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## MODULE: **5**

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### MASTERING THE BASICS PART II





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IN THIS MODULE, RON AND JOE TALK ABOUT SOME OF THE BASIC PRINCIPLES OF NETWORK MARKETING. THE VIDEO STARTS OFF WITH A QUICK SUMMARY OF MODULE 4 – MASTERING THE BASICS PART I. MODULE 5 TAKES A LOOK AT FIVE MORE KEY ELEMENTS TO NETWORK MARKETING SUCCESS INCLUDING SIMPLICITY VERSUS COMPLEXITY, RECRUIT FOR RECRUIT, THE SMART START TECHNIQUE, TAP-ROOTING AND THE 30-DAY CYCLE.

FIRST DISCUSSED IS SIMPLICITY VERSUS COMPLEXITY AND HOW IT IS ESSENTIAL TO KEEP THINGS SIMPLE IN ORDER TO PERFECT IT AND TRAIN OTHERS TO DO THE SAME. SIMPLE THINGS CAN BE EASILY DUPLICATED WHILE UNNECESSARY COMPLEXITIES HOLD THE WHOLE BUSINESS BACK. RON ALSO REMINDS US THAT WE SHOULD DEDICATE AROUND EIGHTY PERCENT OF OUR TIME TO MONEY-MAKING ACTIVITIES AND BUILDING UP THE BUSINESS. AVOIDING THE INEFFICIENT ACTIVITIES IS ESSENTIAL. JOE GIVES THE EXAMPLE OF BLOGGING AS AN INEFFICIENT WAY TO ADD VALUE TO A NETWORK MARKETING BUSINESS. RON CONCLUDES THAT SIMPLICITY APPEALS TO THE MASSES AND MAKES IT EASIER TO MULTIPLY YOUR EFFORTS.

THE SECOND PART OF THE VIDEO DISCUSSES THE RECRUIT FOR RECRUIT CONCEPT AND THE DIFFERENCES BETWEEN RECRUITING SOMEONE AND SPONSORING THEM. PEOPLE LEARN THROUGH ACTION AND FROM THE EXPERIENCE OF THEMSELVES AND OTHERS. HERE, RON AND JOE EMPHASISE THE IMPORTANCE OF SHOWING



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PEOPLE HOW THE BUSINESS WORKS AND HOW IT IS DONE RATHER THAN JUST TELLING THEM WHAT TO DO.

THE THIRD PART DISCUSSES THE SMART START STRATEGY. THIS IS WHERE THE TIME IS SAVED, SINCE YOU WILL BE LEARNING FROM THOSE WHO ALREADY HAVE YEARS OF EXPERIENCE IN THE BUSINESS. EFFECTIVELY, THESE ARE YOUR SPONSORS; THEY ARE THE PEOPLE WHO SUPERVISE OTHERS, DRAW UP THE GOALS AND PLANS AND HELP THE BUSINESS TO GET OFF THE GROUND.

FOURTHLY, RON AND JOE DISCUSS THE IMPORTANCE OF TAP-ROOTING. THIS IS ALL ABOUT GENERATING LEADS BY GETTING PEOPLE OFF THE OFFENCE AND CONVEYING A SENSE OF URGENCY. THEY REMIND US HOW IT IS IMPORTANT TO LEARN THE RIGHT APPROACH TO CONVERTING THE MAYBES.

THE FOURTH POINT DISCUSSES THE 30-DAY CYCLE. THE MOST IMPORTANT ASPECT TO NETWORK MARKETING SUCCESS, THE 30-DAY CYCLE EMPHASISES THE IMPORTANCE OF A FRESH START AND HOW THE FIRST THIRTY DAYS IS THE BEST TIME FOR OPTIMISM AND MOTIVATION. AFTER THIS POINT, PEOPLE CAN START TO DUPLICATE THEIR SKILLS AND ULTIMATELY EXPAND THEIR BUSINESS.

FINALLY, RON AND JOE REITERATE THE KEY ELEMENTS DISCUSSED IN PART ONE OF MASTERING THE BASICS AND REMIND YOU HOW TO PUT THESE INTO PRACTICE.



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1. S \_\_\_\_\_ vs. C \_\_\_\_\_

SIMPLE IS D \_\_\_\_\_. COMPLEX IS NOT D \_\_\_\_\_.

MONEY MAKING ACTIVITIES INCLUDE:

- A. C \_\_\_\_\_
- B. I \_\_\_\_\_
- C. F \_\_\_\_\_
- D. 3 \_\_\_\_\_

EXPLAIN THE LAW OF LARGE NUMBERS IN YOUR OWN WORDS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. R \_\_\_\_\_ FOR A R \_\_\_\_\_

THE DIFFERENCE BETWEEN "RECRUITING" AND "SPONSORING" SOMEONE IS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

RETENTION THROUGH T \_\_\_\_\_ K TRAINING IS LOW; WHERE YOU LEARN IS THROUGH A \_\_\_\_\_.




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3. S \_ \_ \_ \_ S \_ \_ \_ \_

“FAST START” AND “LAUNCH” ARE NOT EQUIVALENT TO  
A “S \_ \_ \_ \_ S \_ \_ \_ \_.”

FIND OUT FROM YOUR NEW PERSON THEIR:

A. D \_\_\_\_\_

B. G \_\_\_\_\_

C. E \_\_\_\_\_

YOU’VE NOW TAUGHT YOUR NEW PERSON A SKILL THEY  
CAN D \_ \_ \_ \_ \_ !

4. T \_ \_ \_ \_ \_

IS A TECHNIQUE TO MOVE PEOPLE TO A \_ \_ \_ \_ N.

CREATES A FEAR OF \_\_\_\_ GREATER THAN THE FEAR OF  
GETTING \_\_\_\_\_.

5. \_ \_ \_ \_ \_ CYCLE

PEOPLE ARE MOST E \_ \_ \_ \_ \_ AND PRODUCTIVE IN THEIR  
FIRST \_\_\_\_ DAYS OF BUSINESS.

RECREATE THE 1ST 30 DAY ENVIRONMENT EVERY \_\_\_\_  
DAYS TO KEEP YOUR TEAM GROWING.



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DON'T CHANGE YOUR H \_\_\_\_\_.

YOU ARE EITHER G \_\_\_\_\_ OR S \_\_\_\_\_.

THE DIFFERENCE BETWEEN SOMEONE MAKING \$1,000 PER MONTH AND \$100,000 PER MONTH IS:

\_\_\_\_\_  
\_\_\_\_\_

WHAT DID YOU GAIN FROM THE MASTERING THE BASICS RECAP?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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#### MODULE 5: ANSWERS

##### 1. SIMPLE VS. COMPLEX

**SIMPLE IS DUPLICATEABLE. COMPLEX IS NOT DUPLICATEABLE.**

**MONEY MAKING ACTIVITIES INCLUDE:**

- A. CONTACTING**
- B. INVITING**
- C. FOLLOW-UP**
- D. 3-WAY CALLS**

**EXPLAIN THE LAW OF LARGE NUMBERS IN YOUR OWN WORDS: (THE NUMBER WILL NEVER FAIL YOU.)**

##### 2. RECRUIT FOR A RECRUIT

**THE DIFFERENCE BETWEEN “RECRUITING” AND “SPONSORING” SOMEONE IS: (BEING THERE TO ASSIST THE PERSON IN BUILDING THEIR TEAM BY HELPING THEM GET THEIR FIRST RECRUIT.)**

**RETENTION THROUGH TEXTBOOK TRAINING IS LOW; WHERE YOU LEARN IS THROUGH ACTION.**



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#### 3. SMART START

**“FAST START” AND “LAUNCH” ARE NOT EQUIVALENT TO A “SMART START.”**

**FIND OUT FROM YOUR NEW PERSON THEIR:**

- A. DREAMS**
- B. GOALS**
- C. EXPECTATIONS**

**YOU’VE NOW TAUGHT YOUR NEW PERSON A SKILL THEY CAN DUPLICATE!**

#### 4. TAPROOTING

**TAPROOTING IS A TECHNIQUE TO MOVE PEOPLE TO ACTION.**

**TAPROOTING CREATES A FEAR OF LOSS GREATER THAN THE FEAR OF GETTING INVOLVED.**

#### 5. 30-DAY CYCLE

**PEOPLE ARE MOST EXCITED AND PRODUCTIVE IN THEIR FIRST 30 DAYS OF BUSINESS.**

**RECREATE THE 1ST 30 DAY ENVIRONMENT EVERY 30 DAYS TO KEEP YOUR TEAM GROWING.**



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**DON'T CHANGE YOUR HABITS.**

**YOU ARE EITHER GROWING OR SHRINKING.**

**THE DIFFERENCE BETWEEN SOMEONE MAKING \$1,000 PER MONTH AND \$100,000 PER MONTH IS: (ACTION)**

**WHAT DID YOU GAIN FROM THE MASTERING THE BASICS RECAP?**

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NOTES:

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Large empty rectangular box for taking notes.