

# **NETWORK MARKETING IS THE SHORTCUT TO FINANCIAL SUCCESS!**

**Special REPORT**



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# NETWORK MARKETING IS THE SHORTCUT TO FINANCIAL SUCCESS!



## [SPECIAL REPORT]

Here's a simple truth bomb...

But one that seems to frustrate, confuse, and bewilder many people. In fact, there are some who could find the following statement to be controversial, and may even attempt to dispute it. But that doesn't stop it from still being true.



Network Marketing has been **PROVEN**, time and time again, to be the ultimate **FINANCIAL SHORTCUT** for achieving personal wealth.

Network Marketing has massive advantages over nearly every other way to make one's fortune. It doesn't require large cash investments, or getting into debt up to your eyeballs, or having costly overhead.

There is no inventory to buy, maintain, track, store, and ship. You don't need fancy facilities or large numbers of employees. You don't need advanced degrees or formal schooling.

You don't need a particular employment background or type of work experience to get started. And the list goes on and on. You also have significant advantages that simply do not exist with most other opportunities.

These days, with many MLM companies, you truly have a worldwide marketplace. You also have a **HUGE DEMAND** for what you offer; a demand that is constantly growing.

As anyone can plainly see, now more than ever before, there is an increasing number of people who are actively seeking legitimate ways to make money from home.

On the flip side, Network Marketing also has an incredibly high rate of **FAILURE**. Too many people approach this profession like

**"The Lazy Man's Way to Riches".**

They buy into **FAIRY TALES** like "the product sells itself", or that it's all about positioning, or you don't need to recruit, or that success will be easy.

The sad fact of life is that most people - and even the owners of some MLM companies completely and totally **MISUNDERSTAND** the true power behind this business model.

As a result, they bomb. They become utter failures and then badmouth the profession.

(By the way, I'll share that misunderstood power with you in just a moment, but first let's get clear on a couple of things.)

This is NOT a get-rich-quick 'scheme'.

It is a BUSINESS with rules that must be followed and procedures that must be learned and applied.

In order to be successful here, one must gain some new skills and take the time to properly develop them.

# THE MOST IMPORTANT PART



A number of years ago, a mentor of mine asked me

*“What is the most important part of your car?”*

**Think about that question.**

Is it the engine, the tires, the fuel, the steering wheel, or perhaps the key? NOPE.

The answer is... the part that is MISSING. Because, that’s the thing that will STOP you from going anywhere.

The same is true in Network Marketing. There are personal skills you must learn and develop.

There are principles you must apply. It’s those things you DON’T do – the part that is missing – that will stop you from going anywhere in this profession.

Keep in mind that NONE of the top income earners in our profession were who they are now when they first started out.

They weren’t stars when they began. They were just like you. But they took the time to improve their communication skills and learn new leadership skills.

Then they put what they learned into action.

They worked on themselves to the point that their income grew to an impressive level and now they are conducting large training classes and speaking in front of thousands of people at big events.

It is natural to focus on those personality traits and skills where you are already strong. It’s easy to do what you like doing, because you are good at it.

However, it is even more important to work on those areas where you are weak

Those are the things where you need the most attention. Don’t keep doing only the things you like. Improve your abilities with the things you don’t like doing, or are afraid to do, because they are the ‘missing pieces’ that could prevent you from achieving your goals.

# FACTS OVER FEAR

One of the biggest stumbling blocks most people have is FEAR.



Here's a related story about another time one of my mentors taught me something important.

He asked me if I would jump out of an airplane without a parachute?

Of course, I said **"NO!"**

Then he asked if I would do it for a million dollars.

My immediate response was :

***"Are you crazy? There's no way I would jump out of an airplane for a million dollars, because I would be dead."***

Then he said something I never forgot. It stopped me cold. He told me I was making a decision without all the facts, and that my bad decision could cost me a million bucks.

Then he asked me, "What if the airplane was on the ground?"

In this report, it is my intention to provide you with enough of the right facts to help you reduce or eliminate your fear.

These facts can also help you to make good decisions which will enable you to achieve your goals and enjoy the lifestyle of your dreams.

In our profession, one of the biggest fears people have is RECRUITING. They just don't want to put themselves in the position of approaching people, making presentations, and risking rejection.

However, recruiting is the single-most important activity necessary to achieving financial success in Network Marketing.

But because of fear, most people will find all sorts of excuses and 'busy work' that makes them appear to be working, but doesn't produce significant financial results.

# THE MISUNDERSTOOD POWER



Now it's time for me to reveal **THE MISUNDERSTOOD POWER** behind Network Marketing that can make it your ultimate financial shortcut to achieving personal wealth.

The immeasurable power of Network Marketing can be summed up in one word: **LEVERAGE.**

The “**BUSINESS DICTIONARY**” defines leverage this way:



“The ability to influence a system, or an environment, in a way that **multiplies the outcome of one's efforts without a corresponding increase in the consumption of resources.** In other words, leverage is the advantageous condition of having a relatively small amount of cost yield a relatively high level of returns.”

Read more: <http://www.businessdictionary.com/definition/leverage.html>

Leverage allows you to **MULTIPLY** your results, and it **AMPLIFIES** your power without consuming any more resources or energy.

Archimedes, the world's greatest scientist of the classical age, famously said,

*“Give me a lever and a place to stand, and I will move the world.”*

He was expressing the point that **SMALL** forces can accomplish **HUGE** results when using the power of leverage, which at least figuratively, moves the world.

# HOW LEVERAGE WORKS



There are 3 ways that the concept of leverage applies to Network Marketing:

1. Time
2. Effort
3. Money

Being successful in Network Marketing is NOT based how much work you can do yourself. Instead it is all about leveraging the time and efforts of your team.

**Follow me here.**

Suppose you are working your networking business 20 hours a week by yourself. You are going to be paid on the results you've created during those 20 hours.

However, if you have built a team of just 16 members who each are putting 20 hours into their businesses, you can now be paid on the results from those



**TOTAL hours:**

**16 people X 20 hours = 320 hours a week.**

Let's take it just one step further and say you have a team of just 50 members putting in 20 hours a week. Now you can be paid on the efforts and results of 1,000 hours a week.

Here's another aspect to it. The key to making money is to focus on those tasks which are directly responsible for generating revenue. 90% of your time needs to be devoted to money making activities.

So, if your money making activities are focused on recruiting, then that's what all your people need to be doing too. This is why having a clear, effective game plan works so well.

# REVENUE GENERATING ACTIVITIES



You must avoid time wasting activities and focus on revenue generating activities.

Working pre-qualified leads is the very best way to maximize the effectiveness of your own time. This gives you personal time leverage.

Suppose your plan is to work your business by contacting between 150 and 300 people a week during the 20 hours you have available.

A proven business plan is to work pre-qualified leads, where people have responded to online advertising, 'raised their hands' requesting more information, and then answered several questions to qualify their level of interest.

Your time can be spent directly reaching out to people who have identified themselves as wanting to make additional money in a home-based business.

Now imagine you had a team of 50 people each working 20 hours a week and they were contacting between 150 to 300 pre-qualified prospects a week.

For the sake of easy arithmetic let's use 200 leads a week being contacted by 50 reps on your team.

That's 10,000 prospects a week that your group is reaching out to, making presentations, and inviting them to look at your business opportunity. Just IMAGINE the kinds of results that could create.

Also, when a person joins your business from a highly organized system like that, their view of the world is – THAT'S how to do the business... because it's how they got recruited.

Now imagine your team growing to 100 members, all doing the same thing. That's 20,000 prospects a week being contacted.

Understanding the amazing power of leverage means you don't need a big group of people in order to earn a lot of money. You just need a dedicated group of people who are productive because they are working a clear and proven system.

# THE GREAT TIME WASTERS



Everybody is looking for a 'magic bullet'.

Some think its social media groups, others think its building sales funnels, a few want to run ads, there are even some who want to write blogs and use 'magnetic attraction'. In truth, all those things work.

It's just a question of how much time, effort, and money you want to put in before you start to see results.

You can spend 30, 40, or more hours a week just learning how to do social media marketing, write blogs, build funnels, run ads, or shoot videos. On top of the time, you also have to PAY for the education either by buying training courses, or attending the school of 'hard-knocks'.

Then, there's the question of whether or not it's duplicatable. Let's face it, just because you can do it, doesn't mean everyone on your team can too. There's no leverage in a business plan that is not duplicatable by the majority of your team members.

Look. You can spend your time building systems and doing a lot of prospecting, searching for qualified people.

OR you can spend your time making presentations and closing business with leads who came to you pre-qualified.

Remember it's about leverage. Stay focused on money making activities that are duplicatable.

# WORKING LEADS VS. 'WARM MARKET'



Leads are people, just like you and me, who have identified themselves as looking for ways to make extra money from home.

Your warm market consists of the people you know plus the people you meet at events or through friends. Not everybody in your warm market is interested in making money working from home. A general rule of thumb is that number is probably between 10-15%.

However, leads are ALL generated based on their interest in making money from home. They **'raised their hands'** and made contact with us, so 100% of those people are interested.

Will 100% join your business? Nope, of course not. It doesn't work like that. There are any number of factors at play, and your own communication skill is just one of those factors.

Learn to say the right things. Learn how to make effective presentations. Don't quit. Be consistent. And always know that the law of large numbers will NEVER fail you.

One of the most common pitfalls of working your warm market is that you can spend a lot of time on the phone catching up on everything that you haven't talked about since the last time you spoke.

Remember that this business is about using your time effectively. You want to employ LEVERAGE. You can't spend an hour on the phone chatting with one of your old friends from years ago and really be productive.

You're spending a LOT of time, but with very few people. Besides that, it's awkward to call someone you haven't spoken to in years and then have to switch to your 'real agenda'.

The difference in calling leads is that, while you don't know these people personally, you DO know they have already expressed an interest in making additional money working from home.

Keep in mind, you can always go back to contacting your warm market. But once you have a system of calling and closing leads, you will have built up your skills, become more articulate, and will have real-world RESULTS under your belt.

I have seen time and time again newbies burn through their warm market because they didn't know what to say.

Then they were told to come back after they've made some money, because nobody wants to feel like they're going to be experimented on like a guinea pig..

Here's one more basic fact.

You may know 100 to 300 people. However, there are over 2 MILLION people every month looking for ways to make extra money working from home.

Which do you think is the better market to tap?

# IN CONCLUSION:



Network Marketing is a very simple business, but never mistake it for an easy business. There are skills you need to learn that are crucial to your success.

Keep in mind that LEVERAGE is the most important power in achieving the success you seek. You must understand and employ leverage with your time and efforts. Work and teach clear, proven, business systems as we discussed earlier.

Once you do that, then your income will be the product of that leverage, as it gets multiplied and amplified.

Be sure to review this report as many times as you need. People often find they pick up new ideas from re-reading reports like this after a day or two.

One last thing. People are always looking for a shortcut of some kind.

Well, for those who take it seriously, apply the fundamentals, and give it just 2 or 3 good years, Network Marketing can be your *ultimate financial shortcut to achieving* wealth and enjoying the lifestyle of your dreams.

# YOUR ACTION STEP!

Nothing happens without taking action. As you learned earlier, you must use the right words if you want to get the right result. What you do and what you say must not only be effective, it must also be duplicated by others on your team. With that in mind, here's OUR GIFT to you. This is our Scripts Book, which will give you the best wording to use, and the most productive ways to speak with your new prospects. Everything inside has been time-tested and proven to work well. Please enjoy it with our compliments.

[Click here to download our FREE Scripts Book.](https://leadpower.net/ebookdownload)

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