

**“Empire Building” Chapter 6**  
**The Mental Game**  
**Monday, June 15, 2015**

- The next “Tuesday Night Live” meeting at Corporate Offices... is June 23
- New Ūth Materials in the Mannatech Resource Library

**Brian Carruthers, "Empire Building" Chapter 6**

1. Act as If..
  - a. Act as if you are ALREADY one of the top earners! Be proud of who you will become. People will start seeing you as you see yourself. Confidence attracts people. People don't follow "duds."  
Problem: You must do this with humility, sincerity and servant's heart.
  - b. Positive expectancy with recruits...expect each one to WIN. Do PBR (Private Business Reception) for them and BELIEVE. If I believe in them, they will believe in themselves and in me."
2. Stop Selling and Start Solving
  - a. Who likes being sold? Not you so why do it to others?
  - b. Those who solve the biggest problems make the biggest money.
  - c. People who "BUY" will stay on the products longer than those who are "SOLD."
3. Overcoming the "Downers"
  - a. Top leaders decide to quit: OUCH. Upline leaves, company makes major changes that you don't like...all of this can happen. We can decide how we respond to any of these things...they all have happened to me. My WHY was big enough so I chose to *fight* each time. You grow when you fight through adversity. Double up efforts and regain momentum.
  - b. Every prospect says NO one day...the next you don't want to talk to anyone, so you do nothing. The next day you feel badly about the prospects of your business, so you again don't talk to anyone. This is the spiral effect! STOP IT!. It will end in you quitting. The business did not fail, you chose to fail.  
Break the ice by starting your next day with 3-4 calls.
  - c. Your mind will play tricks on you. Roller coaster rides are prevalent. Start and stop happens with many associates. "Belief Shakers" STOP it as fast as it starts...check in with your upline leader NOW. There are countless millionaire networkers who just never quit!  
Just remember: those who solve the most and biggest problems and teach their organization to do the same, make the biggest checks!
4. Stories Inspire
  - a. "So it matters little to your success how much you know about your comp plan, your product details, or other specifics. What matters most is your ability to stir someone's emotions."
  - b. How will you motivate your team to be productive? Tell Stories!

c. Teach and train people on how to tell great stories...have you done that? Can you tell great stories? Another skill to develop.  
A great story takes on a life of itself.

#### 5. Two Jars Concept

a. Get two jars: on one put pictures of what you want in your life: home, car, vacation, time freedom, whatever. On the second jar put where you are (job, bills, debt, old car, etc). Start the day with 20 marbles in the Job Jar. Every time you do an activity to get you all you want in life (call new prospects, add people to your names list, STP's, etc.), transfer 1 marble to the "Dream" jar. Goal: end of day celebrate when all marbles are in the Dream jar.

b. Get buy in from family: two jars, tell kids that every time we come home from business meetings, they will get 50 cents to put in Dream jar. When full, by tickets for the family vacation (pictured on outside of jar!)

#### 6. Understanding what really motivates all of us

a. We all want love and respect. "These "drives" fuel everything we do, think about, and strive for."

Everyone gets off on being selfless. It is an ego boost to be part of selfless acts. If we "lie" to ourselves that it is not about feeding our "ego" either by winning, achieving, etc., then we will not succeed. We all have ego and we can also have humility.

b. If your WHY is not clear and you are not clear on what inside you drives that WHY, then no WAY.

Once we love and respect ourselves, we open the possibility of others doing the same. So it all starts with us loving and respecting ourselves.

c. Make sure other peoples' success stories motivate you. If you get jealous or insecure, wrong mindset. Instead view yourself there! Be excited about others' wins!

#### 7. Managing Naysayers

a. Do not allow anyone to steal your dream. Your family, friends will try. They are like the crabs. See "Your Dream's Flu Shot."

[www.buildinganempirebook.com/flu-shot](http://www.buildinganempirebook.com/flu-shot) - Copy this and hand it out to every member of your TEAM.

b. Why? Because by handing out the Flu Shot up front, you are inoculating them against what we know is coming...versus seeing them get "blown out" before they even get started.

c. Don't allow an associate to steal your time. "The graveyards are filled with dreams that never came true." People procrastinate. Tell the story about the dog sitting on the nail. "It just didn't hurt badly enough."

Do not put off until tomorrow what you can get done today.

"You can make excuses or you can make money but you can't make both."

#### 8. The Amazing Power of Affirmations

a. Conceive it...Believe it...Achieve it.

b. Few Ideas to start with:

- I am a top recruiter
- I am a fearless leader
- People want to work with me

- I am a warrior for freedom
- I am a great sponsor/coach
- I am living my dream
- I am changing thousands of lives
- I am a great speaker
- I am building the fastest growing team

9. Shiny Object Syndrome

- Once someone joins our business, they have shown they have an open mind. But they will be approached 10 plus times in their run with you with "top comp plan" "easy as can be", "I will support you to the top," every marketing line there is. This is the SOS.
- Beware of "bouncers" or "MLM junkies." It is epidemic. Do you leave your wife because a prettier one comes along? Then don't leave your company.
- See the below diagram. Every successful person in your company has the same comp plan, same products, and the ONLY VARIABLE is YOU! So once you develop the skills, learn what they have done, you will have the same kind of results. Be confident, have faith and have commitment in the decision you made! Stay the course and the results will come!



10. You can lead a horse to water but cannot make them drink.

- The horse only will do what it wants to do. You need to convince them that they want to do it.
- Strategy 1: find what will motivate them...what is their why, their need, their driving force and use that to "move them"
- Strategy 2: Show them that other horses drink water. Share success stories, activities others are doing that are working. You may find yourself doing this over and over, but it does work.
- Try another. Just know that one strategy might work for one but not another. Keep trying and eventually the horse will drink but it will be because they want to. "Most every one of my superstars took weeks or months of coddling, hand holding, coaching, and promoting. But I can attest to you that the time investment paid off..."
- Never think of quitting because you can't get anyone to move. And as Paula Pritchard did, if you have worked every strategy and they are still not moving, find new people...you need a new downline!