

## **The Importance of Social Cause**

### **Monday Call, November 4, 2013**

- Weekly Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST. <http://www.m5mlive.tv> or 24/7 <http://www.m5mlive.com>
- M5M Leadership Event - Nov 8-10 register at [events.mannatech.com](http://events.mannatech.com). Last Chance... Are you in?
- Are you making your Welcome Home Calls???
- Skin Care Pre-sales off the chart! (not just Mannatech to us, but us to others)

2 Articles in Networking Times Magazine, "Social Entrepreneurship", Nov/Dec 2013

#### **FIRST ARTICLE**

"Do Good, Have Fun, and the Money Will Come" Sir Richard Branson, CEO Virgin

1. History of Sir Branson:

- a. 1966: At age 16, started a magazine called Student
  - b. 1970: Set up mail order business
  - c. 1972: He opened a chain of record stores known as Virgin Megastores
- By 2000, he had over 200 companies around the Virgin brand...now a billionaire.

2. In 2008 he founded "Virgin Unite" the independent charitable arm of the Virgin Group "dedicated to making sustainable change through economic development towards tough social and environmental issues."

a. He started hosting events and gatherings on his private island in the Caribbean inviting prominent businessmen and world leaders to discuss sustainable solutions to global problems.

b. "The B Team"

A global non-profit he founded with a group of partners who work together to deliver a "Plan B" for businesses: a new way of doing business that prioritizes people and the planet alongside profit. Plan A...watching profits every three months...is just not working!

"A concept aimed to bring businesses together in a united effort to achieve greater social responsibility and a better, more sustainable world."

***"If we could get every single business person in the world, every single entrepreneur, to play their part, we could get on top of most of the world's problems."***

3. Josephine Gross, the author of the article talked about her visit to the Island and called it a dramatic example of "The Butterfly Effect."

a. Know the Butterfly Effect (Andy Andrews wrote a book about this and is a honored speaker at the upcoming Mannatech Event this weekend)

A small action in one place can have a ripple effect that creates a dramatic action in another place.

b. For networkers, it is about seemingly minor connection or conversation with one person which may, after many ripples across the network, end in a dramatic connection later in the process.

"The ripples that take place in the networking process may not be clear when the pebble drops into the water and the ripple begins. What is certain is that there is a ripple. If you follow that ripple and make the most of the contacts you meet at each stage of the journey, it can lead you to making connections and creating relationships that may surprise you when you look back to where the journey started."

## **SECOND ARTICLE:**

"Giving Changes Everything"

Sound familiar? Interview of Sam Caster, 10 pages!

1. Great review of the history of Mannatech
  - a. Founding
  - b. Manna Relief
  - c. Change in the way FDA looked at nutritional claims regarding health issues
  - d. Conversion to Social Entrepreneurship
  - e. Finally, understanding M5M
  
2. Perception of Network Marketing in 2010
  - a. Over last decade a lot of new companies could care less about the product...they are all business opportunity oriented, so if you just get skillful at recruiting, training, and personal development, you can become successful regardless of your product.
  - b. Perception of network marketing in the marketplace has taken a hit...it is all about money all about a quick financial fix.
  
3. CONTRARY to this is the Social Entrepreneurship model
  - a. In 2011, Inc. Magazine said about the model "The model works best when your product is the vehicle that triggers social change."
  - b. Mannatech is taking what is good from the old model and moving it into the new model of social entrepreneurship.
  - c. If in MLM you need to be good at recruiting, in this new model "You need to become better at giving."  
The compensation plan specifically pays based on the number of children you help impact.
  
4. Having an impact on the world by extending your model

a. Network marketing companies can take on their own causes. "Networking distribution model can radically impact social entrepreneurship organizations all over the world."

b. "Our model provides the first business solution to that challenge (more people championing these causes) because we can seamlessly link people from all over the world who are interested in doing what we do."

How do you use this article to promote your business?