

The New Rules of Home Based Business Success

Monday, May 11, 2009 Call

- Two webinars tonight:
 - 8:30 PM CST – “Economic Stimulus” – to register:
www2.gotomeeting.com/register/675877520
 - 9:00 p.m. CST -“Reshape yourself physically and financially in 2009” to register: www2.gotomeeting.com/register/988047746

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“12 Rules”

1. Today is no longer just about Conversion, but Conversation
 - People no longer want the pitch...they have been pitched to death.
 - People want the Path...a conversation that leads them to new ideas, new possibilities, new thinking, new solutions, to problems no one
 - Make each prospect the superstar of your conversation.
2. It's no longer just about building Volume – but surprising Value
 - People have tons of choices today...
 - Bring Value: value so unexpected and surprising the consumers at the amount! Focus on how YOU bring Surprising value first then focus on the way the products and business brings value.
 - Ideas: throw in extra product, give half off discount, package products in something special, make your prospect's jaw drop.
3. It is no longer about Persuasion – but Permission
 - Seth Godin, “Permission Marketing” best seller and guide to Social Media path. The old tools of persuasion and power are gone. Show respect for the prospect by asking permission. Michael Oliver...
4. It's no longer about Moving Products – but Moving People
 - Products used to be king...consumers no longer want to make it about products. They want it to be made about THEIR products and THEIR life and THEIR experience. Move people first with your Conversation and then with the Experience of being connected to your message. Move them with:
 - a) New ideas about your product that will lift them emotionally
 - b) Images and Empathy
 - c) Connection with their dreams
 - d) New possibilities with usage of your products
 - e) New heights of enjoying life that they only once dreamed

- f) Your passion for what you do so they will be drawn to it
- 5. It is no longer just about Influence, but Impact
 - Influence is leadership but when it comes to prospecting it is about IMPACT: people are looking for something that stirs them up on the inside. So what FORCE does your message have?
 - So no influence to DO something, rather Impacted so they Feel something and be moved by it emotionally and psychologically.
 - Ask a thought provoking question...create a word picture that draws people to you.
- 6. It is No Longer just about Marketing – but Membership
 - People are looking to be a part of something, an exclusive club or place, that they can build community as well as life around.
 - Make your business the most powerful place to be through...
 - Focus on helping others
 - Incredible education people will receive
 - The new family they will be a part of
 - The “New You” you will experience by being a part of this team
 - The lifestyle difference by just being part of this team
- 7. It is no longer just about creating a Transaction, but a Transition
 - “Get the order” is no longer the motto. Transitioning into a better place—inside and out. This is not just about transitioning by elevating the thinking, but also to a place in their life they only dreamed of.
 - Elevate them with all of your images; raise their hope for a better life.
- 8. It is no longer about being the Industry Best, but what you do in your Niche, do it better than Anyone Else
 - You must set your company and your product apart.
 - We do not need to be the best in nutritional supplements, but we do have to be best in our niche. Our niche: fat loss? Glyconutrients?
 - You decide and run with it.
 - More important: you need to be the best at something...the best trainer, presenter, recruiter, leader, talking about the products, ...so be the best at something and watch people watch people be attracted to that best in you!
- 9. It is no longer about having a Brand – YOU ARE the Brand
 - Today you are the brand...people are interested in what you bring to the table. You must become memorable...you must become the “go to person” for what you do.
 - Becomes unforgettable. What do you want to be remembered for?

What message do you want them to see when they think of you?
Example: She really cares! She makes things happen. She listens like no one else I know. She will hold me accountable.

When they think of you, they will remember your slogan, logo or theme. Maybe the business card can emphasize this? Just a thought.

10. It's no longer just about what you are saying, but what others are saying to others for you

The "Echo Factor"

Vision carriers are what we are looking for...what are people saying about your business opportunity and your products...you want them to be passionate about it.

Need to build vision carriers...then they go out and virally market it across the internet and the other traditional means of marketing.

Get their heart connected with the vision...the importance of National Conventions, conference calls, etc. move to the heart!

11. It's no longer just about Recruiting, but about Re-Creating
Tell them how

The products help re-create how nutrition works in the body...cellular level

Anti-aging will recreate their lost youth

Bounceback recreate energy and activity of youth

Our YES plan to re-create their dreams

Technology today changes everything...so must you.

12. It's no longer about what People Remember, but about how long people REMAIN – in the Feeling and Emotion

Memories don't move people towards an action...it is just a great memory.

Feelings and emotions do.

People today want to feel and experience the product.

People that make people feel better about themselves become instant successes.

Do not market just the benefits...start marketing the EXPERIENCE.

Market the feelings..the experience of owning your own business; the experience of overall renewed energy and vitality with health products.