

7 STEPS TO BECOMING A MASTER DUPLICATOR!

If you truly desire to join the ranks of the wealthiest Top Earners in our profession, then *pay close attention.*

There is one paramount concept that stands above all others that is absolutely essential for creating long-term financial growth in our profession. This concept can be summed up in a single word you've heard many times. That word is **DUPLICATION**.

Yes! You must become a **MASTER DUPLICATOR**.

There's more to that statement than first meets the eye.

As you may have already assumed, it means that you must gain the necessary skills to be able to present the business, close deals, and perform all the steps needed to bring a new recruit on-board with your company.

You must become proficient at personally sponsoring.

This doesn't happen overnight. Depending on what sort of work background you come from, yours may be a bigger or smaller learning curve than others.

That's why you need to pay special attention to our [Scripts Book](#) and attend as many of our ["Live Dial" training calls](#) as possible.

You must work on your own skills in order to become as personally productive as possible and then lead by your own good example.

THAT IS ONLY THE BEGINNING

It is not enough to be an excellent personal producer yourself. You must also learn how to replicate those skills in other people. In a sense, you will be making copies of yourself. You must duplicate.

Now let me be clear. This is not about attempting to copy someone's personality or mannerisms. Instead, this is about replicating a level of skill in others. It's about duplicating activities, not personalities.

Be patient with yourself. Understand that this is a process. You don't become a pro overnight.

Remember... **EVERY** Top Earner was once a newbie who had to learn all the skills they now possess. It takes both time and commitment to continuously working on your own self-improvement. Grow yourself first. Only then, will you be able to grow your business, your income, and many new leaders.

But, that's just the **BEGINNING** of it.

You see, in order to become a **MASTER DUPLICATOR**, it doesn't **END** with being an excellent personal producer... it merely **STARTS** there.

Once you've gained the skills to enroll your own prospects, another part of the process begins.

Next, you need to master the process of working with your team members and enrolling their prospects.

This means you must become effective at all the different ways presentations can be made. This includes speaking with prospects over the phone, doing 3-Way Calls with your new recruits and their guests, and conducting **ZOOM** type video conferences for both one-on-one presentations and small groups.

REMAIN TEACHABLE

It would be a mistake to pressure yourself into thinking that you'll learn everything you need to know over the course of a matter of weeks, or even months. This is like any other skill you wish to master. It takes time. The truth is that the Top Earners in our profession are **ALWAYS LEARNING** how to become better.

At the beginning, your newest enrollees need you to do a lot of the work for them. For the most part, they are too green to be able to enroll and on-board new reps themselves.

They're counting on you. They can 'bird dog' new prospects, but it will take you, the experienced hunter, to close the deals and grow your team.

Just as if you were a brand new rep yourself, you must remain teachable and coachable if you are to learn the skills required to become a **MASTER DUPLICATOR**.

Even after you do, your job is still not finished.

Once you are an excellent recruiter, your job continues. Your role changes to where you become the one who **DEVELOPS OTHERS** into Master Duplicators on your team.

It is only when you are able to replicate yourself in others that your ultimate financial success is totally assured.

DUPLICATION GIVES YOU LEVERAGE

One of the chief financial benefits of our profession is that you get a huge advantage rarely available in the majority of other business fields. That advantage is **LEVERAGE**.

Here in Network Marketing, you get to enjoy the ability to leverage time, effort, and money.

Leverage is a **MULTIPLIER**.

Look at this very basic example. Rather than simple addition where $5 + 5 = 10$, when you multiply, it becomes $5 \times 5 = 25$... which is a dramatically larger result.

When you replicate your process and your skill with other people, you grow your outcome with explosive results.

For example, suppose you have personally sponsored 5 people, who each have 5 people personally sponsored, who each have 5. You've duplicated the process of enrolling 5 people with 2 levels of recruits. That becomes a total of 155 people. 5 on your first level. 25 on your second. 125 on your third. You're now earning an override on the production of 155 people, and not just the 5 you personally recruited.

Furthermore, if each of them was working part time (20 hours a week) that totals 3,100 man hours per week. That's the hourly equivalent of 155 weeks or nearly 3 YEARS worth of activity taking place each week. (155 weeks divided by 52 weeks a year = 2.98 years)

Suppose each of them were contacting 3 new prospects a day. That equates to 155 people \times 3 prospects/day = 465 prospects being presented with your business opportunity on a daily basis. In a 5 day work week, that's 2,325 prospects. Multiply that by 4.3 weeks

per months and you've got nearly 10,000 prospects a month getting a presentation.

These examples could go on and on, but I think you're beginning to see why you must pay serious attention to the concept of **DUPLICATION**.

7 SIMPLE STEPS

To achieve success with your home business, you only need to do these 7 simple things.

1. Talk to people. (the more, the better)
2. Invite some of them to look at your presentation materials.
3. Follow up to see who has looked and who hasn't.
4. Sort the ones who are interested from the ones who are not.
5. Enroll those who are interested in what you've got.
6. Help new members get started by using the products the right way.
7. Show members who also want to generate income how to apply these 7 steps.

Then, we **REPEAT** those steps, over and over and over again.

Let's take a closer look at each step.

STEP *Talk to people. (the more, the better).*

1

This is the MOST IMPORTANT step, because nothing else can happen without it. You must talk to people about your business and your products. The more people who know the benefits of what you offer, the more people will take advantage of them. This is true in every type of business. That's why companies put up signs, and do advertising... to spread the word.

Our profession uses what has been proven to be the single-most effective method of advertising ever conceived: word of mouth. No billboard, radio ad, TV commercial, or celebrity endorsement can compete with the sheer persuasive power of having a personal conversation with an individual about the unique benefits and advantages of what you offer. While that is true for every kind of business, it is especially true in Network Marketing.

The biggest problem the majority of networkers face is simply this: they don't have enough qualified people to speak with on a daily basis.

Go back and listen to that again.

Two things happen when your reps have an abundance of people to speak with about the business and the products.

1. The pressure is gone. They no longer feel the stress of trying to persuade everyone. They no longer get depressed or feel rejected when a prospect says 'no' or isn't interested, because they've got plenty more people to speak with.
2. Productivity explodes. That's because the numbers are working FOR you, rather than against you. Talk to more people... get better results. That's an EASY idea to understand.

Ultimately, being able to speak with ENOUGH people comes down to having an endless supply of people. This is why you

must never rely on 'warm market' or just one source of contacts alone. You must have an ongoing supply of high-quality leads that are constantly being generated, in order to keep your pipeline full.

STEP *Invite some of them to look at your presentation materials.*

2

Making an effective invitation to your prospects, asking them to review your presentation materials, is the first and most important new skill you must develop in yourself... and in others.

This is a frequently misunderstood step. Your goal when speaking with prospects is to NEVER be the one doing all the explanation. Let the company's materials and other people do that. Making an effective and persuasive presentation is NOT an immediately duplicatable action. It takes someone with specialized skills.

Whereas, simply making an INVITATION to look at your presentation is extremely duplicatable. Anyone can learn how to do it.

The more people you skillfully invite to view the presentation, the more people will look, and the more people will be interested. It's a very straight line.

STEP *Follow up to see who has looked and who hasn't.*

3

This is simple. You must now FOLLOW UP with the people you invited to view your presentation. You need to know who took action, and who didn't.

Move to the next step with those who kept their word and looked at the presentation. Either re-invite those who haven't looked yet, or cut them loose.

When you have a good supply of new prospects, you'll never have a fear of loss. Having a few people who aren't interested becomes meaningless, if you always have a fresh supply of new prospects to take their place.

STEP *Sort the ones who are interested from the ones who are not.*

4

Learn to **SORT** rather than to **SELL**. There's a natural tendency for people to attempt to persuade others who have a low level of interest. That is the same as trying to put square pegs in round holes. It's a waste of your time and energy. Worse than that, it causes people to become argumentative.

That type of negativity prevents reps from feeling good about what they're doing and will often lead to them dropping out.

When you **SORT**, you are simply looking for people who like what they saw after the presentation. Don't attempt to talk someone into liking it. They either have a mostly-positive reaction to your presentation, or they don't.

There's an old expression: "Never try to teach a pig to sing. It wastes your time... and annoys the pig."

STEP *Enroll those who are interested in what you've got.*

5

This step is self-explanatory. You will walk people through the steps of signing up for your products and/or your business.

Often, when a rep is brand new, they will need help with this step. Be sure to give it to them. After they've seen how the enrollment process works a few times they'll be able to stand on their own and do it themselves.

STEP 6 *Help new members get started by using the products the right way.*

You want people who will continue to use your products or services month after month. Therefore it's important that they have the best possible experience right from the beginning.

Many companies do not provide good instructions for a new user to get the best results immediately. Take the time to go over your product or services with your new customer before they attempt using it on their own. Make certain to answer their questions, and provide the right instructions to them.

Do the work once. Do it right. And you will have a happy, long-term customer. Keep in mind, it is common for happy customers to eventually become successful reps.

If that new customer is also a brand new rep, it is even more critical to their success that they have the best possible experience with the product immediately. That will build their belief in the product, in the company, and in you.

STEP 7 *Show members who also want to generate income how to apply these 7 steps.*

This brings us full circle. You want to repeat these steps over and over with as many people as you can. Get good enough at doing this over a period of time, and you may never have to work again. That's because you've replicated your process into enough people that they will carry on without you.

THOSE ARE YOUR 7 STEPS TO SUCCESS

You have just gotten a detailed overview of what it will take for you to become a **MASTER DUPLICATOR**.

Stay faithful to these steps. Whenever you catch yourself deviating from them, bring yourself back. Stay on course. Don't waste time on

distractions. Focus your time on those revenue generating activities. Ignore everything else.

The bottom line is the more closely you can adhere to those 7 **STEPS TO SUCCESS**, the faster you will achieve your goals and begin to enjoy the lifestyle of your dreams.

YOUR NEXT ACTIONS

This all comes down to taking personal responsibility to grow yourself. You need to focus on improving your knowledge and your skill level.

There are essentially only 2 ways to do that.

1. Learn from your own mistakes. This is a hard way to learn, but once you've suffered the pain of your errors, it usually makes enough of a lasting impact that you'll force yourself to improve.
2. Learn from the experiences of others. For many people this is far preferable. It is vastly less painful as well as being dramatically faster.

We provide excellent ways of being able to learn from the experiences of others.

Be sure to get all of our specialized training resources. We offer field-tested, proven [scripts](#), so you'll never be at a loss for the right things to say.

We provide you with [training manuals](#) that help you understand our profession from the viewpoint of those who have achieved Top Earner status.

You get full access to our ["Live Dial" training calls](#). 12 times a month our Master Instructor gets on the phone in real-time with brand new prospects while you get to listen-in as it happens. Afterwards you are able to participate in the analysis of the calls and get your questions answered.

AND ANOTHER THING

As you're undoubtedly aware at this point, you and your team need a constant supply of high quality leads, in order to achieve your ultimate success.

We specialize in producing the highest quality, pre-qualified leads that are exclusive to our profession. There's nobody (and I mean **NOBODY**) with more experience or a better track record of success than us.

We are **LEAD POWER** and we can provide you and all your people with as many high-quality leads as you can handle, delivered at your own pace. With us, you are able to select exactly the type of leads that suit you the best, at prices that can't (and won't) be beaten.

ONE LAST POINT

Here is a **FACT**:

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

Unfortunately, many people fail at it because they simply do not treat this business with the serious respect it deserves.

Our profession has rules that must be followed and procedures that must be learned and applied.

It is sad to see that often-times, people unnecessarily complicate what is essentially a very simple business. That is why we took the

time and the effort to deliver and fully explain these all-important 7 steps.

The more reps deviate from these 7 time-tested and proven steps, the less success they will have.

Conversely, the more closely you focus on these 7 steps, the faster and more lasting your success will be.

YOU TOO will be able to build a lucrative, personally fulfilling business and enjoy the lifestyle of your dreams!



Ron Malezis