

"Network Marketing Secrets"

Monday June 10, 2019

- We will be doing a Facebook Bot training starting the week of June 17th – Registration coming out on Tuesday
- Are you in the Achievers Club?
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Next TNL, June 11th at Mannatech Corp offices or www.allaboutmannatech.com
Ray Robbins and Ashly Torin Speaking
- Mannapalouza, June 22nd at Mannatech Corp offices or www.allaboutmannatech.com.
Be There!!!!
- Check out the new Business Development – Fast Track Program Flyer -
<https://library.mannatech.com/10987>

Book by: Russell Brunson

1. The 3 Lost Funnels

Secret 1: The Evolution of the Network

Intro: 99% of all network marketing companies were built using the same three funnels.

But today, most companies just ignore these three and follow the newest fad.

This article will share with you the three funnels that have built 99% of MLM companies.

The goal is not to get through these phases but rather to step outside the phases and grow your business on a completely different foundation.

1) Phase 1: The NFL Club

You are taught to talk to your friends and family about the products and opportunity and most drop out after talking to their loved ones. Our Social Media group is bigger but still finite. Instead of going outside their network to scale, they stay stuck with known zone. Response rates lower and lower and lose belief they will make it.

2) Phase 2: The Anti-Sales Department

Most of your new people you then send to the company website which is better known as "Anti-Sales Department." Most just suck and never convert people into consumers...shopping cart is confusing, horrible and provides an outdated shopping experience. These websites repel people!

3) Phase 3: The Clone wars. When you realize you have to go after people outside your known zone...or the opportunity is over, you now enter the Clone Wars. This is where you are given things to use on the internet/social media and the same is given to 300,000 other networkers so SAME TEMPLATES everywhere. So, keep concept of PATTERN INTERRUPT is critical...do something different. Building and customizing your own funnels works! Implementing the company's cookie cutter plan is not that effective.

4) Phase 4: The Homeless Man with a Ferrari

Most networkers never get to this phase. Networkers make enough money to really make it work. You sell enough product to earn and buy a Ferrari, then later you fail to do the one thing necessary to sustain it so it all dries up...you fail to DUPLICATE. ESCAPE THIS PHASE WITH FUNNELS! The ones who are growing use these three funnels.

Secret 2: The 3 Lost Funnels

Funnels are not new, not magic, and we are not reinventing the wheel.

"The three funnels online repeat the same proven concepts that have worked in network marketing for decades."

Lost Funnel #1: When you bring on a new person, you work with them, take the fear of sharing away, do 3 way calls, and you are the expert with that new person's prospects. After a while, you can now build the bridge as you become more competent and comfortable with the information. By working with your new person directly to bridge the gap, the new networker can learn the ropes. This funnel has been lost but needs to also exist as a Bridge Funnel on the internet.

Lost Funnel #2: Home Party Selling

Home parties work because people are able to experience the products in a non-pressurized sale setting. There is also the FOMO...Fear of Missing Out...when you see others buying it increases your likelihood of buying.

Host then shares how she got a bunch of free products for hosting a party...this is how 1 party turns into 4 or 5.

He used the Home Party concept on line to generate 1.5 million leads for a new company in just 6 weeks...and catapult to the top of the company. They keep generating leads after the live event ends.

Lost Funnel 3: The Hotel Meeting

Hold a meeting 25 people and for all that close that night, you tell them to invite 5-10 of their friends next week and you will be back to close them. Next week have 100 in the room. Designed to introduce prospects to the products, create the opportunity to make money, show how they can grow their own teams by inviting people to the meetings.

Secret 3: Your 2 Dream Clients

You have 2 distinctly different clients:

- 1) "I love this product"...perhaps down the road these consumers will share with friends but respect where they want to be...do this strategically.
- 2) "I love selling this stuff"

This one we call the "ideal customer **avatar**."

What to lead with in Your Funnel:

You **MUST** speak to just one of your dream clients **NOT** both at the same time.

Funnel must lead with product (then later bring up opportunity) or lead with opportunity...and introduce the product.

Start with just 1 Funnel, master it, lead people to it, and then add the second.

The thing you must master with funnels online: **THE VIRAL LOOP**

This is a selling sequence that occurs in each of the three lost funnels...and guarantees you are hitting all the points you need to hit in order to make a sale.

2. NEXT: The Viral Loop

The *4 Secrets to the Viral Loop* to assure sales (key to not only selling someone on your opportunity, but get them to duplicate

Secret 4: The Epiphany Bridge: How to Sell without Selling

Logically trying to convince prospects your opportunity is the best is #1 SIN.

Talked about science, research ingredients and more. This is spewing "technobable."

People do not buy based on logic...they buy based on emotion!

Tell your story of how you emotionally fell for your product or opportunity, they will connect with that. KEY: why you fell in love with the product. The key: explaining your epiphany about why you fell in love with the product.

The Epiphany Bridge Script:

- 1) Backstory: what is your back story that gives us interest in your journey?
- 2) Desire: What did you want to accomplish?
- 3) External: What external struggle were you dealing with?
- 4) Internal: What internal struggle were you dealing with?
- 5) Wall: What wall did you hit to start on this new journey?
- 6) Epiphany: What was the epiphany you discovered to start you on this new journey?
- 7) Plan: What plan did you create to achieve your desire?
- 8) Conflict: What conflict did you experience along the way?
- 9) Achievement: What was the end result you achieved?
- 10) Transformation: What transformation did you experience?

Secret 5: The Demo

You are showing the prospect the product you sell. If a picture is worth a thousand words what then is a demo worth?!!!

Online it is harder to have them sample it...but still do a demo. Goal: crush their objections.

- 1) Find competing products and show yours is faster and easier.
- 2) Find unique point of your product that makes none of the competing look appealing anymore. Eliminating Alternatives.
- 3) Introduce the price...when introducing remember to compare..."but you know one visit to the doctor can cost \$500!"
- 4) Urgency and Scarcity...give a reason to act NOW rather than later
- 5) Risk reversal...explain your guarantee.

Secret 6: The Call to Action (CTA)

The Call to Action...is the part that makes people nervous. Funny as it makes most Networkers nervous as well! Transition by asking for permission..."you have just heard why I love this product so much and I have put together a special offer for you tonight that I would like to go over with you. Is that okay?"

You need to be very clear and direct about what they need to do.

Example: "To get this special offer, contact the person who referred you to this webinar today. Tell them you want the _____ offer, and they will get you signed up right away."

Give the Call to Action a number of times.

Secret 7: The Ultimate Network Marketing Secret: Duplication

Duplication is critical! It happens when people you get signed up start referring others. Developing others is how you make big bucks in network marketing. Here you need to show them how to duplicate what you have done which is done in each section below.

Level 1: sign them up. Level 2: have your people send others to your funnel. Level 3: Share your funnel and let them tell their own epiphany bridge story.

(Multiple funnels you can use...including Click funnels, Ty Tribble, etc.)

3. Digging in: The 3 Lost Funnels

Secret 8: Digging into the Mechanics of the 3 Lost Funnels

What is a sales funnel really? It's a series of web pages and emails.

It is a pathway that you create to get your customer to do what you want them to.

Emails are messages to keep them on track (OTO's, squeeze pages and webinars are just webpages)

Secret 9: Digging into the Bridge Funnel

The Bridge Funnel is a way for you to act as the bridge between you and your Company.

It mimics a 3 way call. The most important part of this funnel is your telling your

Epiphany Bridge Story when you go through the Viral Loop.

Step 1: *Curiosity Headline*

Hook them with curiosity

You need to know (1) what they desire most and

(2) what pain they want to avoid

Then formulate "How to (what they desire most) without (the pain they want to avoid.)"

Add to that page "This works even if you hate....."(what they dread doing to get to desired result)

Form for them to input their email. Goal: collect email...gives you the ability to follow up

Step 2: (Page 2) The Viral Loop Sequence with your epiphany bridge story (EPBS), demo and call to action

A video element and a button

(create a video that includes everything Viral Loop Sequence...compelling!)

Either send them your sign up page if you are only one using this, or instruct them to get back to the person who shared this to get started.

Secret 10: Digging into the Home Party Funnel

Does the same as the Bridge Funnel but more fun, social and want parties making sales after the party is done!

3 page funnel:

Welcome email submit

Hangout and offer

Offer page

Page 1: Party invite page

First page great headline, tagline, picture and description as well as time date and input fields for your party.

Clear call to action..."Reserve my ticket to the -----party"

To create more "bait" add a timer...hint at a giveaway...both work well.

Next party just update the page!

Page 2: The Confirmation Ticket Page

Once registered they will see a simple page "You're registered"

or "Invite a friend" and then have social media share buttons.

Since have their emails, send reminders...day before, 1 hour before and "Party's Live" email

Page 3: Party hangout Page

Three main sections: 1. Headline date and time

2. Live stream where hosting the event

3. Images and buttons of the products you're featuring.

You can add a comment page...for people to ask questions of make comments

How to live stream a Party

Need live streaming software...YouTube Live (it is FREE)

How to keep the party going after it ends

Send a follow up email to registrants to either watch again or if they missed it to watch a first time.

Youtube Live just leaves the video up, so the party hangout page instantly becomes a replay page once it's done.

Then simply change the date and time on the registration page for Next Party

How to Make this Funnel Duplicate and Go Viral?

a. If you are only one using, at end there needs to be a click button to go to corporate page and order/sign up

No confusion on the "Anti-sales dept"

b. If others are sending to the party, then the Call To Action would send them back to the person who invited them.

c. Share the funnels with all your people so they run their own and change out the link at the bottom to be their registration page.

Secret 11: Digging into the Hotel Meeting Funnel

The last of the 3 Lost Funnels...

Get a free copy of "How to do Webinar Funnels" at www.expertsecrets.com

Step by Step: Actual set up like others...3 pages:

Page 1: Registration page...nearly identical to one for home party...can schedule to watch virtual meeting or a replay. Underneath the signup you'll want to add three main bullets: The Three Secrets you are going to unpack in the workshop.

Page 2: Countdown page (like the Home Party thank you page); once registered, they receive notice of such and perhaps "invite a friend." If run a FB group yo can invite them to check this out before meeting.

Now have their email so use Countdown emails...confirmation, day before, hour before

Page 3: Webinar Page

Has little on it other than Workshop Name, the video element where your workshop will go, and a button that leads to a form, email address or other contact info.

Can offer free gift if listen through the end. Webinar again three part: Epiphany Bridge Script, Demo product and then call to action.

Call to action

All live or pre-recorded.

How to make it go viral?

- 1) If you are only person using, CTA button at end to get them signed up
- 2) If others are sending to the funnel, CTA tells to get back to person who invited them
- 3) Share funnels with others so they can duplicate this, use their own videos, and link to their buy sites...

4. What to do next

Secret 12: How to get started right now

You can download samples of all three of these funnels right now!

Link: [networkmarketingsecrets.com/3secret funnels](http://networkmarketingsecrets.com/3secret-funnels)

(need the free trial of Clickfunnels...or build own/or through another provider)

Secret 13: How to Fill your Funnel

- 1) Email signature
- 2) Instagram Bio link
- 3) Your own FB Group
- 4) Facebook ads
- 5) Other peoples' groups
- 6) Pinterest pins to blog groups
- 7) SEO (Search Engine Optimization)
- 8) Guest posting
- 9) Podcasting
- 10) Youtube Channel

Bonus Chapter:

5. Fill your Funnel

a. Intro

Secret 1: Your Funnel: How to Nail it so you can Scale it

Secret 2: The Dream 100

Secret 3: Taking the Show on the Road