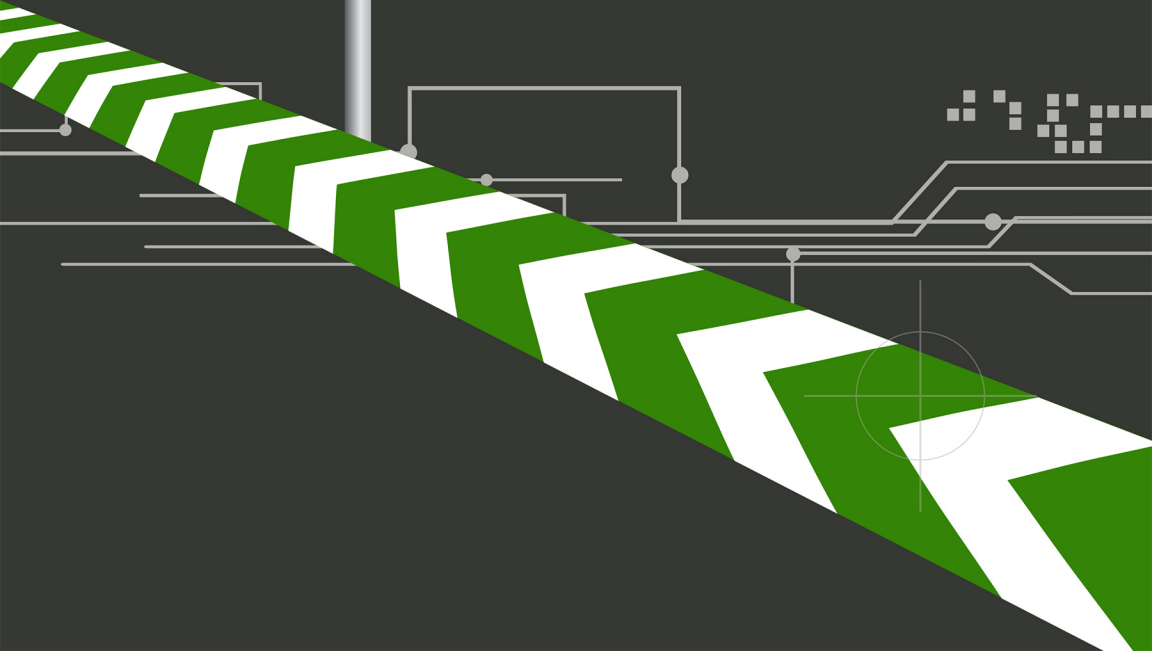


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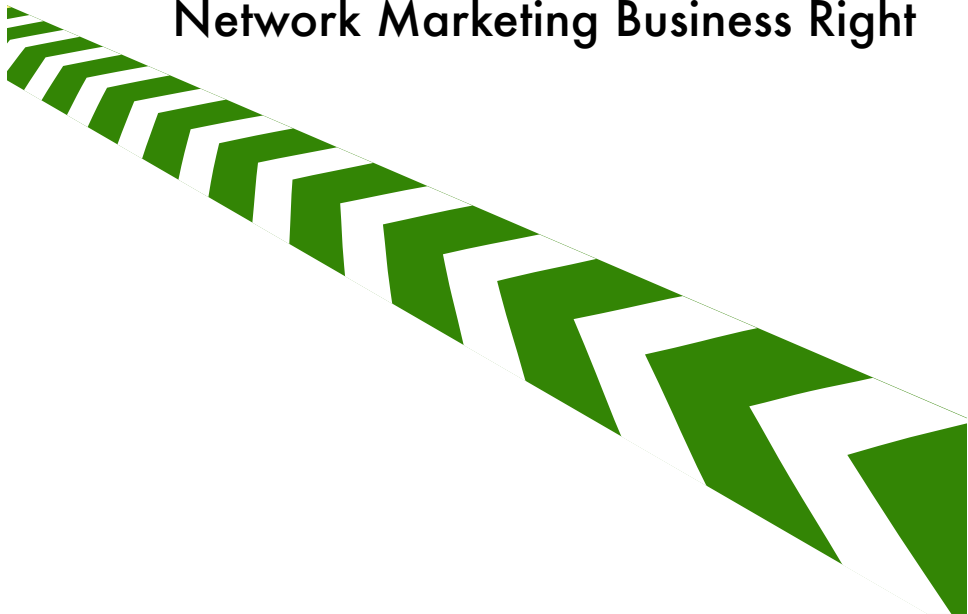
Network
Marketing Pro 

How to Start Your Network Marketing Business Right





How to Start Your Network Marketing Business Right



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How to Start Your Network Marketing Business Right

Congratulations. You've made a decision to do something different in network marketing. You've realized there is a better way. You have a great chance for success!

One of the things I love so much about network marketing is the people. As you listen to this training, pretend we're sitting in your kitchen — or your living room, or your office — and we're having a conversation about starting your network marketing business. Or maybe you're restarting your network marketing business. Maybe you started once before, stumbled a little bit, and need to restart. It's OK. I want to help you build new muscles in this profession.

In this program, I'm going to share with you everything I wish someone had shared with me when I first got started in network marketing. If you start right, you can save yourself so much challenge, anguish, and grief. You don't need to suffer through the school of hard knocks. I'd like to save you from that pain.

That's the purpose of this course. I want you to believe in yourself. The vehicle is there. All you have to do is get in and drive. I want to personally walk through the process with you. This is less of a "how-to" training program and more of a conversation on how we can work together to help you achieve your goals in Network Marketing, and do it fast.



Eric Worre
Network Marketing Pro



1. What do you want out of your network marketing career?

Most people who begin in network marketing want to get their investment back, have some success, make some profit, and see what happens. As you get started, your reasons will drive everything. Your reasons will push you through the pain. They will cause you to act, maybe even to face your fears.

Strong reasons are strong drivers. Weak reasons sometimes aren't enough to drive you to success. Get a clear picture in your mind. Why are you doing this? If money was not an object, what would you want to do with your life? Maybe you want a nicer house, nicer car, or a better school for your kids. What is it?

Exercise: Take a minute now and write down what you want from your network marketing career. Who or what is your Why?

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2. What are you willing to give up to get it?

Time

Think about how much time you can carve out of your current day to build your future in network marketing. How much time can you invest? If your reasons are strong, you'll figure out the time. Do you spend a lot of time on sports or other recreation that you can put aside, and focus on what you need to do to get your business started right?

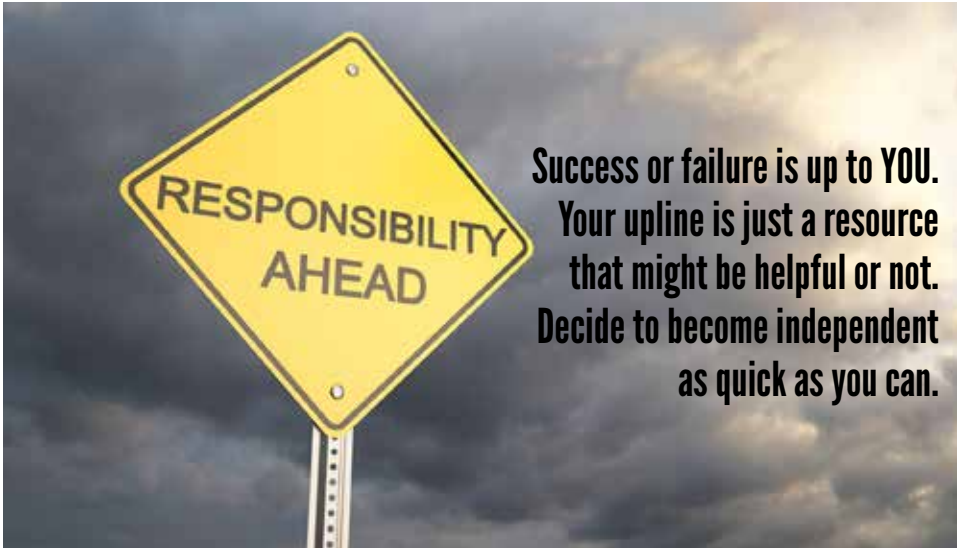
Money

It will also cost you some money to get started. You will need to invest some money into your business. You will need to buy some books, attend some trainings, travel to events in order to learn necessary skills. You might need to put some hobbies on hold while you create a new income stream.

Habits

A lot of people have habits that they can change. Many people put in the minimum effort at work and then come home and turn off completely. Or they use all of their leisure time to hang out with friends and waste hours, days, weeks. Others procrastinate, blame others, or sit back and wait for someone to tell them what to do instead of taking initiative.

Exercise: How much time can you carve out of each day to build your future? How much money are you willing to invest in to your business to build it right? What do you need to give up or put aside while you do this?



**Success or failure is up to YOU.
Your upline is just a resource
that might be helpful or not.
Decide to become independent
as quick as you can.**



Expectations – Managing the Emotions

Network marketing is a very emotional business. There will be ups and downs. Life will distract you, and throw things in your way to try to get you back into that daily grind.

You'll face rejection from ignorant people. Most people are completely ignorant to network marketing. They think they get it, but they don't. They mostly have a misconception of network marketing. They think everyone at the top makes most of the money, that you have to alienate your family and friends and that you have to push inferior products. None of this is true.

People will quit. Your group will be attacked. You will either fight and keep building, or quit the business yourself. Your past will punish or reward you at the beginning. If you've lived a good life, been a giver, been helpful to other people, a good friend to other people, those people are naturally going to look at what you have. If you've been a taker your whole life, people will hesitate to look at what you're presenting. Early in my career, I was primarily a taker. People were skeptical when I suddenly had interest in their life. You can turn this around. You can start to be a giver.

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HOW TO GET INVOLVED

How To Get Involved in Your Business

Commit yourself to doing this right. Your story of how you get involved is really important. Are you just trying it, or are you really serious?

Did you sign up with the smallest or the highest package? Let me explain why it is important. You're going to be telling the story of how you got started for the rest of your career. When people ask you how you started, will you be able to tell them you got started at the highest possible level? This isn't like starting a traditional business. You don't have to make a huge investment, design logos, hire lawyers, sign a lease, or anything traditional business owners need to do. If you start with the best possible package, that is the story you'll tell for the rest of your network marketing career. It's the one you want everyone in your group to have. It shows your commitment. You're not just testing the water. Make a solid monthly commitment. Whether it's a product or autoship, make sure it's solid and duplicable.

Introduce yourself to everyone. When I went to my first convention, I made a commitment to introduce myself to everyone there. I can't tell you how much difference that made. It helped create circles of friends in the business that I could also go to for support in difficult times. Build a community, make friends and connections. These friends and connections are not tied to you financially, as your upline is. They will be tremendously helpful to you as you build your business.

Exersice: Make sure you have the highest package possible. Check your autoship. If it needs to be upgraded to the higher level, do it. When you present your opportunity, explain the benefits and importance of being on the high level package.



Business Details

The tax benefits to starting your network marketing business are enormous! Talk to your tax professional. If you do this right, you will see tremendous benefits.

To see the most benefit, track expenses and keep receipts. Keep good accounts, and consider having a separate account for your business. As a network marketing business-builder, you're an independent contractor, so you'll need to save for taxes. Your tax advisor can tell you how much of each check should be paid in for taxes.

And one more piece of advice: If you have the ability, I'd encourage you to NOT spend your Network Marketing money. Have that be your future, your retirement, your retire your spouse fund – have it be something else. Let's say you have enough to pay your bills with your "job." Let the network marketing money become your financial freedom. Use this to create your future.

The biggest status symbol today is being debt-free. If you just use your network marketing money to become debt-free, that would be amazing.

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Inviting Basics

In my book *Go Pro*, you'll find the basics on inviting people to your opportunity. And as part of this program, you'll receive my basic script book. They will help you learn about the different markets you'll face. You have a hot market (close friends and family), a warm market (people you "sort of" know), and a cold market – people you don't know at all.

But please! Please, before you start, learn the "support and practice" approach. Don't mention your new business to anyone before you learn these skills. You don't want to "verbally vomit" on the people who are most likely to buy from you, even if you're super excited for your chance for a future. It's easy to go overboard.

Learn the "support and practice" approach and use it, use it, use it! You're free to make mistakes with the people who love you the most. It doesn't have to be perfect. They can see the opportunity and if they aren't interested, you can just ask for their support in becoming a customer or using the product. Learn invitation basics. There are direct, indirect, and super indirect approaches. Details are in the book, but here are the steps to a professional invitation.

Step one: Be in a hurry.

Step two: Compliment the prospect

Step three: Make the invitation

Step four: If I, would you?

Step five: Confirmation #1 - get the time commitment

Step six: Confirmation #2 - confirm the time commitment

Step seven: Confirmation #3 - schedule the next call

Step eight: Get off the phone

Exercise: Roll play and practice invitation using direct, indirect and super indirect approaches by yourself or with an accountability partner. Make yourself comfortable before you start making actual calls.

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THE LAUNCH



The Launch

Proclaim yourself. Go tell the world that you're part of the company and you're going to the top. It makes it a little more embarrassing for you to walk away. It's really important.

It's like opening a restaurant. You'd be inviting your friends and family to check out your food, the ambiance and atmosphere, and you'd be asking them to tell their friends. The same thing is true with your network marketing business. Treat it like a race. You want to get going fast and build some buzz and momentum. You want them to help you launch your business properly.





“Network marketing success is built in 15-minute increments. If you’re busy with your life, just carve out 15 minutes to make phone calls. Carve out 15 minutes to show someone the product or opportunity. This will help you create a daily method of operation that will give you results and income.”

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Time Management

A lot of people feel they don't have enough time to start a new business. They don't think they have any additional time to build a business. Don't treat this like a business. Treat it like a job where you have specific hours and you have to perform in those hours. When people join network marketing they sometimes treat it way too casually. Don't let small things take you off your game.

Network marketing success is built in 15-minute increments. If you're busy with your life, just carve out 15 minutes to make phone calls. Carve out 15 minutes to show someone the product or opportunity. In real life, most people don't put in 10 hours of real work at their office. A lot of the time in an office is spent doing things that are unproductive, time-wasting behaviors. Real work, total focus, can be done in forty 15-minute blocks. This will help you create a daily method of operation that will give you results, encouragement, income – all are created by your daily habits.

All of us are slaves to our habits, good or bad. I encourage you to become a slave to good habits. Don't let things steal your time, become a person who purposefully uses time. If you're a slave to television, limit your television. Are you a slave to email or social media? Understand, you don't have to constantly react to everyone's agenda.

Take charge. Treat it like a job. Work through the steps of what's taking your time, and what will help you build a future. Decide what is important for you.

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Exercise: Look at your daily schedule. Identify as many 15 minutes increments as you can. Use them to make calls, set up appointments and present your opportunity. Use your time wisely.





Focus & Consistency

Network Marketing is filled with distractions. Put the blinders on and commit. Take things one year at a time, not a day at a time. Commit to the next 12 months and make it happen. Evaluate. Commit to another 12 months. Evaluate. Make it happen. Stay on track. Focus where you are. Follow the people in your company who are having the biggest success. Do what they do. Look at what's working and commit to getting better in that process.

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The Importance of Events

Commit now to attending all major company events. It changed everything for me when I committed to never missing a company convention. It became about how resourceful I could be, to raise the money to get to that event. All of the life-changing experiences I have had in network marketing have occurred because I attended company events. Register for your company event now. Make that commitment. It will change everything.

Make sure everybody on your team registers and attends company events. Explain to them why it's so important. Work on the plan and help as many people as you can to attend the big event.



Stories

Stories will help you build your business. Why did you decide to pursue network marketing? What in your background prepared you for a career in this profession? Be able to tell this story in a couple of minutes.

You should also have a “getting started” story. What helped you get started? Did you attend some training? Eliminate distractions? Talking about your getting started process can be incredibly inspiring.

Your product story is also very important. We touched on that a little earlier. When you used the product or service, what happened? How did that product or service benefit you? In telling your story, people will see how it will also benefit them.

Have a “first 30-day” story. What happened in your first 30 days? It will inspire people to what they can do in their first 30 days.

People remember stories way more than they remember the data or statistics. Stories carry impact. Pay attention to your stories, and work on them. Become a good storyteller.

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Focus on Skills

This is my strongest recommendation! I finally decided to be a professional after spending three-and-a-half years in network marketing. Your skills will make a career for you. You'll never have to worry about being lucky or waste time looking for shortcuts again.

As a part of this program, Network marketing pro has offered you two additional tools that will help you so much with the skills:

- Memory Jogger workbook
- Script book

Use these products to help you develop necessary skills.

The "Go Pro" book is an amazing additional tool. If you didn't read it yet, you have to read it. Hundreds of thousands of distributors around the world are using it with great success.

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Massive Success Can Be Yours

I want you to get the results you're looking for and understand what we have. And pass it on to other people. There are three things you need to do to have massive success in the network marketing profession.

- 1: Have a solid understanding of the gift that we have of network marketing – being able to be an entrepreneur without a huge investment, and being able to expand outside of your geography.
- 2: Master the skills. They're not hard. You have to work at them, but they're learnable.
- 3: Face your fears - of inadequacy, of rejection, of the unknown. Once you have a strong understanding and skills, the fear dissipates. It's like flipping on a light switch! When you master the skills, your fear will disappear.



Your friend & partner,
Eric Worre - Network Marketing Pro