

Nine Unbreakable Laws of
Network Marketing: 5 and 6
Monday, August 7, 2006 Call

Denver Incentive
Tax Class
Dallas Morning News Blitz
Vancouver National Convention

Review of the First Four Laws:

Law 1: The Law Of Momentum
Law 2: The Law of Numbers
Law 3: The Law of Appreciation
Law 4: The Law of Priorities:

Law 5: The Law of Cause and Effect

1. From the Bible: “whatsoever a man soweth, that shall he also reap.”
From a scientific perspective: “for every action, there is an equal and opposite reaction.”

If you keep putting out action, it will come back to you (in one way or another). My story of how I made it in network marketing...I just kept taking more and more action, not always knowing when or what it would bring back, but I knew it would create results.

2. Distinguish those actions that do not pay and those that do...sorting once again but this time with your own actions.
How quickly you succeed is determined by the quality and effectiveness of your actions.

How do you know? Timing is sometimes off in the distance before you can sort what works...but in the meantime, **KEEP ACTING!!**

Find out what people in Mannatech are doing that is truly working (not just one person but many people because anything can work once), and duplicate those actions.

Take the necessary time to research the methods of the company’s top

distributors. Once determined, apply them to your business.

3. The more action you take, the quicker you will learn what works

“The absence of alternatives clears the mind marvelously” Henry Kissinger...so, the faster you take action, the faster you can dismiss alternatives and isolate on those that work.

Develop a Bias for action...get into the spirit of action...fall in love with taking action and you will truly be on your way to effect your dreams.

“All people who have achieved extraordinary results in life have developed this bias for action.”

3. The power of duplication and awesome force of leveraging

When you find a marketing technique that works, then pass it along to your entire downline and watch it work for everyone! When you share it with everyone in your downline, you realize the benefit of leverage.

On the other side, do not go out recommending things you have not had work for you!

One great idea can be duplicated hundreds if not thousands of times in one downline.

Law 6: The Law of Service

1. This is the law of giving value. This is the least understood law.

The genuine purpose of every network marketing opportunity should be to fulfill an important need for the people in your market place.

Essential to have a great product line...together with a terrific compensation plan, you will have a tremendous edge on the market.

If you are only in it for the comp plan, that is a recipe of failure.

2. The principle of giving genuine service has practically disappeared in the industry...so step out and be different!

THIS IS A PEOPLE BUSINESS!!!!

Unlike most businesses, you are able to offer your downline more of a personal touch.

The importance of creating a sense of superb customer service can not be overstated...remember appreciation always leads to increase.

List ways you can create more service for your consumer associates...

3. The High Cost of Poor Service

Statistics from “How to Win Customers and Keep Them for Life” by Dr. Michael LeBoeuf:

It costs six times more to find new customers than it does to keep your present ones.

A typical business will only hear from 4% of its dissatisfied customers...the other 96% will not take the time to write.

Treat your customers and distributors like lifetime partners.

Book: “The Ultimate Secret to Getting Absolutely Everything You Want” Mike Hernacki

According to Mr. Hernacki, the ultimate secret to getting absolutely everything you want is -“you must be willing to do what it takes!”

Willingness is a dynamic force of human nature that few people understand. On a scale of 1-10, how willing are you

- (a) to help others;
- (b) to accomplish your goals.

Become super willing!