

# MLM Wealth Training .COM

## MODULE: 9

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### SMART START





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### SMART START



THIS MODULE DISCUSSES THE FIVE CRITICAL AREAS WHICH YOU NEED TO COVER WITH YOUR NEW BRAND DISTRIBUTER. THESE ARE THE FIVE KEY STEPS TO SUCCESS. AT THIS POINT, IT IS ALL ABOUT STARTING OFF WITH A GOOD FOUNDATION WHICH YOU CAN THEN DUPLICATE WITH YOUR RECRUITS. THIS IS THE SMART START METHOD.

THE FIRST AREA DISCUSSES THE CLIENT AND WHAT THEY WANT AND NEED. WHY DO THEY NEED TO SUCCEED? CONSIDER THEIR DREAMS, UNFULFILLED GOALS AND THEIR REQUIREMENTS. JOE USES A USEFUL ANALOGY HERE IN WHICH HE PROPOSES A SITUATION IN WHICH HE ASKS WHAT YOU WOULD DO IF YOU SUDDENLY CAME ACROSS A MILLION DOLLARS. YOU'LL NO DOUBT USE IT TO PAY OFF ANY DEBTS THAT YOU MAY HAVE BUT, AS JOE POINTS OUT, YOU NEED TO GET YOUR LEADS PAST THE SURVIVAL WAY OF THINKING AND GET THEM TO CONSIDER THEIR DREAMS. IT IS NOT JUST WHAT THEY NEED; IT IS ALSO ABOUT WHAT THEY WANT. JOE TALKS ABOUT THE IMPORTANCE OF INSPIRING PEOPLE TO OPEN UP THEIR IMAGINATION AND GET PEOPLE INTO THE FOLD BEFORE THEY LOSE SIGHT OF THEIR DREAMS. HE ALSO REMINDS US THAT IT IS IMPORTANT TO GET PEOPLE FOCUSED ON THE REWARDS RATHER THAN THE PROCESS. IT IS THE VERY FACT THAT PEOPLE WHO FOCUS ON THE PROCESS RATHER THAN THE REWARD THAT MAKES PEOPLE FAIL.

THE SECOND AREA TALKS ABOUT GETTING THE TOP 25 CONTACTS FROM YOUR LEADS. AT THIS POINT, YOU NEED TO OBTAIN THESE CONTACTS AND FOCUS ON THEM AS A



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FOUNDATION FOR EXPANDING YOUR BUSINESS. YOU WILL INEVITABLY ENCOUNTER SOME RESISTANCE ALONG THE WAY, BUT PERSEVERANCE WILL EVENTUALLY BREED SUCCESS. FROM THESE TOP 25 LEADS, YOU CAN START TAP-ROOTING TO INCREASE THE NUMBER OF LEADS.

THE THIRD PART OF THE VIDEO DISCUSSES THE IMPORTANCE OF BECOMING A PRODUCT OF THE PRODUCT AND HOW YOU NEED TO KNOW, EXPERIENCE AND BELIEVE IN YOUR PRODUCT IN ORDER TO SUCCESSFULLY INSPIRE OTHERS TO USE IT. JOE COMPARES THIS TO AN EXAMPLE OF NATURAL SELLING IN WHICH A FRIEND MIGHT RECOMMEND A RESTAURANT WHERE THEY HAD A GOOD EXPERIENCE.

PART FOUR TALKS ABOUT THE IMPORTANCE OF FOCUSING ON MONEY-MAKING ACTIVITIES AND SETTING ACTIVITY GOALS RATHER THAN FINANCIAL ONES. SUCH ACTIVITIES INCLUDE CONTACTING PEOPLE, GENERATING LEADS, INCREASING YOUR EXPOSURE AND MOTIVATING YOUR TEAM BY CREATING LEADERSHIP.

THE VIDEO FOR MODULE NINE CONCLUDES WITH THE FIFTH AND MOST IMPORTANT ELEMENT – THE 1000 HOURS COMMITMENT. IN ORDER TO SUCCEED WITH NETWORK MARKETING, YOU NEED TO BE PREPARED TO COMMIT A MINIMUM AMOUNT OF TIME IN ORDER TO LEARN ENOUGH AND HAVE ENOUGH EXPERIENCE TO BECOME AN EXPERT IN THE FIELD. MULTILEVEL MARKETING IS ALL ABOUT TIME INVESTMENT RATHER THAN FINANCIAL INVESTMENT.


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**SMART START**


SMART START IS THE MOST D \_\_\_\_\_ ACTIVITY.

5 COMPONENTS TO A SMART START

COMPONENT # 1: UNDERSTAND THEIR W \_\_\_\_\_

UNCOVER THEIR D \_\_\_\_\_

GET PAST S \_\_\_\_\_ MODE THINKING AND INTO  
D \_\_\_\_\_ THINKING.

QUESTIONS TO ASK:

IF YOU CAME INTO A M \_\_\_\_\_ D \_\_\_\_\_, WHAT WOULD  
YOU DO WITH THAT M \_\_\_\_\_?

IF YOU COULD BUY A G \_\_\_\_\_ FOR ANYONE, WHO WOULD  
YOU BUY A G \_\_\_\_\_ FOR REGARDLESS OF THE PRICE?

A D \_\_\_\_\_ IS SOMETHING YOU GET P \_\_\_\_\_ TO DO.

UNCOVER THEIR U \_\_\_\_\_ GOALS

U \_\_\_\_\_ GOALS ARE THINGS THAT HAVE BEEN ON  
THEIR MIND FOR AWHILE BUT THEY HAVEN'T BEEN ABLE  
TO A \_\_\_\_\_ YET.


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**SMART START**


**EXPLAIN HOW KNOWING YOUR RECRUIT'S UNFULFILLED GOALS WILL HELP YOU GET THEM REENGAGED:**

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**UNCOVER THEIR N\_\_\_\_\_**

**N\_\_\_\_\_ = P\_\_\_\_\_ (BOTH IN THE PRESENT AND THE FUTURE.)**

**Q\_\_\_\_\_ GUARANTEES YOUR FAILURE.**

**QUESTION TO ASK:**

**IF THERE WAS A GENIE THAT COULD GRANT YOU 3 W\_\_\_\_\_ AND MAGICALLY WIPE OUT ANY C\_\_\_\_\_ YOU HAVE RIGHT NOW OR C\_\_\_\_\_ YOU PERCEIVE IN THE FUTURE, WHAT ARE 1, 2, OR 3 OF YOUR W\_\_\_\_\_?**

**FIND OUT THEIR M\_\_\_\_\_.**

**COMPONENT #2: THEIR TOP \_\_\_\_\_ C\_\_\_\_\_**

**QUESTIONS TO ASK:**

**WHO ARE THE \_\_\_\_\_ MOST R\_\_\_\_\_ PEOPLE YOU KNOW?**

**IF I WERE TO GIVE YOUR \_\_\_\_\_ FOR EVERY NAME YOU PUT ON THE LIST, COULD YOU COME UP WITH \_\_\_\_\_ REALLY GOOD ONES?**


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**SMART START**


IF I SAID \_\_\_\_\_ COULD EASILY REPRESENT  
 \_\_\_\_\_ IN REVENUE AS A RESULT  
 OF YOUR PERSONAL INVENTORY, HOW QUICKLY COULD  
 YOU PUT THOSE ON A LIST?

EMPHASIZE THE V \_\_\_\_\_ OF THEIR LIST.

OFFER P \_\_\_\_\_ L \_\_\_\_\_ IN EXCHANGE FOR THEIR TOP  
 25 LIST.

WHEN CALLING THEIR TOP 25, HOW DO YOU RESPOND TO  
 THE QUESTION: "WHY DIDN'T HE CALL ME HIMSELF?"

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COMPONENT #3: P \_\_\_\_\_ OF P \_\_\_\_\_

G \_\_\_\_\_ OF WHAT THEY WILL EXPERIENCE USING THE  
 PRODUCTS

A \_\_\_\_\_

S \_\_\_\_\_ TO SHARE

HOW THEY SEE THEMSELVES U \_\_\_\_\_ THE P \_\_\_\_\_

YOU CAN'T S \_\_\_\_\_ SOMETHING YOU AREN'T U \_\_\_\_\_  
 AND THAT YOU DON'T B \_\_\_\_\_ IN.



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PEOPLE B \_\_\_\_\_ YOUR E \_\_\_\_\_.

COMPONENT #4: MONEY MAKING A \_\_\_\_\_ AND A \_\_\_\_\_

YOUR A \_\_\_\_\_ GOALS WILL REFLECT YOUR I \_\_\_\_\_ GOALS.

EXAMPLES OF "MONEY MAKING ACTIVITIES:"

A. C \_\_\_\_\_

B. I \_\_\_\_\_

C. F \_\_\_\_\_ U \_\_\_\_\_

D. F \_\_\_\_\_ T \_\_\_\_\_

T \_\_\_\_\_ C \_\_\_\_\_ = WHEN THEY WILL WORK THE BUSINESS

A \_\_\_\_\_ C \_\_\_\_\_ = WHAT THEY WILL DO DURING THEIR TIME COMMITMENT

EXPLAIN RON'S STRATEGY FOR ASSISTING A "WHINING" RECRUIT.

Four horizontal lines for writing the answer.



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WHAT IS THE BENEFIT OF HAVING A NEW RECRUIT CALL PURCHASED LEADS?

Four horizontal lines for writing the answer to the first question.

HOW OFTEN SHOULD NEW RECRUITS EMAIL YOU THEIR COMMITMENTS AND RESULTS?

One horizontal line for writing the answer to the second question.

COMPONENT #5: \_\_\_\_\_ HOUR COMMITMENT

\_\_\_\_\_ HOURS = \_\_\_\_\_ HOURS PER WEEK X \_\_\_\_\_ WEEKS

EXPLAIN RON'S "BECOMING A DOCTOR" ANALOGY IN YOUR OWN WORDS.

Four horizontal lines for writing the answer to the third question.







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### SMART START



#### MODULE 9: ANSWERS

**SMART START IS THE MOST DUPLICATED ACTIVITY.**

**5 COMPONENTS TO A SMART START**

**COMPONENT # 1: UNDERSTAND THEIR WHY**

**UNCOVER THEIR DREAMS**

**GET PAST SURVIVAL MODE THINKING AND INTO DREAM THINKING.**

**QUESTIONS TO ASK:**

**IF YOU CAME INTO A MILLION DOLLARS, WHAT WOULD YOU DO WITH THAT MONEY?**

**IF YOU COULD BUY A GIFT FOR ANYONE, WHO WOULD YOU BUY A GIFT FOR REGARDLESS OF THE PRICE?**

**A DREAM IS SOMETHING YOU GET PASSIONATE TO DO.**

**UNCOVER THEIR UNFULFILLED GOALS**

**UNFULFILLED GOALS ARE THINGS THAT HAVE BEEN ON THEIR MIND FOR AWHILE BUT THEY HAVEN'T BEEN ABLE TO ACHIEVE YET.**



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**EXPLAIN HOW KNOWING YOUR RECRUIT'S UNFULFILLED GOALS WILL HELP YOU GET THEM REENGAGED: (YOU CAN REMIND THEM OF THAT GOAL AND ASK HOW ELSE THEY ARE GOING TO ACHIEVE IT.)**

**UNCOVER THEIR NEEDS**

**NEEDS = PAIN (BOTH IN THE PRESENT AND THE FUTURE.)**

**QUITTING GUARANTEES YOUR FAILURE.**

**QUESTION TO ASK:**

**IF THERE WAS A GENIE THAT COULD GRANT YOU 3 WISHES AND MAGICALLY WIPE OUT ANY CHALLENGES YOU HAVE RIGHT NOW OR CHALLENGES YOU PERCEIVE IN THE FUTURE, WHAT ARE 1, 2, OR 3 WISHES?**

**FIND OUT THEIR MUST.**

**COMPONENT #2: THEIR TOP 25 CONTACTS**

**QUESTIONS TO ASK:**

**WHO ARE THE 25 MOST RESPECTED PEOPLE YOU KNOW? IF I WERE TO GIVE YOUR \$1,000 FOR EVERY NAME YOU PUT ON THE LIST, COULD YOU COME UP WITH 25 REALLY GOOD ONES?**



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I'M GOING TO SHOW YOU A SOLUTION ON HOW WE CAN EXPOSE THE BUSINESS TO THESE PEOPLE EVEN THOUGH YOU ARE BRAND NEW.

IF I SAID \$25,000 COULD EASILY REPRESENT \$250,000 OR \$2,500,000 IN REVENUE AS A RESULT OF YOUR PERSONAL INVENTORY, HOW QUICKLY COULD YOU PUT THOSE ON A LIST?

EMPHASIZE THE VALUE OF THEIR LIST.

OFFER PURCHASED LEADS IN EXCHANGE FOR THEIR TOP 25 LIST.

WHEN CALLING THEIR TOP 25, HOW DO YOU RESPOND TO THE QUESTION: "WHY DIDN'T HE CALL ME HIMSELF?" (HE IS BRAND NEW TO THE BUSINESS AND I'M NOT AND BECAUSE HE RESPECTS YOU SO MUCH, HE WANTED TO MAKE SURE YOU WERE PRESENTED THE INFORMATION CORRECTLY.)

COMPONENT #3: PRODUCT OF PRODUCT

GOALS OF WHAT THEY WILL EXPERIENCE USING THE PRODUCTS

AUTOSHIP

SAMPLES TO SHARE


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**SMART START**

**HOW THEY SEE THEMSELVES USING THE PRODUCT**

**YOU CAN'T SELL SOMETHING YOU AREN'T USING AND THAT YOU DON'T BELIEVE IN.**

**PEOPLE BELIEVE YOUR EXPERIENCES.**

**COMPONENT #4: MONEY MAKING ACTIVITY AND ACCOUNTABILITY**

**YOUR ACTIVITY GOALS WILL REFLECT YOUR INCOME GOALS.**

**EXAMPLES OF "MONEY MAKING ACTIVITIES":**

- A. CONTACTING**
- B. INVITING**
- C. FOLLOW UP**
- D. FOLLOW THROUGH**

**TIME COMMITMENT = WHEN THEY WILL WORK THE BUSINESS**

**ACTIVITY COMMITMENT = WHAT THEY WILL DO DURING THEIR TIME COMMITMENT**

**EXPLAIN RON'S STRATEGY FOR ASSISTING A "WHINING" RECRUIT. (GET THEM INTO ACTIVITY. ASK HOW MANY LEADS THEY'VE TALKED TO. CALL PEOPLE IN THEIR PIPELINE.)**


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**WHAT IS THE BENEFIT OF HAVING A NEW RECRUIT CALL PURCHASED LEADS? (THEY BUILD CONFIDENCE AND MASTER THE LANGUAGE SO THEY CAN PROPERLY SHARE IT WITH THEIR WARM MARKET.)**

**HOW OFTEN SHOULD NEW RECRUITS EMAIL YOU THEIR COMMITMENTS AND RESULTS? (WEEKLY)**

**COMPONENT #5: 1,000 HOUR COMMITMENT**

**1,000 HOURS = 20 HOURS PER WEEK X 50 WEEKS**

**EXPLAIN RON'S "BECOMING A DOCTOR" ANALOGY IN YOUR OWN WORDS. (JUST LIKE IT TAKES 5-7 YEARS TO BECOME A DOCTOR, IT TAKES TIME TO BECOME A SUCCESSFUL NETWORK MARKETER.)**



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NOTES:



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NOTES:

Large empty rectangular box for taking notes.