

Entrepreneurial Success in the 21st Century

April 9, 2018

- Are you registered for Mannafest 2018? An event not to miss. Register at www.mannafest.com
- Tax Advantages of a Home-Based Business Class on April 21st. Learn the many tax savings you can achieve with a Mannatech business including the updates from the new Tax Law. You can Register on <http://www.mannatrain.net/tax.html>
- No TNL this week due to Mannatech offices moving. Next TNL is May 8th

Brief summary of 4 day Powerteam Seminar in Dallas (applying to Network Marketing)

1. How are you running your Network Marketing business?
 - a. Go fast go by yourself, go far go with a team
 - b. Must be consistently persistent
Doubt sets in for some and then they believe they can't do it
You are guaranteed good and bad times.
 - c. Get ahead of the curve.
 - d. If you are living in "Busyville," you will fail
2. Everything is going mobile
 - a. 70% of those who search for something on mobile phone, buy it
 - b. Who is your perfect customer? Determine parameters and increase your sign up rates.
3. How to get to Success? Define it first.
 - a. Define it so where your mind is, is in alignment with where you are going.
 - b. VISION...Have the VISION or have the door!
What is your VISION? Write your Vision down.
 - c. Greatest money tree of all time in between your ears
 - d. VISION so big then it will pull you
You will become an intuitive performer...Unconsciously competent leads to quantum productivity...then go into "flow"
 - e. If your friends think you are crazy, you are that much closer to success.
 - f. Will Smith..."if you are not there for the hard work then don't show up for the party"
 - g. "I AM UNSTOPPABLE!!"
 - h. Become #1 in the space...If someone can do it, you can do it better.
 - i. If your team doesn't know your vision, then get out.
4. Quality of your language will change the quality of your life
 - a. All the money in the world is outside your comfort zone..
 - b. No more advice from broke friends
 - c. Silencer to family naysayers
 - d. Power of the language will impact your goals.
 - e. ***You need to learn how to speak into somebody's listening***

Use authentic language where you can hear it...

"even more" or "even better"

"I am here to help you become an even healthier woman"

"I am here to help you become even more financially successful"

5. Focus on serving more customers

a. Break it down in to what creates the money...chase the money you create in the market place.

b. Who is your Perfect Customer?

where do they live? Education? what do they buy?

etc.

c. Model marketing only to best customers..."Avatar" marketing

What is their budget...

Demographic:

...age range

...gender

...who else does your customer buy from? Get a partnership with them!!

...Income level

...Education level

What is their budget?

Where do you find them?

Where else do they buy from?

d. 70% of customers searching on your mobile phone, buy from you!!

e. How do they purchase?

Internet, Direct Mail, Face to Face

1) For Direct Mail: only want to send to someone who has already bought in your industry

Follow the money

f. People DON'T CARE WHAT YOU DO

So, if people ask you what you do...it is always about results you create

say **"We empower people to create even greater health and financial wellness."**

How? **"Consistently!"** is the answer...then offer to send them things.

g. FB and GOOGLE are number one ways to advertise!!

6. Customer Acquisition Goals

a. Don't look just at numbers...**own** the number: Revenue Goals

b. THINK: how do we get to the number

My personal: Average price for Associate: \$150

How many customers do I need to serve to get to 200,000/month

Year 1: 1,333 Customers

Year 2: 1,666 Customers to 250,000

Year 3: 2,000 Customers to 300,000

c. Break it down by quarter:

Q1 _____/_____

Q2 _____/_____

Q3 _____/_____

Q4 _____/_____

d. Then break it down by Month

M1 _____

M2 _____

M3 _____

M4 _____

M5 _____

M6 _____

M7 _____

M8 _____

M9 _____

M10 _____

M12 _____

e. Then breakdown by week (each month)

WK _____

WK _____

WK _____

WK _____

KPI (Key Performance Indicators)....have KPI calls daily with your leaders

HOW MANY CUSTOMERS/ASSOCIATES DO I NEED TO SERVICE A DAY TO MAKE SURE my annual GOAL is met/becomes a reality?

7. "PPC" Means Pique, Present, Close

a. Must do this everyday!! GOAL and ACTUAL everyday

b. Excuses get you no where; have to track these three every day??

c. You as entrepreneur have to be the ultimate gatekeeper to yourself

"I am a little crazy!" Get better everyday...

d. GET THE PIQUE INTEREST FIRST every day...send messages before 10 am

Know well in advance what comes in the front line.

A DAY CAN NOT GO BY WITHOUT SERVING NEW CUSTOMERS/(ASSOCIATES)

e. You as an entrepreneur have to get the info out there EVERYDAY!!

Build off the minimums...a better you tomorrow starts with a better you today

f. NOW, go one step further...those are your minimum numbers...

If you don't get outside the minimum, no breaks for you....

What does maximum look like? What is outrageous?

	max	out(rageous)
<u>Min</u>	<u>X3</u>	<u>10X</u>

P
P
C

How did Pet Rock Win? Or Blanket with a hole ("Snuggle")? **THEY WON BY EXPOSURE!!!**