

"Making the First Circle Work"

Monday conf call 11/29/10

Mannafest 2011 Registration: Last chance at \$99; March 10-12

Hillaker Reserved Seats: Section: B, Code: Hillaker

Mexico Roadshow (Last One): Dec 1-6; US Roadshow Dec 7-15

"Making the First Circle Work" by Randy Gage

INTRODUCTION: Duplication: what we do at the top of the organization has a huge effect on what happens every level below

- a. Because of human nature, about 90% of the bad things and only 40-50% of the good things get duplicated.
 - b. We set the culture of the team and that manifests itself
 - c. This book is about setting the speed of the pack, how fast your team builds, level of duplication you will experience at the lower levels. Leadership...the first person you lead is yourself. Take responsibility for yourself, your own business before you look to others. It is about "committing to make the first circle work."
1. Where Duplication Lives
 - a. Complain about people not prospecting ...who is the problem? You! It all comes back to you.
 - b. Blame: our sponsor, our team, the company, but it is you.
 - c. You must operate in accord with the Law of the First Circle You must learn how to inspire, lead, partner for a common goal. You can only control the first circle...and you can't say sponsor 10 in a month, because the prospects have their own mind. So let's focus on what you can control.
"You grow your people and they grow the network. But that all starts with you, and the principles, behavior and culture you lead with."
 2. The Power of Mind
 - a. What is your mindset? Good things come from bad. What good things did you focus on when the Tx AG case happened?
 - b. If you believe people are skeptical, you will approach them that way. If you believe they will reject you, they won't disappoint you. On the other hand if you believe it is an awesome opportunity, others will see the same and you will achieve higher enrollments.

- c. Letting people know you expect great things of them will inspire them and they will produce greater results.
- d. With a negative mindset, every minor challenge is a distraction. Positive mindset: no distractions. How to stay positive with all that is around us? Feed yourself daily with positive programming: audios, videos, books, events you attend, people you hang with. Set your mind right first thing in the morning...law of attraction. Don't start your day by reading the news (negative) nor end your day by watching news (negative).
- e. Dream and invest in that dream. Focus on a better you, a better life, a greater difference. If you don't believe in yourself, how will anyone else. Focus on your transformation/change.

3. Doing the right thing

- a. Set a standard of integrity: do you honor copyright? do you honor lines of sponsorship? Are you paying all your taxes? Do you keep product claims and testimonials consistent with what the company promotes? Are you representing the company honestly and your income?
- b. Others look at us with envy: our MLM culture is not about office politics, dog eat dog, competition among us, but rather teamwork, support each other, we build people for success. Don't jeopardize this attractive business with a lack of integrity and honor. You will feel better about your business and derive more satisfaction from it.

4. Pump up the volume

- a. What can you control?
 - 1) The products your family consumes
Never buy a product that your company makes from someone else...this is self-sabotage. Also, buy as many of the products as you use. So today our skin care should be added for most, and Phytoburst chews for the kids (grandkids).
Second big mistake: crying poor and cutting back on product use. Now your results are compromised. You set the example. You get commission off your additional product purchases.
 - 2) The products you give away.
"Giving changes everything" Sam Caster. Your product is your best

advertisement.

3) The customer base you establish

This will influence your volume the most. The fact is opening a business and becoming an entrepreneur is not for everyone. But the products are! Commit to allowing people to just consume and treat them as diamonds in your line. They may bring in many referrals, but even without referrals, building a strong customer base is critical. Customers can buy \$2-400 per month while the business people may just order the \$100 per month. Nurture a great customer base. Give example of Mexico project.

5. Making it Rain

- a. Avoid busy work and commit to income producing activities.
- b. Understand what it takes to do the business: part time requires at least 10-15 hours. Need to duplicate, so need to support.
- c. Remember we get paid only on volume! We produce volume in one of two ways:
 - 1) Getting prospects to meetings where they sign up for the business
 - 2) Getting prospects to meetings where they sign up as consumers
- d. The difference between those who make it and those who don't: how they use the 10-15 hours. Only **Rainmaker actions** will do. And always plan them out on Sundays.
"This will do more to grow your business than any other activity."

6. Watering the Taproot

- a. How to direct "the rain to produce the most fruit."
The deeper and stronger the taproot grows, the stronger the tree...get the analogy?
- b. Most people focus on their enrollees. Wrong! With the taproot principle, you build and focus on bottom, building excitement and momentum which motivates everyone upline.
- c. When you have a home meeting, that person invites is where you host the next meeting and keep going downline until the first people can take over.
- d. Always look for a spark in your downline no matter where, and then work with the spark! Ignite a wildfire from the spark.

7. Taking on Ticketmaster

- a. Fastest and most powerful way to grow your business is to start in your own backyard.
- b. You must have events and you must dedicate to them...get everyone you can to come. Community grows, internet slows. Do not listen to the gurus of today. People are failing everywhere.
- c. People today are trying to find the easy way, the quick fix to building their business. It does not work! Facebook, pay per click, etc.
- d. "It is not whether something works, it is whether it duplicates." Have weekly, every other week or monthly meetings, sell tickets in advance (\$5, \$10 a piece), and get commitments to bring people. People build momentum! And then local events build into the major events.

8. Promoting not Announcing

- a. Major events help business builders in 3 ways: learn skills, build belief and develop confidence.
It is at the major events that life-changing decisions are made. So how crucial are they? Absolute critical!
- b. From the events, huge growth occurs...intense passion is what people leave with. So critical.
- c. Five reasons why Major events.
 - 1) Gain Knowledge
 - 2) Improve attitude
 - 3) Change behavior
 - 4) Develop Skills
 - 5) Build Belief
- d. The best major events address the following issues:
 - 1) Personal success stories
 - 2) Product training
 - 3) Core competency training: list, invite, presentation, follow up
 - 4) Leadership development
 - 5) Assignment, marching orders so people who leave have a plan
- e. You must promote the event not just announce
"No where will they get a better return on investment than major events."
Plan conference calls to promote, add to every agenda, discuss every

new update, build a caravan to go, IN OTHER WORDS, do whatever it takes to get a good group to Regional and National Events.
Taproot again: Start selling tickets from bottom up...reach your sparks to go and they will help turn on their upline to participate.

9. Keeping out of the Ditches

- a. Using counseling to develop leadership: you don't manage your downline, you lead them and manage things.
Schedule monthly leadership trainings/mentoring...mentor people in a positive way to discontinue dysfunctional behavior that is holding them back.
- b. No matter what level you are, you also need coaching. So always be open to grow and get your own mentor relationship...this will ensure your first circle is working.
- c. "Coaching (counseling) is what makes everything else work...it allows you to track the important business variables and take corrective action before mistakes get too far down the group."

10. Leading the Tribe

- a. Be the example. See Seth Godin's book, *The Tribe*.
Leading is about modeling the behavior, being the example.
- b. Your number one obligation is to be successful yourself. Then your next is to taproot...and help build success under your people. You can not fake it until you make it. You must reach a leadership level before you train others to get there.
- c. "Make your circle work and your tribe will happily duplicate your example creating true duplication down the group."
Get your people to \$500-600 per month as fast as possible so they have enough income to pay for their self-development, personal product consumption, and event attendance. This will keep them in the game long enough until their heart never allows them to quit!

Randy Gage has four things he wants for each of us:

1. Live a Life of Adventure
2. Get Your Freedom
3. Right Injustice
4. Move from Success to Significance