

"Direct Selling Success:
From Amway to Zombies" Part 4
Monday August 26, 2019

- Next TNL Tuesday, August 27th with Kevin Robbins at Mannatech Corp offices or www.allaboutmannatech.com
- Mannapalooza, October 5th on Vancouver, Flower Mound, and Toronto or your living room
- Are you taking advantage of the Manapol Special = Buy 5 get 2 free
- Last week of BP 8... Make sure you have your achiever
- There will be no Monday call, next Monday. Enjoy your Labor Day
- There will be no Saturday Training on September 7th, but watch out for some special trainings that will be posted

Brand new book by Randy Gage, 2019 (Next week is Last Week)

"This book was written for you to realize your dreams...to help you discover and unfold into who you are really meant to be."

"We need to make the business attractive to people of all different levels of success in their lives."

Chapters 12-15...

1. Chapter 12: Leadership Landmines That kill Growth

- a. The Martyr:
 - 1) Wants success so badly for everyone they spend endless hours dragging the person across the finish line. Quit trying to change people who don't want to be changed. Don't operate on people's potential rather their actions!
 - 2) You know if you are here by seeing yourself spending 90% of your time with your "problem children."
 - 3) Cure: spend 90% of your time with your real builders.
- b. The Tactician
 - 1) Believes need a method, strategy or tactic for every situation.
 - 2) You know if you are here if you are the ultimate grinder...
 - 3) Cure is to resist the urge...and instead create environment for proactive people to think for themselves.
- c. The Messiah
 - 1) Ultimate control freak
 - 2) Everyone in your group has your email and phone to solve every issue
 - 3) Cure: Become the messenger NOT the message...utilize 3rd party tools
- d. The Social Media Butterfly
 - 1) Has been in 200+ MLM's in past 5 years and assaulted their warm market
 - 2) You prospect only strangers
 - 3) Cure: Contact friends and start with "I know I've called you 200 times...but I have learned from my mistakes. I honestly found my home..."
- e. The Mad Genius
 - 1) Believes she/he has found the best way to do the business
 - 2) Working with warm market is beneath them...short cut is better
 - 3) Cure: Repeat this mantra: "The big deal is the small deal...and the small deal is really the big deal."

- f. The Follower
 - 1) Wants to stay behind the scenes and allow someone else to be the face of the organization.
 - 2) When leaders come into town and cannot remember your name.
 - 3) Cure is to show the spark and excitement that causes people to want to follow you.
- g. The Moth
 - 1) Like that nocturnal bug attracted to any light.
 - 2) Want spotlight so badly they have forgotten the objective.
 - 3) Cure is humility!
- h. The Ostrich
 - 1) Highest value is avoiding confrontation.
 - 2) Small issues become divisive conflicts.
 - 3) Cure is to confront problems head on.
- i. The Prince(ess) of Darkness
 - 1) Knows why everything the company does will fail.
 - 2) Professional victim who attracts drama and trauma
 - 3) Cure is relentless daily self-development
- j. The Party Animal
 - 1) An alcoholic who has not accepted the truth.
 - 2) Always in the bar after every event.
 - 3) Cure is to attend alcoholic anonymous
- k. The Sales Pro
- l. The BFF
- m. The Blind Hungry Dog in the butcher shop
- n. The Renegade
- o. The Hometown Profit
- p. The Shrewd Investor
- q. The Helicopter Sponsor
- r. The Hollywood Director
- s. The Con Man (Woman)

2. Chapter 13: Building Your Personal Leadership Brand

- a. Personal branding is a phenomenon. With the massive influence of social media even 13-year olds are chatting about their brand online.
Fear based companies: afraid of leaders developing their own brand as if they ever leave, everyone goes with them.
- b. Expectation that all leaders are involved and develop their brand on social media.
- c. Products that are unique, exclusive and highly consumable are best.
A brand is really about a meme-plex...a collection of related memes AKA mind viruses.
Goal: get the process to happen about you, your team, and special events you are conducting. What does "your brand" represent in the marketplace? What can you do for people?
- d. Here are three questions for you:
 - 1) How can you create this shared identity and sense of community in your team?
 - 2) How do you want your personal brand to make your team feel about themselves?
 - 3) What if you streamed a tailgate party before your next convention?

- e. Positioning yourself as a Leader
 - 1) Calm in the storm
 - 2) Stage is important as you want the team to respect you.
- f. Stair step people
 - Stage 1: How to get customers
 - Stage 2: How to enroll builders
 - Stage 3: How to run a home-based business
 - Stage 4: How to manage an organization
 - Stage 5: How to lead people
 - It is this stage branding their leadership is taught...position them with credibility, authority and expertise - whose team others will want to be a part of.
- g. Things to have as a must as a leader:
 - 1) A picture
 - 2) Your story
 - 3) Your Bio

3. Chapter 14: How you become a Powerful Positive Leader

- a. Everyone wants to hear how a Slumdog became a millionaire. Your story is not about all the bling..."The only reason you tell your story is for the lesson or inspiration it holds for the audience. Anything else is just beating your chest."
- b. Inspire others to become the highest possible version of themselves - building the environment that facilitates this process.
- c. Stepping in the rare air of leadership greatness...you must become a strong influencer yourself.
 - 1) Build a dream bigger than the team. Pull people do not push them. To build buy in it's important that you articulate a bold, valiant and compelling outcome that speaks to the aspirations of your people.
 - 2) Demonstrate your commitment. Nothing quite like setting the example.
 - 3) Maintain laser focus. Kill distractions...no shiny object syndrome.
 - 4) Practice Inclusion. An inner circle that people want to become a part of can be a big stimulus.
 - 5) Practice exclusion when appropriate.
 - 6) Place expectations on People.
 - 7) Place expectations on people
 - 8) Repeat core messages
 - 9) Create intensity
 - 10) Provide game plans
 - 11) Offer recognition and rewards
 - 12) Use group dynamics and social proof
 - 13) Practice two-category coaching
 - 14) Practice accountability
 - 15) Operate with integrity
 - 16) Be a facilitator
 - 17) Don't threaten people's financial security
 - 18) Give assignments
 - 19) Lead the people and manage the conflicts
 - 20) Challenge people

4. Chapter 15: Building Belief in your Team

- a. Read his earlier book "Making the First Circle Work"

All about transforming hope into belief.

"Hope is what gets people in the business. Belief is what keeps people there."

b. Seven elements to getting your new associates "over the line"...from hope to belief

1) Posture

"I am going to crush this thing." "Who's next?"

Don't go after desperate people...rather busy, ambitious, successful people.

Know the Benefits:

- a) Extremely low investment (\$49)
- b) High profit potential (build 4 by 4 and see the chart!)
- c) Lifestyle benefits
- d) Lucrative tax breaks (tax trainings annually by you know who)
- e) Opportunities for contribution
- f) NO employee headaches
- g) Low stress
- h) Travel Opportunities
- i) Residual Income Potential
- j) Passive Income Potential

2) Image Matters

Most of your prospects you meet in your day to day activities: what...

- a) are you wearing?
- b) is your attitude?
- c) is your speech pattern?
- d) is your behavior toward others?

3) Building through events

The magic of 100...getting 100 people to attend an event

Now you have a true force...create a culture where attending is mandatory...just part of doing the business.

4) Personal Development

Support people getting rid of their limiting beliefs, becoming a better listener, etc. If they aren't the kind of people others will trust, believe in and want to work with they will never join your business.

Truth is: this business is not easy! So, unless committed, will not be there in 6-12 months.

5) How consistent are you?

Most people do not need bigger goals, then need better daily habits.

6) What is your level of commitment?

Two commitments to MAKE:

- (a) Commit to working your business 10-15 hours per week
- (b) Commit to working your business for at least 1 year.

Truth is...2-4 year plan to achieve real financial success.

7) Sacrifice

"To begin and build something big...you're going to have to sacrifice."

"I will do today what others will not, so later I can do what others cannot."