

**"You Can't Fillet a Nibble...
It's the Catch that Counts"**
Monday Call, January 25, 2016

- Next DFW Business Training February 6th at Mannatech Corporate Offices or www.mannatechlive.com
- TNL – February 9th at 7:30 Pm CT at Mannatech Corporate Offices or www.mannatechlive.com
- Mannafest April 6-10 Dallas Texas... Plan to be there - <http://mannafest.com>
- Special Revive Training with Bob Adam - The webinar is on Wednesday, February 3 at 3 p.m. CST. To watch the webinar online, <https://cc.callinfo.com/r/1wg7pqjnlvdxc&eom>. For Audio: [1-800-768-2983](tel:1-800-768-2983). Access 4712525#
- RE-VIVE...only 12 days left!! No more time for procrastination... For Scripting info for your Revive listen to: <http://mtex-shared.s3.amazonaws.com/FlightTeam-calls/12-3-15-FligtTeamCall.mp3>
- Special Uth System kit – A great promotion to use

Book by Gary Coxe: *"your guide to dramatically increasing your sales and creating the persistent mindset of a millionaire"*

2 Hour Webinar by Gary Coxe <http://mtex-shared.s3.amazonaws.com/FlightTeam-calls/Gary%20Coxe-Mannatech%20Webinar%20Jan-28-2016-Edited-hb.mp4>

1. You can only fillet the catch
 - a. If a person keeps nibbling, watch out. Without a true bite or fish in the boat you will starve.
 - b. Nibbles have a value...keep a list of those. Make an extra effort to haul them in. Brings hope for a bright future. And if you have hope your present is brighter.
 - c. Need: guts of a burglar...create a persistent mind of a millionaire
If you do this, you're fearless: you do things and get results far beyond those of the average person.
"A burglar doesn't stop until he gets what he wants. Nothing gets in his way. When an obstacle presents itself, he goes through it, under it, around it, over it, whatever it takes."
A burglar gets addicted to challenges, obstacles, problems.
 - d. How addicted are you to reaching your goals? Do you wake up in the morning to an adrenaline rush to accomplish them?

This is a journey of the persistent mindset of a millionaire. Think differently so that NOTHING can stop you.

You can't just be persistent YOU MUST BECOME IT. Master this mindset and you will be free.

Being passive, you will be poorer.

2. Getting beyond the nibble

a. Leads are critical to obtain sales. But a huge danger is "irrational optimism." What's better, five thousand nibbles in the water or one fish in the boat?

False hope (nibbles) for too long to lose all of your excitement. If nibbles is all we are getting, we are wasting our time. Don't waste time

Determine what you need to do to get the fish in the boat.

b. We also get to thinking there is something wrong with us when we just get nibbles.

c. Just make sure you are riding on real hope as false hope is fleeting.

d. It's the catch that counts.

Change your mindset around nibble versus catch or you will quit.

1) When you call and get a yes, you get excited about calling and call call call. The exhilaration is there. But then when you get the NO's the reverse happens...and we KNOW that we will get more NO's than yeses. Thus, we quit unless we change the mindset.

2) So rewrite your story. Stop creating a negative story by stop creating a negative story.

If you want to get things that others will never get, you need to do things that others will never do.

So, be very careful what you say after something you perceive is negative happens to you. Negative self-talk creates emotional drag.

3. The three key ingredients to mastering persistence

"If you focus on these three things, your income will dramatically increase and you will achieve your goals quicker."

a. Why are you not persistent?

1) Too concerned with what other people think
ego sucks out your humility

2) You don't have enough value or belief in yourself

3) You don't have enough value in your products

b. Examples: you call back someone and leave a message.

Then you wait a few days...and a few more...negative self talk stops you. You start MSU's (make stuff up). *"We what if ourselves out of success."*

c. Apply his UCS principle: Use Common Sense
rule: never allow your customer to call you back.

Never forget, your customer is a high priority to you, you are typically not a high priority to them.

d. Regarding the other 2 reasons you may not be persistent, if you believe in yourself and your product, and do not take action, ***you don't value it enough!***

The amount of action you take toward any goal is always based on Value and Belief. (check out belief scale...it is why we use this)

And if we allow others opinions to rob us of our belief in ourselves or our products, we are giving others control over our feelings. So why not master those feelings instead?

Thoughts create feelings so become immediately aware of negative thoughts, and have built in responses to them. Control your mind...train your brain to be mentally tough.

e. How mentally tough are you? How many problems can you handle? Do you look at them as hurdles or as making you stronger? It is a choice! Test and push yourself...if you test yourself then you get ahead of others testing you.

4. The real difference between being passive or persistent

a. 2 choices in attacking your goals: passive or persistent. Which one are you?

Negative side effects of each one:

1) Passive: I will be poorer.

2) Persistent: I will tick people off (but you will also be richer and more prosperous).

b. If your neighbor's houses were on fire would you go and knock on their doors at 3 in the morning?

You need to develop the similar passion, fever, value and belief in your life as well. BE THAT COMMITTED.

5. Are you smart or stupid? Marketing 101

a. So play games on your mind instead of letting your mind play games on you!

Minds are programmable, so how have you trained your mind?

b. Mailing out cards in marketing: dripping is important so smart to mail out 100 cards 10X versus 1000 cards 1X. Apply this to how we treat leads.

All leads cost you money...time is money.

c. Sales statistics which might interest you:

d. If you have all your leads on 1 piece of paper, you don't have enough leads.

If you are serious, you must have a lead system...tracking all the info and contact data over time, follow up, etc.

e. When you get a lead, call them immediately. Never allow self-talk enter the picture. Don't think about the story you have developed around the lead. Just dial. Create your own ***personal phone call boot camp***.

Watch how you train your mind...25 no answers and what is your mind saying?

Exactly, we self destruct. Why? Your mindset is all wrong. Passive versus persistent.

If you listen to the self talk, you will have 100% chance of failure. Disobey your self talk and reach your goals! Keep track of results by disobeying self-talk.

f. Call 10-20 times...treat the final response as if the first time from scratch. How would your results be?

After 10-100 calls, when they get through, be ready for "Don't you think if I was interested I would have called you back?"

Be ready for this...you have to immediately counteract this thought.

1) First immediately get back on the phone. Never allow someone's talk to rob you of energy and drive to accomplish your dreams.

2) Here is his suggested response to this comment: "I am sorry I didn't mean to upset you. But I can assure you that if you are going to look at something to truly support your health you would definitely want someone who is 100% convicted about what they have to offer...p. 54-55

Don't be passive with your response or it starts "bleeding" into your life.

g. You must create your own respectful comebacks.

"Thanks for taking my time when you surely didn't have to..." Be kind.

Being kind removes the friction when you make the next call...

Ignore all negative self-talk.

6. The mindset of true persistence

a. Rather have a penny doubled everyday for 30 days or \$1 million? The value of compound interest. Efforts to be persistent will have same value! Your efforts will compound into the same kind of results.

b. Multiple strategies should be utilized...not just calls (thank you cards, personal visit, gift, etc.).

Sometimes he texts a cute picture of a puppy with a note "Why are you ignoring me?"

c. Cost is an issue only in the absence of value. Always keep the 100 X 10 going.

d. Transferring value...a way to get around "absence of value" perceived by the person. Find a person they know and get them to see the value...transfer the value by/through him.

Keep thinking outside the box on transferring value.

e. No matter how nasty or rude a person is to you, you kill them with kindness.

"This also helps eliminate the barnacles and the emotional drag that attaches to us mentally with all the no's we get."

f. Relay...let someone else do the work for you.

Contact someone close to the person you are targeting and express that you have been trying for a few days/weeks to get a hold of this person. See if they will take a printed email to the person to see if they will talk/have a meeting with you.

g. Let go if you are too emotionally attached.

Hand the lead over to another member of your team to tackle versus giving up on it. This would be for perceived valuable leads.

7. Lay down the law: you can't handle the truth

a. If someone fails to call you back leave a message that is straightforward:

"Hello Bob this is Merri-jo. I've been quite unsuccessful in making contact with you again. I know you are busy but am also not sure you are even getting my messages. Could you at least give me the courtesy of letting me know if you're interested in continuing our conversation by texting or leaving me a message. This way I won't be wasting both of our times. Thanks so much. Chat soon."

b. You can also go about finding a "mole" who helps you with leads and getting to some of the people you want to talk with. I have said "If I get them in I will put them underneath you."

c. Today with smart phones, you can leave a cute text. He found a picture of a guy who fell asleep with a baby goat. He sends this out to people he met and can't get through to with a note: "So Bill are you saying we are not a good match?" He has saved about 70 such pictures and uses them not infrequently in attempting to reconnect.

"Being relentlessly persistent can be fun if you are creative."

d. He also uses mailing campaigns that are also cute and funny. Get creative. Sent stress balls out (that he bought for nearly nothing on close out, with a note "Stressed out about losing money in a challenging economy?"

"If you don't have a vision and you're not relentlessly persistent, you will get results that reflect that."

Self-Scoring Belief Scale

Use this scale to monitor your level of conviction in the 6 core areas of Success and Leadership for your Mannatech Business. One of the most important ways to strengthen your belief in a given area is to use the affirmations given (or draft your own) and speak them numerous times every day. This scale is 1-10 with 1 being little belief and 10 being total belief.

1) PRODUCT

0 _____ 5 _____ 10

Affirmation: *The Mannatech products based on Real Food Technology are absolutely the best, most cutting-edge nutritional products available.. They are backed by solid scientific validation and everyone can benefit from them. Because of the benefits they provide, these products are a tremendous value. Our bodies deserve the highest quality we can give them...and that's Mannatech!*

2) COMPENSATION PLAN

0 _____ 5 _____ 10

Affirmation: *Mannatech offers the average person an incredibly lucrative income opportunity. The income and benefits of the All Star pack make it the best value for everyone and the compensation plan quickly and richly rewards both part-time and full-time associates.*

3) CORPORATE LEADERSHIP

0 _____ 5 _____ 10

Affirmation: *I have complete faith and confidence in Mannatech's owners and corporate leaders. They are visionaries who are transforming both the network marketing and the healthcare industry through social entrepreneurship, and integrative care.*

4) NETWORK MARKETING

0 _____ 5 _____ 10

Affirmation: *Network Marketing is the absolute best and most economical method for distributing the Mannatech products. It is a highly ethical industry that has proven its ability to help anyone achieve financial freedom-IF they are willing to do the work. I am proud to be a Network Marketer!*

5) PERSONAL SUCCESS

0 _____ 5 _____ 10

Affirmation: *I am on my way to creating a legacy of success in Mannatech. Not only am I ACHIEVING my vision, but I will far exceed it and positively impact the lives of many thousands and perhaps millions of people. My dreams are now coming true!*

6) LEADERSHIP ABILITY

0 _____ 5 _____ 10

Affirmation: *I can competently and confidently help others fulfill and exceed their dreams through Mannatech. New associates are extremely lucky to have me as a sponsor and upline coach. I'm growing in my leadership skills daily, excited to be enrolling new All Stars into my success team every Business Period.*