

Entrepreneurism:
David Gilmore "Anticipate and Innovate"
Monday Call July 2, 2018

- End of BP – today is the last day to backdate orders for BP6
- Promo for July: \$1 Associate registration
- Sampling programs: what are YOU doing? – ½ price extended to July 31st.
- Saturday Training coming up: DO NOT MISS – This Saturday at 9 AM CT at Mannatech Corp Offices or www.allaboutmannatech.com
- Where are you with respect to the upcoming Cruise?? Get on the BOAT!!
- Check events.mannatech.com for Dr. Nugent coming to a city near you
- The next TNL is July 10th at 7:30 PM

Article in Recent Network Marketing Times

David Gilmore (drove 12 start-ups from conception to success)

1. Wrote a book called "Start Up"

a. Think entrepreneurially

What does this mean?

- 1) It is YOUR BUSINESS
- 2) If it is to be it is up to me! No pointing fingers.
- 3) No one will make me work BUT ME...I must be self-motivated
- 4) I get to be in charge...WOW; no one tells me what I am worth, I work when I want, I make what I want...

b. Don't predict the products of the future...create them (like Ambrotose)

Mannatech has the best product in the industry...and by exclusive sourcing, NO ONE can compete!

When we say BEST ALOE...if it were not, we would get sued

c. Entrepreneur versus opportunist:

Opportunist chases the money by imitating something that is already working.
Entrepreneurs: be original, be totally focused, be innovative and be in integrity.
describes all of us at Mannatech...so up to you now

d. Mantra of marketing:

- 1) Visibility: we have mass marketing, glycobiology everywhere, see the studies out there, Science Magazine front cover just attracted 8 more to my downline.
- 2) Trial: Get people to TRY...sign up consumers like crazy and support them into having a great experience
- 3) Advocacy: Consumers who love the product become your greatest advocates.

Apply this to network marketing...

2. Top Gilmore quotes...and how they apply to your life

a. "Focus is fundamental to success in business."

- 1) Brian Tracy said "The number one most important characteristic for success is FOCUS." Mannafest 2018
- 2) "The Power of Focus" by Mark Victor Hansen

3) What to Focus on? What is the number one thing that will grow your business? For us, prospecting.

What is your plan?

What is your commitment?

- b. "Setbacks have a way of teaching business lessons with particular clarity."
 - 1) What setbacks have you suffered?
 - 2) What are the lessons you learned?
 - 3) What are you now doing differently?
- c. "The creativity of the entrepreneur is the heartbeat of our economy."
 - 1) What does it mean to you?
 - 2) How can you use this quote in your business today?
 - why network marketing?
 - where is the future?
 - who are you going to attract?
 - how to attract those critical millenials?
- d. "The consumer of the future will demand products that are made to stand the test of time and crafted with integrity."
 - 1) How does Mannatech stand up to this standard?
- e. "The life of an entrepreneur is fraught with risk and uncertainty, but the upside is freedom."
 - 1) What does your freedom look like?
 - 2) How badly do you want it?
- f. "With planning and purpose, anything is possible."
- g. "Invest in people - especially those that you employ (in your downline)."
- h. "The work has to be what you most want, not the results of the work."
 - 1) What does this tell you?
 - 2) Do you love helping others achieve better health?
 - 3) Do you love helping others build residual income?
 - 4) Are you just a spectator? Are you in it for you? Or are you in it for the results you are creating?
 - 5) What then is holding you back?
- i. "With planning and purpose, anything is possible."
 - 1) What is your anything? Have clarity on this...as you have to know where you are going in order to get there.
 - 2) What is your purpose?
When you answer the first two the plan will then find a way to come to you...work with upline to support you on this.
- j. "What's the point of having more time in your life if you don't have your health?"
 - 1) People everywhere fight for more time...
 - 2) How can we use this?