

## **Charles King "Now is the Time"**

### **Monday Call, October 8, 2012**

- Mannatech XFM call tonight at 8 PM CDT - Phone: 1-800-768-2983 Access Code: 4717417
- Tuesday Night Live – Dr. Nugent presents a Mannatech Product Training at 7:30 Pm CDT at Mannatech Corp Offices and [www.mannatechlive.com](http://www.mannatechlive.com)

Charles King, author of "The New Professionals" and creator of "Brilliant Compensation"

1. Appreciating what Charles King has meant to Network Marketing
  - a. History: 1990's is when he started...looking for some answer to tough economic market.
  - b. First exposure: "Son I know enough about network marketing to know that I don't want to know anymore about it!"
  - c. Took the challenge and loved what he learned...interviewing industry leaders. He then started teaching it at University of Chicago Dean loaned the program \$10,000 to get started; made that money back first class.
2. How does today look like the early 1990's?
  - a. Tough job market
  - b. Students graduating from college can't find work
  - c. Incredible push for the future in entrepreneurial endeavors to solve our job crisis (See "The Coming Jobs War")
  - d. Low entry cost...no barrier to entry
3. The Big Difference
  - a. Developing countries: China, India, Latin America 3 billion people ready
  - b. Understanding the economics: Not too poor, UN says 20-30% of population is middle to upper middle class. 30% of 3 billion people is only 900 million people...more than the entire population of Europe and Canada combined.

c. If Networking is numbers, where are the numbers? All throughout Latin America, people find ways of putting people in business for \$10.

d. Common method of sales (like drug dealing): buy a \$30 vitamin and separate the pills into 5 piece baggies. Sell these for a few bucks, buy more.

Our idea of making \$500 in residual is different from theirs in making \$100 in retail. A lot can't read but they are terrific at word-of-mouth marketing.

"These are street people who are learning entrepreneurship the simplest way in the world."

"There is no doubt in my mind that in ten years, Latin America will be a power center for network marketing."

4. How do we use this information in our Networking Business

a. Re-Watch ***Brilliant Compensation*** and outline the information there to use in selling the Business -

<http://pro-networkmarketer.com/resources/brilliant-compensation>

What are the most critical aspects of our business that touch the majority of people at some level?

b. Re-read "The New Professionals" and outline the most impactful information in that book to give you more "fodder" in marketing the business

c. Do you want this business? Or do you want a bunch of consumers? Get clarity on your goal...then build the plan and achieve it!