

## **Empowered 2021...Wrap Up!**

July 12, 2021

- Social Media Studio Training – Today- 12 PM CT - <https://zoom.us/j/9702015885>
- Next TNL: July 13<sup>th</sup> at 7:30 Pm CT [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- This week's "Product Focus:" Uth Facial Cleanser
- Mannatech Business Briefing Meeting – Thursdays at 12:30 PM CT and 8 PM CT - <https://zoom.us/j/92271023331>
- Social Media Wednesdays with Lindsay.... July 14th <https://zoom.us/j/92316191159>
- Are you registered for Mannafest Sept 3-4 - <https://allaboutmannatech.com/plan-to-be-part-of-the-event-of-the-year/>

### 1. Landen's Opening: Mannatech MISSION and 5 Value Statements.

- a. Mission: "To help people live happier healthier enriched lives by developing scientifically sound innovative wellness solutions and fostering a culture where the entrepreneurial spirit thrives."
- b. 5 Value Statements
  - 1) *We Empower People.* We provide an environment to positivity, teamwork , personal development, and accountability for people to achieve their highest aspirations.
  - 2) *We Are Family.* We celebrate the strength of family and offer a community where every employer, associate and customer is welcome and knows they belong.
  - 3) *The Power of Wellness through Science.* We're committed to provide innovative and scientifically sound solutions to support the wellness of people around the world.
  - 4) *Servant Leadership.* We serve with a giving heart and support each other and our customers with a culture that fosters this spirit throughout the organization.
  - 5) *We're on a Mission.* We are passionate about fighting the epidemic of childhood malnutrition. Our innovative social entrepreneurship model provides a sustainable donation with every product purchased to nourish children around the world through the M5M foundation.

### 2. Al Bala, CEO

- a. We are born, we die: "What did you do to make this a better place?"
- b. Two things to be aware of:
  - 1) Beliefs and Needs  
Bill Britt: Motivation = Needs X Beliefs
  - 2) "If you do more things that others won't, you will live like no one else can."
- c. 4 Core beliefs:
  - 1) *Industry:*
    - a) MLM is a channel of distribution  
More mainstream than ever...used to be we were almost the only one with direct ship to homes...Now, retail establishments are moving there in droves!

b) DS Industry had growth in last 10yrs, Up 14% in yoy (year over year)  
2020: Direct Sales up 13.2% yoy  
Compare to Retail: 4X greater growth

2) *Company*: Wellness category in Direct Sales increased by 18% in 2020  
We are in that space!

3) *Team*: 7.7 million during 2020 (increase of 13.2%)

4) *Yourself*

Diverse sales force:

< 25	6%
25-34	17%
35-44	25%
45-54	14%
55-64	18%
65+	10%

Projecting greater numbers in last two age groups as supplementing income at later ages is becoming more critical for many.

d. Bottom line: Americans are looking for entrepreneurship...pandemic just added more fuel to the fire.

77% of all people now!

88% of millennials

90% of Generation Z

Forbes: 79 million people will begin a home-based business in next 5 years.

"We are 3 clicks and \$49.99 away."

e. Why Mannatech:

1) Low risk

2) Low start up \$49.99

3) Enabled to define own success

4) Work with competent, proven company

5) #1 breakthrough in nutritional science in past 25 years

f. Future of Direct Sales

1) Customer obsession

(a) "Immersing our company fiber into the digital consumer world"

(b) "Social and digital commerce is the key to our customer obsession"

(c) "It's our obligation to own the service relationship of the customer for our distributors."

2) Innovation

"Omnichannel is our future."

Microentrepreneur has a new meaning in Western Consumer Culture

3) Direct Selling has proven to be resilient.

Highest numbers than in a long time.

Enforcement of the Code of Ethics improves the outlook.

Key Takeaways:

4) Digital transformation is a high priority

5) Social media is the #1 digital promotional tool used by DSA companies

6) Virtual meetings and online training is rising in importance

7) Mobil commerce, digital payments and customer centricity are major priorities - but full deployment and integration are far from common.

g. Macroeconomic trends from Oxford University

- 1) Spring bloom...goes into a summer boom; 2021 a great opportunity
- 2) US Recovery on track...so get in the flow!
- 3) US Business Formation...45% higher than pre-Covid!
- 4) Job recovery
- 5) Employment recovery

All of this will cause inflation..."Inflation is your friend as everyone understands the need for more money"

IT IS A TIME TO SUPPLEMENT YOUR INCOME!

A lot of stimulus money was saved so all of this will be flowing into the economy.

"Between now and December, Mannatech will be breaking a record number of Presidentials. Are you one?"

3. Lindsay Tomkins - Social Media

a. IPA's: **I**ncome **P**roducing **A**ctivities

2 things to always keep in mind: Attract and Act.

Act: Add TLC: Traffic, Leads and Conversions

b. People do business with those they know, like and trust

On Social Media, stay front of mind with people...move into action!

c. TRAFFIC

1) Drive traffic to your account every day...add to lead list daily

FB lives are #1, always add hashtags to Insta and FB

Best way to 10X this: to hook up with other people

FB Groups, etc. Constantly build your brand.

"How to drive the traffic to me" is your constant Q:

Find them:

FB Groups

Guest on Podcast

Utilize hashtags

Do live posts on others

2) Leads - Connection

Audience member IS NOT a lead: A lead is someone who wants to do business with you.

In order to transition a follower into a Lead, DM with them, get them in a FB Group.

3) Conversion step:

Put in a time to offer product or opportunity NOT just broad approach.

d. Daily DMO

1) Find People

2) Offer a gift/guide/quiz/checklist

"I want to share with you a Free guide to..."

They then need to join your FB group to get the guide.

Do not go after every person...

2) Once they checkout your new guide, you are connected

- 3) Now you can work on converting your new lead.  
Social Media IPAS: 1. Traffic 2. Leads, 3. Conversion  
Your impact and input is critical.

Example:

- 1) Find people  
Interview on Podcast, or other
- 2) Offer a free gift, Free Offer  
"I want to teach you..."
- 3) Create a lead by getting them into your Group  
offer taken
- 4) Convert  
Follow up and close  
Creating a conversation first it is much easier to close

Set up your page to generate in your absence.

\*\*People don't have to talk with you to get motivated and be converted to a lead.

Other tips:

Don't answer in a DM...

Confused people won't do anything.

"I'm looking to coach more people so does Tues or Thurs at 2 work best for you?"

"I have no qualified leads until I have an appointment."

This is why you offer two different time options.

Simple questions/ simple answers

Meet your customers where they are.

Find what is best for them and be flexible.

4. Tim talked about what they have provided for us in 2020 and now in 2021:

**2020:**

- a. PSB - Power Seller Bonus
- b. Customer Focus
- c. Customer Referral Program
- d. Offer Codes
- e. Weekly Product Focus
- f. Easy to use Manna and Invites
- g. Personal Development (E-Merge and She Society)

**2021:**

- a. Funnel (Your future in is in the funnel)
- b. Mission, Value Statements
- c. Mtech Business Briefings
- d. Rainmaker Training
- e. Social Media Training
- f. Focus and Alignment: Help others with action goals
- g. App:  
Auto responders now found there  
4 Core scripts keeping it short  
Standardized business presentation now in: invite them using App and they are connected to YOU

Also, you can track your guests on where they are going:  
know if business or products and easy to follow up as they have shown you what they have most interest in.

JUST use it, send to yourself so you are aware of how it works

## 5. Recognition

a. Sue Dong

b. Steve Hines: rhythm for success

Be part of a leadership team.

c. Julia Zhu

Process: stories sell, facts tell

1) She tells her story; was laid off 2x and felt terrible  
work for yourself...never laid off! Total job security.  
"No one can lay me off again!"

2) Find your potential partner's story...discovery:

They will tell you what they need...

Shares her mom's results if want health/her story if they want income!

Focus on what they want...she shares she is in Million \$ Club, has 100 PD's  
under Her question: "Do you want to be one?"

d. Hansen Ma

1) How to develop team? Travel with them/win every incentive

2) How to: "more checks in Wechat"

3) Today they run a PD Factory...impossible for new person to know so he helps  
them visualize it...walk across stage as PD

PD stands for \$\$

PD also stands for TEAM

1 person to lots of people.

6. A number of Associates talked about their product experiences.

## 7. M5M

a. Sarah Louthan, packing party is coming...25,000 meals with 10 packing parties.

Happening at Mannafest...virtual around the world...get ready!

You can invite friends, relatives, etc. to your house.

b. Mercados both talked on M5M and that is clearly their "WHY"

"This is not just another donation...it's a life-changer."

"Every time we bring in a new person it is like a multiplier effect!"

"A Starbucks...just that cost can impact a child for a month."

8. Bill Walsh, RAINMAKER...How to survive and thrive in any economy

a. All boils down to execution: those KPI's

As T. Harv Eker says "How you do anything is how you do everything."

(in last 7 days would you hire you or fire you?)

It is not about what you plan and not about what you dream, it's How You Execute

b. 10 before 10...so you only can do 4 but then do those 4 every day!

c. Move from what you do to what you delegate...

- d. Become unconsciously competent
  - e. Be realistic...don't go into overwhelm.
- Quantum Productivity: Condense time frames to get out of your own way
- f. Use INshot App
    - 1 new video on how to make money; tag a few people you know and gets more interactions
  - g. Focus on Habits of Champions
    - 1) They have same habits every day  
Ex: Jack Nicklaus...("no you don't want to be a professional golfer" ... he hit 500 balls every day after playing a couple rounds of golf)
    - 2) Just choose your needed habits ...do the Basics everyday  
"Who cares about the No's!"
  - h. A sense of urgency can change everything.
  - i. Millennials love social causes...you have it!
  - j. You can never say the wrong thing to the right person.  
You can never say the right thing to the wrong person.
  - k. If you study success, it leaves a lot of clues.
  - l. DMO is critical!
    - I am non-negotiable with my DMO...I am getting them done NO MATTER WHAT.
- If you don't have a schedule than anything will do.
- m. Massive success is always in the details.
  - n. Your posture is Non-Negotiable.
- Work 9-5 to pay the bills, 5-9 to build your DREAMS!