

**Mature Marketing**  
**Monday Call, June 18, 2012**

- Branson 2012 – June 28-30 – For more information - <http://www.mannacomm.com/Branson2012/BRANSON2012.pdf>
- San Antonio Super Saturday - July, 20-21  
<http://www.mannacomm.com/SanAntonioSat2012/>

Article in Networking Times about Ray Higdon

1. Marketing in the 21st Century
  - A. Why different?
  - B. Self-development comes first.
    - 1) Why build something just to self-destruct?
    - 2) We all have issues blocking us or we would be somewhere else now
      - a. Prove yourself
      - b. Competitive
      - c. Need to be right
      - d. Judgment of others...devaluing
      - e. Etc.
  - C. Network marketing is not about what works rather what duplicates
    - 1) Learn how to build something that lasts
2. Daily activities...biggest change he made
  - A. Read go for no's.... 20 no's per day
  - B. No passive marketing...just active marketing
    - 1) For those he didn't know, just work on building relationships
    - 2) For those he knew, "I just got started in a .....home-based business. I am going to grow this thing big time. if you are open to it, I'll send you some information; if not, no big deal."
  - C. Sinking into negative thinking: all of us do it. So, how to get out?  
Pick up the phone and get in action.  
"You can't build a business without the phone."
3. Building strategies
  - A. Teach only methods you yourself have been successful with.
  - B. Don't be attached to the outcome. Just look for unmet needs or wants.

- C. Don't convince people, or be addicted to the sign up. People can read that energy in you. Be only about solving needs or filling wants.
  - D. What to do with those biased against networking?  
He disqualifies them. No dragging people across the finish line.  
The #1 thing he is looking for is attitude.
  - E. Common question: where does he get leads?
    - 1) 95% of employees are unfulfilled in their jobs
    - 2) 700 mill + on Facebook
    - 3) Attend live events and seminars
    - 4) Pick up business cards wherever you go
    - 5) Real estate agents (Todd Falcone system)
    - 6) Critical: start to define your ideal prospect and your eyes begin to narrow in and find them.
4. Building the business
- A. Leadership is about creating leaders, not followers.  
Serve your people and make them look good in front of others.
  - B. Never stop recruiting...you lead by example.
  - C. Don't follow your instincts in the beginning...they will not serve you.
  - D. Set goals always. #1 goal should be to develop a lifestyle you truly enjoy.
  - E. Develop a system and materials so you don't have to continue to duplicate yourself  
He prefers video since it impacts many senses. Intro video on do's and don'ts of business so he can use his calls to strengthen the relationship.
  - F. Follow the advice of your upline until you are at least at \$10,000 per month in income.
  - G. 3 Basics :
    - Keep things simple so anyone can follow
    - Develop leadership
    - Always focus on personal growth
  - H. Always become more valuable by learning more.
  - I. Marketing is not selling...it is solving problems. Credibility issue some have due to lack of high income is unfounded. You study networking, attend events, on calls, read books...you have a lot to offer anyone because most don't do any of that.

*"Our business is all about that human connection. Instead of hiding behind technology or abusing its existence, let's embrace it's potential with a servant leader's mindset. When we do that, the sky's the limit."*