

# Template for Success

## Part Two

Now what we need is to look at the key factors that must be in place when looking for an opportunity so we are going to go through how do I recognise a good opportunity?

How do I cut through all the sales pitches and all the hype and the talk and see whether the key factors are in place?

Well these are the things that you really need to know, you really need to understand, because when you are looking at an opportunity, regardless of the business model, it has to be doable, it has to be achievable. You are probably looking at committing for quite a while to something that really makes a big difference, a 2-5 year business plan at minimum, and to commit to something that isn't doable and won't deliver as promised, is just a waste of that time and could cost you a lot of money.

This part is very important.

There are 4 traits that a business must have, in any field. It doesn't matter whether it's in network marketing or you're opening a shop in a mall or you're opening a franchise but that opportunity has to have 4 key ingredients.

The first one is that it has to be ground floor. You have to be in early. Now we're talking about creating wealth here. We're not talking about making a couple of hundred bucks a month because to say that everything has to be ground floor, in that situation is not fair and it's not real. So, if you just need a couple of hundred bucks a month and you're thinking about party plan and things like that, that is doable. It's a lot of work for the \$200 or so, but you can do that, so let's not leave that out. But I'm talking about something that can really change your life here, replace your income, match it, replace it and break you free of debt, get you out of there.

Now for that to happen, it has to be a ground floor opportunity, you have to be in early.

The second factor that has to be there is, it needs to be a first to market innovation that is in a pre-existing huge market. So what I am saying there is, in the situation where there is a huge consumer demand, that the company you join is the first with an innovation, in maybe the delivery or maybe the model, the way that it works. If you think of mobile phones for example, that innovation.

When we went from being locked to the phone, the landline, to breaking free with the mobile phone. That innovation. Everybody already had a phone but they wanted that freedom that comes with being able to have your phone with you at all times.

Digital cameras are another great example here. Everybody had a camera but digital cameras just came in and made it all that much simpler and people go for things that are simpler, easier to use, more fun to use, more flexible. So everybody that bought a digital camera, already had a camera. They didn't need a camera, but they wanted the innovation so they went to the digital cameras. So, that type of thing.

The next thing that it should be is daily consumables, so that there is a need for people to use whatever product or service it is on a daily basis so that if you're looking at maybe refrigerators or something like that, it can't work because people buy them every 10 years or so, it's a very, very, hard, big ticket to get into, very hard to create wealth in a market because it's not an innovation and it's not a daily consumable and even if it was a ground floor opportunity, it doesn't have the other 2 factors.

It's really important that it has to have all of these factors and the company and you have to have more than one income stream available to you, so it can't be a single product company. That's another one.

So what we've got is a ground floor opportunity, first to market innovation in a pre-existing huge market. Daily consumables, with more than one product and more than one income stream. That's the first thing we need to look for.

So anything that doesn't have the 4 of them, "Oh this one's got 3 out of 4. It's not bad." It's not good! You need 4 out of 4 here. Now the next thing it must have, 7 more.

The company has to be solid. The company has to be sound. It can't be strangled by debt. It can't be strangled by the venture finance choking it so that it can't grow.

Again the products, #2 has to be innovative. Innovation creates big business. Imitation creates small business. It has to be an innovation. The 3. It has to have a fair and generous compensation structure, even in a franchise. Your dividend has to be solid, fair and generous, easy to achieve.

The next one, it has to be a trend setting opportunity. It has to be ahead of a trend. In front of something that's going to happen anyway. It's got to be the one that's driving the wave, not watching the wave go past.

Next, timing has to be right. So you can say that domestic rocket engines.

That's innovative. There'll be a trend for that! Everyone will want one. Not yet! So the timing is no good in that example. So the timing has to be right.

The next thing is, it has to have a solid field team that can lead, train, coach, look after you, look after the growth in the development stages and the main thing is, it has to have the management that can take it to the next level. That's really important.

So those 7 things are: the company has to be solid, the products have to be innovative, the pay plan - the commission structure has to be fair and generous – achievable, It has to be in front of a trend that's going to happen anyway, the timing has to be right, It needs a field team that can drive the growth, It needs a management team that can handle the growth.

Now that's really important.

So those 7 things, take note of. Any one of those missing, and again, not the end of the world but not the beginning of a new world either.

To create wealth, whatever it is that you join, must be travelling in the same direction that you want to go and it must be travelling at the speed that you want to go or must go, to create this wealth. It's got to be able to keep going without you. Anything that has to have you in it will never make you wealthy. And you never have a life. All you do is carve out another existence of 'chained to the wheel'. Similar thing happens to people who decide to break free of the city and decide to do a sea change, or tree change if they go into country areas and things. They open a small store in a really nice little village and guess what, they're working 7 days a week, 14 hours a day and they didn't realise going in and it's very hard to come out and they have their retirement money tied up in it, so they're stuck.

So that's something to be very careful of.

I actually, personally know people who have done that. Business people who knew what business was all about. Didn't see that, just didn't see what they were doing when they locked themselves in. And of course by the time we found out that instead of being retired by the beach, they'd bought the shop, it was too late to tell them, "Don't do it".

And that's very frustrating when you could save someone from making a bad decision but you didn't hear about it in time. So that's not a real good thing to have, you know.

Now the 4<sup>th</sup> factor in this is that it must be not near its destination yet so there's a lot of travelling distance left in the company.

So let's go over those 4.

To create wealth, this is to create wealth, this isn't to create a couple of hundred bucks. If you want to create a couple of hundred bucks, you'll be able to do it a lot easier and faster if it's got this factor. It's got to be travelling in the direction that you want to go. It's got to be travelling at the speed that you want to go or have to go to get the momentum. It's got to be able to go

without you because if it has to go with you, you're locked in, and it has to be not near its destination yet, so there's still a lot of time for growth.

So the growth stage is really important. With an absolute start up opportunity, an absolute ground floor opportunity, you can create quite a lot of money quite quickly but you have to realise that that growth spike that it has, is a fake growth and then you'll have a fake drop and then what you'll have is a phase 2 growth.

A phase 2 or stage 2 growth is real growth. That's where you can make real money, generate solid income streams that will last a long time. So you can get in right at the ground floor. It is risky there because you don't know yet if it's going to fly. No matter how good the product is or the opportunity is, you don't know if the market will take it to heart and that's a key factor in the success of it.

But if you get in there early and you do what is required you can generate a lot of money quickly but you've got to remember you're generating a false spike and you're going to have to ride out the false drop and then the company will be in true growth if they've got traction in the market place.

So the absolute best position to join is Stage 2, when they've had a fast up down and got traction. Now the other thing is, they can't be just in one market, because that will cause a big delay in their growth, but if it is global, a multinational company, because they're growing markets all the time, each peak, each drop doesn't impact on the whole business model in the growth stage.

It's just one little area and it's a standard thing and while they're going through that area there, another area is opening up and driving hard that way.

Now that's cream.

If you can find something like that, that's the one because the growth stage is perfect. But it has to have all those other factors. Most likely it will have or it wouldn't have hit that growth stage but still don't take it at word value, you'll have to look at it. You have to be sure.

Now I just touched on the fact that it needs to be a global opportunity but that's another point. It needs to be a global opportunity. You can't lock yourself into one market, especially in today's world. You can't do that, nobody does that. Everything is global now. So you've got to be able to trade, whatever it is, worldwide if it's international.

If you're looking at a franchise or something similar to that, it has to be an international brand so that the growth that the company has to sustain you and grow itself in your local market is being generated globally.

Most franchise opportunities though involve very big money up front, money that you probably don't have or don't want to risk. Very big up front \$'s, a long

time to get in to profit and a lot of work, a lot of staff, and a lot of management skills. Those things are more for people looking at keeping it alive and then selling it on. It's like enforced savings so they work very very hard for a few years and they pay that off and then they sell that on.

But during that period of time they haven't created great wealth. They created value in that business, but there's no income stream that's been developed. There's no passive residual income stream that we spoke about before because if you want to be free and own your life, whatever it is that you choose, and choice is freedom in our modern world, you need to have passive residual income.

So when looking at these opportunities, I'm actually going to stick to network marketing for a minute but you can apply these things to anywhere even in your own family business. Some of these factors we've discussed, if you don't have them in your business, you need to add them, because they need to be there clearly in a good business model. You may be doing OK, but let's do better.

So what they should have in a fair plan is good start up money.

First stage start up dollars should be fair, generous and easy to achieve so that you get out of debt and the pressure is off as far as that business venture goes. Then it should have transitional money. Now some companies had a tradition where, yes you could get started with some money but, then you starved your way to success right across the middle ground. And there was a lot of untidiness in the model that if someone stopped it broke things down and if you didn't do this, you didn't get your discount and you had to reinvest money and you had to keep stock in your garage, you had to deliver it yourself, drive around the world, wasting all the time that you want to have for free time, delivering product.

You have to make sure that none of those things are there. That was fine before but now it's modern day. It has to be a modern day situation.

Anybody in commerce now relishes the ability to have products drop shipped by the supplier so they don't have to play warehouse and bear all those costs, shipping, transportation, stock, warehouse etc. So you need drop shipping ability so that you don't touch product. It's done for you. And that there is money that keeps you going through that middle ground before you hit the peak in your business.

Now you've got to drive your business so well that it matches the speed of the company's growth. So you can't travel on the bus if you're not travelling as fast as the bus. If you're really good, you can outrun the bus but you need to keep up with the bus at least, so that's an important thing.

You can't take all this stuff on board, go and find the best opportunity in the world and do nothing.

Because, one of the great things about network marketing is that you get paid for what you do.

Now that makes it a very fair business model where everybody has the same chance at success as everybody else, but if you don't do anything you won't earn anything. And that's why it is so fair.

In a good commission structure these days, a modern compensation plan, the person starting today, has as much opportunity as the person who started a year ago, 2 years ago, 3 years ago. It won't be much more than 2 or 3 years ago because we're talking about ground floor opportunities but there has to be an ability for you to become the #1 person with no restrictions on you except your activity.

It has to be that open for return on effort and it has to be in a way that you are being paid commissions on the success of other people, not on the work of other people.

Not on how busy other people are but on the success of other people.

There is a huge difference between those two outcomes.

It's a really important factor because quite often when you pitch these things, people say, "Oh isn't that just another pyramid?"

Well no it's not because:

Pyramids have been outlawed in most countries since the mid eighties and the whole integrity about the network marketing model when it's a modern commissioned plan, when it has the same integrity involved, is that everybody has the same commission structure, everybody has the same products, same markets and the only variant is 'them'.

So even the #1 person in the company is in the same markets with the same commission structure with the same products.

The only difference to anybody is 'them', the individual.

Now when you get that right, then you can generate wealth and then you can generate the passive income stream that is the holy grail of existence.

Now the 3<sup>rd</sup> thing that it has to have, so we have the start up dollars to get your money back quickly, we have the transitional money that will pay you across the middle ground, the 3<sup>rd</sup> key ingredient that a modern day plan has to have is for the people that really want to step it up, people that really want to get serious, it has to have the potential for really big power dollars.

It has to have a huge upside. Now I'm not saying that everyone's going to reach that because they're not. But it has to have the potential for people who do it right that stay on track, that are coachable, that understand the principles of

how to do it, to be able to create very large sums of money and very big passive residual income streams.

With a multi-national opportunity it means while you are asleep, your business is growing. So these are the things you need to look for when you are looking at an opportunity. Make sure you really are across these things because the difference can be the difference between living what you are looking for, the vision and not reaching it and more frustration.

These factors I was aware of. I had looked at the network marketing industry for years and because people knew what I had and my connections with things and I had always been targeted by that industry for years but I had always found a hole in that plan and a reason why that one was just too hard, a reason why that one with all the best intention, the product traction in the market isn't there. People are going to have to work too hard for too long and then they got tired and then they quit. It is just really difficult to do something for a long long time where there's a struggle involved.

Everything in our nature says cut your losses, forget about it and some things have been like that. Some of the older plans are very hard work, not that they're not doable and not that they were set up to be that way intentionally but there were some inherent problems.

Something that was invented 50 years ago, 40 years ago, 30 years ago that was designed then. Compare it to something designed now. Even the smallest compact car now has standard items that 30 years ago would have been luxury items in the top end model. And things have happened like that with network marketing. That's why I'm talking about it at the moment because it has actually evolved into something that is just a phenomenal industry to be involved in right now.

"New" Network Marketing is attracting a different calibre of individual. Real professionals that recognize the power of the Network Marketing Model when it is done correctly. It is a vastly more powerful model than conventional marketing and is the last area still available today where for a small investment the average person can create great wealth.

That's why I recommend it. "New" Networking. Because it has been totally rebuilt from the ground up and if you apply the key factors that must be there to your search criteria I am confident that you will find the "right" one for you. Then remember, you can't create wealth sitting on the couch. You need the "A" word . . . ACTION.

## **Methodology**

All right now, methodology.

Let's get stuck into what you have to do.

The key points to do, the key factors to be aware of again.

Keep coming back to key factors to be aware of, don't we?

Anyway they are, to actually do the business.

Now again these are important and you need to be good at most and great at the rest and awesome at one or two of them. That's all it takes.

If you can do that, you will do this business standing on your head.

So we've come right through the whole template for success. We've come through your 'why'. We've come through the key factors to look for in the opportunity and we've come through the mindset to actually succeed. So now what we need to do is define what it is that is actually the machination of getting your 'rock up the hill'.

So like any business, regardless, and I will try to talk in as much open terms as possible and then you can apply it to what sort of opportunity you're looking at.

So whether it is the franchise or the shop in a mall, (I wouldn't really recommend either of those because of the costs up front and the time costs and the stress factors but that's not for me to decide) or a Network Marketing opportunity etc, I'd like to assist you as much as I can in getting whatever opportunity you decide is yours, right, and that's the whole reason for this. OK?

Now don't get caught into the 'if only's'. I don't want you saying, "Yeah well if only I lived somewhere where the harbour looked like that."

We'll get this right and come and visit the harbour.

Come and say "hello" and buy me lunch! So yeah, that's another reason I want to get it right. I know some great restaurants just down there! Ha Ha.

OK, let's go.

Any business, doesn't matter what it is, you have to start it with potential clients. It wouldn't matter if it was engineering, heavy earth machinery, who's going to buy it, who's going to distribute it, who's going to get on board with you and help you build a team, who's going to be a sales team for you? All those things, same thing.

So you need a list.

It's called a prospect list. It's called a candidate list. It's called a client list, a potential client list, anything you like but it's called a list. It's basically a list of people you know or are aware of that you write down.

Now it's really important that you understand how to build and maintain a list because your list means so much to other areas of your business that it really shouldn't be overlooked and it shouldn't be 7 people, it has to be a couple of

hundred people. We all know 4 or 5 hundred people. We don't talk to them all every day, thank goodness, but we know them. So when people say, "but I don't know anybody".

Well think about it more, you really do know a lot of people and people whose face that you know, people who are successful around you.

I'll give you a real good tip.

This is the key to your success.

**Your success depends upon the quality of the people that you know and/or the quality of the people that you are prepared to find.**

I'll say it again because it's really important, your success depends on the quality of the people that you know and/or the quality of the people that you are prepared to find.

Now think about that one. Let that one settle a bit.

So when you are putting your list together, you don't want to put people on your list that you are totally comfortable talking to. You want to talk to people who are 'up the hill' a little bit, people you look up to.

People who are doing really well, people who are successful, people who can get things done.

I mean, if you want to get your business off the ground, if you want to get it done, then doesn't it make sense to talk to people that do that now, who get things done.

So I can tell you, from every millionaire that you show an opportunity to, 99% of those millionaires will look at it.

Conversely every victim of the world that you show the opportunity to, 100% of those people won't look at it.

When you run around with a low quality list and you're talking to people who just aren't on the front foot in life, yet, we hope. People who are living a passive lifestyle, have got a neutral mindset that we discussed before. When you talk to those people, just getting them to look at something can just about kill you! You die 'the death of a thousand cuts'. It is really psychically damaging to your belief system to know that you have found the right opportunity but then you're talking to people who just won't even look at it. Or tell you they did but "it's not really me" or give you an opinion when all you really want to know is "Did you get it? Are you in? Or are you out? Or maybe you want to use the products but you don't want to do the business?" That's ok, anything is ok there, but to pull your hair out trying to get people to just look at the opportunity, it's just demoralising. It's very very hard to maintain momentum. You need to be very thick skinned, to put up with that. It will just weigh on you. It will get heavier and heavier and you're trying to push a rock uphill so people sitting on the rock aren't making it easier.

That's what you have to avoid. So it's not about the quantity of people, it's about the quality of people. Obviously if you talk to a lot more quality people, that's fantastic, but maybe you only have to talk to a couple. If they get it, quality people usually have their own infrastructure, their own networks, they get things done. So we're not talking about running out and recruiting the world, or doorknocking your downtown business district in whichever city you are in. We're talking about carefully selected, respected, well targeted, well researched quality clients. That's who you need to talk to.

Now another thing people have a big problem with and I hear it a lot, a real lot, is "But I don't want to talk to people I know, I don't want to talk to family. I've talked to them before when I've been involved with things and they won't listen to me anymore."

Well that's ok if you don't want to bring in your "warm market" as it's called, but warm market is always a way to get things done fast, because they will listen to you, maybe come to your place, maybe watch a presentation, have a look at some brochures. They'll probably give you opinions as well as decisions. But if you're aware of it, you are expecting it and if you believe in it well enough, well that doesn't matter.

The main thing people worry about is offending their warm market and I worry about that too. I don't want you to offend your warm market. I want you to maintain your relationships, they're precious relationships, but if you're onto a good deal and you know how to do it, then not showing your warm market, that can damage your relationship.

Later when they say "You brought all those other stupid ideas to me and then you got onto the one that really worked and you never showed me? Why not?"

"I just didn't think you'd want to look at anything again."

"Why didn't you let me decide!"

See that can be an outcome too.

Now let's assume that you don't want to talk to your warm market, well, cold market's a great place to go, but you need good strategies in cold market.

I'll show you what they are. You need momentum and you need drive. You need a lot of activity because there's only so many things you can do. So if you're going to take one out, then that activity circle has to be compensated by more activity in the ones that are left.

I've seen people try and build a business where there are 4 or 5 factors and they only do one but they only do it in the same percentage as they would do if they were using the other 3 or 4.

Of course it's not enough, it's just not enough activity and it won't happen and it doesn't happen and then of course they're demoralised, disappointed, put themselves down to being a victim, a failure, but it is not their fault.

I am not telling you this is easy to do because it's not.

We're talking about making money here. Making money is never easy. It can be simple. It can be mind-numbingly simple, but it won't be easy.

The main thing that you have to watch is that you don't overcomplicate the system.

See, we've taken all the information that is flying out around there. All over the internet you can see how to build a business, how to make a million dollars, how to do this, how to do that. If you read enough of them, they contradict each other. Some of them are just complete rubbish. Some aren't, some are good but how can you tell?

You need to know what the key factors are to recognise if someone who is giving advice, knows what they are themselves. You could spend your whole life just doing that. That's the thing with our system because we do that.

We're across it all the time, looking.

A team of people who really know. Not just me alone. People who work with me and we bring it down to a simple system that can be done without all the time-wasting fluff.

See, some people just like to be busy. As long as they're doing something, they think they are building their business when actually they're not because unless it's something that's going to produce revenue and growth, it's not building. So you need to be very clear about that.

There's busy and there's productive. The best way to be productive is to manage your time. Good time management. People say "I couldn't take anything else on, I'm too busy", and then they watch TV for 3 hours a night. "It won't fit in with what I do." Well, how is what you're doing working for you? That's what I ask. Because if what you're doing is so good then why are you looking at an opportunity?

So you have to change a couple of things but you don't have to give your life up. You're trying to get your life back. It makes no sense to give it up. You can do it in half hour bursts. You can do it in 2-3 half hour bursts a day. But it has to be focused. It can't be "Oh, I'll just have a look at the internet or read a bit of training" or something like that. It has to be actually putting people in front of the information, something that will build your business and produce revenues and you can do that in half hour bursts in the morning, mid morning, lunchtime, in the evening.

I know people who are so busy, but they are trying to get out from under and what they'll do is they'll make a 10 minute set of phone calls during the mid

morning, their coffee break or something and at a lunchtime break, they'll do 20 minutes or half an hour and then when they get home, 7.30pm, a great time to call people at home if you need to speak to people on the phone, they'll put in 20 minutes, half hour again. They'll do that for 4 days a week, 5 days a week and they're getting it done.

In fact, one of them uses a coffee shop for lunch and makes some phone calls from there and he's very successful and he's young enough for his success to draw attention and now he has people walking up to him saying "What is it you're doing?. I'm always seeing you in here. You're motivated, you're passionate, you're getting things done, you really look like you're enjoying what you are doing". And he's getting prospects approaching him! Just because he is time managing so well people are noticing it! I think it's hilarious! It's fantastic!

So we discussed the warm and the cold market, next thing is you've written down people that you know, 200 of them, right, I don't want to mess with this. I don't want you to say " Oh ok 37". That won't do it. You need 200, because if you have 5 people and you promote the opportunity you have to one person and they say "no", even if they say "I think that's the best thing on Earth, I think that is the best thing I've ever seen but you know, we're moving, we're selling the house, we're waiting for finance", they might have a great reason but the timing is not right for them, that's 20% of your business if it's a 5 person list. That's why you need a big list. If you have 200 people on your list and one person says "no", that's half a percent and they're replaced within a couple of days, while your breathing list is living and breathing and you're adding names and it has no effect on you. It doesn't kick the belief out of you. It doesn't make you shrink and become "please do my business, I need someone to sign up". It keeps your posture. Posture is really critical.

Most of what is done in this business is unspoken. 95% of it is in the impression that you make, **as you**, without even saying a word.

That is all posture. It's all about how straight your back is. When you walk into a room or you walk to meet someone for a meeting or you're going to explain something or ask them if they're looking for a plan B. Any interaction with the other person, visually is 95%, verbally is 5%.

Now verbally. If you're talking too much, you're losing. What you need is good information. A 3<sup>rd</sup> party source whether it's a website, brochure, DVD, CD for them to listen to , something like that, so that you're not doing it all. There's a couple of reasons. One is, no matter how great you sound, they will just think they can't do it. So they might say to themselves "Wow he/she, they really know. The way they presented the information was incredible! They're really across it! But I couldn't do that. I'm not as smart as they are or I don't have the

time to do the study they obviously have. I wouldn't be able to do this business because if that's what it takes then, I won't know how to do it and I won't be successful at it'.

So you're actually sending a bad message. So it is really quite important that the system is so simple that it is just a few words then all the information comes from somewhere else. That is really important. Make sure of that. If you are the message, you are in the way. If you are the messenger, they will see what the message is. And that is with everybody. It doesn't matter whether it's your next door neighbour or whether it's a family member or whether it's somebody 'uptown', a really high achiever that you think "I really have to spin it to this guy". You don't. They wouldn't expect it either, because a long pitch, a big schpeil, is quite unprofessional, actually. Unless it was by absolute invitation and then I'd still recommend taking someone else in with you, even though you are the contact, take someone else in with you to do the presentation so it remains 3<sup>rd</sup> party. That's really important.

Now , when inviting people to look at the information, what you have to recognise is, inviting is exactly that. It is inviting. It's not explaining. It's inviting. It's inviting people to look at information relating to an opportunity. It's not inviting them to ask too many questions on the spot and harass you into blurting it all out. It's an invitation to either look at a website, look at some information in a magazine or a DVD or CD or come to a meeting, see a presentation done live, go to an event. Whatever it is, it's just an invitation. Be very careful with that.

A lot of people blur that line too.

They invite someone to have a look and the person shows interest or may say "what is it"? Twenty minutes later, blown out of the water!

And when you are explaining information to people, you have to remember two things, and I'm saying it for people, not for you, for other people. If you build a team, they'll need someone to do the explanation for them. Right? That's when you get to say it all. That's when you get to do it. And that shows people that there is support that you don't have to be the expert because expert knowledge is just one phone call away.

Now that's an important factor but remember these two things.

**1. Technology tells and benefits sell. OK. Technology tells and benefits sell. So when you have to explain something, don't go into all the technicalities.**

**No one cares! Something works, it works!**

They don't need to know that you know they put this through this and for a 'nano' second for that and then, this, that and then they add this ingredient

and they do this and that and it does this and amazing and all that! They don't want to know about that.

They want to know whether it takes the body aches away that they have already or helps them to manage their weight or is a better way of viewing on-line data or whatever opportunity you are in. It tastes better or it works better, it'll take care of that problem for you.

They don't want to know the science. They can find that out later. People want to hear benefits and the black and white stuff, the technical stuff, if they're seriously looking, they'll go and look there for themselves.

They don't need to hear it from you, because a lot of people do that too.

2. When you are presenting the information to someone, also be careful that in the presentation, you don't actually take the product back. Now I know that sounds crazy, but people do it all the time. If you're not aware of it, now I've made you aware of it, keep an eye out for it. Go into a store and make an enquiry about a plasma television or something, and the clerk in the store, the sales guy, he never shuts up. You go past the point of ready to purchase to the point of ready to walk out. You hand it to him, "look you have it back, this is getting too complicated. I was ready to take it off you but now it's all so complicated and you've gone over something 3 times or you've brought some factor in that I don't need to know, so you can have it back".

Then you'll walk down the road and you'll see the same television, you'll walk into that store and you'll walk up to the first salesperson you see and you'll say, "I want to buy that, I want that one". He'll think it's his lucky day. He won't know it is because you've been hounded out of the store up the road. So that is an important thing. You won't know either.

You'll just think "Oh they didn't get it. It wasn't for them".

That's how it will appear. But actually what has happened is, you've taken it back off them. So you have to realise that there is a point where you've said enough and then leave it up to them. Usually "if they're talking, you're winning but if you're talking, you're losing". So that's another factor. Just keep that in mind as well.

Now following up, ringing people.

The whole purpose of inviting people to look at information is purely that, to look at information. The whole purpose of following up after they look at that information, is to process them through to the next stage that they need to go to. Now if they don't want to go to the next stage, fine.

Thank them for their time. Don't be offensive or rejected or anything else. It could be that they recognise it is a fantastic opportunity but it's just not the right time for them. In 6 months time, they could be so keen to come on

board. I've had people with business opportunities I've pitched and they didn't go for it and 15 months later, ring me up and go for it! Ring me back! So that can happen, providing you leave the relationship in good shape at whatever stage.

Appear professional, plant the seed, move to the next stage.

They actually dictate when the next step is. You guide them.

You have to take the role of a guide, an advisor, an informed advisor who understands exactly what position they are in and has the remedy and the solution for that but if they aren't going to move forward at that point, even if they enrolled with you or came into your business as a partner or anything else, do you think they're going to move forward then anyway? No. So their motivation is primarily built on your professionalism.

Professionalism will never offend but bantering people will. Harassing them, virtually chasing them down the street, never leaving them alone, that offends. That's when people don't want to hear from you again. That's when people say "Never present anything to me again".

And actually that's when you need to apologise to them for having done that in the past because you just didn't understand how it worked and asking them to look at the one now because you've done a lot of research, you've done a lot of study, you understand how it all works, you understand the mistakes you made in the past, you're sorry for that but you really do care whether they look at this one.

Take it away again. "I don't care if you do it. But I do care if I show it to you" or "I'm ok if you don't want to do it. I'm not ok if I don't show it to you".

That won't offend anyone because there is no pressure.

All you are doing is asking them to look at information.

Following up is purely that. Following up.

"Did you look at the information? What was in there that you liked the most? Would you like to move to the next step?"

See, there's a process called 'closing'. Closing steps. But I like to soften the 's'. I like to use 'closing' (as in getting closer). You're here and the candidate/prospect's mind is here. They know nothing about what you have and you are on 2 separate stepping stones to cross the river. Now what brings you together is advice and guidance as you move closer through the process without offence, with professionalism. They go from one step to the next. At that step you do the same thing, "Did you look at the information? Did it make sense? Would you like to move to the next step?" If they say "yes", you move to the next step. You follow that step as many times as necessary with just that simple process with, "Did you look at the information? Did you get it? Did it make sense to you?"

If they say “no”, you review the situation by asking them, “OK let me see what you missed”.

Because you know the information is sound, you’re on board! You know the information is solid, so if they didn’t get it, there’s a really good chance they missed something. You’re not really in control of whether they looked at all the information, you’re not in control of how they look at all the information. The phone could ring, they could walk out of the room, someone could call them out, something gets in the way.....and they miss a critical part. So when it gets to the question of, “Did it make sense? No it didn’t make sense.” But they are not saying “Oh that’s rubbish!” But that is what people hear. They’re saying it didn’t make sense. Don’t add meaning to what you hear. Only hear what you only hear!

Now you know, from your informed advisor position that it does make sense, so, they must have missed something.

So you say to them, “Let’s have a look at the information and I’ll see what you missed.”

Now the question that they will ask will tell you which part they missed. So you tell them, “OK go back there, have a look at that part. That will answer your question.”

Don’t answer it yourself. You are a guide. You’re guiding them through the information. You are not delivering the information. So you ask them again, “When do you think you’ll be able to do that?”

They might say they’ll do it this afternoon or, “I’ll have a look tonight.” So you ring them back tomorrow and you ask them, “Did you have a look at that information?”

“Yes.” “Does it make sense now?” Most times it will be “Yes”, if not, “No.” “OK let’s have a look at what you have missed.”

You just stay there because they’re not ready to come to the next stepping stone. The stability in the step is not there. So they’ll fall in the water, right, and that won’t make them happy, or you.

You have to clarify that they looked at the information, it makes sense, move to the next step. So you just keep doing that.

You start here. “Did you look at the information?” “Yes.” “Does it make sense?” “Yes.” OK that qualifies to step forward. More information, an event, whatever it is. Then after that, “Did it make sense?” “Yes.” Move forward.

After that, “Did it make sense?” “Yes.” You are on the same stepping stone.

Now, you ask them, because you’re in the same place right now. In reality now if you don’t ask them, they’ll wonder why you didn’t.

You ask them, “So do you want to get started? Do you want to do this with me? Will we do this together?”

You have to ask that question.

9 out of 10 people who do business, don't ask for the sale!

It's a #1 mistake.

They just don't ask.

The person is ready to sign up, ready to buy, ready to go forward but they don't ask them and the person walks away going, "What was all that about? I looked at the information, it made sense, rang back, it made sense."

No one told them what to do!

So it's really important you start this journey as a guide, you can even say, "My role in this will be just to guide you through the information."

Reaffirm, "I don't care whether you do it or not. I do care that I present it to you properly." And so you take those steps.

"Did you look at the information? Did it make sense?" "Yes." Move forward.

"No." Ask them, "Let's see what you missed", and hold until there is nothing that they missed.

It now makes sense, even if it takes a 100 times. I've never seen that but you know..... Then "Does it make sense?" "Yes." The "Yes" to "Does it make sense?" means step forward. When you are on the same stepping stone, you have to ask them. If you don't, they will think you are strange. They are ready at that point. You have to ask them. "So are we going to do this together? So, do you want to get started?"

It's the #1 mistake people make, failing to ask for the business. It is critical.

Now, another thing in the inviting stage and this is something every business needs. In every business, no matter what you do, you need this.

You need what is called, 'an elevator pitch'.

What's an elevator pitch? Well it's defined by something that presents your business or your service or your product in a favourable way in the time it takes to come down in an elevator with somebody.

So if someone in an elevator, I'll just have to use an example, said, "So what is it you do?" "Oh you know how some people have trouble managing their weight? Well, I market a product that makes weight management easy for them."

Even shorter:

Well what do you do?" "I market a product to people who have trouble with their energy levels." "Oh how does that work?" "Would you like to look at some information it may or may not be for you but if you don't look....?"

That's what you need. It's called an 'elevator pitch'. It doesn't matter what it is. It could be....."What do you do?" "I market water filters that work on osmosis through sandstone, makes the water so clear it's just..."

You have to get your clear point across, whatever it is you do. OK." What do you do?" "I work in law and we specialise in property transference". "Oh OK". No rave, no nothing. It is a simple thing to do.

You can use either style. I'd recommend having both ready.

The start with a question style and the straight and simple to the point style. The start with a question is a great one to use because it establishes communication with the other person by including them in the conversation from the get go.

But where there's no time the short and straight model is great and real fun also.

For recruiting, if you're going to work cold market, it's absolute gold, absolute. Because if you say to someone, "What do you do?" They tell you and then what are they going to ask? It's not setting a trap! It's just opening a line to them, a line of conversation.

But if someone gets in a lift, looks a bit influential and it looks like someone who looks like they might be good for you, good for your business, ask them! "What work do you do?" "I'm in publishing." "Oh" Of course they're going to ask you "What do you do." Zip. There's your elevator pitch.

Another cold market quick strategy.

These are the '4 second' cold strategies, right. Remember it's a numbers game. You can pick the quality of the person you speak to. You can recognise quality in people. They're trying a little bit harder. They care. It could be a waitress but she just cares about the way she wipes the table etc. Her service is excellent. Someone who goes that little bit further. Someone like that. Validate them because they deserve it. No one ever does, you know, so tell them, "You're doing a great job. Is this what you do?" "Well actually, I want to be an artist, this is just what I'm doing." Or "I'm studying at uni." Or "I'm out of work". "I'm in between jobs." "I was retrenched."

"Do you have a plan B?" "Well, no."

"I might have something for you to look at. It may or may not be something for you but if you don't look, right? So if you give me an email address or a number, I'll send some information to you. Or 3<sup>rd</sup> party it right from there. If you give me a number or an email address, I'll have someone send you some information."

It's not offensive. You have already said, "It may or may not be for you." They are not expecting you to come hounding through the door.

Now the thing to be careful guys, if it's a gorgeous woman and you're by yourself, they are probably not going to give you the right phone number!! We've had some laughs with people doing that strategy when we taught it to them and some of the reactions that they have had when they've been out by themselves. We always tell the guys, "don't walk up to a young girl, 25 years under your age and use the line, because what do you think they think? They just think it's some guy hitting on them! They're not going to give you the right phone number, so you go home thinking, "Oh I had a great day today. At lunchtime I bumped four really good prospects. I'll just send them the information tonight because it only takes a second to send them an email link, right?"

Three of them bounce back. But we know which coincidence it will be! It won't be the guy! So just be aware of that. Have a partner with you or look very professional, maybe with another member or even another business colleague, who's not in this business. Anything that validates, that it is a genuine approach, it is nothing 'sleazy' or 'shonky'. That's quite important.

When you're recruiting people, as I said, look for people who are doing it just that little bit better, people who care. People who don't care, won't care. But people who do care, they'll have a look at the information. I'm not saying they'll do it but if everybody who cares got together on one project, what do you think you could achieve with that?

So it's quite important to pick people who care when you're working cold market lists, and keep it short. Because long will kill you and it's not about recruiting anyone 'breathing air warm enough to fog a mirror', or "anyone within 3 feet" as the terms say, it's about people with a quality that you know they could be successful with, in whatever venture you're in.

To improve their situation, not to improve your situation.

People can sense if all you want to do is make money out of them.

It has to be something that will benefit them and of course, based on their success, it's a benefit to you.

But it needs to be about them, not about you.

Now that leads me to another recruiting tip and that is putting your specialised board members together.

Let's say 10 people.

You can't be all things to all men, and you don't want to be. You'll never get out to a passive income stream if you have to do everything.

People say, "Oh I could do this really well if I could be more of a sales person, if I had a real estate background, I could kill this!"

Well you can recruit yourself in or out of anything providing you follow the correct inviting skills and the professionalism and the steps.

So if you think that what you are doing, you could do better if you were in real estate, go and get someone who is in real estate.

If you think that you could do better by having someone who is used to selling big ticket items, for example, cars, luxury boats, go and get one of them!

See, you can recruit in or out of any situation that you are in, once you know how the process works.

Never try to sell someone who sells. You need to be very professional through the steps and they'll recognise that quality and that you're the kind of person they want to do business with.

So no matter what you do, if you don't give the impression that doing business with you is a good idea and most people are trying to get out of debt or cover their children's future so we're talking about generating revenue, if they don't think you're the kind of person who they can generate revenue with, what do you think they are going to say, Yes or No?

Now you don't have to be a rocket scientist to figure that out, so, the impression you give is really important.

So the 1 to 10 strategy is , write down a list of specific skills. Not people. Don't confuse this.

I'm not saying get someone who's a real estate agent so you say "Oh Dave up the street, who used to be married to, who used to be...." , no no no, not names, skill set, on your board of directors. The experts. A group of people with the skills who you know, united, would create something greater than the sum of all parts.

A real mastermind group.

A power play group of people who can get things done.

It might be 'stay at home' Mums, because they have networks all the time and a lot of them are looking for things to do and they're great at presenting things professionally and soft. So it could be that. It doesn't have to be real estate.

Lawyer, doctor, dentist, accountants etc.

They'll bring great credibility to your business but it doesn't have to be that.

What you need are people with a skill set that "combined" will create something really special.

Your board of Directors, write that down in 1 to 10: real estate, car sales, stay at home mum, whatever it is. Not names.

10. Start at #1.

OK #1, for arguments sake as an example, here is, a real estate agent. Where are you going to find a real estate agent? It's not hard. In a real estate! So just work real estates in your area until one of them says "yes".

Now what you say to these people is this, and make sure it is true, make sure it's not an opportunity where you know their greatest possible outcome they'll ever have is \$10 a month.

It has to be something that has a big upside if you're talking this sort of thing. But what you say to them is something along the lines of, "I have an opportunity that I know someone with your skillset could be very successful at. Now I know it may not be for you but I thought you may like to look at the information," or "it may or may not be for you but if you don't look", then let them talk next. Most of the time, they'll say, "OK I'll have a look at that." Then just send them through the info and just follow the same steps. Guide them through, "Did it make sense?" etc.

Remember they might know all about real estate but they may not know anything about your opportunity.

So you are the guiding advisor here, so make sure that's what you do, guide and advise, through the steps of information.

That's another great power strategy. To put your 1 to 10 together.

So what you have to have is posture in recruiting.

Posture in presentation etc. It's an attraction game so strong posture is important. Don't read that as overbearing. Remember the Six Principles.

Posture is created by the size of your candidate list.

The upside, not the downside, will give you confidence.

Posture will make all the difference. You can say something like, "I think you'd be really great in the business that I am in" waveringly or you could say, "I think you'd be really great in the business that I'm in." (passionate inflection in voice.)

Which one do you think is going to give the impression that you can make money?

Posture is really critical and you have to go back to before when we were talking about your belief systems and people trying to punch holes in it and stuff and you have just got to know your worth.

Value your self worth and know what your opportunity is worth and that will give you posture. OK so that's a critical thing.

Now we've covered warm and cold market.

We've covered your candidate list.

We've covered inviting skills.

We've covered the elevator pitch.

We've covered the follow up. We've covered the closing steps.

We've covered the recruiting stage.

We've covered time management.

We've covered posture.

## The NO Factor

Now the one thing I want to cover that is in relation with posture is the 'No' factor.

Don't kid yourself. There'll be plenty of them. There has to be.

Only 1 in 10 people at any one time are interested in doing anything.

You can go into a major department store, 9 out of 10 people walk in and walk out without making a purchase, but they don't walk out in your face so largely the staff are unaffected.

But when you promote an opportunity that is 'face to face', you feel the 'no'. You have to be aware that at any given time, only 1 in 10 people are looking for something. Think about something now. Think about an add on television or an advertisement in a magazine in front of you.

It could be for whatever it is, an ad for a car, a spa pool or something you're not looking for. Now it could be a fantastic ad, but you're not looking for it. So unless someone is looking for an opportunity, they are going to say "No", but it's not "No not ever", it's "No" for now!

In 6 months time, things change.

They could be looking for something.

So keep them on the list, maintain that professional approach and don't offend and they'll always be on your list.

And when you ring them back in 6 months time and say "Just touching base to see how things are. Has anything changed? We've had a major thing happen to us and would you like an update on the information?" Anything like that.

They'll be happy to hear from you because you haven't been a pain in the neck. You've been professional and you've been courteous and humble and focused. And these are things that people remember. And if they do have a situation that changes and they are looking for information, again, who are they going to ring? They are going to ring you!

If they are looking for an opportunity because their life changed, who are they going to call? They are going to call you. That's an important thing.

When you look at successful people, all it means is they have had more No's.

The greatest friend of success is failure.

Sounds crazy doesn't it, but if you don't fail, you don't succeed.

You have to fail to succeed.

So it is really important that you understand that part.

People who are really successful, all it means is they have had more no's than you.

They've had more people not show up for prearranged appointments.

They have had more people not return their phone calls.

They have had more people not look at information.

They have had all the negatives.

More of them, but because they've had more of them, they've had more positives.

So it's all about action.

The whole thing is about action.

Action wins.

No action, no positive result.

Action? Possibilities.

The percentages will be "No".

But you don't need big percentages of "Yes".

You only need small percentages.

Someone said to me once, "Figure out in whatever deal you are in, how much 10 people saying "Yes" is worth and then divide it by 100 and every time you get a "No", it is worth whatever that is.

So, for example, if it is \$2000 that you make from 10 people getting involved in whatever business you are in, every time someone says "No", it's worth \$20.

Turns it around, doesn't it?

So when you ring up and someone says "No", you can say, "Beautiful, just made \$20".

Not "Oh no another one said no."

The majority are going to say "No".

If you're doing it properly, it has nothing to do with you or your opportunity.

It's just, that's life! 9 out of 10 people say "No" to everything. You have to understand that. So that is really critical. Get your head around that.

Don't become emotionally attached to the outcome. If you present your information professionally, the outcome will always be positive. Even with the No's!

Take onboard all these steps, all the factors, everything that we've been through and you will be successful with this.

And like I said, come and visit the harbour, buy me lunch!

I really thank you for your time that you've invested in watching the DVDs listening to the Audiobook, reading this eBook.

Use "The Guide" as a workshop. Take notes. Refer to it over and over again.

If you get stuck, go to the area where the answers are. What you have is a template for success . . . at anything.

But the one thing I can't do, the only thing, is the action for you. So we can do it together, we can do it with you. We can't do it for you. So be clear with that.

Everything that I've given you there, will make you successful. The only thing you have to add is action.

OK, all right, thank you.

