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MASTERING THE BASICS - PART I





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MASTERING THE BASICS - PART I



IN THE VIDEO FOR MODULE FOUR, JOE AND RON DISCUSS THE FOUR KEY PRINCIPLES TO ACHIEVING THE CONFIDENCE REQUIRED TO SUCCEED. THE VIDEO DISCUSSES THE KEY AREAS OF BELIEF – THE INDUSTRY, YOUR COMPANY, YOURSELF AND YOUR PRODUCT.

REGARDING THE INDUSTRY, NETWORK MARKETING IS NO LONGER SURROUNDED BY DOUBT AND UNCERTAINTY AS IT ONCE WAS. RON AND JOE REMIND US THAT IT IS NOW AN EXTREMELY LUCRATIVE AND WIDELY ACCEPTED FORM OF BUSINESS. THE SUCCESS OF NUMEROUS MULTI-BILLION DOLLAR COMPANIES IS TESTAMENT TO THIS.

REGARDING YOUR COMPANY, IT IS IMPORTANT TO UNDERSTAND THAT IT TAKES TIME TO BUILD UP STABILITY. IT REQUIRES TIME, COMMITMENT AND THE WILLINGNESS TO LEARN FROM YOUR MISTAKES. IT WON'T HAPPEN OVERNIGHT, BUT STAYING COMMITTED AND UNDERSTANDING AND BELIEVING IN YOUR COMPANY WILL ENSURE YOUR FUTURE SUCCESS. RON ALSO TELLS US THAT PEOPLE SHOULD ALWAYS KNOW FIVE POSITIVE FACTS ABOUT THEIR COMPANIES WHICH THEY CAN BE TRULY PROUD OF.

KNOWING AND BELIEVING IN YOURSELF IS THE THIRD PRINCIPLE DISCUSSED IN THIS VIDEO. CONSIDER THE THINGS THAT YOU HAVE DONE AND GOTTEN BETTER AT. IF YOU MUST DO SOMETHING, THEN YOU WILL NORMALLY DO IT. WHILE IT MIGHT TAKE SOME PEOPLE LONGER THAN OTHERS TO SUCCEED, ACHIEVEMENT IS ALWAYS THE PRODUCT OF DETERMINATION MORE THAN ANYTHING ELSE.

THE FOURTH PRINCIPLE DISCUSSES YOUR PRODUCT ITSELF. YOU NEED TO BECOME A PRODUCT OF YOUR PRODUCT – YOU NEED TO BELIEVE IN IT. EMOTION IS THE PRODUCT WHILE LOGIC IS THE



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BUSINESS. KNOWING, BELIEVING AND EXPERIENCING YOUR PRODUCT ON EVERY LEVEL IS THE KEY TO BUILDING RAPPORT AND TRUST IN YOUR CUSTOMERS.

THE VIDEO GOES ON TO DISCUSS PRODUCT VERSUS PROCRASTINATION. WE ARE ALL BUILT TO PROCRASTINATE, BUT WE MUST STEER OUR MINDS AWAY FROM THIS TENDENCY AND LEARN TO COMMIT OURSELVES TO BEING IN CONTROL OF OUR OWN DESTINY. RON REMINDS US THAT THIS IS ABOUT ACTING INSTEAD OF REACTING. LEAVING THE WORK TOO LATE AND NOT PLACING ENOUGH IMPORTANCE IN IT IS WHAT ULTIMATELY CAUSES PEOPLE TO FAIL IN NETWORK MARKETING. AS JOE VERY APTLY POINTS OUT, PEOPLE OFTEN FOCUS TOO MUCH ON THE PROCESS RATHER THAN THE END REWARD. IT IS KNOWING AND BELIEVING IN THE REWARD AT THE END THAT MOTIVATES PEOPLE TO BECOME SUCCESSFUL.

THE VIDEO CONTINUES TO DISCUSS THE IMPORTANCE OF COMMUNICATION VERSUS CONFRONTATION AND ASKING QUESTIONS THAT AUTOMATICALLY COME WITH POSITIVE ANSWERS. RON AND JOE CONTINUE TO TALK ABOUT THE IMPORTANCE OF LEADING WITH BUSINESS, COLLECTING DECISIONS, RESEARCHING YOUR MARKET AND, ULTIMATELY, TRANSFORMING YOUR MINDSET TO CREATE A NEW LIFESTYLE AND A NEW REALITY FOR YOURSELF.


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**THE REASON WE HAVE TO “MASTER THE BASICS” IS:
BECAUSE YOU HAVE TO.**

**THE MOST EFFECTIVE WAY TO LEARN AND TEACH IS
THROUGH E_____ ,**

NOT FROM A TEXTBOOK.

BASIC # 1: _____

**THE QUESTION IS “WILL YOU DO THE WORK?” NOT “DOES
IT WORK?”**

**BUILD BELIEF IN YOUR COMPANY BY DOING
R_____ .**

KNOW AT LEAST 5 FACTS ABOUT YOUR COMPANY.

**BUILD BELIEF IN YOURSELF BY TAKING WHAT YOU LEARN
AND A_____ IT.**

BEING A PRODUCT OF THE P_____ IS CRUCIAL.

**REAL SALES ARE BASED ON E_____ AND JUSTIFIED
WITH LOGIC.**



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BASIC #2: _____

YOUR STORY IS YOUR STORY... MAKE IT A GREAT ONE BY GETTING INTO ACTIVITY FAST!

ACT INSTEAD OF REACT.

WORK THE ENTIRE MONTH AND YOU'LL NOTICE HOW MUCH EASIER THE PROCESS IS. EXPLAIN THE 80/20 RULE IN YOUR OWN WORDS.

2 THINGS GET YOU PAID: RECRUITS AND CUSTOMERS

BASIC #3: _____

YOU HAVE 2 EARS AND 1 MOUTH; USE THEM IN PROPORTION.

LISTEN BY A _____ Q _____



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BASIC #4: _____

YOU CAN'T BE RICH AND ALWAYS BE RIGHT. WHICH WOULD YOU RATHER BE?

BEFORE SPEAKING, ASK YOURSELF THIS QUESTION:

BASIC #5: _____

IF YOU WANT TO MAKE THE BIG MONEY, YOU HAVE TO RECRUIT.

THERE ARE MORE PEOPLE LOOKING TO MAKE MORE MONEY THAN ARE LOOKING TO BUY YOUR PRODUCT.

IF YOU WANT TO HEAR "YES" MORE, LEAD WITH THE B_____.

THE PRODUCT VALIDATES THE BUSINESS.





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BASIC #6: _____

**DON'T LEAVE PEOPLE IN YOUR PIPELINE INDEFINITELY.
ASK QUESTIONS THAT WILL YIELD A POSITIVE RESPONSE
TO COLLECT A DECISION.**

EXAMPLES:

1. BASED ON WHAT YOU'VE SEEN SO FAR,

_____ ?

2. ON A SCALE OF 1-10, HOW

_____ ?

3. ON A SCALE OF 1-10, WHERE

_____ ?

**4. ASSUMING YOU DECIDED TO JOIN THE BUSINESS, IS
THERE**

_____ ?

**3 - WAY CALL MUST BE PART OF THE PROCESS FOR
VALIDATION AND CREATING R_____ AND T_____ .**

T_____ + R_____ = INFLUENCE



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BASIC #7: _____

**THE SAME LEVEL OF THINKING THAT CREATED YOUR
R_____ WILL NOT TAKE YOU TO YOUR NEXT REALITY.**

**YOUR NEXT LEVEL OF INCOME AND LIFE DEMANDS A
DIFFERENT _____.**

TRANSFORM YOUR MIND BY ...

GOING THROUGH YOUR OWN EXPERIENCE

OR

YOU CAN LEARN FROM OTHERS' EXPERIENCE.

**YOU ARE 1 BELIEF, 1 IDEA, 1 STRATEGY AWAY FROM A
BIG _____.**

BELIEVE IT!



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NOTES:

Large empty rectangular box for taking notes.



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Large empty rectangular box for taking notes.