

“Why Network Marketing RIGHT NOW”

Monday, June 1, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is June 9
- Jeff and Judy Allen Support Fund – More info: www.judyallensupport.org
- New 3 Step Üth Bundle is a now available
- New Tracking Report for the 2015 incentive NOW available in success tracker
- Last week of BP 6... Make sure no one misses any qualifications...use success tracker

Todd Falcone Presentation at ANMP conference in 2015

1. A Multi-generational Economic Crisis
 - a. The average 50 year old has less than \$50,000 in retirement savings
 - b. In the aftermath of the economic crisis in 2007, the nest eggs of Americans approaching retirement shrunk nearly 33%
 - c. The “real unemployment rate” is currently around 15.8% when you take into account those who are grossly unemployed and involuntary part time workers...not the 5.6% published by US Department of Labor.
 - d. In 2008, 35% of college graduates were underemployed; by June of 2013, a whopping 44% of graduates were underemployed.
More education doesn’t help...the number of professionally degreed people underemployed has been rising since 2001.
“Basically, college graduates were supplied at a higher rate than the labor market demanded, with the predictable results that they were forced to find employment in lower-skilled occupations.” (CCAP)
2. Testimonials of some GREATS
 - a. “Business of the 21st Century” Robert Kiyosaki
 - 1) He writes that the direct selling model is the “model of the future.”
 - 2) “The world is finally starting to awaken to the reality the industrial age is over.”
 - b. David Bach, New York Times best-selling author
 - 1) “The beauty of the direct selling business opportunity is that it’s all done for you. You don’t have to create a business plan. You don’t have to create a product.”
 - 2) “The only thing you need to do is find a reputable company – one that you can trust – that offers a product or service that you believe in and can get passionate about.”
 - c. Harry Dent, world renowned economic forecaster featured in Business Week, The Wall Street Journal, Investor’s Business Daily
 - 1) "the coming years should be a great time for prospecting in network marketing as the economy gets worse."
 - d. Vijay Eswaran, a widely respected economist and featured speaker at the Commonwealth Business Forum of CHOGM 2007, 2009, and a panelist at the World Economic Forum's East Asia Summit in Vietnam
 - 1) "Network marketing is the most logical bridge across this abyss we are facing right now."

3. Jobs Typically Don't Create Wealth
 - a. Trading time for \$\$ limits your income no matter how much you are getting paid.
 - b. Average Annual U.S. wages in 2013 is \$44,888/year
4. Comparing the Economy in Downturn with Direct Sales
 - a. The Great Recession of 2008 created the second worst contraction since WWII, doubled jobless rates, home prices plummeted between 18% and 100%
 - b. What happened to Direct Selling in US during same time frame?
small short term contraction followed by a fast rebound and moved to all time record high in 2013: \$32.67 Billion/ 2014: not available yet

U.S. Direct Sales Totals 2008-2013



- c. As of 2013, 5 % of the US population is involved in direct selling, totaling 16.8 million people, out of the 316.5 million US population
 - d. In 2014, Harris Poll commissioned by DSN, nearly one-third of US adults have purchased from a direct seller in the past six months.
5. How big is Direct Selling Globally?
 - 2012: \$167 billion with 89.7 million people involved
 - 2013: \$178 billion with 96 million people involved
 - 2014: (not available as of yet...estimated \$190 billion)
 - In 2013, 23 countries had sales exceeding \$1 billion
6. "What is the one thing most everyone wants?"
"The FREEDOM to live life on their terms, do what they want, when they want to do it, and have the financial resources to do it."
7. The 6 Human Needs
 - 1) Certainty: assurance that you can avoid pain and gain pleasure
 - 2) Variety: the need for the unknown, change, and new stimuli
 - 3) Significance: feeling unique, important, special or needed

- 4) Connection/Love: a strong feeling of closeness or union with someone or something
- 5) Growth: an expansion of capacity, capability or understanding
- 6) Contribution: a sense of service and focus on helping, giving to and supporting others.

8. Why People Join Direct Selling Companies

- 1) Supplemental Income
- 2) Recognition
- 3) Rewards
- 4) Social Connections
- 5) Product Discounts
- 6) The Opportunity to Learn New Skills

Merri-jo Added Commentary:

1. Forbes Article: August 29, 2014 on Why Baby boomers should look at Network Marketing as an Answer to many issues in retirement including more cash flow
“As a result, the industry could soon experience larger than life growth, spurred by baby boomers looking to adjust their retirement feelings and plans.”

2. Wall Street Journal Special Insert
 calls Network Marketing "The Ultimate Business Model"
http://directsellingnews.com/pdfs/DSN_WSJ_book_preview.pdf

3. Kiyosaki "Cash Flow Quadrants"
 See "Choose your Lifestyle" presentation

4. We are a Connector Society
www.youtube.com/watch?v=8fMpayuQC04

5. Nielson Marketing Study published in July 17, 2014
92% of people prefer buying something due to a recommendation of a friend versus traditional marketing
50% of those surveyed said they don't trust traditional marketing AT ALL

6. Network Marketing Times: May/June 2009
 What outside industry professionals are saying about Network Marketing
<http://www.networkingtimes.com/reprint/networkmarketingis>