

PI Marketing
MLM Done Right

MLM UNLEASHED and UNVEILED



WRITTEN BY Gary and Viktoria Affron

The following information is a blueprint that you can use to succeed **BEYOND YOUR DREAMS** by applying the principals contained in this E-Book.

This E-Book is presented to you by

Gary and Viktoria Affron

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This is the E-Book that the big earners and gurus did not want to see **YOU** get your hands on, **EVER!**

In putting this material and content together, we included proven methods we have personally used, the exact same method we used to **ACHIEVE** Emerald Master Directors

in 180 Days!
You can and May, Achieve even more



“Dont Let Fear stop you
From a Life Most simply Dream About”

Take Action

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In the world of MLM, sadly more do not succeed than do, and yet it just doesn't have to be that way. Direct selling is a learned skill. When I started, I was introverted, shy, and had few sales skills at all.

When I took my first job in sales, I was given no training and succeeded only because I was too stubborn to fail! I started door-to-door, as hard as gets out there. I was selling cable TV, hanging fliers, knocking on doors with a mouse tap, really soft, hoping for no answer, letting the flier do all the work!

The result: No answer = No sale. When I talked to someone = Sale. By the time I had knocked on 50 doors, I made sure if someone was home they heard me knock!

Now, there is a point to all this. Talking with people is where our sales come from. So, we must master communication skills using phrases that reach core hot-buttons and learn to ask more questions rather than leading with our HHH[opportunity](#)HHH which is definitely a big mistake.

Can you pick up that 35-lb. phone? Do you call leads? Cold leads?

In the next chapter we want to share a method that is both effective and amazing. As far as I know this is one method that no one is using outside of Viktoria and me and the members of our team.

Converting A Cold Lead Into A Warm Lead

Today, as I was sitting drinking my very first cup of coffee, half listening to the news, and chatting with Viktoria, an amazing revelation struck me like a bolt of lightning, KABOOM! (this seems to happen to me once in awhile). How many new people and seasoned veterans alike attempt to call leads, usually purchased leads that were bought somewhere (dirty, secret leads) and most were told, “Yep! Under 30 days old!” Yada Yada. Well maybe they have only had them for 30 days, but most likely they are closer to 6 months to a year in truth!

Still, leads are our lifeblood. There are 3 types of leads; cold, lukewarm, and warm. Today our revelation is ***How To Turn A Cold Lead Into A Lukewarm Lead That Will Be Responsive To Your Promotion!*** If you master this technique you will never struggle again, nada...no more...period, assuming you have at least fair or good phone skills.

The company we promote has an excellent newsletter which we often forward to contacts and with great response, but lately I have begun to use a variation of this method. I took a recent leads list which contains all the needed information and started emailing out the newsletter to cold leads which is not effective in and of itself.

I am quite sure that most delete it as with most mail they receive that they aren't familiar with. Now here is where the rubber meets the road! A couple of days later, I call and say something like this. “Hi Mr. Brown, this is Gary and Viktoria. The reason I am calling is I sent you a very urgent newsletter concerning the toxins in your area and how they affect you! Did you happen to receive it? Oh you didn't! I can resend it, no problem.

Mr. Brown, can you verify that email address for me to make sure I have the correct one?" (repeat as you write it down). "One more thing Mr. Brown. Would it be ok to call you back in a few days to make sure you received it ok?"

This is the foundation for permission marketing! I almost never get a no! They now know our name. We gave them something of value. We now have a door open to creating a relationship. We have just created a warm lead from a cold lead.

Now, we only send as many as we can contact. Normally this is about 50 to 75!

These are simple steps to thinking outside the box and achieving results.

Realize you may have to vary your calls to fit your company/product but the results should be similar.

The next several chapters will discuss closing methods that work.

Are You & Your Downline Duplicatable?

Once you sign someone up one of the most difficult tasks to do is to get that signup to duplicate your efforts. Sure, you want all your down-line members to be “go-getters”, but you also want to ensure that they’re not doing something stupid that’s going to cost them a lot of money and then they drop out.

If I’ve learned one thing in my 18 years of networking, it is that unless EVERYONE is saying and doing the same thing to recruit others, your chance of success is greatly reduced. That doesn’t mean that you want a bunch of “clones” or that you have to develop some sort of “cult-like” atmosphere, but what it does mean is this – everyone needs to know EXACTLY what to do to recruit and maintain their down-line. When you buy a McDonalds franchise you get a handbook. This is the “Hamburger Bible”. If you alter it and fail, it’s your own fault.

You’d think that this simple concept would apply to networking too. Well it does. But, unfortunately, many people today don’t treat their MLM business with the same dedication as those franchise owners.

Why? I think it’s because of the amount of money it takes to get involved in MLM today. Most companies have lowered their start-up costs to less than \$150. Some even have a FREE start-up kit. Could you imagine going into a McDonalds tomorrow and hearing the owner/manager say, “Yea, I just ordered their free start-up kit and here I am!”

MLM is an “*easy come, easy go*” business. The amount of money that it takes to get into a program determines the quality of person you get—at least most of the time this is true.

Plus, how much knowledge and training do you really expect to get for FREE anyway? You’re right, *you get what you pay for* is still true in the MLM industry also.

The best way to get your group to duplicate your efforts is to give them a training manual or training tape. You should never assume that your down-line knows how to get started and knows what to do. Most of your new recruits will barely know how to fill out an order form correctly; don't assume that they know how to sponsor 10 people a month!

I always like to send out some sort of starter kit to all my new recruits which includes a copy of my book "Turn Coal into Diamonds!" In Any MLM" which contains 20 chapters of useful "How To" information. Plus, I send them sample ads, self-mailers, postcards and an order form to buy some from me. And, I also include a 30-minute training tape where I SPECIFICALLY go over how to order and how to recruit people.

I teach that:

***If you know how to order and how to recruit one person,
you now have the knowledge to sponsor 1,000 people!***

Just add time!

Remember, if you have some sort of "special" way of recruiting your down-line (like your very own storefront, magazine or Internet) you must be able to teach your down-line that you recruit using your method to go out and do the same thing you are.

I once knew a guy who had a catalog and card deck that he owned. He ran his own ads to recruit his down-line in these publications at his cost. And when his down-line called him to find out how to go out and sponsor people he told them to buy an ad from him for \$1200! As you can imagine very few people could afford that and he set himself up for failure from the beginning.

So, regardless of your "niche" or special technique of sponsoring people,

unless you have a *Duplicatable* system set up for your ENTIRE down-line you won't be making the kind of money you should with your group!

“What You May Not Know About Growing A Successful Business?”

and...

“How You Can Finally Get Your Home-Based Business Off the Ground?”

***BUT DESPITE ALL THE HALF-TRUTHS AND MIS-DIRECTION,
THIS IS STILL THE BEST INDUSTRY IN THE WORLD FOR AN
AVERAGE, EVERY DAY PERSON***

The Secrets

Ask yourself these questions:

1. **Do you** believe it should take years and years to create a realistic,
2. solid six figure residual income from home?
3. **Are you willing to put forth honest effort to grow a business,**
4. **but you'd be thrilled to find out how to make more money**
5. **with less time on your part (truly an advantage of ownership**
6. **and residual income)?**
7. **Do you realize that most of the training and opportunities**
8. **“out there”, even provided by the very same companies, are**
9. **bogus when it comes to results?**
10. **Do you realize that all the product and compensation knowledge**
11. **in the world just isn't showing up as dollar signs in the bank?**
12. **Do you honestly believe the top money earners in this industry**
13. **started by making a list of their friends and family, using**
14. **3-way calls to their up-line or waited for “spill-over” to happen?**

We almost forgot our favorite...

15. Have you figured out that if “*duplication*” worked, every

16. one in the world would be an Amway distributor and

17. you wouldn't need any help?



SECRET # 1

The So-Called “Gurus” Will Never Tell You The Truth About How They Made It To The Top.

Look, we are not saying they won't inspire you, encourage you and even do what they can to help you sometimes, but most of the time ...they won't teach you how to build your business the EXACT same way they built theirs. Why?

Two reasons:

1. They came into this business from another company and already
2. had their “list of clients” or a down-line they just switched
3. over. This happens ALL THE TIME. Open any of those
4. company-specific magazines and you'll see exactly what
5. we're talking about. Out of nowhere this person just
6. appears with their picture at the top of the list. Do you
7. have a down-line already of thousands of people? NO?
8. Well then that strategy won't work for you.

9. **They are absolutely TERRIFIED to teach you what they**
10. **really did to grow their business, because it would expose**
11. **the fact that they are using YOU to line their pockets.**
12. **What you are being taught is gardener or maid's work**
13. **marketing that puts money in *their* wallets ...but *not yours*.**
14. **If you got wise, they wouldn't have their happy**
15. **little worker-bee putting them in profit every month.**

Sound familiar?

WANT PROOF?

Ask any “Top Income Earner” who they used for 3-way calls when they got started.

...do you honestly think that they called their CEO with every new prospect they had?

You know, what we find even more amazing is that some of these “Up-line Gurus” will even be kind enough to share SOME of what they MIGHT have actually used successfully in the past, but ...ONLY for a price, usually \$27 - \$97 dollars a pop. Now, go figure. *If you are in a networking business and these people are in your up-line, why would they need to charge you for help?*

Don't they make enough money on your down-line?

Here's what we mean. Some of these so-called “Gurus” say they will give you access to banners, flyers, brochures, videos, audios etc. Then you just distribute them and sit back and wait for it to happen. What ...you never received them? Are you still waiting?

Were you told years ago that all you have to do is find someone who is getting what you want, do exactly what they do and you'll get the same results. Someone apparently forgot the fine print. We were told that very same thing, now we know better.

The point is that these techniques can work ...SOMETIMES. But you had better understand that they are based on long-term results and will cost a small FORTUNE to generate very slow results. Now, if you can spend a bunch of money now ...and wait over the long haul 5-10 years for a return, then go ahead, get out there and plunk down your money and wait.

We don't know about you, but if we had that kind of PATIENCE we would have been doctors instead. (The average education of a doctor spans 8 years). Anyway, this brings us to our next revelation...



Don't PANIC IT DOESN'T HAVE Anything to
do with the book, I just like the Picture!

The Secrets – Continued

SECRET #2

Most Techniques Taught In The Networking Industry

Absolutely Do Work, Over and Over and Over Again

...But Not For YOU.

Okay, that statement doesn't make any sense does it? Well, let us explain. You see most of these techniques are not designed for YOUR benefit. They're designed to "sound" easy and taught because they work very well for the company and the so-called "Gurus" who inevitably end up trying to sell you on how to better your chances at Success.

Think about it. Using 3-way calls to your up-line and bringing people to a meeting so they can listen to a TOP line speaker does what for you and your credibility? Nothing. In fact, it makes you look like a "hunter" and only serves to elevate the person who is on stage. Who are you in this for anyway?

Here's the trick.

These techniques are called "Positioning" and are taught primarily so the "Guru" no longer has to prospect. He doesn't want to do the maid's work either. That's why he hands the job to you (thanks). Even worse, they have you prospecting the only people you're qualified to as a beginning marketer, someone who may trust your judgment and influence, your warm market. **But once you've gone through them, then what?**

What are you going to do when your warm market runs out?

Have more children and wait 18 years until they are old enough to recruit?

Sounds silly but, seriously, they have you turn over your loved ones and business associates and they have you do it quick too. Do you want to know why?

The reason they encourage you to make your list of friends and family so quickly is because they know full well, that there is a big failure rate in this business and, more than likely, you won't be around in 6 months, so you become the "little worker-bee" until you drop out and then they end up with your warm market in the process. Not a very pretty picture, but true.

Now, before you start thinking of revenge and ways to get back at the animal who recruited you, remember that they are just doing what was taught to them. Plus, they're more than likely not high enough "Up" to know any better. They're just trying to do their "little busy-bee" best to make a few extra bucks just like you ...Kind of sounds like the blind leading the blind doesn't it? Well, not really because your company wins big in the end, so do the so-called "Gurus". The saddest thing is that they know it.

***BUT DESPITE ALL THE HALF-TRUTHS AND
MIS-DIRECTION,
THIS IS STILL THE BEST INDUSTRY IN THE WORLD FOR AN
AVERAGE,***

***EVERY DAY PERSON LIKE YOU AND ME TO CREATE
A SIX-FIGURE INCOME.***

You just have to find someone who is willing to tell you the truth and teach you what you need to know to become a true master in learning the “How To’s” of marketing. **So you never need to be any ones “little worker-bee” ever again. We would bet you are asking...**

Why are we any different and how can you believe it?

Great question. We’ll get to that in a moment, but we would bet you’ve never had someone explain things like this before, right?



**Don't let fear stop you from
Achieving what most only dream about**

*The Secrets – Continued***SECRET #3**

Knowing Everything About Your Products, Services And Opportunities...Even Being Able To Explain Those Tricky Compensation Plans (a trick I still can't do very well)

Isn't Enough...NOT EVEN CLOSE.

Like it or not, knowing all there is to know about your products, why it beats the pants off your competition, why it is so affordable, how it can help millions of people, explaining the market need and even making those confusing compensation plans sound like basic 'arithmetic is not what making \$100,000 per year is all about!

It's about Marketing. Any business, retail, wholesale, service-oriented, or even a Technology business is about Marketing. It's just like fishing. Now, when we go fishing, we go nuts. I mean we buy every bait, lure, tackle box, electronic fish finder, rod, reel and lure money can buy. It would drive us crazy to show up at the lake, "loaded with goodies", and watch a REAL fisherman beat our pants off with a worm tied to a stick. But, it taught us a very valuable lesson...one we paid for in cash. You have to know what the fish want and where to find them ...PERIOD.

Having a business, any business is exactly the same thing. You **ABSOLUTELY MUST** have a continuous stream of new clients, customers and associates. Now, you can beat your head against the wall and deny it (this was us for a really long time) or you can accept it and begin to make more money than you ever thought possible.

Now, this is not a pitch for those crazy \$5-\$7 double opt-in, chocolate covered, cherry-sprinkled website leads programs. Please don't go spending yourselves out of house and home on these crazy things.

This is about prospects, tons of them, and how to create a steady flow of them, thousands of them, all the way to the bank. But first you must become a master in marketing.

We've had, and still have, many friends in the business that are master's of marketing and we've watched very intently to see how it's done. Anyway, we've watched some chew up that "warm market" so many times we don't know how they found more. We remember several companies, too many to count.

Many companies along the way went belly-up, except for Amway who was rumored to be trying to change their brand name to Quik-Star, and some just kind of fizzled out. We've always loved the network-marketing concept, still do, and thought it was the best way to create residual wealth.

We've both worked in the military, marketing, sales, advertising, telecommunications, legal, public relations, ours and others' businesses ...you name it, we've been there.

We finally figured out that isn't the product or service that makes the man or woman; it's the man or woman's understanding of

marketing that makes the product or service. Along the way we've discovered that we really love people a lot and that helping them reach their goals too actually brings us more success and is very rewarding.

In fact, in our opinion, as the saying goes, "It is better to give than to receive". We have found that the more you give, the more you get. We don't even worry anymore about getting our share because it happens all by itself. Which brings us to another gift for you.

*The Secrets – Continued***SECRET #4**

It takes 3 SIMPLE KEY INGREDIENTS to Really Make it Happen.

3 Simple KEY INGREDIENTS...

1. ***You must be willing to learn.*** You have to be teachable. You remember
 2. **back in school, the people you couldn't stand to be around, the**
 3. **ones that really drove you crazy; were the ones who thought**
 4. **the sun shined on their heads only and we were left to scramble**
 5. **for the left-over's? We can't stand these kinds of people and**
 6. **what we've have found is that, unless a fortune has been given**
 7. **to you, these types people will fail miserably over and over again.**
 8. **What we found is that this type of person is found in every station in life. We've met people who didn't have 2 nickels to rub together but, they still think they have it all figure out. IF YOU REALLY WANT SUCCESS, ALWAYS ...BE A STUDENT. The most incredibly**
 9. **wealthy people we have ever met will still stop and listen if you say, "Hey, do you want to learn about something we found out?"**
2. ***You must have a BIG, BIG reason why you want the Success.*** In our
 3. **case, we wanted to be able to work from home and be retired at the same time. Also, as newlyweds in our fifties, we wanted to build something that was our very own. For some of you it might be for the kids, grandkids, for more free time, travel...whatever but it has**

4. to be a **BURNING DESIRE**.
3. *You must be willing to put forth an effort,*
4. **REALLY PUT OUT AN EFFORT.** Look, you can make so
5. much money part-time you'll need the rest of your time to
6. figure out how to spend it but, if you can't make a **FOCUSED**
7. effort then forget it. Let me save you Headaches ...**GO BUY A LOTTERY TICKET.** (Just remember, most people who do win the lottery end up financially in worse shape than before).

We have to be honest, most people, are lazy ...moss growing under the feet lazy. We mean this country has become the land of opportunity to make someone else **RICH**, in fact, **IF YOU DON'T TAKE ACTION FOR YOURSELVES, YOU WILL ALWAYS BE TAKING ACTION FOR SOMEONE ELSE.** Please don't confuse this with what we said earlier, "It is better to give than to receive." But don't toss away your fair share either.

Even with these 3 key ingredients, you need one last thing ...**you need the activator** (remember back to science class).

We know it sounds like an English lesson. You have to do this except after this ...except when and if this happens but here's the thing. You have to find someone who will show you, if you have the **3 KEY INGREDIENTS** ...how to buy leads (until you learn an even better technique, but it costs more money so use only your profits), the right lead for your product, service or opportunity.

You need someone who will show you how to **identify** your **PERFECT TARGET MARKET.** Then you need someone who will show you

what to say, how to say it and how to show others how to do it.

The real secret is to find someone who will help you for your benefit first and foremost, (remember they should want to give more than they want to receive).

We also have a true love and passion for this industry, networking/home business. You must absolutely love helping others. Anyway, after a lot of trial and error we've learned ...marketing is the key. In fact, once we got it down (yes, after more failures than we care to discuss) we were earning a great income.

*The Secrets – Continued***SECRET #5*****DON'T SPEND YOURSELF RIGHT OUT OF BUSINESS!!!!***

You see, we are statistical people (probably the reason we both like football so much) and we found out, by watching others drop like rocks, that you have to watch what you spend your money on and how much money you spend.

You see, we're not very excitable, we are very analytical and one thing we noticed right away was that most people who get involved with a home business (especially in the network industry) get this crazy "glazed" look in their eye at every event or company activity almost like it were a religious experience. Folks, remember this ...IT IS ALL BUSINESS AND YOUR PRODUCT/SERVICE NO MATTER HOW GOOD IT IS, PROBABLY WON'T CHANGE THE WORLD.

Even more important PROFIT, PROFIT, PROFIT...THAT FOLKS IS THE BOTTOM LINE. Don't buy expensive leads until you are skilled enough to use them. Don't run expensive ads until a cheap one gets results first. We're not saying it doesn't take money to make money and that one must spend a few bucks here and there to get some return, but don't put the family on the street in the meantime. Be economical and frugal...do things on a small scale and when you start seeing positive results, then take action on a larger scale.

The only exception to this rule is ALWAYS, ALWAYS invest in yourself and your own personal development, this is the best money you can spend. One thing we have always done is to use PROFITS to grow our businesses. And here's the best one we saved for last ...YOU ONLY HAVE SO MUCH TIME so don't focus on big time-consuming techniques or systems that promise to do all the

work for you.

One last thing before we go, and we're sure we'll talk later, but leave your warm market alone, suck up all the free meals you can get and take that money that you would have spent on food and invest it into learning about the "How To's" of marketing.

Above all remember that success cannot be bought, it has to be "earned".

The Missing "A" of Marketing...

As we sit here waiting on the big Super Bowl game tonight, a thought crossed my mind, the winning team will have a plan of ACTION ...and will have implemented it better than the team that loses that game.

It will have nothing to do with who has more talent, who worked harder, or who spent more time watching film or other intangibles. Those will factor in, but the outcome will be determined by the plan of action; putting the plan into actual doing better than the opposing team. The team with the most skill and talent doesn't always win.

How does this principal apply to you and your team?

It will completely determine your success! You can have all the necessary ingredients such as desire, belief, marketing system, have no action ...the end result will always be the same!

A lack of action comes solely from fear, lack of belief or even negativity from those around you. Action is creating a "Take the Bull By the Horns" attitude. The "I see any obstacle as a challenge", go around the wall ...go over the wall; don't stop in front of it, if you do it will be as far as you go! An amazing fact applies to networkers as well as it does the PGA (Professional Golf Association), the difference between the top Money earner and the very bottom is .4 strokes per hole! A difference so small it's practically non-existent. The difference between those who

achieve their dreams in networking and those who fail ...is action!
 They won't allow anything to get in their way. They see their
 check as what it will, be not what they received this week.

We often hear marketers give reasons for why they have failed
 that are most often invalid that it just makes me shake my head in disbelief.

We hear things like "My sponsor doesn't put people under me or
 help me". Is it your business or your sponsors? We keep talking
 with those we know ...but they don't seem to be interested. When
 you share ...do you share how it will benefit the other person, or do
 you have dollar signs in your eyes? Sharing the benefits creates a
 cause and effect. Learn true relationship marketing and you
 will succeed. Approach people with a "Me first" attitude
 ...and your sign up rate and duplication rate will show quickly
 in the negative!

*Action is the catalyst that glues all of the basics together.
 It is the .4 strokes per hole difference from top to bottom difference,
 for us networkers.*

We never cared how much help we had from sponsors above us,
 it's "OUR" business! We just work the business with diligence,
 until we get it where we set the bar. Our only "warm market"
 we have we created. Only one person we have personally known
 ...have we sponsored in the last few years. That's never been a
 criteria for success. The only criteria for success is action, belief,
 and our company! That person had that!

Many great leaders have had "huge" success with products and
 services that didn't even work or ...worked moderately at best.
 They didn't have great marketing tools, a standout product
 or even a company that supported them yet they all had a plan
 of action and still they implemented it!

You have a gift of an amazing product, marketing tools
 that dazzle, a company that wants you to have it all! Will
 you take the .4 difference and apply it to your business?
 If you do, 2009 will change your life forever! Action will
 always be the glue that holds it all together! It can't be said

enough, action, action and more action! Don't let it be your missing "A" for success! We would challenge each of you drink from the cup, filled with vitamin "A" ...like our body, marketing doesn't work without the essential ingredients! Like our hearts needing magnesium and potassium, or they cease working! Marketing requires action! Don't have a marketing "heart attack" ...give yourself and your business the missing ingredient!

Missing an element of success? The answer is here:

This is the absolute most important ingredient for success you must possess or failure is assured! That is a burning desire. Without it you will only achieve average, at best, results. With it you can overcome fear, obstacles, lack of time, money, knowledge, and most any walls you run into.

If you want it bad enough, you will do everything it takes! If not, you have a hobby at best. You will treat a business as a business, and not a game. It doesn't matter if the effort is part time if it is productive with a real purpose. Learn all that is relevant about your niche or area of interest.

I used to teach my salespeople 20 years ago, if you want to make \$1,000 per week it took a \$1,000 effort. Most won't make the effort simply because they can't envision themselves making that amount of money.

They have adjusted their lives to a comfort zone.

Most of my salespeople, if they were used to making \$350 per week, would simply work hard until they achieved that amount

(usually in a day and a half) and I wouldn't see them again till the next week. Their comfort zone was reached. Until you achieve a goal, you don't know what it takes to achieve it! Once achieved, you know exactly how to reach that goal over and over again.

ELIMINATE the objection or a 90% closing rate?

I want to share with all of you what I believe is the No. 1 mistake made by most networkers today. Even well-seasoned veterans fail to make the grade with this! And the end result is a bunch of objections. They have to work at overcoming at the end of their pitch/presentation.

THERE IS A BETTER WAY....

ELIMINATE THE OBJECTION BEFORE IT EVER COMES UP!

How? Well it starts first with your ears, ask the right questions, and the more you ask the better. The bible states "ask and you shall receive" apply the principal no matter what you believe personally. Your prospect will tell you their hot button issues, if only you ask and then listen.

Now Then This is The Mere Beginning of the Principal...

My Order of the Close (Seal the Deal)

1. Establish credibility first
2. Inform with the product stories (or service)
3. Give them a *reason to do the business* (not *your* reason, *their* reason)
4. Use yes answer only questions in your presentations
5. Create the thought and mindset in your prospect that they can

6. do this. They can envision you doing the business, but can
7. they see themselves being successful?
8. Start the close at the first buying signal.

Alright, now let's show how:

The main event is getting your prospects to see themselves doing what you are doing! If you fail to do so, guess what? Objection city! An objection is merely a statement that says you haven't convinced me "I can do this" or I need more information. One or the other most of the time! Most networkers use the "How would you like to make an extra \$500-\$2,000 per month part time?" pitch.

NO, NO, NO

We all have a yes to that but does not put the image of them (the prospect) being able to do that. What will?

How about:

"John, what exactly would you spend the extra \$500-\$1,000 or more on? A house payment? Car? Boat? Or do you have something different in mind?"

"John, I want you to look back 5 years ago, are you making more today, is your life any better today than back then? Are you still living check to check? Or do you have money left when all the bills are paid?"

"John, if you could have bought Microsoft at \$1 a share would you have had the vision to see it? Or had been in Steven Jobs garage that day he and a few friends decided to start Apple, would you have walked away thinking it was too much a risk?"

Well, today is another day. Opportunity is staring at you again. Will you see it for what it is?

Ok, realize that money is never the "real" issue. If we want

something bad enough we will figure out a way. Period.
Money is never a real objection.

As you learn to apply this method over and over it gets easier and smoother. Most networkers are happy with 10% sign up rates and feel like they are walking on air when they approach 25-30%.
Yet, for the last 4 months, Viktoria and I have exceeded 90% closing rate!
Can we maintain this rate? Who knows? It doesn't really matter! It matters if you, the reader, can approach those kinds of results for yourself.

Don't copy what doesn't work! Be willing to change what you are doing to achieve what you want from this industry! It can give you anything especially real freedom, if you apply yourself, and treat it as a business not a hobby!

The next section is about the three types of marketers.
Which one are you?

THE 3 A'S OF MARKETING

While this lesson was truly meant for each of us as an individual, it occurred to me that it really applies on 3 very different levels equally. The 3 A's are as follows:

PRO-ACTIVE, RE-ACTIVE, AND IN-ACTIVE

We all fall in one of these categories, and we can do just that in 3 very different ways; WE as in a company, WE as a team, or WE as an individual.

That being said, lets cover just how the 3 A's will enhance your business or create just the opposite effect. Understanding this principal will create success in ENDEAVOR.

PRO-ACTIVE

The ability and incite to view a vision of the future based on previous experience, general knowledge of human character, or the very rare incite to foresee the possibility of a potential issue and create a solution before it occurs. This is the absolute epitome of greatness in company, team, and individual. It is the stretching of our comfort circles in what ever that is for each of us. That is the essence of conquering our greatest fears which exist outside the comfort circle for each of us. It may be very different things. For myself, it was picking up the phone and calling. My wife, bless her heart, hounded me for months to do just that and I avoided it like a plague. You must understand fear before it can be conquered. Today the phone is most likely my strongest skill. We each have the ability to turn our weaknesses into our strengths given simply a choice to move our comfort circle wider and wider. Do you want to be one of those marketers that always seem to be on the top? Learn to be *pro-active*, the greatest skill we can ever achieve.

RE-ACTIVE

Re-active is the posture most marketers' teams and companies generally fall into

and in some ways even when we are generally proactive, we still are reactive to certain events. Re-active is an event we didn't foresee and simply respond to. We do this emotionally, physically, and sometimes has a direct impact on our business. When we get caught putting out small fires or explaining or justifying situations we accomplish several things, we become unfocused on our vision, we become focused on negatives, individuals and lose sight of what should be our true focus "BUILDING OUR BUSINESS". Some of the greatest builders I have known have always had one trait; they saw an issue and sought a solution, and had a "take the bull by the horns" attitude. The number one result of being reactive is YOUR business is being built or not built by an individual effort, and not a true team effort. Build a team, you build a family, relationships, stability, growth, consistency. Care about your team members' success. Rejoice in their successes and you will achieve success.

IN-ACTIVE

IN-ACTIVE is that state where none of want to reside. The weather is gloomy all the time and it is cold with no warm days. This is where our members are headed for better climates and all the while we blame this on "we shouldn't have recruited them, they weren't willing workers, or whatever excuse we want to use. Sponsor and recruiter are two vastly different concepts. Do you want to see amazing growth? Be a sponsor! Do you want to learn what inactive really means? Be a recruiter. The drop out will be amazing no matter what a life changing product we have. Sadly, what we find in many cases is individuals in this last A (in-active) haven't even taken the time to learn their business. They don't go to calls, bring guests or even take the time to learn to navigate their own site. Discouragement is their message.

Avoid in-active by communicating with your team, sharing testimonials.

Share what has been working for you and other members.

Set time for team calls, newsletters or ideas. And above all, share the product! The more you share the more you receive.

The more you put forth a team concept the greater your team will grow, duplicate, and create momentum. Money will only motivate people just so far. What will continue to motivate your team when they achieve a degree of success? Why, the answer is simple. A sense of

belonging to something extraordinary, a special family, a special product, a special company. Be someone special, with something very special! As you use this product, you will have your story as well as many others who have shared their story. That is what makes what we have extraordinary. We have a product that works and isn't built on hype. It affects lives for the better. This is the Holy Grail! **BE pro-active** and take it to the world. Learn your business, learn your site, and learn what you need to improve yourself. Stretch your comfort circle to its limits. Only fear can hold you back and fear can be easily beaten. It's simply an uncomfortable choice, but necessary for you to achieve all your dreams.

Before we move on lets see if you have the goods. Now, that's a bit rough isn't it? But lets be real!

***IF YOU DON'T WANT TO WORK IT LIKE A REAL BUSINESS,
WHY ARE YOU DOING IT?***

Social club? Waiting on your sponsor to do it for you? Fear stopping you?
Or maybe waiting for the right time to get started?

Lets talk about what it takes beyond learning your craft.

Here is the strange truth for us. We had no list and put only one person in our business that we know. So, if we can overcome that, what can you accomplish?

***THREE “MUST HAVE” ELEMENTS
THAT EVERY LARGE INCOME EARNER HAS IN COMMON***

- Passion
- Action
- Blueprint

Even if you possess little communication skills, are a poor closer and all the rest, you will still succeed beyond your dreams.

PASSION WILL DRIVE YOU

When you want it so bad you are driven by the business, it will cause action.

If you are solely driven by money you will most likely fail!

The best ever salesman I had working for me had almost no communication skills whatsoever.

I had to listen very closely to understand one of every two or three words he uttered. He spoke like he had marbles in his mouth, yet he was **always No. 1 every week**. He just worked harder and longer than the rest! First one out and last one in! It isn't the size, but the heart. You want it bad enough?

Find your **WHY** and you will have whatever it is you want.

NOW FOR SOME MORE MEAT AND POTATOES

Real World Marketing vs. Internet Marketing

In MLM, I strongly believe in one foot in each world, but strongly rooted in the real world most all Internet-only based MLM's only last a few years and then are gone. While there are some exceptions, it's the general rule of thumb!

***YOU MUST LEARN TO FAIL, BEFORE
YOU CAN SUCCEED IN MLM***

Is that a big one? Yes! Why? Because we learn from our mistakes.

We learn from what we didn't do right and once we learn how to do it

right we can repeat the process over and over again. What really changes

is we get better and better at what we do. We become experienced at resolving issues that come up and know exactly how to deal with them in a way that makes sense to our prospect.

Now, this is important!

Ask Questions – Receive Important HOT BUTTONS

The prospective member/distributor will always give you what is really

important to them if you ask the right questions! I often try to get a feel for exactly what's important but also engage in two other factors.

1. Self Examination

Permission Marketing

Learn these two factors and your closing rate will shoot through the roof.

(read the chapter on “Eliminate the Objection” again)

How do we prospect someone already in another Business?

Well, that's an easy question to answer because if they were happy in what they were doing why would they meet with you unless they are trying to RECRUIT you?

If not, then they are unhappy, but just don't want to say that. In a nut shell, here is how it's played out. Never attack their company. That only puts them in a **DEFENSIVE POSTURE**.

Instead, ask a series of questions that Result in self-examination. Like:

How long have you been with XYZ Company?

How many people do you currently have in your organization?

And "John, of that number how many are still on an active auto-ship?"

And of that number, John, how many are actively building a real business and bringing in new distributors?

You see, it forces your prospect to examine his or her business and give themselves a report card.

Work the hot buttons and the self-examine button, i.e., the "how well off were you five years ago compared to today?" *And* "Are you better off today then back then?"

***IF YOU CHANGE NOTHING AND CONTINUE WHAT YOU ARE DOING,
WHAT WILL CHANGE IN FIVE YEARS?***

Now you, the reader, ask yourself the same question!

Are you ready to change? Because change is an ingredient you have to do!

You need to leave fear behind the minute you wake up every day.

Stretch your comfort circles and determine each day what you will do to change your results.

How many prospects will you talk to today?

USE A MAGIC KEY!

HHH[Magickeyexamplehere](#)HHH

I must acknowledge this terminology came from **Mr. Ralph Flynn** who I am grateful to for freely giving to all. And also acknowledge **Mr. Cornelious Williams** who believed in me in the beginning and freely shared while using the method. I had never given it a title but every company uses brochures, videos, CDs or DVDs or other help aids by packaging some together and using them as a handout but.....

USE THE FOLLOWING METHOD:

“John, glad I ran into you. I have something I wanted you to see but I promised to give this to Jeff on Friday and it’s my last copy. Can you take a look at it? But I do need to get it back so Jeff can have it on Friday. So John, would it be ok if I call you at about 8:30 tomorrow so I can make arrangements to pick it back up?”

Notice we didn’t pitch a business or product or service! If we had, the walls would have gone up and most of what you would have said would have been on deaf ears!

However, because the prospect knows we will be calling back, it won’t be rolling around in the back seat of his car or stuck on the top of the refrigerator for weeks. He will look it over. People are audio-visual with full focus. When you call back it’s merely a determination of three things;

Are they a prospective customer,

are they a distributor, or

do they have no interest at all, period?

I rarely see the last one ever! Use or lose the rabbits, always hopping around here and there, never staying put and never building real income.

Viktoria has her version of this effect. She tells the story of the person who sets up shop downtown, sets his chair out in front of his store to greet his customers and a bit later he moves his chair down a few stores and chatting with their customers, then on to the next store, never staying in one place and never really creating a customer base. And it doesn't work that way for very long. It is the foundation for funnel marketing that is pouring more in at the top than falling out at the bottom.

PAY ATTENTION HERE

Do you want real income? Here is the greatest secret we can give you.

Help those you bring into your business zero out their expense and they will be with you forever as long as the product or service is a good one and the company is solid because now they can learn the business without the burden month after month with not seeing any progress.

If you don't take this approach, your auto-ships will start dropping and distributors become inactive. And folks, when an auto-ship drops, it almost never comes back; less than 5% ever get back on.

I believe we have lost two in the last six months in our entire group.

Can You see the difference?



Is A Picture Worth a 1000 words?
What Words would You use Here?

FEED THE DREAM

Send your organization motivational material on a regular basis!

Viktoria sends out motivational movies, articles and books on a regular basis, as well as creating emails and ad content for them to use. It is not for a lack of tools. Do you want to be that leader? Then Lead.

Do you want to walk the stage at convention time? Then set the example.

Someone once said to me “Gary, you and Viktoria sure were lucky to get that spot in your company!” And my reply was, “How do you believe that to be true?” First off, it really never was important where I fell in any company. If I wanted it to be a good earning position I still have to do what? **BUILD IT!**

The opportunity is always the same and has the same requirements. It has to be built and developed no matter who your upline is or isn't. It is you that is the one in the end that will make a choice to work the business or not! And part of that is to help others you bring in.

Disclaimer here: Not everyone will work their business. Your focus has to be on those who want it, not those who want to be part of a social club hoping you'll do it all for them!

DO NOT PLAY POLITICS OR GET INTO NEGATIVE GOSSIP

This is the CANCER of networking, avoid like the plague. When you have a

problem in your group, deal with it NOW! NEVER TALK NEGATIVE TO YOUR DOWNLINE. This will bring growth to a screeching halt and begin an unraveling effect.

Take the high ground in disputes.

Honesty, Transparency, Ethics

You do not need hype, blue smoke and mirrors approach to network. Let me share a common mistake most people make in their approach with prospects, they want the money to be so desirous that they exaggerate or magnify what most will make, or even can make! But here is what I learned a very long time ago. Back to my cable sales days, back in the 80's, I used to average over \$1,500 per week, a very great income back then, and as a sales manager I would give anyone a chance

to make it in our field, without regard to their background, and would train them for several days until I knew they could make a great income. And here is the end result: if that person was used to making \$300 per week, they would make that in the first day or two and I wouldn't see them again for the rest of the week! Why? Because they made enough to cover all their bills and had met their comfort zone. They couldn't envision \$1,000 per week or any other number, only what they had achieved and NOT BEYOND!

We all require change and until you make that decision, you won't change either. Decide to change and your income changes. Decide to actively build a business and you will!



GIVE 'EM A REASON

Often we find people try to recruit by doing their pitch, but FAIL to give the prospect a reason to do the business.

THEIR REASON NOT YOURS!

You have to learn what will motivate them to want to join you or go to a call or a meeting, whatever format your company uses.

So we want to share an extremely effective method we discovered, by accident, no less! We had been using an opt-in or landing page using the giveaway method of getting accurate information. See, by requiring a legit email name and phone number in order to receive the free gifts we eliminated phony information, but we took it a step further. I mentioned to Viktoria that we should apply a dollar value to the gifts. We were using our Top 40 downloads for business, plus an additional course in an E-Book that actually sold for \$2,000 until recently (another story for some other time). So we created an ad offering \$5,000 in free downloads and walla, we had an 800% increase in opt-ins with just a minor change. Then we took it a step further and started using an invite to an opportunity call. The effect? Instead of inviting 10 to get 1 to come we started getting 12-15 personal invites to a call. How amazing is it that that one minor tweak created that result?

The ad ran something like this:

Would you attend (1) 45-minute call to receive \$5,000 in free gifts?

Hide your credit card because it's not needed. We give you the first month's product free and free web site and much more..

It's been wildly effective and we have even used it for live meetings as well.

But the point is, give them a REASON. Inviting someone to attend a call or meeting or joining you is not a reason!

From December on we have had a wild run in an impossible to maintain forever closing rate. It has stayed above 90%. Now, I'm not saying that to get a pat on the back. I'm saying it to show you what you can achieve once you focus on doing the business of business!

We have signed people up on Christmas Eve (3 people) and on Christmas day they called us because we teach treating your business first and foremost as a legit business and not as a social club.

QUALIFY

Do you want a business full of tire kickers? Why bother? They won't create any income for you and least of all themselves and won't be there for very long anyway; especially the new people who become so desperate to put someone in their business if they had a pet with a social security number they would become a distributor. Don't laugh, its very true. They almost get to the begging point in their pitch. I would much rather see someone be slow and go after quality people than a *just anyone will do* approach.

Before I put someone in our business I tell them the McDonalds Story.

I will ask the person what a McDonalds costs for a franchise in their area. Then I will state, "you know, John, that that doesn't include the cost of the land or building right? And you still have attend hamburger college before you get to flip the first burger. Right, John? And John, you know a story I have never heard before? I have never heard any franchise owner ever say "You know Gary, I have been at this for four months now and I am just not making what I thought I would. I think I need to sell this and buy that Burger King up the road. They always seem so busy!" Nope John, I never heard that because they knew it would take awhile and were committed to just that and that's what we are asking of you! Make a commitment of 12 months and then at the end of those 12 months give yourself a report card. If you do that, I believe you will be very satisfied. If you can't, then maybe this isn't the right business for you. And its ok we can still be friends. You can still be a customer and we'll be glad to have you as just that. But if you want to do this as a business then we

need you to be committed to it.

DON'T BE AFRAID TO SAY JUST THAT!

Now if they do and down the road they haven't engaged yet you can do a reminder call about that commitment and remind them of the McDonalds story!

I want serious people who are committed to building a business, but still most of all let them know you sincerely have their interests at heart! And mean it.

All doctors study hard to become a doctor. Lawyers study hard and have to pass a bar exam to become a practicing lawyer. All professionals have to do the same, yet most all networkers fail to ever study anything relating to their business; no motivational material, no who has done it, no how-to material, and then they wonder why they aren't doing as well as they had first envisioned. The challenge for you is to change the cycle, change what you read, what you see, what you do and how you do it.

Pass this E-Book to your down-line make it required reading! Burn its concepts into their minds and watch your business come to life!

Real life. Real world. We truly believe the most solid organizations come from live meetings and presentations. Why? Because those less gifted can bring guests and build their business and therefore build yours if you have the ability to do live presentations. If you don't then recruit someone who does and team up together! Remember, most people are audio-visual and will retain much more of your message.

BE THE MESSENGER NOT THE MESSAGE!

That is the secret of the magic key. Let the tools do the work. Now, in that live presentation I use several unique methods. I use audience participation. I will call on several people and ask pointed questions like, “Who in here has ever failed in a home business? Raise your hand. And I will raise my own as well since we all have at one point or another!

I will point to several people and have them stand and ask them what they would spend an extra \$500-\$2,000 a month on. House payment? Car? Kids college? And get specific answers from around the room. The more participation the greater the excitement and the greater number who see your business as viable and something they can see themselves actually doing! Fail to get self-examination from the crowd and all you have is hype and that doesn't last.

Get them started fast! The first 24-48 hours is crucial to new distributors. They will never be more excited than they are than get as many magic keys in their hands as possible. Have them start on their contact list, do three-way calls, do whatever it takes to get them up and running fast. Getting someone re-energized is much harder than doing it right in the first place.

Understanding the Mind Set Of Your Prospect - Now that's a mouthful!

HERE'S THE DEAL

If you ask people if they want or need extra income, of course they'll all say they do! No one wants to live paycheck to paycheck; however, if you ask them to actually sell something, then walla! The fear button is pushed! (kind of like the easy button in the TV commercials) So, we need to use ***be the messenger not the message!*** Even in your presentations. If they can't envision themselves doing it, it will not happen, period!

KEEP IT SIMPLE

If your explanation is more complicated than a 5th grader's comprehension, including your comp plan, then most prospects will walk away in a daze with more questions than answers and you have a ton of objections and no new distributors or customers.

Use KISS!

Keep It Simple Stupid

Break down the comp plan to its easiest explanation, realistic projections and a blueprint of what it takes to achieve it.

Ok let's review.

3 rules:

Passion

Action

Blueprint



Ask questions for hot buttons to get the prospects to envision themselves doing the business:

Give them a reason

Remove the objection

Always be closing

Qualify

Those are the basics folks! Build with basics and you can and will have the business you have dreamed about. **If Viktoria and I can do this, each and every one of you can too.**



**ANYONE Can do this it's just a Choice
Treat it as a REAL Business
Learn all you can and Just Go build it!**

We all started as average everyday people no more gifted than anyone else.

That being said, you have the same opportunity and now have more knowledge than we had!

Now, here's a **Special Method** for you online folks. This method caused more than one heated discussion in our house and I was the one who was wrong.

(Hope she doesn't read this!)

Viktoria started joining and working social networking sites and pretty soon it was taking up all of her time and I couldn't see where it was helping or building "OUR Business". But four months later we put 47 people in two businesses in a single month. Now here is where the rubber meets the road, so to speak. We didn't work them as most do, the social sites I mean. Yes, we posted great content, comments did invites, and all the rest, but we took the additional step of asking for their phone number and asking permission to call them and we created a RELATIONSHIP! We also never led with an opportunity. We always waited until they opened the door with, "What do you do?" Now that they have asked, THE DOOR IS OPEN! No one else uses this method as far as I know and now you too know the method, so APPLY IT!

**'To get Something YOU have Never Had, YOU have to do
Something you have never Done'**

That Speaks Volumes doesn't it?

You have to change some things,

You have to do some things you

Are not yet accustomed to doing!



THE LIVE PRESENTATION

As we spoke about earlier, the live presentation in front of a large crowd or group. Use the interactive method without exception! **Call on individuals and ask questions like, “Who here tonight has ever failed in a home business?” and raise your hand as well – PARTICIPATE!**

Identify the problem and offer the solution. Ask, “How many have spent hundreds on a company up front and received your products and kit only to find you didn’t get the WOW effect you had expected?” So then you half-heartedly tried to sell the product off to get your investment back in from something you just didn’t believe in.

Sold by hype? Find something you believe in. If you don’t your heart wont be in it and others will have the perception of just that.

Find your .4 strokes-per-hole difference and we will see you at the top!

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Gary Affron

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**AND a special thanks to Shawna Smith for
her editing skills due to my poor grammar
and organizational skills.**

Paul Newman at 80 years of Age Said it Best

“I woke up and realized I had a Pulse

Therefore it’s going to be a Great Day”

Kind of puts things into perspective Doesn’t It?



Viktoria and I hope you the Reader, Gain

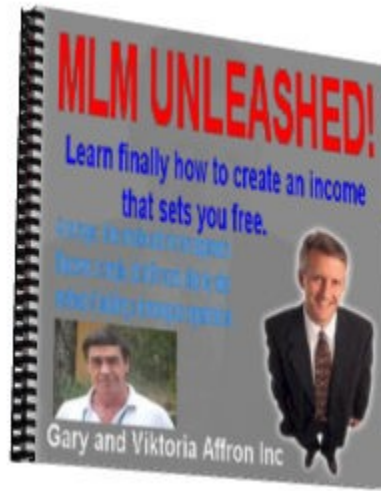
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