

"Copycat Marketing 101"

Monday July 21, 2014

- Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST www.m5mlive.tv. Dial 800-768-2983, Access Code 4712222# or 24/7 www.m5mlive.com
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- MannaQuest – August 8-10 Chicago... You need to be there. Registration is open... don't wait to register. www.events.mannatech.com

Book by Burke Hedges

Why you need this?

For prospecting...so you can truly attract people to your business

For your own belief system

For your life, living your dreams

For all those waiting for you to really show up

WSJ excerpt on Direct Sales

1. If you don't like your results, change your approach
 - a. 95% of the people in this world aren't getting ahead, they are just getting by, caught in a rut, trapped in the endless cycle of financial frustration.
 - b. Govt. statistics are critical: of 100 typical Americans at age 65
 - 36 are dead
 - 54 are dead broke
 - 5 still working
 - 4 financially independent
 - 1 wealthy90% are dead or dead broke!
 - c. If people understood the full benefits of being a 5%'er there would be a lot more people choosing "to open different doors" in their lives. Imagine: money and time are no object
 - you can walk your children to school every day
 - planning your work around your golf game
 - going on a vacation and coming back when you decide to
 - paying off all credit card debt/bills by end of every month
 - d. This book will give you the secret to REAL WEALTH CREATION

2. We live in a world of Copycats
 - a. We all have the talent to copy anyone at anything and we do it all the time...the way we talk, learning to write, read, drive, etc. Modeling and mirroring is a way of life. Downside: we get lazy with our thinking.
 - b. Why then is the one thing we have not found a way to do is copycat creating wealth? Because most people are copycatting the 95%...chasing a job to "just get by."
 - c. "Your mind is like a parachute. It only works when it is open." unknown

3. The difference between income creation and wealth creation
 - a. Definition of wealth: having enough money and enough time to do what you want, when you want. True wealth is not about buying more things, it is about having more time to do what YOU want to do.
 - b. Time is our most valuable asset...when its gone it is gone forever. Ancient Chinese proverb: "Better to throw all of your fortune down a deep well than to squander one moment of time."
 - c. Doctors and lawyers in the "time for money trap." Many choose lives of luxury so if they stop working their debt will eat them up. "Slave to temporary income." So why create income when you can be in wealth creation? Exchanging time for money is just not a winning formula.
 - d. Leverage your time. If not, when we copycat the JOB market we are never creating true wealth. JOB is linear growth while wealth is leveraged growth.

4. Leverage
 - a. The story of Coca Cola: 1888 Asa Candler bought the rights to a fountain drink called Coca-Cola; sales grew as massive numbers of drug stores/fountains began serving it; when he was asked to sell, a friend said "Leverage it" How? Two simple words: "Bottle it." You know the rest of the story!
 - b. Leverage comes from "lever"...making your job easier by being smarter. RE Brokerage firms have used it for years...leveraging a team of independent contractors.
 - c. Franchising is another leverage...only became "legitimate" in 1950's with Ray Kroc and McDonalds. It was initially called a "scam."
Key: duplication. McDonalds builds every restaurant identically. Michael Gerber, "E-Myth Revisited"
Start up costs are quite high for this leverage business. So, what if there was a way for \$500 or less you could have a power packed high leverage business with unlimited income potential that average people could copycat?

5. Exponential Growth: formula for building a fortune

- a. Compounding...this is the answer. Linear equation is $5 + 5 = 10$
 Exponential looks like $5 \times 5 = 25$. Like investing money in a guaranteed return making a contribution every month.
 When you are investing your money OR your time, "Linear equals Limited; Exponential equals Explosive"
- b. The Rule of 72: a formula to determine how long it will take an investment to double. Take annual interest rate (today 2%) divide it into 72. 36 years to double your investment with compounding. Linear is totally different. See chart.

	<u>Linear Growth</u> (simple addition concept)	<u>Exponential Growth</u> (doubling concept)
investment:	\$10,000	\$ 10,000
after 7 yrs	$\$10K + \$10K = \$20,000$	\$ 20,000
after 14 yrs:	$\$20K + \$10K = \$30,000$	\$ 40,000
after 22 yrs:	$\$30K + \$10K = \$40,000$	\$ 80,000
after 29 yrs:	$\$40K + \$10K = \$50,000$	\$ 160,000
after 36 yrs:	$\$50K + \$10K = \$60,000$	\$ 320,000
after 43 yrs:	$\$60K + \$10K = \$70,000$	\$ 640,000
after 50 yrs:	$\$70K + \$10K = \$80,000$	\$ 1,300,000

c. How to experience exponential growth if don't have big money to start with? The answer is a combination of franchising and exponential growth...called Network Marketing.

T (time) X E² (exponential growth) = \$ (financial freedom)

The questions is not whether this is a proven system (with 167 billion in sales annually, and 89.7 million sales people), the question is ***"Do you have the vision to see it...the wisdom to understand it...and the courage to take advantage of it so that you, too, can copycat your way to wealth?"***

6. Network Marketing the Ultimate Copycat System

a. Agreed:

- 1) duplication is key to franchising
- 2) exponential growth through compounding is a time-honored way to create wealth.

b. The parable of the talents...the issue is not how great your are blessed, it is what you do with those blessings. We are not to bury them to protect

them but rather invest and allow them to duplicate and multiply.

Compounding is as Einstein said "8th wonder of the world."

c. With Network Marketing, there is a franchise type system that enables you to create wealth and freedom exponentially in months, years instead of decades.

d. Unlike the entertainment business, Networking is built around just everyday ordinary people, not stars.

e. Copycat the system that creates true wealth, not linear pay. You are investing in a SYSTEM. Franchising was thought of as a SCAM and then in the 80's and 90's, it became the hottest business concept. Currently: 770,000 franchise establishments in US, reflects 4.5% of GDP (last year 3.5% so note increase just in 1 year)

f. Networking same: based not on you being innovative, rather on your ability to duplicate.

Advantage of Networking over franchising:

FRANCHISING	vs.	NETWORK MARKETING
Average franchise start up cost is over \$100,000	↔	Start up for \$500 or less
Trade time for money (linear growth)	↔	Income grows exponentially
YOU PAY 3%-10% monthly franchising fee	↔	Company PAYS YOU 3% - 28% of your organization
Hire & fire employees	↔	No employees
Overhead grows as you grow	↔	Home-based business
Store hrs. are your hrs.	↔	Set your own hours
Restricted territory	↔	National & global territory
Building someone else's dream!	↔	Building your own dream!

g. Unlike Franchisees, as an independent contractor you do not have to stay in role as franchisee but become franchisor by sponsoring others in your business and teaching them to "copycat" a proven system for wealth creation. A Franchisee can acquire other franchisees, BUT this is always **linear** because they can never be a franchisor. You ARE just that in Network Marketing...a franchisor.

This is the EXPONENTIAL nature of Network Marketing. We all know the story of duplication: if you just sign up one person per month, and each of

those sign up just one person per month, you will have 4096 in your organization in 12 months!

Why are we not doing this? The average networker is not focused on the 5% but rather the 95%, so they are not willing to get a little out of their comfort zone, do daily activities, develop communication skills, face their fears and **overcome** them, remove the emotion around a NO, etc. to have exponential wealth! Don't ever, ever allow negative people to steal your dreams!

BELIEF + SKILLS + ACTION = WEALTH

"It's your turn to break out of the pack and begin creating true wealth -- and total freedom!"