

Network Marketing: How to Play Full out in the Gig Economy

(Conference with L. Thompson 2/15-17)

February 17, 2020

- Next TNL, February 25th at Mannatech Corp offices or www.allaboutmannatech.com,
- Ambrotose Life Family Special – 4 boxes for \$229. Savings of 35%
- New website to share: www.thetruthaboutmannatech.com
- 2020 Tax Class March 14th – Click here to register: <https://www.mannatrain.net/tax.html>
- Mannatech Weekly pay is starting March 1 but you can start registering today
- Mannafest 2020 is coming, are you registered?!: <https://events.mannatech.com/event/north-america-mannafest/>
You don't want to miss the breakouts and trainings.

1. 4 Generations in Network Marketing

1960-1981 is Gen 1

1981-1990 is Gen 2

1990-20.. is Gen 3

We are now in Gen 4

2. Welcome to the "GIG Economy" with John Fleming

a. **John Fleming**

What is most challenging position...It is not fear, not regulatory

It is understanding what is happening in the marketplace!

b. We are not competing against each other...rather market forces.

It is incumbent upon us to understand the New Economy.

We must keep pace...because things can change in a manner we do not like.

How might we easily innovate and become creative to make changes to make our future even better?

c. The impact of GIG economy on the industry as a whole? GREAT IMPACT!

What is the massively growing GIG Economy?...part-time work

flexibility, how to make a part-time income

not necessarily making dreams come true.

So, the new "Dream Come True" **is to help others to earn \$500-1500 per month**

We need to sell it differently making it heard a little differently.

3. "When the student is ready the teacher will appear." This is what we used to say...

a. Today we no longer have students...they just want a quick fix!

b. So, Query: "Are **you** ready to be a student?"

In MLM "You only re-fire never retire! Why retire? what are you retiring from?"

"I love helping others. I get rewarded when I help others succeed."

Our industry is amazing...give back, contribution, etc.

4. John Fleming

a. *"The future is brighter than it has ever been. We just need to take the concepts and principles...we in this room are the start of a movement that no one had any indication of."*

- b. The GIG market is huge What if there are only a few things you have to do to be successful in your business? Attract the average person who is looking for GIG... "2/3rds of Americans are going to be on 1099 checks in the next 5-10 years." WE are looking for something different...working together in our own individual companies. We will have such an impact on ourselves and our families.
- c. The money will not matter. Money does not buy happiness... How about those same principles guiding you and your life...
- d. "Lead" is path; "dure" is finder. So, Leadership is "Pathfinder"
- e. We are really high touch...high tech...
The GIG economy as we see it (Uber etc.) will never have the *high touch*.
"It is the community that will set us apart...This is what they will never have"

5. John T Fleming Presentation

- a. Historical look at where we have been/are today (see attached)
 - b. What happens when we are not innovative or creative?
not exciting, blame the company, belief shrinking, grass is greener; is there a future?
Leads to migration in the model versus organic growth...
movement of leaders from one to another...
 - c. Where is Direct Sales?
Chart on DSA website See attached
SHOWED GROWTH IN 2018 BUT NOT SURE IT IS INCLUSIVE...
2018 started to slide again.
full time versus part time; real customers or not? Still not accurate data.
Real customers should be much larger than that.
2019 numbers in next few weeks...expecting flat
 - d. When you put women in the decision-making process it changes, it is different.
We use the word "guys" way too much...problematic. 75% are women!
75% under age 55.
 - e. Fastest recruiting times used to be when full employment exists.
No longer with GIG economy. GIG Economy is flipping the idea of growing economy being bad for MLM. 40% of US workforce involved in GIG.
Up to 80% in workforce will be interested in GIG.
The WHY? Cannot afford living, paying credit card debt, etc.
 - e. **GIG** is here to stay...Growth is far ahead of the forecast!
 - f. What is definition of GIG Economy?
 1. *Sharing Economy*
 2. *Peer Economy*
 3. *On-Demand Economy*
 4. *Platform Economy/Networked Economy*
 5. *Bottom-up Economy*
 6. *Access Economy or Rental Economy*
 7. *Transportations Gigs*
 8. *Selling Gigs (1M Niches, 600 M Products)*
- Part time work as an independent contractor status...1099 pay
People involved: 62% making less than \$9,999 per year
People are flocking like crazy!
Network Marketing: We are at an Inflection Point...MUST MAKE ADJUSTMENTS.
Our future depends on us answering the questions.
No protectionist or defensive...This will not serve us because it robs us of creativity.

In the end, it is the *New Metrics*.

6. John Fleming: Three different groups in GIG Economy:
 - a. 3 groups:
 - 1) Millennials (want extra cash to go to Las Vegas, massages, hair, nails...)
Don't disrupt their lifestyle!
 - 2) 35-55 want \$500-1000
Want for college tuition, upcoming weddings, parents, 401(k)...have to talk to them about what they are talking to each other about. Don't disrupt their lifestyle.
How to do their business? are we automatically requiring them to do technology?
You make people become irrelevant if you require them to do it "your preferred way"
 - 3) Baby boomers 56+
Don't disrupt their lifestyle; want to visit kids, take a vacation, extra cruise, cover meds.
make up soc security gap...is this going negative? So, make conversation about them not YOU!

7. This community is "easy pickings"
 - a. The \$1 and how it stretches is not the same! It is tougher...
Social Security isn't quite going to cover it.
 - b. Don't tell people they are not happy! The GIG world is happy! They just want an extra \$500-1000 to do what they want to do.
 - c. Just for us: get better at doing what we are doing!
They are fighting for relevance if MLM are not doing this!
Why is it we don't know how to talk to people anymore? Technology.
What is wrong with technology is the lack of face to face conversation...but tech brings people in faster numbers.
FB used to be a fax machine; Instagram used to be a videotape;
We always talk about duplication...today, none. It is addition through all of the technology.
Fun, Magical, Simple Duplication/Multiplication is what we are out for!

Evolution of direct selling

Event	Description	Innovative	Creative	Change	Reaction
1. Beginning	Personal	Y	Y	Y	Positive
2. Party Plan	Group	Y	Y	Y	Positive
3. MLM	Compensation	Y	Y	Y	Positive
4. Network Marketing	New Label	Y	Y	Y	From Retail/WS to Consumption Based Models.
5. Pyramid Scheme	Not a real business	N	N	Y	Negative
6. Internet	eCommerce	Y	Y	Y	Slow
7. Regulatory	Scrutiny Oversight	N	N	?	Negative
8. Gig Economy	New Competition	Y	Y	Y	? Positive
9. Slowing Growth Rates	Concerning	N	N	Y	Concerning

U.S. direct selling stats & facts



Category	Results
Total Retail Sales	\$35.4 Billion
Segments by Participation	
Full Time	1.0 Million
Part-Time	5.2 Million
Men	25%
Women	75%
Discount Buyers	10.4 Million
Preferred Customers	26.2 Million
Segments by Age	
<35	25%
35-55	50%
55+	25%
Hispanic	22%
Asian	4%
African American	8%