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Foreword

Many network marketers, even a few of the most successful, haven't truly thought through what they've done or ought to do. Instead, they've locked onto an incoherent mixture of bits they've heard or learned here and there. They've borrowed alleged success principles from other people, who in turn borrowed from yet other people, and so on.

They've taken on the simple parts and brushed aside the more difficult parts. We have to test every principle in the lab of life and come to our own conclusions. Or, we have to trust somebody who's already tested those principles, and not simply quoted from additional sources. Principles of truth don't simply arise out of "positive thinking" expressions but out of positive action.

Network Marketing Resolutions
How To Set Your Goals And Become The Top DIAMOND
This Year!

Chapter 1:

Commitment and Dedication

Synopsis

It's truly horrific to think that, even though we do the correct things with all of our power, we still may bomb.

Have A Good Look

I've come to the realization of failure because of 2 chief experiences. First of all, I've interviewed dozens of really successful marketers. A few hit it right off with their beginning attempt. It was the correct program for them, circumstances were correct, the platform was solid enough.

But a great number of these successful leaders had likewise been through many other programs before arriving at the correct combination. In a few programs they accomplished a little success. In others, none. But they were bright enough not to keep bashing their heads against the brick wall! They were confident that, regardless how committed and dedicated they were to average programs, they couldn't succeed like they wanted.

They sought something better. And continued looking till they discovered it.

The 2nd group holds those who hadn't been successful in marketing. They were yet struggling to accomplish any type of success.

Frequently, there were visible reasons why they hadn't succeeded - the company they represented was weakly, they had a deficiency of focus, personality issues, and family issues, no training, and so forth. However there was that one fundamental reason in each case. They had omitted the real secret to uniform success. In its place they had substituted a hodgepodge of positive-thinking mush.

A few were altogether committed and dedicated. Yet, that very commitment kept them romping in circles.

A few believed they were committed - but they were truly stubborn and couldn't, wouldn't, admit errors. After all, they were “thinking positively.”

A few confused their positive thinking with truth. “Ultimately, my positive thinking has to win out.

A few, for assorted reasons, trusted that simply because the plan was multi-level or network marketing, it (and they) had to win!

Frequently, a lot of these failures had tried to follow the grumblings of a “leader” who had bumbled into success for one reason or another. This “leader” came to trust that he had merited this success, not because of conditions or great fortune, but because of some inborn “mind power” inside himself.

It's genuine. A few marketers in a few programs have a great degree of success because of components outside of their control. It's not what they executed but what occurred. For example, they enrolled an acquaintance that did nothing but recruit one additional individual. That 2nd individual built a huge business. All the marketer then had to accomplish was to qualify for commissions, either by signing on relatives or bringing in deals. Or, let's provide him a little credit -- recruiting enough regular leads so he'd qualify for great commissions. But maybe 70, 80 or 90% of his revenue came from that one individual who came in more or less by chance event.

However that's the way that marketing occasionally works. In a few programs we simply need one "red-hot leader" on the 1st or 2nd level. And that's o.k. But what isn't o.k. is when we call ourselves "leaders" and rave about success secrets that had little to do with our growing. We were financially repaid mostly through fortunate occurrences instead of the unvarying application of principles. Leaders" of this sort frequently provide little credit to those who truly made them successful.

Maybe it's like an individual who purchases weekly lottery tickets. Let's suppose he wins big and gets to be a millionaire. Now, he travels and holds seminars on how his "brain power" and "positive thinking" and "success secrets" made him rich.

Is this implausible? Aren't there PC programs and pamphlets being sold on how to succeed at the lottery? Of course. Aren't there psychics willing to accept a bit of your money to tell you how to pick your lucky numbers?

So, fortune may play some part - maybe a big part - in someone's financial success. Not all is reasonable in this life. A few are born into impoverishment. A few into great riches. A few with impairments, others with grand mental and physical potential. And occasionally we swim against the wake other people leave behind them. Not only do we harvest what we sow, but frequently we must scramble out of the weeds that other people have sown.

Not all appears fair in marketing. Somebody might join the same company as you do, work it a couple of hours, pull in a few good individuals, and have it made! On the other hand, you may discover yourself working long and hard with individuals who have potential

but require a lot of direction and grooming. Consequently, it builds much more slowly for you. Your success isn't through merely one or two individuals, but through many.

Whatever is the case for you, be of great courage as –

- If you comprehend the power working within you and not just dedication and commitment, you'll reach the pinnacle of success for you! And you'll know it and love it!

Chapter 2:

Signing People On

Synopsis

“Success is an issue of fate. It's who you get that matters.”

“Simply enroll a lot of distributors. You'll get at least a couple of great ones that way.”

“Thrust the mud against the wall and see what sticks!”

“We'll construct your team for you!”

You've probably heard and viewed statements like these, promising a simple way to enroll associates. You've also probably seen marketing plans that propose ways that you are able to guarantee success for yourself and other people you bring in. When you've read their stuff, you maybe thought it was virtually out of the question for anybody to fail.

Is Enrollment The Key

A lot of years ago, when I was just beginning in marketing, I tried out a program that truly appeared to be a winner. It didn't cost anything to join. It had great and inexpensive sales aids. Inside a couple of months I had a team of several 100 distributors. And it garnered me \$4.00 in my greatest month!

200 distributors? Isn't that success? Nope. Your commission check is a much greater indication!

No enrolling system is going to do the whole job by itself – in a legitimate plan there's no income in simply recruiting individuals. Regardless how clever, how much PC designing and programming, or how stirring the compensation plan appears, these are no guarantee for certain success.

What is the most beneficial way to develop a firm marketing force?

Work with just a couple of key individuals at a time and help them to do the same.

Ah, but that sounds like it takes much patience and work. And so unstimulating. Couldn't you direct me to something cunning, some way where 100s will just rush to join me in my network? Perhaps some promotional idea, some direct mail, or auto dialing scheme or online system.

I don't know any such secret. But if you're willing, I can lead you to a recruiting scheme that helps you discover the correct individuals, one person at a time. And you will naturally discover these individuals

without pressure or fear of rejection. Zero forced. No thingamajigs. No hoopla. Just by attraction.

When I was learning the ropes in marketing, someone contacted me about a “guaranteed plan.” It simply could not fail to work. All I had to do is ante up my monthly dues and bring in a high profit. He was so convinced about this fresh idea that he was willing to ante up my first month's fee and sponsor individuals under me. I kept saying no, and he continued calling and writing me, pressing me to get in on this “ground level sure-fire opportunity.”

“The plan you are with,” he told me concernedly, “is old hat. You will make 10 times more with this fresh one in half the time.”

I decided to wear the “old hat” instead of going with the most recent beanie! How come? Because the plan I was working truly clicked with something inside of me.

Well, that little beanie of his soon pooped out and he traded that beanie for a different “latest greatest utterly guaranteed MLM concept.” It was much different from anything else, he said to me. A truly new wrinkle! No selling! Did not even have to enroll.

“Simply put in a couple of hundred dollars, and it will explode!” he assured.

It shortly exploded. That company was closed down by the US Attorney General; and 1000s of individuals like him lost much money.

What was the tip-off that told me it didn't stand a chance? The fact that I didn't have to work with distributors or establish a market for the product.

A few marketers may enroll dozens, even hundreds, of individuals through the motivation of greed. However when it comes to something reasonable and worthwhile, they shy away from getting involved. There's a very simple rationality for that. They don't have inner marketing working for them.

There are likewise many marketers who are not motivated by greed; they sincerely wish the best for themselves and other people. They'd love to establish a network based on the correct principles. Yet, they are very hesitant to talk to other people about their program. They find it very difficult to recruit.

When you discover this inner power, you will discover recruiting to be one of the most fun-filled experiences you've ever had. This mystery has taken me from being a very timid person who was afraid of talking to strangers, to a crusader who's ready to “share” my product and plan anytime!

Chapter 3:

Choose Your Plan Carefully

Synopsis

Someone sent me a series of letters, calling for my feeling on the “marketing plan” he was structuring for a fresh company. He had configured about twenty different ways to divide up the 50% approximately, trying out from 3 to 10 levels.

‘What do you believe is the most beneficial plan?’ he enquired.

“I have no clue,” I wrote. “Firstly, what you're outlining isn't a marketing plan. It's simply part of a compensation plan. A marketing plan allows for not only the payouts but likewise the product line, the leaders, the rivalry, and many additional factors. Without experiencing all of those factors, there's no way I may make a recommendation on how to divide the commissions.”

Know What Will Fly

A marketing plan includes a lot of ingredients much more crucial than the division of the commissions. All the same, a lot of marketers join a plan mostly on the foundation of the commission structure. A company comes out with a fresh wrinkle and a lot of marketers go wild!

Recently, you've probably seen some of the strangest - perhaps “uncanny” is the word - compensation plans in marketing. There are even ones that claim to be so changed that they don't call themselves multi-level or network marketing. Naturally, you still have to enroll distributors to earn the greater commissions. And you are able to develop a number of levels or generations of payout.

These “uncanny” plans often attract the unsuccessful marketer who believes that some marketing ace may plan some program which will assure their success. And the plan might look perfectly great as they play with the calculator.

However remember that any company has only a restricted sum of money to pay out if it's to survive. Because a marketing plan includes a lot of elements, frequently a challenging compensation plan is overcome by the potency of the product line or leadership. However what might look like a simple, sure-to-win compensation plan Can't overcome an imperfect product line and hapless leadership. In the long-term, the compensation plan by itself can't save the company.

Remember, as well -

- Remain wary of the marketing plan that “assures success.
- You're not going to win just because the percentages look so good.
- You're not going to win simply because you're among the first to recognize the might of the fresh wrinkle!

Network marketing works because individuals have different wants and goals.

- A lot of individuals get in simply to purchase wholesale.
- A few get in to make a couple of hundred bucks extra per month - they require a bit more income
- Some get in to develop big incomes.

To attempt to guarantee everyone the same level of success isn't an executable concept. As a matter of fact, the mathematics of network marketing makes equality of achievement out of the question.

A marketing plan should be fair in its payoffs and sensible in its concepts. It shouldn't favor the “early birds” greatly over those who come in a bit later. “Join now and sign your downline or upline before other people do” is almost always a sign that the doctrine behind the plan is fallible.

The might of inner marketing goes beyond the compensation design. As a matter of fact, once you grip this secret and what it means, you'll be able to easily estimate the workability of any marketing or compensation plan very swiftly and precisely. You'll be able to heighten your chances of joining a company with a solid potential of long life and reasonable profits.

For example, I know a couple who have become ultra- successful with one of America s oldest networking companies. Now, a lot of us more forward-looking networkers may not consider such an old compensation plan very energizing. It's slow growth. However they looked beyond the percentages.

The company's image and product line were the firmest assets of the marketing plan to them. They sensed they could best help many individuals through those assets. And over the years that plan has worked well for them.

Chapter 4:

The Secret Of Emotions

Synopsis

We as marketers frequently make one basic error. This error weakens everything we do to market our program. It detracts the vigor in our speech, the passion in our one-to-one presentations, and it drives us to attempt just about anything that comes along and assures us success. We presume that getting the facts to the lead is sufficient to produce a commitment.

Get The Fire

That's the way I first went about network marketing - like a defense lawyer defending my plan and like a prosecutor in trashing others positions.

I recognized the facts. I presented the facts. I championed the facts. However I didn't bring in a great deal of revenue! It took time and trial and error - but now I'm learning to utilize the heftiest secret to success in marketing.

For a while I've tried to bring my plan or product together with a lead. Marketing was something away from me, something I said and did.

No longer.

Yeah, I believe in the mightiness of facts. These serve as a much-required foundation. But individuals rarely decide to join your plan or purchase your product entirely on the basis of facts. They join or purchase because of the emotional aura you've produced.

The emotional aura is the reactor. It's "body language" - what you convey with your face, your grin, the quality of your voice, the position of your body.

Yet, the emotional aura goes beyond all that. It's likewise what you communicate with your heart.

You've got to believe in what you're doing. You have to feel that you're doing much more than building a business for yourselves. Feel that

you're also contributing to a bigger objective, that of helping individuals to ease some of the hurt of the world.

That sort of philosophy brings about emotional power! That power goes beyond mere strategies and self-produced enthusiasm. It really generates natural enthusiasm.

This sort of attitude is much different than simple selling of a product. A salesman who drives a Lincoln may make a living selling Cadillacs! He himself isn't a user of the product and hasn't experienced life-changing Advantages from what he sells.

This type of marketing doesn't come from positive thinking. It derives from transformed thinking! A life has been altered for the better; that life successively touches the lives of other people. Such a life has limitless power to transform the thinking of a lot of other people.

Maybe this is why the health, nutrition and weight-loss plans have consistently made up most of the leaders in marketing. Individuals go through dramatic personal benefits and then they by nature wish to share those with other people.

The health and nutrition fields aren't the only ones to achieve success. More and more product lines and services are now making grand impacts on individuals, both from the Advantages they offer to the financial opportunities they render.

Understand this -You need to have a life-enhancing product or service, and the price for this has to be reasonable. This is essential to produce the lasting power of great marketing.

Chapter 5:

Heart And Mind

Synopsis

A lot of individuals are utterly fearful of emotional power. All the same, irresistibly they're drawn to it. As spectators, that power repulses them and they hold themselves distant from it. But when it engulfs them, there's no restraining. They feel a fresh freedom.

Yet, emotional might must be the servant of intellect.

Put It Together

One cause why a few become marketing junkies, bounding from one company to another, is the taste they've gotten of this emotional mightiness. Their current program doesn't seem stimulating enough when they hear or read about a brand-new company with a few fresh concepts.

So, they continue searching, having touched the fire of emotional bond but not having grasped it with both hands and hugged it to their bodies. They believe that simply a touch is enough to lead them to success. They want more reciprocally than they're willing to give out.

It's only if you're able to give something from your deeper self that you'll have inner power. The closer you are to truth, the more power you'll generate. You won't even consider it; it will begin gurgling out like a spring in the desert. You and your "program" begin becoming one.

A few individuals are not mature enough for such an emotional bond. They're not big enough to receive such power. A few companies are not large enough to let such an attachment develop in its marketers.

However when you have an individual who's capable of absorbing the emotion of a good product line and program, you'll see power begin to develop.

If you're such an individual and that happens to you, other people will sense this emotional aura surrounding you. You'll no longer find any issue in sharing what you have with other people. Nor will you run out of contacts.

You won't require any artificial means to find leads. You'll pull in prospective associates to you with your warmth, conviction and instinctive enthusiasm, all of which flow from the essence of your being. None of these have to be unnaturally produced.

Its fun when you really feel that you're not promoting anything - you're merely being yourself.

When that occurs, you'll be overjoyed just as I was when it happened to me. You'll be better able to make out the difference the gimmicks and the principles in marketing. When you encounter the latest craze in marketing plans, you'll see beyond that contrived means to create exhilaration. You'll be able to have a look at the program in its entirety instead of be persuaded by the percentages which, to those seeking shortcuts, assure success.

If you have an imperfect or absent sponsor, you'll discover ways to achieve your goals despite that handicap. If you're considering a fresh program, you'll be able to better sense your sponsor's emotional allegiance to that company, and therefore his future commitment to your success.

Exuberance...commitment...dedication...professionalism - all will begin coming to you without much witting effort on your part. You'll grow your business as naturally and beautifully as the earth, rain and sunlight grow a tall redwood from a little seed.

Wrapping Up

The basic reason any lead chooses to buy your products or services or join your business is because of effective marketing. The marketing process begins at the very beginning and continues forever!

Use the information in this book to get on the road to your success today!