

**"Direct Selling Success:  
From Amway to Zombies" Part 1**  
**Monday July 29, 2019**

- LAST CHANCE for "Recruitment Extravaganza." New associates register for \$24.99 (50% off) and they get 50 loyalty points with a \$100 or more order! Last day Wednesday.
- Next TNL, August 13 at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- LAST CHANCE for Achievers Club-July!! Make it happen!
- <https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Next Saturday DFW Business Training- August 3rd from 9 AM to 12 PM at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)

Brand new book by Randy Gage, 2019 (will be covering the next 3-4 weeks)

**Introduction...Dream Big, Act Deliberately**

- a. Why did you join network marketing? Become a millionaire?  
Randy wanted to be rich...but at some point you are going to need something MORE, something BETTER.
- b. Looking at people as a way to make more money is "not a winning formula..."  
See people as "how can I help you?"  
Wealth is created in one of two ways:
  - 1) By solving problems
  - 2) By adding valueFlip your focus from you to your customers/associates.  
So:
  - 1) What are the benefits of your products to your customers?
  - 2) What are the benefits the business offers?Not all benefits matter to all people...so no "data dump"...play Sherlock and discover what is important to them.
- c. The world has changed so much since Randy wrote his prior books:
  - 1) Ever increasing world of social media, technology, e-commerce just in the past 5 years!
  - 2) The regulatory environment has become more negative and complex.
  - 3) The public perception has taken a slide
- e. You don't "grow your group"; you grow your people - and they will grow your group. He is not big in motivational stuff...he would rather SHOW people how to accomplish a desired goal and they will motivate themselves.
- f. Your checklist for the end of this series (see attached and keep it handy for the ride!):
- g. *"This book was written for you to realize your dreams...to help you discover and unfold into who you are really meant to be."*

**1. Chapter 1. The #1 Secret for Creating Prosperity**

- a. Greek mathematician Archimedes revealed the greatest secret to success/wealth and overall prosperity: *"Give me a lever long enough and a fulcrum on which to place it, and I shall move the world."* This is the AWESOME POWER OF LEVERAGE!

In networking, you build a solid base of customers, and team of entrepreneurs all producing residual income and your business will spread exponentially.

b. Favorite Affirmation: *"I break through self-limiting beliefs and open myself to possibilities."*

c. The essence on how to become successful: *"The need to blow up preconceived limiting beliefs we have that cause us to either lower our aspirations or even self-sabotage what we do decide to attempt." "NO ONE holds you back more than you do!"*

d. *"Most of the opinions, ideas and rules you live by are lies."*

So, to be successful in Network Marketing you are going to have to eradicate those beliefs...and then replace them with beliefs that actually empower you, instead of hold you back.

e. Have the courage to START. Looking for reasons why things won't work will not produce massive results. Believe you will succeed and your odds skyrocket!

f. This business is not easy...but it is SIMPLE.

Self-doubt is the worst thing you will face.

The cost of living your dreams is high. Randy wrote this book to be YOUR SURROGATE SPONSOR!

g. What you don't need:

- 1) Experience
- 2) College Degrees
- 3) Lots of money
- 4) Selling skills (rather, discover their needs and then solve their problems)

h. What it takes to succeed:

- 1) Be a dreamer
- 2) Be a critical thinker...skeptical of conventional wisdom.
- 3) Be a worker
- 4) Be a good teacher
- 5) Be a student
- 6) Become a great leader...you are successful by leading others to be successful.

## 2. Chapter 2: R.I.P. MLM

a. Majority of MLM companies are started by a couple of guys in a bar who decide to have a few drinks and then decide to start an MLM company. Only reason? To make money for the owners.

b. Overzealous product and income claims are prevalent.

c. Focus on recruitment versus customer base is equally wrong. Companies with no value can't get customers but they are all over the place even in this regulatory era. SOCIETY EVOLVES.

d. Everything begins with product volume. *"PV is only the volume produced by products actually purchased and used by end customers."*

e. How do we rid the charlatans? The sad answer is we don't. *"We need to have the courage to change our story ourselves."*

*"MLM is dead. It's time to place the wreath on the coffin and lower it into the ground."*

f. New Name: **"Leveraged Sales"**

- 1) Captures what we do...we create sales and then employ the concept of leverage to exponentially increase the rewards for the people producing those sales.

g. The industry must self-regulate since the regulators can't move fast enough. We need to go old school: **driven by principles and operating with integrity.**

Things we have to do differently:

1) You have to sell...be a great ambassador for products or services you fervently believe in.

Thus, this new approach is limited to only those who are passionate about the products.

2) Stop being so gullible...they are preying on your greed.

3) Protect yourself and your team against the "cottage industry of Parasites."

(a) Cottage industry of people who know nothing about our industry and prey on us.

(b) These may be amazing recruiters, brilliant sales coaches or social media savants...USE COMMON SENSE. If they really had the secret for success in our business, they would be doing it themselves!

Use discernment.

4) Stop trying to compete with the bad guys.

*"A bank robber makes more in 20 minutes than a plumber in 20 years."*

People lure others with "cooked schemes."

5) Stop promoting 5 and 6 figure per month income.

6) Stop job-shaming, education-shaming, and promoting to the lowest common denominator.

(a) Never denigrate college, "all bosses are evil", or "everyone with a job is a loser." If you want to help someone, stop judging them.

(b) Treat people with respect that you want in your business.

The truth is they may really desire more freedom and lifestyle choices.

(c) Get rid of the idea that everyone in our business used to be destitute.

Emphasize how other professions have moved into MLM...

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

### 3. Chapter 3: Choosing the Right Company for You

a. If you already have found your company then he advises to skip over this chapter.

However, if you are working with someone who might be looking, would it not be wise to truly understand distinctives? You can help by either sharing the book OR

understanding what Randy says about that in this chapter.

b. Illegal Pyramids versus Legitimate pay plans: 4 criteria

(1) Substantial sales or services to ultimate users (NOT to the "associates!")

Do not want consumers to come in as associates just to get better pricing or other perks.

(2) Commissions should be paid only on Product Volume, not "headhunter" fees

(3) Make money from the mine, not the miner.

Companies/Associates making massive money on the sales of marketing tools, training the associate base... versus products!

(4) Inventory repurchase requirements.

Most states/provinces now require any products bought by distributors and not resold within 90 days must be rebought by the company. Mannatech has a 100% money back guarantee for 6 months. (includes consumed product!!)

- (5) Gifting clubs are out there as well...like chain letters!
- c. Finding the right fit once you know which are legitimate
- a. He talks of two perspectives:
    - 1) If the person who brought you the opportunity is someone you trust, then go with it.
    - 2) Research the company that you are seriously considering.
  - b. Review the products
 

Product: if you were not in the business, would you buy this product anyway? This is resolved when consumers become associates.

Price: If you wouldn't buy the products at the price in the open market, then you have answered this question.

Because how can you believe others would?
  - c. The most marketable product lines are "Unique, Exclusive and Highly consumable."
    - 1) Cryptocurrency as a product is a preposterous idea. There is no value simply a "trading play" at hand. People buying cryptocurrency today and gambling on it rising not using it to buy things. The scams in this industry are only getting more sophisticated.
    - 2) What types of characteristics make the best products for Direct Selling?
      - (a) Unique
      - (b) Exclusive
      - (c) Highly Consumable
 

The higher the average monthly product usage, the greater the profit potential.
      - (d) Emotional connection to your company's products
  - d. Who is your sponsor, line of sponsorship?
 

These people are going to be your coaches and your support structure. This person should be someone you know, like and trust and would like to do business with.
  - e. Make sure there is a system to follow.
  - f. Start-up versus an established company
  - g. Debt, cash and the company's working capital, management depth
  - h. Support structure the company offers to associates to do the business
  - i. Compensation Plan
 

A well-designed plan should provide for three things:

    - (1) Incentives or customers to buy more quantity
    - (2) Award distributors for demonstrating the right behaviors: building a consumer base, maintaining qualification, and working in depth to support the team.
    - (3) Ensure the company is profitable

Three stages for an associate:

    - (1) Right-now money for beginners
    - (2) Transitional income as people develop
    - (3) Serious residual income for leaders

Must be an easy map to follow.

## **By the Time You've Finished the Book**

Have a realistic view of how wealth is created in the business.

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Know the key components for developing true duplication.

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Have useful skills and strategies for prospecting and recruiting.

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Understand what top leaders do to build effectively.

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Have a specific game plan for making that happen.

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