

"Network Marketing for Over 40"

Monday Call, January 25, 2016

- TNL – January 26th at 7:30 Pm CT with Demra Robbins at Mannatech Corporate Offices or www.mannatechlive.com
- Mannafest April 6-10 Dallas Texas... Plan to be there - <http://mannafest.com>
- RE-VIVE...only 19 days left!! No more time for procrastination
- Next DFW Business Training February 6th at Mannatech Corporate Offices or www.mannatechlive.com
- Comp Plan Changes: <http://allaboutmannatech.com/mannatech-simplifies-bonuses-and-career-path-by-removing-all-star-requirements-in-u-s-and-canada/>

Article by Erik Johnson

1. Why Network Marketing
 - a. Eric Worre says "because it is better!"
 - b. \$180+ billion market and completely integrated with the internet.
 - c. Gaining lots of popularity due to the instability in the job market (recent article saying robots will be taking away 5 million jobs, 70%+ currently done by women) www.bloomberg.com/news/articles/2016-01-18/rise-of-the-robots-will-eliminate-more-than-5-million-jobs
 - d. Better than opening a franchise as literally no investment of money, unlimited income potential.
 - e. Option to just get started on the products first as a customer, then make supplemental income
 - f. With the advent of social media/internet, made almost everyone one touch away increasing the connectedness, allowing faster growth and greater opportunities in this type of business.

2. Retirement for those 40+ isn't looking good: averages are
 - a. Net worth of Americans 35 to 44 is \$14,226
 - b. Net worth of Americans 55 to 64 is \$45,447
 - c. 38 Million Americans are living paycheck to paycheck
 - d. Average bank account balance was \$4,436

e. Average Social Security check is \$1,294 (which would barely cover rent)

3. Income Potential

a. No income cap

b. It is almost impossible for us to save \$50,000 and invest in a bank account (which would pay you less than \$50 per month);

But in this model, get to a leadership level in 30-90 days, and make \$150-600 per month (the equivalent of approximately \$200,000 in a bank!)

c. In Network Marketing, you get paid over and over again on the same work you do. Where else does this happen?

4. Erik's Story

a. Over 40, tried all kinds of internet marketing (affiliate, selling ebooks, etc.) nothing kept paying after my actions were done.

Network Marketing does.

b. Knew nothing about network marketing, and starting off it was difficult but any business is difficult when you get started.

c. There is a learning curve for anything new including network marketing. He took time to learn everything he could about networking.

Here's what he found:

(1) Find a product you love. If you want to go after 40+ products that are anti-aging, brain food, etc. make a lot of sense.

(2) Consume the product and note their impact. It becomes your story (<http://library.mannatech.com/7722>) The stronger the story or someone else's story, the more people will want to take the products.

(3) Learn how to be the best in inviting people to look at your product, or the business opportunity. It is healthy to have a balance of both.

d. Knew one thing: he never wanted to go back and work for someone else. Entrepreneurship was it, and why not a business that "keeps on paying?"

5. 4 Easy ways to start Promoting

a. Twitter

Tweet your opportunity on Twitter...but that will look like spam.
Rather: find some interesting statistics about network marketing, then post your shortened link behind the interesting fact:

Ex: "Network marketing is \$180+ billion dollar industry that won't let you down like stocks. Start Free. (link)

b. Facebook: learn how to grow your local and/or target markets through Facebook ads

c. Posting videos...short 2-4 minute videos can do wonders if done correctly. Add your website URL in your bio on the desired video platform.

He likes Instagram, Periscope and there is a new app called "Blab." You can shoot the video straight from your phone and post. **Don't** talk about your network marketing business...let people get to know you first so talk hobbies, something funny that happened to you that day. If they want to know what you do they can click on your link.


d. Blogging: many don't want to do this because of the perceived time it takes. But when people search your topic and find you, they are 100 times more likely to join you.

This is called Attraction Marketing. Takes around 8-12 months to get this ginning so use other techniques while building this and **HAVE PATIENCE.**

JOB → INCOME → TAXES → NET

BANK - <1%
OTHER = 5%?

<u>INVEST</u>	<u>MONTHLY INC.</u>
24,000	\$100
240,000	\$1,000

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