

Plan C: Why People Need One

Monday, March 25, 2013

- TNL – Merri-jo Hillaker and Tait Switzer – 7:30 Pm CDT at Mannatech Corporate offices or www.mannatechlive.com
- Thursday night XFM Support Call at 8 Pm CDT 800-768-2983 access code 471- 7417#
- Mannafest 2013, April 25-28
<http://www.mannacomm.com/mannafest2013/>

Glenn Head has written a great piece for Network Marketing (Mannatech is the focus)...He describes it as a Plan C. You need to know WHY...

It is available at www.RevolutionaryChoices.com/Mannatech for \$4.97 and Associates may give it freely to anyone considering joining their business.

1. What are trends today?
 - A. Fast Company: by 2020, 40% of the US population will either be temporary workers or entrepreneurs
"The Coming Jobs War" Jim Clifton tells us the same...we rely on entrepreneurs to make the difference in the next five years or China will be #1 in GDP, and thus, carry #1 in world influence
 - B. Employment no longer equates to job security.
 - C. A Time Magazine article pointed out the globalization and technology are shifting, eliminating millions of jobs and systematically destroying the American Dream.
 - D. Social entrepreneurship is projected to be one of the most effective business models of the 21st Century. 2010 September Harvard Business Review
 - E. Are you one of the over 800 million around the world who have never held a job suited for their needs?
 - F. Are you a woman earning 77% of what a man makes in the same job?
2. Plan A-B-C
 - A. Plan A is your current job (or lack thereof); Plan B is getting a job in a comparable industry; and Plan C...is truly your freedom from all of this...it is what we offer people every day.

- B. "When we are no longer able to change a situation, we are challenged to change ourselves." Viktor Frankl
- C. "Change is the law of life." John F. Kennedy

3. The question is: Could network marketing provide you with an opportunity to:
- a) use your gifts
 - b) make meaningful contributions
 - c) and be financially rewarded for doing so?

4. How are you describing Network Marketing?

- A. Warren Buffet, world renown business genius, owns 2 direct sales companies and one MLM: Pampered Chef. He must know something!
- B. The Wall Street Journal calls direct sales "The Ultimate Social Business Model."
- C. More millionaires from this industry than any other over the past 10 years.
- D. Dept. of Labor statistic shows that you are 5 times as likely to reach \$100,000 in annual income from network marketing than the job market.
- E. Natl. Assoc. of Professional Network Marketers takes us to a whole new level...WE ARE PROFESSIONALS!

5. Great Second Source of Income: 58% of us start our business for a second source of income. (Direct Selling Assoc stat.)

Answer the questions they may have:

- A. "Need to get in up front"...fear based issue.
- B. Get rich quick?...no this business is about delayed gratification...but strong residual income.
- C. We don't sell...we educate, and inform people of how to directly enhance their lives and the lives of others. They either have the vision or don't.
- D. Huge tax benefits
- E. No need to store any inventory...the company does all of that.
- F. Independence of being your own boss

6. Who is Network Marketing For?

- A. 77 million baby boomers many of whom are unable to retire due to recession
- B. According to the US placement firm Manpower, 84% of all American workers were looking for another job in 2011.
- C. Current longevity in a job is less than 3-5 years, while those who start a new business show 50% are still in business 5 years later. (US SBA Office of Advocacy)
- D. Review Kiyosaki's Cash Flow Quadrants

In Glenn's book, he also covers: How to Choose the Right Company, and How to Succeed