

"Own Your Own Life" (Part 1) Monday Call September 27, 2021

- TNL: September 28th at 7:30 Pm CT www.allaboutmannatech.com
- This week's "Product Focus:" – Empact+
- Social Media Saturday's with Lindsay.... <https://zoom.us/j/92316191159>
- Register for Mannatech Rainmaker Program - <https://www.eventbrite.com/e/rainmaker-summit-road-to-presidential-and-beyond-north-america-tickets-170036370361>
- Sleep Support Special Prices – \$14.99 – While supplies last

"The 45 Second Presentation the Will Change Your Life" By Don Failla

"Withhold not good from them to whom it is due, when it is in the power of thine hand to do it." Proverbs 3:27, KJV

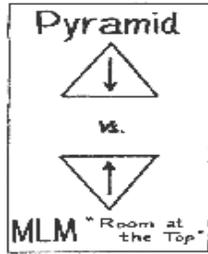
You need nothing beyond this presentation. All they need is a little desire as without desire you have nothing. Secret to this system? NOT TO TALK.

(the more you talk, they think they can't do it, don't have time - being #1 excuse people use).

Have them read this book and then get back to you. They will understand Network Marketing and get back to you. Then, follow up with your sponsor in tow and bingo

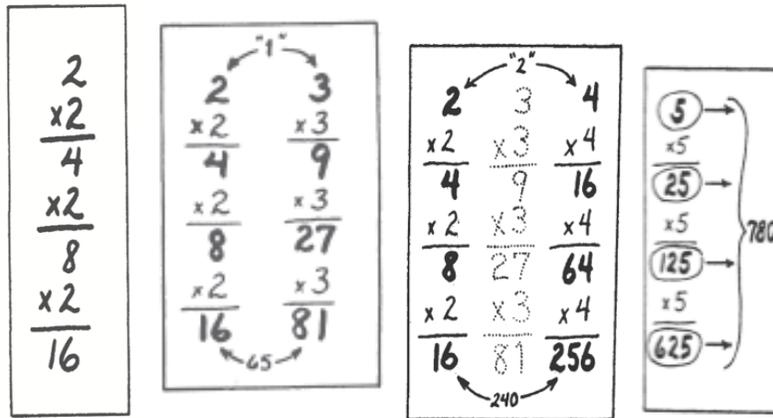
1. Introduction To MLM

- a. Treat book as a training manual.
- b. Book covers 10 presentations developed thus far.
- c. Multi-level is multi-generational Only 3 ways to move products: retail, direct sales, multi-level marketing (Pyramids are illegal). Most confuse direct sales with MLM. Tupperware is direct sales. 1 significant difference: you are in business for yourself but not BY yourself. Let your sales come as a natural result of building an organization, don't do it the other way around! Building a network through which you channel products. To build you need to teach MLM...growth comes from distributors. Advertising word of mouth. No advertising budget necessary. Distinguish form Direct Sales (where no partners or distributors)
- d. Sponsor versus sign up: Sponsor is a commitment ...Teach them how to build a business on their own as you are! You are responsible for those partners to know the "how to's" and achieve a level of aptitude for the business. This book helps you do that. Make some money selling the product; make a FORTUNE by building a business! People start with idea of \$300-500 extra a month, but once achieve that, why not more! Purpose of book: to teach you the things you need to know to be able to build an organization and to build it FAST...starts with proper attitude about network marketing.



Multilevel marketing is a way for an inventor to get their product to market without spending a million dollars,

2. Two Times Two Napkin Presentation



- Go down each level and show the multiplication affect.
- Let's say you sponsor 4 people into the business. Moving to the right of the 3 x 3 column, you again run down a column of figures, writing them down as you speak. "Let's see what happens if everybody sponsored only TWO MORE." As you continue to write, say, "You sponsor 4 and teach them to sponsor 4. Then you help your 4 to teach the 16 they have to sponsor 4, adding 64 to your group. Working down only one more level, and before you know it, your group has 256 more." And again you point out, "Now that's getting to be a considerable difference right there, but the..."

The real difference is JUST that everyone sponsored just 2 more.

- We run into people constantly in other MLM programs, as well as our own, who are amazed at how FAST our own organizations have grown. They have been in their programs longer than we have, but are scratching the "think tank" on top of their necks and asking, "What are you doing that I'm not doing?" Our response to them is, "How many people in your FRONT LINE are you working with?" (The Front Line are those people directly sponsored by you. They are also called your "first level" distributors.) As we go into Napkin presentation #2 covering the "Salesman Failure Syndrome in Multi-Level Marketing, I will give you a simple parallel showing why having so many frontline people isn't good.

d. You shouldn't try to work with more than 5 serious people at a time. However, make sure that when you sponsor them, you start working down-group. There is a point when they won't need you and they can break away and start another line on their own. This will also free you up to work with yet another serious person, keeping your number of those that you are working closely with at 5. Some programs may allow you to be effective with only 3 or 4 at a time, but none that I know of can be effectively built with more than 5.

3. Salesman Failure Syndrome

a. Most people get confused by the statement above, but remember, they still don't understand that MLM is a METHOD of marketing. We are NOT sponsoring people into a Direct Sales organization. We ARE sponsoring them into a Multi-Level Marketing program. The point is: we don't want to tell them how to sell. We just want to teach them how to TEACH and SPONSOR and build a large successful Multi-Level Marketing organization. And they, and anyone for that matter, can do just that WITHOUT SELLING ANYTHING in the normal sense and definition of the word "selling."

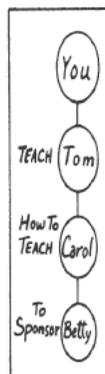
The reason it's not true is that if the one represented by the top circle (sponsor) goes away, the one they sponsored will go away also; they won't continue on. You must explain to your people that if they truly want to duplicate themselves, they have to be at least THREE LEVELS DEEP; only then are they DUPLICATED.

b. Now you are THREE DEEP If you go away (to work with someone else or to a different area of the country), this sub-group will continue on. I emphasize: YOU HAVE TO GO THREE DEEP! You have nothing until you are three deep, and only then are you DUPLICATED.

c. If you don't work with them EFFECTIVELY (and you can't be effective if you are trying to work with more than five at a time), you will see them becoming discouraged and giving up. Most people who have made it big in MLM don't have a sales background. They may not be TEACHERS professionally, but most of them come from a background with an element of teaching in it.

If you understand this "Salesmen Failure Syndrome," you can still encourage them, but at the same time stress the point of how IMPORTANT it is to take those first five (4 for us) you sponsored and HELP THEM GET STARTED.

d. After I have sponsored someone, it's more important for me to go with them and HELP THEM SPONSOR someone else, than it is for me to go out and sponsor another person for myself. I just cannot emphasize this point too much. This point will come up again in a couple of other presentations.



4. "Four Things You Have To Do"

a. IN THE FIRST PRESENTATION we told you some of the things TO DO, and in the second presentation we told you some things NOT TO DO, as far as working in depth with your organization. In this Napkin presentation we will show you four things you HAVE TO DO to be successful in an MLM program. These 4 things are an absolute MUST!

- 1) The FIRST thing you have to do is GET IN and GET STARTED.
- 2) The SECOND THING you need to do as you take this trip is buy GAS and OIL. You must USE THE PRODUCTS of the company you represent YOURSELF.

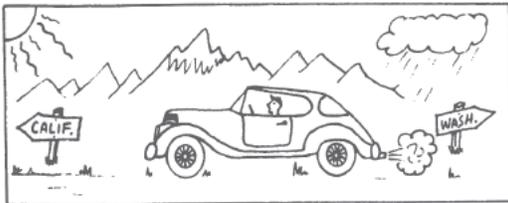
3) The THIRD thing you have to do is get into HIGH GEAR. Of course, you realize that nobody starts out in HIGH gear. We all start out in NEU-TRAL. (Incidentally, notice that we are not driving an "automatic.") We may be in the car, still in the driveway, with the key turned on and not moving.

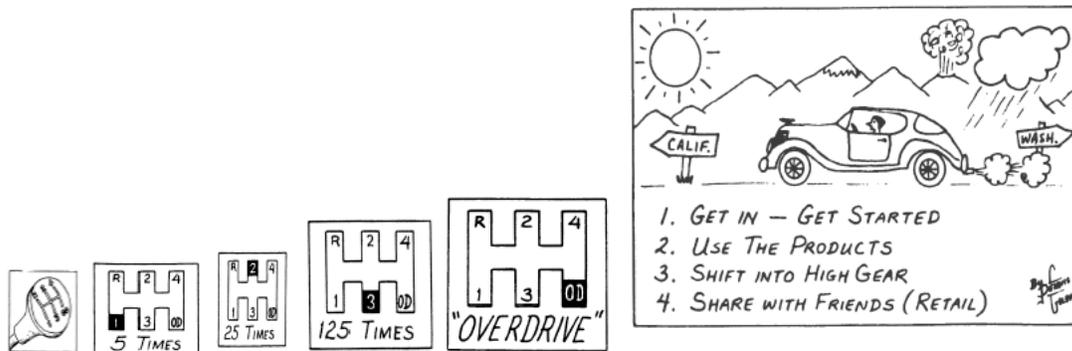
To get your car into gear, you must sponsor someone into the business. When you sponsor someone, you are in FIRST GEAR. I believe you should be in first gear five times, with 5 SERIOUS people. In one of the other presentations I show you how to determine which of your people are serious. You will want your five people to get into gear ALSO. You TEACH them how to get into first gear by sponsoring someone. When each of your 5 people is in first gear 5 times, you will be in SECOND GEAR 25 times.

Teach your five people to teach their five to get into first gear five times. They are now in second gear 25 times each, and that puts you in THIRD GEAR 125 times. When you have third level distributors in your organization, you are in THIRD GEAR. Naturally, you want your people to be in HIGH or FOURTH GEAR as well, and when they are, you are in OVERDRIVE.

How do you get into OVERDRIVE? YOU simple HELP TEACH the people you sponsored to get their people into THIRD GEAR, which puts them into 4th gear and puts you in OVER- DRIVE.

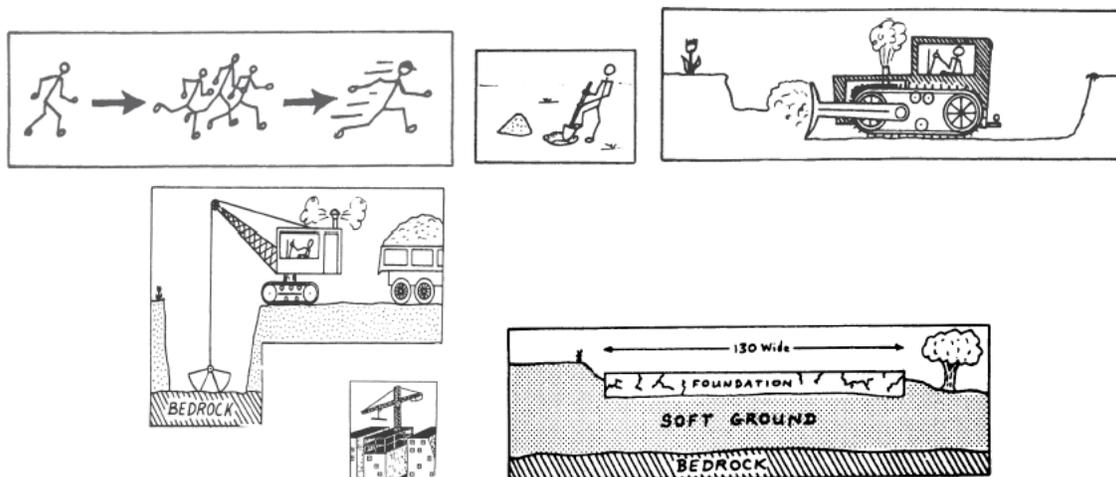
(4) FOURTH Gear: Share products with Friends...consumers. We don't need a lot of customers...say 10. We don't say go out and sell the products rather go out and share the products





5. Digging Down To Bedrock

a. No discouragement. Don't have eye on leaders have eye on step by step. Their first day in business is after they had month of training, "*The only losers are the quitters.*" Consider the building of a sky scraper...hard to envision as they dig a huge hole in the ground. Maybe months to get in basement and then finally first floor. 4 Deep is your bedrock! When you see 64 at third level now you are seeing bedrock! Your business will now go through rapid rise phase. If sponsor 150 and no one else is, you are not even 1 ft deep.



6. "Ships At Sea"

a. Have you heard "when my ship comes in?" You don't have to wait 30-40 years to retire with a pension. MLM give you hope TODAY! Give people hope! Did you see how people work really hard so they can retire and see the world? Then they retire and can't afford to do anything...living on half of their income. Napkin presentation shows three ships coming into shore. These are people in your organization. How you work with them will determine if their cargo is silver or gold.

1) Gold ship: a person eager to learn ...always asking questions, excited about business, make commitment, have their goals, have their list of names, fun to be with, always positive.

2) Silver ship: same as Gold but just not truly serious about the business as of yet
THREE important worlds:

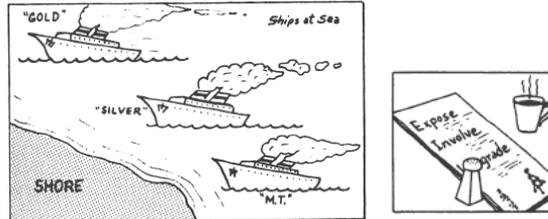
Expose: Once expose them to the business then INVOLVE

Involve: Once they are involved, then they will start to wonder how far they can go in the program...and will be upgraded constantly.

Upgrade: Once you use the 10 Napkin Presentations, and they understand them and utilize them, they will set their eyes on the top. You are not pushing them rather helping them.

Help them understand to stay away from empty ships and only with Gold Ships as the empty ships will weigh you down.

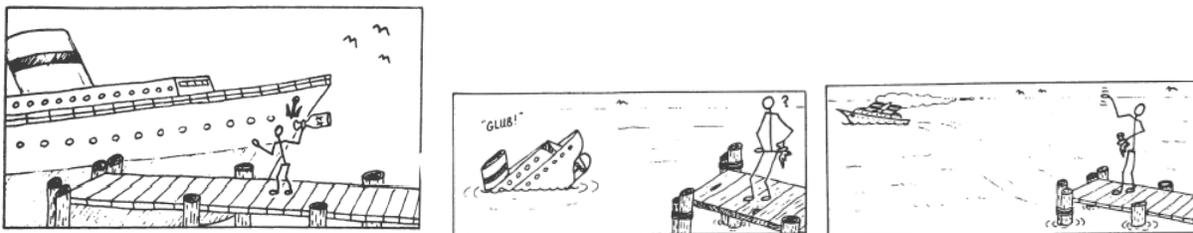
Never ask a distributor what they sold that week as you are telling them to NOT to sell. Rather SHARE, SPONSOR, BUILD.



7. Third Party Invitation...Napkin #6

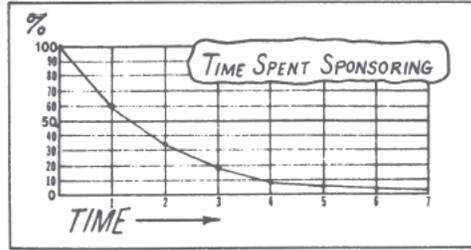
a. Prospecting ...their party invitation. Important to know how to do this. Instead of going up to Carol, someone you know and asking her if she is interested in earning extra money "Hey Carol, I got started in an exciting new business, You might be able to help me, Would you happen to know of anyone who would be interested in earning some extra income?" Experiment and you will see most will ask "what is it?" Ask at least 10 people. They want more income but just want to know what it is. He suggests you ask "Do you know anything about multi-level marketing?" Refer to Chapter one on benefits of MLM. Then see if they want to sit down for an hour to take a serious look. Most of us won't do this out of fear of rejection. Diagram of ships coming in...in order for your ships to come in you must send a bunch out!

Ships carrying gold are the ones you work with. Launching a ship it either floats or sinks. Show the napkin presentation and you only work with Gold Ships.



Chapter 8: Where to Spend your Time

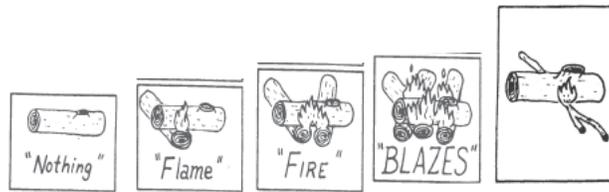
a. Basically, at the beginning 100% of your time should be spent on Sponsoring. You must find 5 (us 4) SERIOUS PEOPLE. As time goes on your time sponsoring falls off as you are teaching and training others to be great leaders. and teaching them to SPONSOR. Once have those 5 (4) spend 95% of your time helping them Sponsor, 2 1/2% with customers, and 2 1/2 % planting seeds. Thus, when one of your 5 (4) takes off you can focus more on the seeds you planted.



Chapter 9: The Sizzle sells the Steak

a. 1 log...you have nothing; 2 logs you will have a flame, 3 logs together and you will have a fire. 4 logs you will have a blaze. Energy just multiplies with more people. So at meet ups, you see when there are 2 it is so, but then 3 then 4, WOW! Lots of sizzle. So, get together with your sponsor and share the napkin presentation with a few of your downline.

People around you at the restaurant will catch on fire" when a blaze is going on next to them! They never talk anything except how to build their businesses and how to talk to people about the business. "Just think! This is as hard as we will ever work!"



NEXT Week:

10. Motivation and Attitude
11. Pentagon of Growth
12. Going Back to School
13. Playing with Numbers to Make a Point
14. Business Training Sessions vs. Weekly Opportunity Meetings
15. Important Phrases and Handling Objections
16. Why Should 90% Of the Population Be In Network Marketing