

## The Sharing Revolution/Forbes Article **Monday Call, September 8, 2014**

- Mannatech Now – Tuesday 7:30 Pm CT Presidentials Kevin Robbins and Merri-jo Hillaker at Mannatech Corp Offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- Mannatech Leadership Event – November 7-10 - Frisco, TX... You need to be there. Registration is open... don't wait to register.  
[www.events.mannatech.com](http://www.events.mannatech.com)

### A Conversation with Paul Zane Pilzer

1. The Great Opportunities lie in Distribution
  - a. Understanding where the value of a retail product lies  
80% in distribution/20% in manufacturing
  - b. Historically: in the 1960's, 50% of the cost was manufacturing and 50% distribution
  - c. Conclusion: all the money is in distribution, NOT manufacturing  
The most expensive part of distribution is teaching people what the product was and how to use it.  
Proof: Walmart, Fed Ex  
NOW: Network Marketing is an incredible method of distribution.
2. "The Wellness Revolution" second book after "The Next Trillion"
  - a. 1999 book talked about the trillion dollar business coming in wellness.
  - b. 2002 book discussing all the reasons the alternative medical community will be an explosive industry in the next 10-20 years  
The medical industrial complex is "self-destructive"  
It is not meeting the needs of the public, and people are sick and tired of being sick and tired
  - c. 2007 wrote another "The New Wellness Revolution" which talked a lot more about network marketing in the wellness industry...and the difference between the wellness industry and the wellness revolution...the key reason you bought a product was because of wellness.
3. Brings us to the Sharing Economy versus the Sharing Revolution
  - a. About creating greater efficiency while lowering cost. The sharing economy is a way of saving money has always been around. But today, due to technology it is an enormous phenomenon.
  - b. Why a revolution? Because we share not just t half the price, but also double the value. So while the sharing economy is "get it cheaper", the sharing revolution is to get it better.

c. Example: Uber is an example of increasing the value and reducing your costs to get to the airport. But what if: costs for you to airport is \$80; you can share with another and cut the cost to \$40 each. BUT, in the sharing revolution, it is where through technology you can swing by a person's house to give them a lift AND he happens to be someone you have been wanting to share your opportunity with. This takes the original cost (\$80) cut in half (sharing efficiency) but at the same time, doubling the value by having someone you wanted to share with in the

#### 4. Applying the Sharing Revolution to Network Marketing

a. Underlying this is a concept at the foundation of network marketing...choosing who you are sharing with to add maximum value.

- 1) Network marketing has always been about the sharing revolution mentality...everyone you do business with you typically have chosen off your contact list, or those you meet.
- 2) Also, you work together with upline to meet with people...it adds value without any cost to you...feedback on presentation skills, etc.
- 3) Another example, when you visit another community how many times do you stay at a downline's house versus a hotel.
- 4) We pick and choose who we do business with...be intentional about who you spend time with. The value of working with people you enjoy...because you want to spend time with that person independent of the business.
- 5) The true wealth: once you train people and work with them, your bond is incredibly strong. These people become your best friends for life.

b. Network marketing is the ultimate most disruptive model for the status quo which could be one of the reasons it has been so attacked.

Department store has lots of employees sharing their products at retail locations. Along comes network marketing and you can learn about products sitting in your home and then they are delivered direct to your house. "This is why network marketing became a \$100 billion business." Why they are attacked?

- 1) They have a better model of distribution, and retail is fearful of losing its business.
- 2) Model has an absolute devotion to customer service.
- 3) Honesty and integrity is a must in that the relationship is never about one sale...it is about ongoing sales every month unlike retail.
- 4) It also leaves an honor trail because whatever you tell someone they are going to tell others.

c. "You might write a manual called 'the best practices and procedures of a network marketer' and it would work for the sharing economy and the sharing revolution."

"I see network marketing spanning into every possible field, and not just sharing power or sharing wellness products, but network marketing is going to be in many ways the

gatekeeper to the sharing economy. Ultimately we all want to interact with a human being. There is so much value-added in sharing that there's room to pay a middle person not a middle person who says the government gave me a monopoly on this street corner, but a middle person who REALLY ADDS VALUE." Paul Zane Pilzer

---

The New FORBES Article:

**"Would You Join a Multi-Level Marketing Company for Retirement Income?"** by Robert Laura

<http://onforb.es/1nK7Hnt>

"As a result, I believe that the entire industry is poised for explosive growth and can be one of the most significant solutions to America's current retirement savings crisis... growth spurred by baby boomers looking to adjust their retirement feelings and plans."

1. What is this article about? A shift in attitude toward network marketing and the immense value it has for the baby boomers. Recognizing the network marketing industry as providing legitimate business opportunities from a man who always thought of them as pyramid schemes or such.
2. Moving into retirement has more to do with psychology than with money. Network marketing is quite the same.
  - a. Money is still a concern with more and more people not having enough savings. The average 50 year old estimated to have less than \$50,000 in savings... boomers interested in solving that problem  
(So why are we not approaching them with this great solution to this issue? How much would you need to have in the bank to produce an extra \$1,000 per month? At 2% interest rate, you would need \$600,000! In Mannatech, reach Senior National Director and you are virtually there...
  - b. Growing number of baby boomers are disenchanted with their current careers. The grind is wearing... they want to be part of something "bigger" ... how about a bunch of like minded "fun loving" let's go change the world people? Mannatech!!
  - c. Low barriers of entry into our business... with training support, and ample encouragement along the way. No risk or virtually no risk with a \$499 entry level and 100% money back guarantee... for 180 days.
  - d. Meeting new people who are all about supporting others. Boomers are looking to add to their base of friends especially as they retire, move to new areas, etc.

He now views network marketing as "a way to enhance many of the personal aspects of retirement that are rarely discussed let alone planned for, with the added benefit of supplementing other popular retirement income sources such as pensions and social security."

Dr. Brezinski, a practicing psychologist, says "Many people don't realize that multi-level marketing companies are successful because they help people satisfy a number of

important human needs, including feeling significant, having connections, learning something new, and making a difference. I have heard people in network marketing say again and again, "I'm doing this because I am meeting amazing people...making so many connections... and I feel so good about myself."

When other human needs are met, people don't focus exclusively on the financial aspects...

"...MLM and NM companies, along with other small business opportunities, are important considerations for anyone entering retirement, In fact, I believe the concept of starting a business for retirement income will become one of the most significant trends impacting retirement in the 21st Century. But it has to start with redefining entrepreneurship and framing it into a retirement lifestyle. That means helping people find ways to turn a passion, hobby or personal desire into extra money in their pocket...not to mention helping people see the importance of planning for the non-financial aspects of retirement such *as replacing a work identity, staying relevant and connected*, as well as *keeping mentally and physically fit*."

USE:

1. **Forbes** is one of the most highly recognized business journals in the world! Use FORBES as a reference...8/29/2014 Forbes Magazine
2. Talk in terms of issues for current or upcoming retirement:
  - a. Money and work through my example above...not about millions, about having enough and more if you choose. Live more comfortably without relying on others. Solves the retirement shortfall so many face...
  - b. Connecting...a part of human life that we want to continue into retirement, it is what keeps us joyful and alive
  - c. Replacing a work identity...leaving the workforce is very freeing but opens a huge gap..."now what?" this replaces that work identity
  - d. Stay relevant...allow the "tribe" to support you to stay on top of what is happening in this world
  - e. Be a part of something meaningful and feel like you are really making a difference contributing to that global cause of ending global malnutrition...M5M
  - f. Health...wellness is exactly what we are all about, and what a terrific way to get your Real food products for free, as well as support others in the same endeavor...you are changing the world in so many ways. Contribution!
  - g. Learning something new...we are always wanting to grow as people, add new information that is beneficial not just to us but to everyone...keep your mind active and expanding.