

Association of Network Marketing Professionals:
Dallas Annual Convention 2014
Monday, April 6, 2014

- Weekly Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST www.m5mlive.tv or 24/7 www.m5mlive.com
- Mannatech Now: Tuesday 7:30 PM... Mannatech Corp Offices or www.mannatechlive.com - Preview of the Üth Sales System
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717458
- Mannafest 2014.... Be there. Register at events.mannatech.com
- Allergy Special: Manna-C and Immunostart
- All About Üth Tour with Bo Short – Flyer in Resource Library
- Preorder your Üth Sales System by calling 800-281-4469

1. We are all Professionals

A. What is this organization?

Collaboration will help create phenomenal results

Lead to higher level of acknowledgment of our Business

2. Vince Posente presented on Thursday night

See last year's notes from 3/18/2013 Mannatrain

A. Make a decision: when you come to ***"this is unacceptable!"*** now you are ready to move. You need to reach this about where you are and where you want to be.

When is that moment when we decide ***"It has to be different?"***

We cannot be "aligned" until we know what we want.

B. "You don't know what you don't know."

Alignment of the "ant and the elephant":

our conscious (2000 neurons) mind with our subconscious (4 billion neurons)...otherwise, it is your subconscious that makes all your decisions.

C. Use the "elephant buzz"

The dot is your elephant buzz...

Do what competitors are not doing.

Make decisions to have fun. (opposite of fun is fear)

Envision wealthy...what does it look like?

"Your character is revealed by the decisions you make."

3. Darren Falter

Yoli is his MLM

Rules are critical to preserve the industry and relationships.

DKC: DRAMA KILLS CHECKS

4. Sarah Robbins

a. 25-29 yrs old...\$0 to \$100,000 per month

b. Sarah was "coachable"...critical for long term success

c. Recruited over 200 people, 30-40 work the business, 12 top leaders, 3 of them account for 80% of her income

d. Sift and sort until you find your leaders. "If I told you that you have 4 golden bars buried in your backyard, I sure hope you'd keep looking."

e. Where does she find people?

1) make your list

2) Informal marketing

3) Networking events/groups

4) Referral rewards Program (develop yourself...give product or cash to friends, relatives who give you leads)

5) Ask others to host events/parties

6) People who provide you services

7) Social media ...share success stories

8) Customer referral sources

9) Prospecting within your group

f. Must have accountability

g. Tracker sheet daily:

3 new contacts

2 follow ups

1 reach out to someone on your Team

Or faster track: 5/3/1

h. "It is easier to give birth than to raise from the dead."

5. Shawn Achor, "The Happiness Advantage"

See attached outline, and 21 Day Happiness Challenge

6. Rita Davenport

a. When asked "How's your business?" say "unbelievable."

b. Your team needs to hear they are gifted. Everyone in the room has a sign around their neck "I'll work for praises."

c. You are what you believe you are.

- d. This is a heart to heart, belly to belly business. "You have got to want it as bad as air to breathe."
- e. We are in the world to love and learn...What did I do today to lift another person up?
(She is a comedian and was awesome! She will be at Mannafest!)

7. Josephine Gross, Network Marketing Times co founder and editor in chief: THE RISING ECONOMIC POWER OF WOMEN

- a. 75% of those in MLM are women. There are three major trends in our society:

- 1. Social
- 2. Transparent
- 3. Connected

All three are feminine characteristics.

- b. Book recommendation: "Influence" by Maddy Dychwald
"Half the Sky" great book on oppression of women worldwide

- c. 2X as many women start entrepreneurial businesses as men

- d. Study: What characteristics do we need to meet current world challenges? What are the major characteristics of men/women?

RESULTS on needed for world problems: transparency, interdependence, collaboration, nurturing, empathic, long term, selflessness, inclusion

These were identical to women's characteristics!

- e. Muhammad Yunus: micro loans...96% of his borrowers are women, money going to women brought much more benefit to the family. Women use money for family, security. Men use it for adventure, risky investments and individuality.

8. Orrin Woodward

- a. "Most men lead lives of quiet desperation."

- b. 40 rungs on the ladder...take one at a time

- c. He doesn't share his plan...he plays off the alternative: work 40 hours per week, for 40 years, to retire and make 40% of what you used to make.

It takes courage to start something new.

"I'd rather be the worst person on the best ladder than the best person on the worst ladder."

- d. Your team will only duplicate you. So before you start messaging it, why not start modeling it.

- e. The greatest leader is the greatest servant. There are no big shots in MLM, just little shots who kept shooting.
 - f. #1 characteristic for leader in MLM: HUNGER
 - g. Leadership is working on three factors: Character, Task, and Relationship. All three get multiplied to score your leadership effectiveness and thus, level of success.
- STAY DISCIPLINED!

9. Al Shrieter

FORMULAS TO HELP YOU GET STARTED

- a. Free the mind of your prospect. Say, **“I just found out...”** ...how we can get an extra paycheck. ...how you can take a 5 day weekend instead of 2. ...how we can get rid of a vampire-sucking boss. ...how I can earn more money part-time than my spouse makes full-time. ...we can look younger
- b. Get people to believe you. Live longer, have more money, want better-looking skin. “If you don’t eat your veggies, you don’t get desert.” “If you don’t get good grades, you’ll get left behind when your friends move to the next grade.” “If you our skin care, your skin gets better every night.” **“If you...then...”**
- c. Disable the salesman alarm. **“Before I show you how this works, let me tell you what happened to me.”** Stores are like cocaine to the human mind. We love stories. Weird things happen - it holds their attention, it opens their mind (goes to the back of their mind) and makes them believe it’s true.
- d. **“When you use our products, here’s what happens...”** 6 months from now, you walk into the office and tell your boss that you no longer want/need to work
- e. Take control of their mind with 9 words: **“There’s 2 types of people in the world...”** Those that take handfuls of pain pills and suffer and those that become proactive about their health and prevent degeneration. ...those that get started tonight so that they can immediately fire their boss. ...those that take prescription drugs
- f. **...I have some good news and some bad news** ...make huge bonus checks, but now when the boss asked you to do something ...you can consider it optional ...if you use our diet product, the ladies at work will be jealous. ...the economy is in the toilet, but you have an extra paycheck to cover the shortfall.

10. Cathy Robbins, Partner to Paula Pritchard

a. Most people drift through life, missing the opportunities to make their life better. Focus on what makes you happy, and what are your strengths (and do more of that!)

b. Most just takes focusing on less than 6 things...6 things that are critically important for your success.

What ever you want, there are always less than 6 things that can get that for you.

c. Always evaluate the people you bring in...many will never grow the business yet you spend endless hours with them.

ACT ... REVIEW ... ADJUST

d. What you have to offer is a gift. People have no savings, no jobs, no financial security...what a gift you have to give them.

11. Carlos Marin

a. You have the ability to achieve all your dreams...just apply the same mindset of those who have.

b. Get a dream. Sell out to total commitment. Develop a plan of action. Implement it with massive action.

"When the dream is big enough, the facts don't count.

c. Many early stimuli created our perceptual filters in our mindset.

d. Everything you do well is done by your subconscious.

e. Fear of rejection: tap above and behind the left ear saying "I have no fear of rejection." Then tap over the right ear saying "People love to hear from me and want to sign up in my business."

12. Donna Johnson

a. Sponsor up...we tend to sponsor down because they don't intimidate us.

b. Our currency is people...pick the best and grow the rest.

c. "Think and Grow Rich for Women"....get this book.

"Daring Greatly" is her second book recommendation

d. "Do the right thing in the right way for the right reason."

How you do anything is how you do everything.

e. "Right is still right even if no one is doing it...and wrong is still wrong even if everyone is doing it." Larry Winget, "Grow a Pair"

f. "If the grass is greener on the other side, it is probably growing over a septic tank!"

e. First 24 hours:

1) strategize

- 2) find out what they want
 - 3) discuss their dreams, desires and disconnects
 - 4) personalize the launch
 - 5) build a plan to get them started
- f. Manage the 4 D's:
Doubts, Distractions, Disappointments, Dream stealers
- g. First of each month, group meet with leaders (by phone if need)
Review their past month (no shame, no stories):
Did they meet their goal, if not why not, and what to do differently
Two goals: Commit Goal and Stretch Goal
- h. 6 figure earners have the following characteristics:
- are grateful
 - compliment others
 - forgive others
 - give credit where it's due
 - take responsibility
 - share
 - read and learn
 - want others to succeed
 - love change
 - set goals
 - discuss ideas
 - look for opportunities to grow

13. Todd Falcone

10 concepts to teach

- 1) Draw a line in the sand
- 2) Pick a horse and ride it
- 3) Surround yourself with success
- 4) You must face your fears NOW
- 5) Never mess with success
- 6) Nothing is easy when it is forced
- 7) Listening makes you rich
- 8) Work with those who deserve it
- 9) Improve your skills daily
- 10) You have to become accountable

every day draw a one inch square box...fill it in with how many people you have contacted that day.

"Double digits a day keep the checks coming my way."

14. Paula Pritchard

- a. Understand the business you are in...
 - 1) You are in the distribution business...this is not a hobby
 - 2) Peoples' opinions are irrelevant
 - 3) You need to reprogram your head
this is your career...give it the respect it deserves
 - 4) Fall in love the process not the results
So, it is not about No's or Yeses it is about the process
- b. Become an expert on the invitation and you will make millions.
- c. 80% is in the preparation
 - 1) Confidence and belief
 - 2) Posture
 - 3) Goals
 - 4) Vision
- d. 20% in the recruiting (The Process: Invitations, Recruiting, Follow up, Sign up, Duplication)
All about listening...find ambitious, teachable, needs a solution, is dissatisfied.
- e. "In network marketing you will think the reward is money but the freedom will far outweigh the money. And in the end, it will be all about changing lives."

15. Kody Bateman

Six Principles

and

Six Steps

- 1) Stay Focused
 - 2) Always produce
 - 3) Be Consistent
 - 4) Law of Average
 - 5) Keep it simple
 - 6) Positivity
1. List
 2. Share products/Opp
 3. Follow up
 4. Sponsor
 5. Train the New Distributor
 6. Promote the next event

16. Lisa Grossman

- a. the ABC's of success
 - 1) A is for Attitude
 - 2) B is for Belief
 - 3) C is for Commitment

- 4) D is for Duplication
 - 5) E is for Excellence
 - b. "I won't quit until every person on the planet has the opportunity to see the value of network marketing and makes a decision for themselves."
 - c. All we do is tell stories and ask questions.
17. Harry Dent, Jr., MBA from Harvard, economist
- a. Book: "The Demographic Cliff"
2016-2026: total economic relapse in the US due to demographic shift; Most important thing in our economy is babies!
 - b. Conclusions: Key presentation points
 - 1) My unique forecast: the weakest economy of your lifetime in the next decade
 - 2) Why this bodes well for network marketing
 - 3) Why health wellness and weight loss will be the strongest sectors of the economy
 - 4) Why this is time for people to start their own business or create multiple streams of income
18. Jordan Adler
- a. Shared like last year...10 companies in 11 years; the 11th company worked because of his willingness to commit to do 3 presentations every day.
 - b. Find "KP" Key People
 - They call you
 - They show up: On conf. calls, to conventions, etc.
 - They take action: give presentations, register people, etc.
 - c. Build legs with KP's
19. Matt Morris
- a. Five steps in developing the Mindset of closing
 - 1) Have fun...don't be tied to the outcome
 - 2) Show them how to feel...be excited
 - 3) They need to know you are committed
 - 4) ZERO emotional attachment to the outcome
 - 5) Tell yourself you love to close
 - b. Three things prospects need to know;
 - 1) Can I do it?
 - 2) Does it work?

3) Will you help me?

c. The law of compressed activity

Momentum through belief...it is all about building belief.

Enroll 30 very quickly...to get 4-6 leaders.

When you stop worrying about rejection, you will be unstoppable.

d. Why invent the average when you can copy genius?

20. Steve Taubman

a. Why is hypnosis a powerful tool. Affirmations take 12-16 weeks and are then 20% effective. Lobotomy is an option!

b. He teaches a 5 step system to help change your subconscious

c. Standard approach is 3 steps to reprogramming:

1) Creating receptivity

2) Eliminate Negative programs

3) Install empowering messages

then

d. After 21 days, you have an awakened mind

Through hypnotherapy, short sessions to success.

His system is called the Unhypnosis System

- Receptivity

-Elimination

-Installation

-Activation

THE HAPPINESS FACTOR

Flight Team Notes – April 3, 2014

These notes are based on the research and presentations by Shawn Achor. He has published two books on the topic: *The Happiness Advantage* and *Before Happiness*. His 12 minute TED Talk has been hugely popular and impactful; you can watch it here - http://www.youtube.com/watch?v=GXY_kBVq1M

Some Key Quotes/Notes from the Video

- Our society creates “the Cult of the Average.” Instead, study the “outliers”—the above average—so we can learn from them, and influence others to move the whole average up!
- The external world is NOT predictive of success (10% only). 90% comes from your internal view of the world.
- 25% of job success is predicted by IQ. 75% is from 3 predictors of success (see list below).
- Dopamine (our “happy hormone”) turns on the learning centers in the brain.
- You can “Train your Brain.” It can be re-wired in 21 days.

Points to Remember ... and Live By!

- **We must practice the positive.**
It is not the brain’s natural pathway. Its default position is “negative.” Your brain first scans the world around for the stress points. Thus the negative is your first natural awareness.
- **What happiness is NOT:**
Happiness is NOT being blind to the negative; it is not hiding your head in the sand like the ostrich. Nor is it an irrational optimism. Avoid Avoid that type of popular psychology.
- **What happiness IS:**
It begins with a realistic assessment of the present, but maintains the position that I am absolutely not a victim; I can exert major control over my own mindset; I can change my positioning, and the perception others have of me. **It is a rational optimism.**
- Determine to **escape the Cult of the Average.**
Commit to never settling for “normal” or “average.” Commit to rising above, and being the best you can be ... and this “happiness factor” is a key way to doing so.
- **The Three Greatest Predictors of Success**
 - Optimism: the belief that my behavior matters
 - Strong social connections
 - Mindset that perceives stress as a challenge (rather than a threat)
- **The biggest favor a Leader can do for his/her team**
Help them raise their level of optimism. Merely helping them work harder and “accomplish more” can be illusionary, at best.

- **The Key Question: What makes people happier?**
Are people happier because they are successful? OR are people more successful because they are happier?

- **Three Conclusions**
 - Happiness is a choice
 - Happiness spreads (like peanut butter; impacts others)
 - Happiness is an advantage (Laughter/merry heart is good like medicine)

- **The 21 Day Challenge** (see attachment)
Commit to a few simple things each day for 21 days, and watch your “happiness quotient” be transformed. Use the attached chart for tracking.

