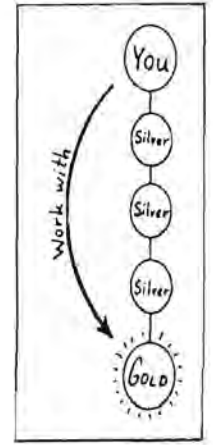
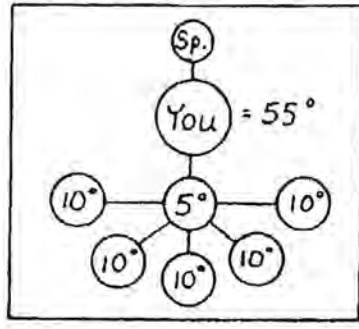
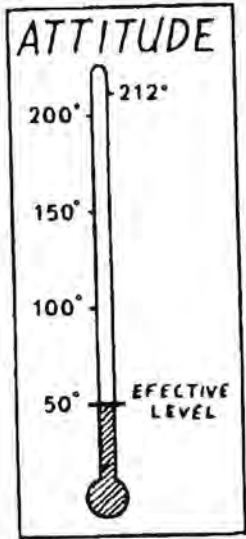
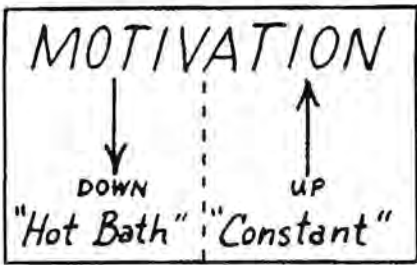
8TH NAPKIN



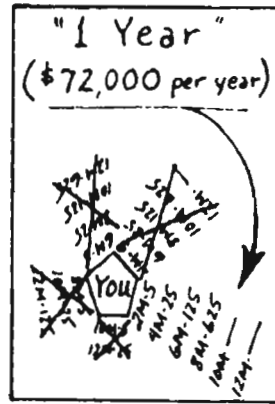
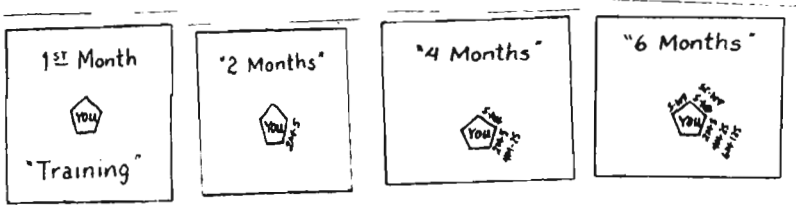
7TH NAPKIN



9TH NAPKIN



10th NAPKIN



INTRODUCTION

