

“The Four Year CAREER”

Hero’s Edition

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February 5, 2018

- If you missed the awesome training on Saturday – Here is the link to the recording - allaboutmannatech.com/mannatechlive/monthly-business-training-february-3-2018/
- Updated Alaskan Cruise Incentive rules are in the Library
- TNL, February 13rd at 7:30 PM CDT at Mannatech Corp offices or www.mannatechlive.com - Landen Frederick and Demra Robbins Presenting
- Are you registered for Mannafest 2018...an event not to miss. www.mannafest.com
- Are you ready to earn some free nights at the Gaylord for Mannafest? Just sign up 3 Associates with a 150 order and for February and/or March
- Next Dallas Business Training – Saturday March 3rd at 9 AM CT Mannatech Corp offices or www.mannatechlive.com Put on your Calendar TODAY

1. Why A 4 Year Career?

a. “Security is mostly a superstition...Life is either a daring adventure, or nothing.”

Helen Keller

b. The 40/40/40 Plan 40 hours/week, 40 years, to make 40% of pay

Today, average person in 7-10 jobs so no long term; lots avoiding college...

c. 4 year Career conceived in 1977...invest 4 years with time energy and effort, and build a \$5,000 month residual income. College kids were not best since they are distracted.

d. Investment strategies: real estate, stocks, ...in order to have a great return need to start at 25, not 45 years old when you have a nest egg! ((\$500 at 45 @ 7% for 20 yrs= \$260,000 whereas \$500 at 25 @ 7% for 40 yrs= \$1.3 mill)

2. Why Network Marketing?

a. Network Marketing “Huge Advantages”:

1) Build it part-time, anytime

2) Build it anywhere

3) Launch in our case with \$49.99

4) In business for yourself not by yourself (upline, corporate, etc.)

5) Your business partners have a vested interest in your success!

6) Create tax deductions to significantly reduce taxable income

7) Learn it while you learn it

8) Earn extra \$500-\$1000 to invest in traditional options like real estate, equities

9) Build the residual stream of income in right company

b. Asset value of MLM income “will be approximately 200 times your monthly income.”

i.e. \$5000 per month is a \$1 million asset.

- c. It is Legal. Main objective is sale of products. No Hype!
- d. Most companies fail, some succeed (1000 MLM's, 200 in DSA)
- e. Most distributors give up long before they could have succeeded.
"The fact is, people with average ambition, commitment and effort usually don't do well in a business like Network Marketing."
- f. Network Marketing is a major player in the global economy, and is growing!
 Grown in 18 of past 20 years; over 9-% in last 10 years! Staggering \$183 billion goods and services sold worldwide each year in this industry. 20 million Americans and 99 million worldwide.
 Many thought leaders now endorse this model.
 List of TOP people and their quotes.

3. Network Marketing Myths

- a. "Getting on the ground floor is the best path to success in Network Marketing"
 Truth: worst time to join since most go out of business
 Rather: 5+ years old, grow ethically, honor distributors and customers
- b. "Network Marketing is an opportunity for someone not doing well to make some money"
 Truth: Same skills it takes to succeed in any marketing are required in network marketing (assertive, confidence, dynamic in communication, overcome challenges) just unlimited income is available! and freedom and...
 Low self-esteem will equally stop you in network marketing.
- c. "Success is being in the right place at the right time"
 Truth: Network marketing is a business: not a hobby a game or a scheme to dabble in. People who treat it as a career, a profession have a real opportunity. It takes time, patience and repetition.
- d. "In Network Marketing the big guys make all their money off the little guys"
 Defining fairness as everyone gets the same benefits is how socialism works.
 In Network Marketing, the people who attract, train and motivate the most salespeople earn the most money.
- e. "You have to use your family and friends to make any money in Network Marketing."
 Truth: you do not and should not. You inspire people to join you!
- f. "If network marketing really worked, everyone would be involved."
 Truth: Many companies in this business 30-50 years and you are not in; nor are 298 million people in the US, or 6.9 billion people worldwide.

4. Traditional Sales vs. Network Marketing

- a. Totally different: networkers are totally independent, no quotas, work when they feel like; part-time and full-time, it is about "using and recommending the product."
 Networking is about a lot of people "selling" a little bit each.

b.

The differences between **salespeople** and **Network Marketing people** are:

SALES	vs.	NETWORK MARKETING
Full-time	vs.	Some-time
Salespeople	vs.	Customers
Employees	vs.	Volunteers
Quotas	vs.	Incentives
Protected Territories	vs.	No Territories

To Sell \$1,000,000:

100 salespeople each sell \$10,000 = \$1,000,000 **vs.** 10,000 volunteers each sell \$100 = \$1,000,000

5. How it Works (Nothing worthwhile ever comes easy!)

a. Three basic activities:

- 1) USE: become a customer: create your own best story
- 2) RECOMMEND: like a good restaurant or movie (stay out of SELL)
- 3) INVITE just to take a look: at the income opportunity...people are either ready or not. Your conviction will show up in enthusiasm, confidence, peace, patience, acceptance, love, leadership. Be interested in people. Ask curiosity questions and listen.

b. Keys to being effective:

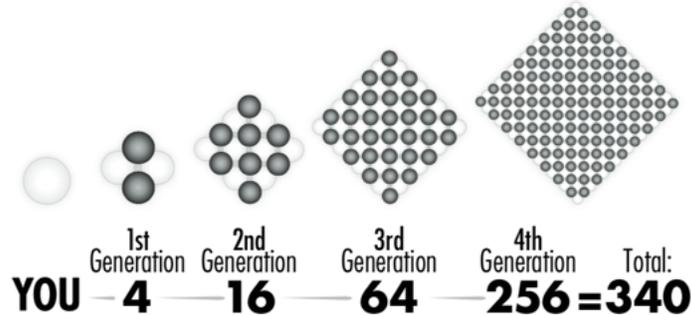
- 1) be convinced yourself
- 2) be interesting...by being interested!

“Two a day; 10 in play.”

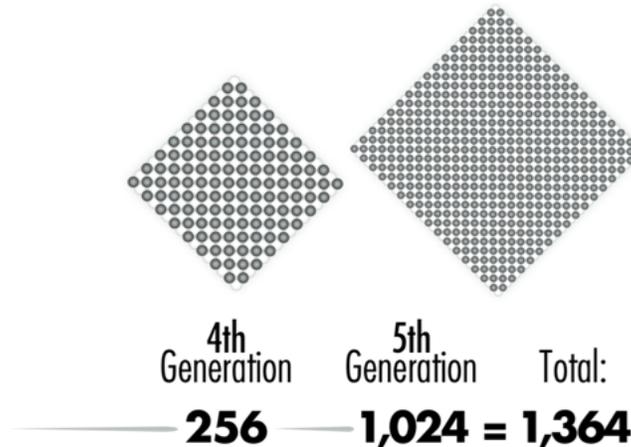
6. Four Cornerstones of the 4 Year Career

- a. The People: Most people don't maintain their motivation to continue Sponsor people...experience geometric progression. You get a few who get a few...this is what gets you to 1000+. Everyone invited to enroll others. Key to understanding: “If you really wanted to, could you find four people, anywhere in North America, to do this?” 4-16-64-256-1024-4096
- b. Product Sales: all of your distributors buy, and then you have very loyal customers. They are the cornerstone as they are loyal consumers.
- c. Your Asset (“Royalty Income”): You can earn monthly between 5-10% of your monthly sales
- d. The Asset Value: Your business is an asset and has an asset value.

When your asset grows geometrically (get 4 and they get their 4 and so on), some leave and the reality is in 4 Years you will have more dedicated consumers than business builders.



You enroll 4 (who each enroll 4)
 for 16 (who each enroll 4)
 for 64 (who each enroll 4) for 256



7. The Asset Value

“If we don’t change our direction we’re likely to end up where we’re headed.”

Chinese Proverb

a. Build network right and your income and sales should flow long after you managed it. How long and at what rate of investment would require to amass \$1 mill in rental real estate (a lifetime?)...and it might generate \$5,000/month. Compare that to investing \$1000 working 10-20 hours per week for 4-5 years and earn the same. Which is more appealing?

b. *“Geometric progression of your team’s growth is easy to show on paper as a hypothetical but takes leadership, motivation, and dedicated effort for years to*

accomplish. Most people (an understatement) do not maintain their motivation to continue.”

8. Momentum

- a. Exhibit most amount of effort up front (promoting product and enrolling) and then as you get things rolling need to do more management of the momentum...enjoy the ride.
- b. It is the low return in the beginning that leads people to give up...no vision and belief in the payoffs on the other side.
- c. Geometric progression and compounding: after 30 days 1 penny becomes almost \$5 million dollars!

9. The Renaissance of the Family and Community

- a. “Opportunity appreciation is not the only factor fueling the future of Network Marketing. It is also fueled by people’s basic need to connect with others, to be part of something bigger than themselves, and to have a sense of community.”
- b. Family has disintegrated in many areas of our country. Most are engaged in the rat race. This opportunity brings people back home, allows time freedom, and soulful connection with others.
- c. *“This return to basic human values in business is a subtle, yet powerful force driving the Network Marketing industry.”*
- d. *“Network marketing may offer the most dynamic environment for us to develop our spirituality, while managing our humanity at the same time. It’s a journey most people find exhilarating.”*

These are the qualities:

Patience, Honesty, Forthrightness, Generosity, Integrity, Leadership, Open-mindedness, Authenticity, Love, Cooperation, Courage, Listening

10. What to look for in a Network Marketing Company

- a. A Product: find one you absolutely love, you will take forever even if not a distributor.
Also, one you would recommend to others without reservation.
Ask: will this product be relevant 25 years from now?
- b. The Company: be proud of it and of its leaders. The company is your partner in the business...crucial to your long-term success.
- c. Your Upline: they are closest partners, trainers, support system. You want to really like them, honor them and respect them. Look for people who are dedicated, focused, positive, committed, generous, and successful. Be coachable.
- d. Follow your Intuition and Find a Fit for your Values
Use this book as the beginning of your Network Marketing education.
Find the right company and don’t sell out. Don’t be deterred by challenges and setbacks. Your life and the lives of others depend on it!