

Why Network Marketing? Why Mannatech? Build Your Belief

Monday Call, December 1, 2014

- Mannatech Now – Tuesday December 9th 7:30 Pm CT at Mannatech Corp Offices or www.mannatechlive.com
 - Last day of Mannatech Black Friday Sale
 - Mannafest March 5-8 Frisco, TX... Plan to be there
 - Next Monday Call.... Presidential Jeff Allen
1. Why do I need to build my belief in (LOVE for) Network Marketing??
 - a. Because you are a Professional Network Marketer
 - b. Because you are trying to attract others to do what you do
 - c. Because if you don't fully believe in what you do, you will never be good at it
 - d. Because others will read right through you if you are insecure
 2. How do I get there?
 - a. Read the great books, articles, writings out there on networking
Examples:
<http://www.forbes.com/sites/robertlaura/2014/08/29/would-you-join-a-multi-level-marketing-company-for-retirement-income/>
<http://www.personalfranchising.nl/files/WhyNetworkMarketing.pdf>
<http://www.networkingtimes.com>
The New Professionals: The Rise of Network Marketing As the Next Major Profession, By Charles King
The Next Millionaires By Paul Zane Pilzer
The Business School for People Who Like Helping People By Robert Kiyosaki
It's Time for Network Marketing By John Milton Fogg -
<https://www.gpncenter.com/media/fogg/ItsTime-eBook.pdf>
NEW!!!! *The Rise of the Entrepreneurs* Documentary – www.risemovie.com
 - b. Subscribe to Direct Selling magazine <http://www.directsellingnews.com>
 - c. Attend all the events for Mannatech
 - d. Attend National and Intl conferences for Professional Network Marketers
See: <http://www.anmp.com>
 - e. Develop relationships with professionals
 - f. NEVER, EVER listen to the naysayers...associate only with people who respect your profession
 3. How do I respond to negative objections?
 - a. Every objection is a chance to educate..."is this network marketing?"
 - 1) "Absolutely and if it weren't, I would not be doing it. Why? 2 main reasons: Did you realize networking is the most economical method of product distribution in the world? Why? Because the company only pays for marketing AFTER a product is sold. No wasted millions on Super

Bowl ads or the like. It is people like you and me who get paid instead. Secondly, after being in corporate America for years, stepping on a lot of people to climb the proverbial corporate ladder, I now get to nurture and inspire others to be their best, and that's how I win. It is awesome to be able to serve others, living my Christian values every moment of every day!"

2) "Yes, why do you ask? It sounds like you might have an issue with this business model..." Ask questions to find out why? Most people just have had a bad experience in their past...and after questions will admit they were the problem.

3) If they say "Only 1% really make it in network marketing." "Well, what do you mean by "make it?" I mean if you are talking about the ones earning \$200,000+ per year, you are probably right. But overall in the US, there are less than 5% with **total** family earnings over \$200,000 a year. Also, many "make it" in networking because they are only looking for an additional \$1-3,000 in residual income. That totally changes peoples' lives. And there are 101 other reasons to be in this business as well."

b. Is this a Pyramid Scheme?

1) From Sarah Robbins: If they ask if this is a pyramid scheme, I might say something funny like: "No, why? Is that what you are looking for?" Or, "What do you mean by Pyramid? Pyramids are illegal. With pyramids there is no exchange of goods or services. We have an amazing group of breakthrough nutritional products and a very loyal customer base who are elated with their results. Let's get back to talking about whether the business is a good fit for you."

4. Truly Understanding What You Have with Network Marketing

- a. Unlimited Income: your choice just depends on your level of commitment and activity. Great for all age groups.
- b. Time freedom
- c. Tax benefits
- d. No barriers to entry
- e. Personal Development: focusing on your purpose, your growth to be the person you were meant to be. Finding fulfillment, self-actualization.
- d. Connecting
- e. Our Economy/World today:
 - 1) Distribution is #1 area to make money
 - 2) Job market disappearing ("Amazon Turns to Robots to fill Holiday Orders" Dec. 1 2014 article, see entrepreneur.com)
 - 3) Connecting the basic form of communication today; Connectors will be the winners
 - 4) Time: attention span by most limited so anything that saves time is worth doing (like shipping basic real food nutrients to one's house)
 - 5) Millennials' desires are so different from ours
 - 6) College education becoming prohibitive (and not efficient/effective)

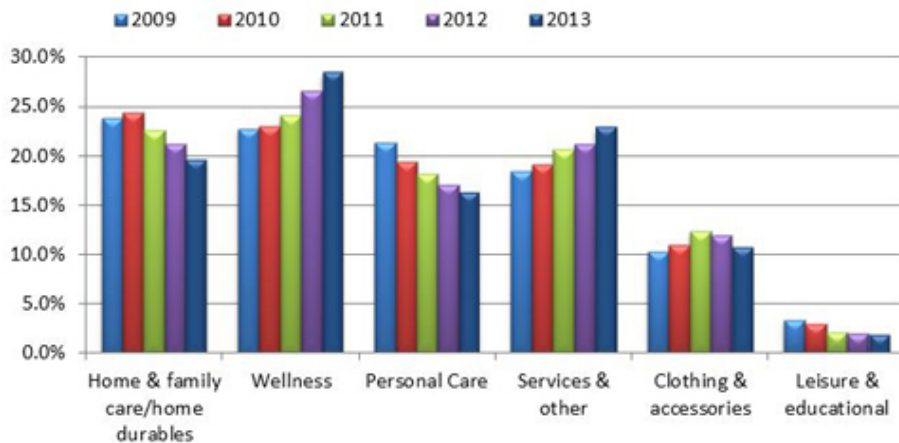
- 7) Retirement issues not just about baby boomers, but their children are experiencing it through their parents so greater demand for alternative residual income is REAL
- f. Direct Sales growing twice as fast as Retail...it is a new day!
 2013 numbers: Directs sales grew by 8.1%
 Retail sales: 4.4%
http://www.wfdsa.org/files/pdf/global-stats/Sales_Report_2013.pdf
- g. Today it is a well-established business model
 \$178 billion in sales in 2013 (see above site)
 Over 96 million people involved in direct sales around the world
- h. Highly respected millionaires and billionaires like Robert Kiyosaki, Stephen Covey, Donald Trump, Richard Branson, etc. all support this model.
- i. 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 \$168 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.

"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

5. Understanding What you have with Mannatech
- a. "Top 10 technology to change this world" MIT Magazine of Innovation, February 2003
 - b. *"Glycans play a roll in almost every biological process and are involved in every major disease. They are integral to cell adhesion and movement, such as when white blood cells migrate to a site of injury or infection. Glycans inside cells help influence the expression of genes and proteins, forming part of a cell's response to biological signals."*
 Transforming Glycoscience: A Roadmap for the Future: **The National Academy of Sciences 2012**
 - c. Biochemist Gerald Hart, Johns Hopkins University, Baltimore quote: *"This is going to be the future. We won't understand immunology, neurology, developmental biology or disease until we get a handle on glycobiology."*
 (See attached list for more)

- d. Proprietary science protected by over 90 patents worldwide...never see this on Walmart shelves; **always** be able to distinguish your product from others
- e. Trademarked the words "Real Food Technology" so no one else can use it
- f. Numerous independent peer reviewed studies validating the impact of our products on the human body. (Listen to Dr. Rolando Maddela on last Tuesday night mannatechlive)
- g. Be a part of something meaningful and feel like you are really making a difference contributing to the global cause of ending global malnutrition in children...M5M
- h. Healthy company with a terrific future
\$40 million of cash sitting in the bank, stock just doubled in the past month
- i. "Global seamless downline" allowing for international growth in any one of 24+ countries we are now open in and the ones coming up without starting a new business
- j. Terrific business plan (3 Point Plan) whereby associates grow leaders, versus chasing orders.
- k. Business with a Heart...truly a new business model of combining Social Entrepreneurship with Network Marketing. See article in Direct Selling Mag November, 2014
First to have this in the industry and clearly will not be the last.
- l. No better industry than Wellness at a time like this

Share of 2013 Direct Selling Estimated Retail Sales



www.dsa.org

- m. Top notch executives recognized across the industry and by DSA execs

"Direct selling is the original social networking business...and now is prime time for direct sellers."

Katherine Ponder

The Ultimate Social Business Model

"The business model thrives when those who participate build businesses and share with others how they, too, can do the same thing, creating a positive social and economic impact on families and communities."

Teresa Day

Of the People, by the People, for the People

"The direct selling business model is one that can level the playing field and close the gap between the haves and the have-nots."

Ray Chambers,

Entrepreneur, Philanthropist and Humanitarian

"One reason I have such strong respect for network marketing is that it is a genuine equal opportunity business. Network marketing casts a very wide net. When you look closely at the more than 60 million people worldwide who are engaged in the business, you'll find people of every color and creed, every age group, and every level of background, experience and skill."

Robert Kiyosaki, author

"Rich Dad, Poor Dad"

"Network marketing has come of age. It's undeniable that it has become a way to entrepreneurship and independence for millions of people."

Stephen Covey, author

"The 7 Habits of Highly Effective People"

"This country was founded on entrepreneurialism and we are returning to it. The future of employment is self-employment. Direct selling is one of the few business opportunities that offers average people, with above average ambition to achieve an above average lifestyle, peace of mind and financial security."

Darren Hardy, Publisher of **SUCCESS Magazine**

"The biggest need in every sector of the economy is intellectual distribution-the dissemination of information about products and services. Direct selling is the most efficient method for the distribution of intellectual information that will improve your life. It is the ideal model that allows anyone to reach out."

Paul Zane Pilzer, author

"The Wellness Revolution"

Great Quotes on Why Glycobiology?

1. "Glycomics, The Study of Sugars in the body... "If you don't have glycosylation, you don't have life." ". . .the medical potential is absolutely enormous"
MIT MAGAZINE OF INNOVATION, FEBRUARY 2003

2. "Indeed , Monosaccharides represent an alphabet of biological information similar to amino acids and nucleic acids, but with unsurpassed coding capacity."
Denker HW. Editor's note, *Acta Anatomica* 1998; 161:5

3. "This is going to be the future, declares biochemist Gerald Hart of Johns Hopkins University in Baltimore. We won't understand immunology, neurology, developmental biology or disease until we get a handle on glycobiology."
New Scientist, "Sweetness and Might: Awesome power of the glycome" October 26, 2002, p. 34.

4. "There have been many significant discoveries, but one stands head and shoulders above the rest; the discovery of a new category of vital nutrients called glyconutrients. This discovery might provide the single biggest opportunity to impact health from both ends of the spectrum"
Dr. John Rollins, *The Atlanta Voice*, August 27, 2004

5. "You in Mannatech are to be complimented. Sugars are the molecules of the next decade and you in Mannatech are at the forefront of this new frontier."
John Axford, BSc, MD, FRCP President of the Section of Clinical Immunology and Allergy, Royal Society of Medicine Member of the Board of Directors of Mannatech, Inc.

6. "Glycans play roles in almost every biological process and are involved in every major disease." Natl Acad of Sciences "Transforming Glycoscience: A Roadmap for the Future" Oct., 2012

7. "Every cell is covered in a layer of complex carbohydrates, and these complex carbohydrates are involved in almost every biological and pathological process" said Geert-Jan Boons, a distinguished professor of biochemical sciences, who is working on a glycan based vaccine to cure certain types of cancer.