

**Nine Unbreakable Laws of**  
**Network Marketing: 1st Two**  
**Monday, July 17, 2006**

Law 1: The Law Of Momentum

1. Momentum can carry your business to new heights; it is a force that drives your business.

Without it, you probably will not be financially successful in this business.

Compare to a train.

Two states of being: we are either growing or we are decaying.

When there is no momentum, inertia and lethargy begin to set in and your business begins to spiral the wrong direction.

With it, you will reach your goal in 6 months; without it, 6 years!

2. Your First Goal: to Build Momentum. Momentum is a force of nature. What builds, sustains and advances momentum?

a. Massive Action, more importantly, Consistency of Action.

Compare to the human body...congestion causes disease, circulation causes cure.

Stop and start does not work! You need consistency of action.

Blitzes will work if they are followed by more blitzes

b. Set a plan:

Action Plan Daily:

	Number:
Contact new prospects:	_____/day
Follow Up	_____/day
Bring to opp meetings in your area:	_____/wk
Give home parties:	_____/wk
Meet new prospect for lunch:	_____/wk
Tour corporate with new prospect:	_____/wk
Travel to city to do support mtgs:	_____/mo
Involve others in your Downline:	_____/line
Added Visibility actions:	_____/wk

Accountability:

Assign partners

Set Goals:

total new associates

total new on Auto Order

total new business builders

Commit to 5-2-5 Program as outlined last week

- c. Incentive Programs: Use as Blitz triggers  
such as Alaska, Hawaii, Acapulco, Denver  
Jump on the bandwagon and enjoy the ride.  
Drive your downline with rewards.

Time Frame: As given by Mannatech

Action: Outline for associate by reviewing  
their respective downline

Reward: As outlined by Mannatech

Still need PLAN so it happens

## Law 2: The Law of Numbers

1. To build your business bigger, increase the number of people you are contacting each week/month.

It all comes down to three words: Make Yourself Visible

How do I increase my visibility?

30 ways sheet

Unconventional Ways to build visibility

Internet

2. How to build quickly?

Ads in magazines and papers

Television and Radio

(these cost money but are sure fire ways to hit the numbers)

On the Word (KLRD)

In the papers

In Childcare

In publication for homeschoolers

In Health Magazines

In Walmart on notice boards

Word of caution: Can not just run an ad that is seen by hundreds of thousands of people...it has to be a well written, highly effective ad. Unique Selling Propositions

So let's amend the requirement: **MAKE YOURSELF VISIBLE IN AN EFFECTIVE WAY.**

This is not about throwing as much mud against the wall and see what sticks...that will take the heart out of the business.

This is a people business: it is about building win-win relationships.

Must support and help other people achieve their goals.

What is your plan?