

INTRODUCTION

Growing up in a Nigerian family where Igbo was the spoken language, I was exposed to both the language and culture at an early age. This wasn't a struggle for me and I learned alongside my peers in school. We progressed from learning the English alphabet to speaking English words. Although it was challenging, my classmates and I moved from one grade to another and the curriculum varied with each class. Our teachers were experienced and knew what to teach us.

After finishing school, I started my own business like many others. However, I failed in 8 businesses before the age of 27. Frustrated and confused about why I wasn't succeeding, I blamed everyone and everything around me, including the economy and my family for not giving me enough capital.

It took time for me to realize that blaming others wouldn't solve my problems. So, I decided to seek a solution. I studied successful individuals in my field and attended seminars to learn from their experiences. It was then that I discovered the importance of having a blueprint or system in place for success. I learned that successful business owners focus on income-generating activities and use tools to manage other tasks, while unsuccessful business owners try to handle all aspects of their business on their own.

This blueprint is designed to position you ahead of other business owners and allow you to earn more money with less effort. Time is a key factor in building wealth, and this blueprint is designed to save you time and deliver results in the shortest time possible.

Your success in this venture will depend on how well you apply what you learn from this blueprint.

Welcome to the home of billionaires!

CHAPTER 1

BECOME A BILLIONAIRE

There is a simple formula to achieving anything worthwhile:



If you want to become a billionaire, you need to think like the billionaires (*Proverbs 23:7*).

To think like a self-made billionaire, you must first understand their choices in life and in business. You need to know; where they derive their income from, what they spend their time on, what tasks they focus on, in short, what they invest themselves in.

I've studied these high achievers and I've found out that they invest only in assets that provide a positive return. To them, the most valuable, non-renewable asset in the world is their time. Billionaires are experts in time management.

The question is, can someone actually manage or control time? Time ticks regardless, it can't be slowed down.

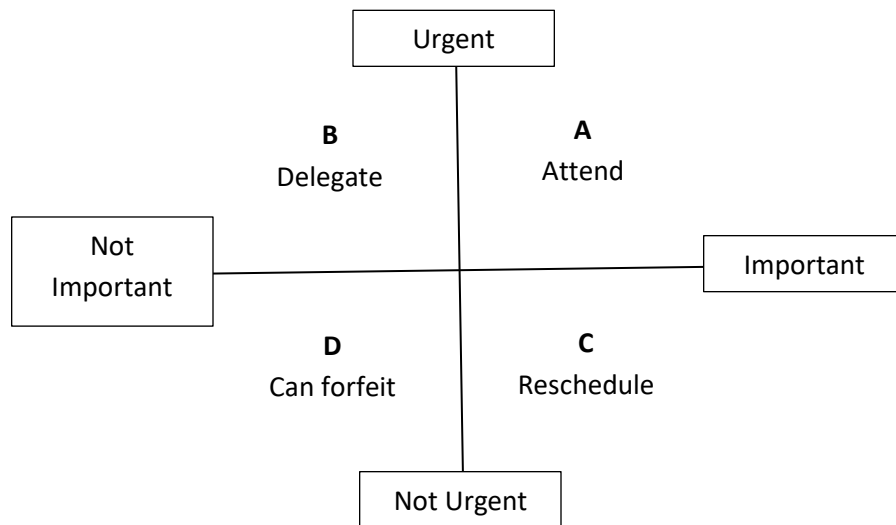
No one can actually control time, but we can control what we do with our time (priority management).

Our lives are filled with activities:

- Family/kids
- Sports/gym
- School
- Meals
- Shopping
- Sleep
- Laundry
- Church
- Cleaning
- Movies
- Games
- Business

All the activities are very good but not important and urgent. Billionaires pay more attention to Income Producing Activities (IPA) and in this case is Business.

They don't say NO completely to other activities but attend to them based on priority.



In business there are different activities which are categorized as

1. Customer service
2. Branding
3. Marketing
4. Administration
5. Operations

Using the Pareto's principle of 80/20 which states that 20% of input on everything creates 80% of the result. That is to say:

- 20% of customers create 80% of the revenue.
- 20% of the roads cause 80% of the crashes.
- 20% of the workers produce 80% of the result.
- 20% of the business activities create 80% of the business revenue.

In business, the 20% activity that produces the revenue is **marketing**. Billionaires know that there is no money in any product/service but in the marketing of that product.

Focusing on just marketing doesn't mean that other activities will be abandoned because the new customers, users, members or clients gotten through marketing needs to climb through a ladder for the business to be sustained and continuously generate revenue.

4 steps ladder for successful business

- | | | |
|--------------------------|---|-----------|
| 1. Lead generation | } | Marketing |
| 2. Lead conversion | | |
| 3. Customer ascension | } | Others |
| 4. Customer retainership | | |

- **Customer service** handles and manages the customers gotten through marketing.
- **Branding manages** the image of the company to the public making it easier for people to accept the company which in turns makes marketing easier.
- **Administration** handles the internal affairs of the company ensuring smooth running of the company.
- **Operation** produces or handles the product and services offered by the company and there will be no marketing without a good product or service.

In starting a traditional business, all these categories must be intact and most times some business owners find themselves doing almost everything simply because they can't afford to hire experts who can help out in taking care of other categories while he focuses on marketing.

That's why some billionaires due to the time, money and skills required in setting up a company, affiliates with an already existing company and focusing on only marketing. The company handles the 80% of the activities (customer service, operation, administration and branding) while they handle only the 20% (marketing).

In marketing, there are so many activities eg.

- Presenting
- Follow up
- Closing
- Prospecting/inviting
- Turning clients to marketers and training them

Billionaires are system driven; the difference between them and normal business owners is that they follow a system while normal business owners are skills driven. They understand that the game of wealth is a function of speed. So they make use of tools and focus only on the 20% (that is the 4% of the total 100%) that moves the money needle which is **prospecting/inviting**.

In the next chapters, I will be showing you the billionaires' money mindset, what they do and how they do it.

CHAPTER 2

THE BILLIONAIRES' MONEY MINDSET

Before you get to doing, you need to first change your mindset towards money. You can know everything someone does and how he does it but if you don't have that person's mindset, you will find it very difficult to have the person's result.

There are 3 money mindsets that typically refer to three different approaches or beliefs about money,

1. Scarcity Mindset: The scarcity mindset is a belief that there is never enough money or resources to go around, and that you always have to compete with others for what you need or want. People with a scarcity mindset often have a fear of not having enough to cover their expenses, leading them to focus on saving and hoarding money, rather than investing and growing their wealth.

Some common traits of individuals with a scarcity mindset include:

Constantly worrying about money and finances

Focusing on the present and not thinking about the future

Feeling jealous of others who have more money or resources

Being stingy with money and not willing to spend or invest

Being reluctant to take financial risks, even if they could potentially lead to great reward

Having a scarcity mindset can lead to a number of negative outcomes, including:

Financial stress and anxiety

Limiting one's ability to pursue their goals and dreams

Decreased overall well-being and happiness

Missed opportunities for financial growth and advancement

Difficulty in building and maintaining healthy relationships, as a result of constantly worrying about money and being stingy with others.

It's important to recognize if you have a scarcity mindset and work to shift it towards an abundance or growth mindset, so that you can make more informed and confident financial decisions, and ultimately improve your overall financial well-being.

2. Abundance Mindset: The abundance money mindset is a way of thinking about wealth and finances that emphasizes having a positive and optimistic outlook. This mindset is based on the belief that there is enough wealth and resources in the world for everyone, and that an individual can attract financial success and prosperity through their thoughts, beliefs, and actions.

People who have an abundance money mindset believe that they can create their own financial success by focusing on abundance and opportunities instead of scarcity and limitations. They focus on what they can do, rather than what they can't. They understand that money is simply a tool that can

help them achieve their goals and live a fulfilling life.

Having an abundance money mindset involves developing a willingness to learn, take risks, and try new things. It also involves letting go of limiting beliefs and fears about money, such as the belief that there is never enough, that only some people are wealthy, or that wealth is gained through exploitation of others.

Adopting an abundance money mindset can help individuals feel more empowered and in control of their financial future. It can lead to greater financial stability, increased creativity and problem-solving skills, and a greater sense of purpose and fulfillment.

Overall, the abundance money mindset is about embracing a positive, proactive, and empowering approach to finances and wealth. It's about recognizing that you have the ability to create the financial future you want, and that with the right mindset and actions, abundance and prosperity are within reach.

3. Growth mindset: A growth mindset is a positive and proactive approach to managing money and finances. It is based on the belief that financial literacy and wealth can be developed and improved over time through learning, effort, and taking smart financial decisions. People with a growth mindset view money as a tool for achieving their goals and prioritize continuous learning and self-improvement.

Adopting a growth mindset can help you take control of your finances, overcome obstacles, and achieve your financial goals. Here are some key features of a growth mindset when it comes to money:

1. Continuous learning: People with a growth mindset view money as a complex topic that requires continuous learning and effort to understand. They are open to seeking new information, taking classes, and seeking advice from financial experts.

2. Long-term focus: A growth mindset prioritizes long-term financial goals over short-term rewards and focuses on creating a strong financial foundation.

3. Flexibility: People with a growth mindset are flexible and adaptable when it comes to their finances. They are open to changing their spending and investment habits as their circumstances change.

4. Persistence: A growth mindset is characterized by persistence and determination, even when faced with financial challenges. People with this mindset are more likely to persevere and work hard to overcome financial obstacles.

By adopting a growth mindset, you can develop a positive and proactive relationship with money and take control of your financial future.

The scarcity mentality is prevalent among many people, particularly in third world countries. These

individuals have a focus on the present moment and will go to great lengths to make money for immediate satisfaction. However, they easily give up and spend their earnings recklessly when they see little results. This leads to a cycle of being controlled by money instead of being in control of it.

Unlike many successful entrepreneurs and self-made billionaires, they share some common money habits and philosophies which includes:

- 1. A long-term perspective:** Successful entrepreneurs often think about their financial future in the long-term and make decisions that will benefit them in the long run, rather than just focusing on short-term gains.
- 2. Delayed gratification:** They have learnt how to delay gratification and make sacrifices in their personal lives in order to achieve their financial goals.
- 3. Risk-taking:** They are willing to take risks in order to achieve their financial goals. They understand that there is a potential for failure, but they believe that the rewards are worth the risk.
- 4. Strategic spending:** They understand the importance of managing their finances and often prioritize spending in areas that will help grow their wealth and businesses.
- 5. Hard work and perseverance:** They understand that building wealth takes time and hard work, and they are often highly driven and persistent in their pursuit of financial success.
- 6. They are great learners:** They understand that their knowledge gap is hindering their progress towards their financial goals, so they invest in learning to build success etc.

Billionaires mostly combine an abundance mindset with a growth mindset to take control of their financial life.

So if you want to have the same result as the billionaires then you need to change your money mindset and embrace the same mindset as the billionaires.

CHAPTER 3

DO WHAT BILLIONAIRES DO

You have known what the billionaires know and the kind of money mindset they share, but knowing it won't give you their result until you do what they do. You have known that the kind of business most billionaires focus on is Network Marketing and that network marketing is all about affiliating with a company that will handle the 80% activities in business while you just focus on the 20% that moves the money needle. The reason it is called network marketing and not just marketing or affiliate marketing is because they added something to their own kind of marketing in order to differentiate it, which is "helping clients or customers become business owners like them".

There are typically 3 Types of Income for Self-made Billionaires

1. **Linear income:** Income made by trading time for money. You only get paid when you work and when you are available. It can also be called **active income**. Eg. Salary, affiliate marketing commissions etc.
2. **Leveraged income:** Income generated using other people's resources, time, or money. In other words, it allows you to multiply the results of your efforts by leveraging the efforts of others. Eg. Commission paid in network marketing etc.
3. **Passive income:** Income earned without active involvement or effort. In other words, it is the income generated by your money. Eg. Rental income, dividends, royalties, other investments etc.

Affiliate Marketing requires continuous effort and active involvement for commissions, reason being that you need to make promotions and adverts always in order to drive sales and commissions; that is to say no sales, no commission (**linear income**). But the goal of every billionaire is to be financially free making money always without any further effort that's why they take affiliate marketing a step further to Network Marketing which is building a network of business owners or networkers like themselves who they will earn commissions on any sales or recruits they make and this generates income for them effortlessly (**leveraged income**).

When choosing a company for network marketing, there are several key factors to consider:

1. **Product quality:** Make sure the products offered by the company are of high quality and in demand in the market.
2. **Reputation:** Research the company's reputation and history in the industry. Look for reviews and testimonies from current and former affiliates or distributors.
3. **Compensation plan:** Understand the company's compensation plan and how it works. Make sure it is fair and provides opportunities for growth.
4. **Support and training:** Check if the company offers adequate support and training to its affiliates and distributors. This can make a big difference in your success.
5. **Market saturation:** Consider the level of market saturation in your area and the competition you may face.

6. **Legal compliance:** Make sure the company is operating legally and in compliance with all relevant laws and regulations.
7. **Financial stability:** Look into the financial stability of the company. You want to make sure the company has a solid financial foundation and is not in danger of going bankrupt.
8. **Leadership:** Consider the leadership of the company and its management team. A strong ethical and experienced leadership can greatly impact the success of the business.

It is important to thoroughly research and evaluate the company before making a decision to ensure that you are making a wise investment in your future.

House of Money is a Financial Intelligence System (FI System) that can help you build a successful financial future for yourself. House of money meets all the criteria mentioned above and has put together great tools that will help you; make money always through their unique commission model, manage your money using their automated budgeting system, and multiply your money through profitable investment in cryptocurrency, real estate, etc. In addition to that, they open you up to other life changing opportunities. Choosing a company can be tricky sometimes as there are many company posing as the best company for you, but they are only after your money and don't mean well for you.

Now you have chosen a company, it's time to go into network marketing proper.

When people look at Network Marketing, one of their biggest questions is, "Do I know anybody? Can I convince someone to join?" They believe if they know a lot of people or know how to convince people, they can have lots of success, and if they don't, they don't have a chance. It sounds logical, but it's just not true.

BUILD A LIST

There are three kinds of people in Network Marketing:

1. **Posers:** They make a mental list of three, four or five people they hope will join their business, and their entire future is based upon the response of those few people. If they're lucky enough to get one of them, they can extend the life of their career for a short time. They might even make another mental list of three or four people. Hopefully, they'll eventually decide to stop being a poser and upgrade to the amateur ranks.

Would it surprise you to know that approximately 80% of all the people who join Network Marketing approach the task of building a business as posers? It's true. Eight out of 10 distributors first approach their business with the poser mentality. They make a small mental list and see what happens.

2. **Amateurs:** Instead of a small mental list, these people make a written list, which is a step in the right direction. Let's say they make a list of 100 prospects. They charge out there with

excitement, but not a lot of skill. They begin prospecting, and their list begins to diminish. As it grows smaller and smaller, their anxiety level grows higher and higher. Their biggest fear is running out of people to talk to. I know that was my biggest fear.

- 3. Billionaires:** They approach finding people to talk to as one of their core skills. It was part of their job to find new people. They weren't interested in luck. They weren't worried about running out of people. They developed the skill to make sure that never happened. The billionaires started with a written list. But then they made the focused commitment to never stop adding to the list. They created something called an "Active Prospect List," and I'm going to show you how to do the same thing.

Billionaires approach Network Marketing as professionals; they consciously build an "Active Candidate List" which they present to using a tool.

If you want to master this skill, follow these four simple steps:

Step 1: Make a comprehensive list of every person you can think of. EVERY person. This list can be your phone contact but make sure you are saving it in the cloud (eg. Google or iCloud) in order to avoid losing it. It doesn't matter if you think they are a prospect or not. Add everyone you can think of, those you hate, those you like, those that are negative or positive, those that are old or young, everyone should be in your contact. When you think about people in your list, think about the circle of people around them.

You are not required to prospect everyone on your list. That's up to you. But it's extremely important to do the work necessary to truly capture your network.

Step 2: Extract the contact of every WhatsApp group you belong to and add them to your list. You can use an indicator while adding them on your list so you will know the group you got them from. You can make use of YouTube to learn how to do this.

Step 3: Constantly expand your list. This is why it is called "Active Candidate List". It never stops growing. Have a goal of adding at least two people to your list every single day. You don't need to prospect them but they should go on your list and you should find a creative way to stay in touch. If you think about this a core skill, you'll realize it isn't very hard. Every day add people you come in contact with, those from online, from a business, from church, from gym; everywhere.

Billionaires develop a higher level of awareness. They pay attention to the world. They know they will be introduced to new people all the time. Posers and amateurs don't even notice. They just go through their day saying "What people? I don't see any people."

How hard would it be to raise your awareness and add two new people a day to your list? Think about it. If you did that six days a week, that is over 600 new people a year. Do that for five years and it's over 3,000 people. Can you see why billionaires don't worry about running out of people to talk to?

Please understand, I'm NOT saying you should assault these people with your pitch the moment you are introduced. Some people make that mistake and it's not good. Just add them to your list, make friends, develop a connection, and when the time is right you can help them understand what you have to offer.

Step 4: Network on purpose. Billionaires network on purpose. It's hard to meet new people if you're hiding from the world. Get out there. Have some fun. Join a new gym. Have fun with a new hobby. Volunteer for a cause that's important to you. Find places and organizations where you can meet new people. Join some online groups that are talking about what you into. Not only will it be good for your business, but you'll also make some great friends.

INVITE PROSPECTS TO TAKE A LOOK

Once you have identified your prospects, the next skill is learning how to properly invite them to find out more about your product or opportunity. This is by far the most critical skill to develop. I call it the "gateway" skill for Network Marketing. If you can't get anybody to take a look, then we can guess what the future of your business will be like.

Most people think you must have a great reputation and a lot of influence with others for them to take a look at your opportunity. That's just not true.

When I started newly, I was desperate and scrappy. I was like a hunter with a gun (opportunity) in my hand and shot at everything that moved. I didn't really care about relationships. All I cared about was getting that new recruit. My attitude was, "Some will. Some won't. So what? Next!"

But because I was a hunter, everyone around me felt hunted and they started to avoid me. And it wasn't fun. Even worse, the people I get to join my business tried to do the same thing I was doing, failed, and then quit. The approach was like asking a girl out on the first meeting.

After a lot of studies, I discovered that billionaires aren't hunters, they are more like farmers. They built relationships, friendships, and trust with the people they met and were able to skillfully transfer the belief they had about their products and opportunity. Their goal wasn't to immediately recruit their prospects. Their initial objective was to educate their prospects on what they had to offer and then those prospects decide if it was something they wanted to do.

This changed my approach and I began to see things differently. Instead of acting like sharks, they were more like coaches or consultants. They built relationships and then offered common-sense solutions to people's problems. Who wouldn't like that?

I also noticed that billionaires don't "pitch" their product or opportunity. Instead they do either of the two things, depending on the individual prospect's situation.

1. They invite them to attend some sort of event, a small group presentation in their home, an online webinar, a local hotel meeting, or some larger company event or convention.

2. They invite people to review some sort of tool eg. DVDs, magazines, brochures, websites, and online video presentations.

No doubt, technology is evolving so it will continue offering more and more convenient ways to help educate prospects, but in my opinion based on experience. In as much as technology helps us deliver quality information quickly, physical tool remains the best because it makes it real.

For the billionaires, the goal is **education**.

Let's talk about the emotions of inviting. There are four basic rules.

Rule One

You must emotionally detach yourself from the outcome. This is important. Our goal is education and understanding not getting new customer or signing a new distributor. So, if you disconnect your emotions from that outcome and just focus on education and understanding, everything gets very simple.

This sounds easy, but it's difficult to do. Everyone is in business to recruit some great people or get new customers. It's hard to disconnect from those expectations. But you need to remember, we're not hunters, or sharks. Our job is to educate people and help them understand what we have to offer. We act as consultants offering suggestions on how people can live a better life.

If you focus on getting a customer or new distributor, you'll constantly be disappointed and you'll find your prospects running away from you.

If you focus on education and understanding, you'll have fun and your prospects will enjoy the experience.

Rule Two

Be yourself. So many people become a different person when they start inviting. This makes everyone uncomfortable. Be yourself. Just focus on being your best self.

Rule Three

Get focused and bring some passion to the table. Your enthusiasm is contagious, so don't be afraid to get fired up. Listen to music that inspires you and smile when you're on the phone. I assure you, your positive emotions will lead to better results.

Rule Four

Have a strong posture. Be bold. Be confident. Be strong. Stop apologizing all the time. Instead of saying, "Yes, I know I've had a lot of jobs so far in my life, but I'm hoping this will be the change I've been looking for," say "Guess what? I'm sick and tired of the life I've lived up until this point and I've decided to take charge. I wouldn't be against me because I'm serious." Do you feel the difference?

Be yourself, but be a bolder self. Be yourself, but be a stronger self. Be yourself, but be a more confident self – at least when you're inviting. Just do it for a short period of time and before you know it, it becomes part of you.

So now that we've set the stage, it's time to use the invitation formula. The formula is designed to be used over the phone or face to face but can as well be used in chat (not so effective). It's NOT to be used with SMS, or email. This can work with your warm market prospect (someone you know) or cold market prospects (someone you meet while living your life or through the internet that you have not established a strong connection with). I'll give you examples for the both.

There are eight steps to a professional invitation. That might sound complicated, but with a little practice, you'll find it's an easy skill to master.

But before you go into the steps, you need to start the conversation with a simple greeting if the conversation isn't on already eg. Hi, Hey, Good evening, Good morning, Good afternoon etc.

Step One: Be in a hurry

Psychologically, people are always more attracted to a person who has things going on. If you start your conversation giving the impression that you're in a hurry, you'll find your invitations will be shorter, there will be fewer questions, less resistance, and people will be more respectful of you and your time.

Examples for warm-market prospects:

"I'm busy with a lot of things now, but it was really important I reach you."

"I'm running late on a very important meeting, but I needed to talk to you real quick."

"I have a million and one things going on right now, but I needed to discuss something with you fast."

Examples for cold-market prospects:

"Now isn't the right time to get into this and I have somewhere to go, but..."

"Gotch! A lot are on my mind now and I need to attend to some stuff, but ..."

Examples for both market prospects:

"I have a WhatsApp meeting to attend in a very short while, but..." (while you are prospecting in WhatsApp)

You get the message right? Set the tone with some urgency.

Don't worry about using the exact words, just focus on the concept and use your own words. Let people know you're busy, you've got a lot going on and your time is short, but it was important for you to talk with them real quick. Add some passion in your voice (if you are on a call).

Step Two: Compliment the prospect

This is critical. Sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable about hearing what you have to say.

Example for warm-market prospects:

"I've always respected the way you've done business, given your impressive success."

"You've always been supportive of me and I appreciate that so much." (Great to use with family and close friends)

"You have an amazing mind for business and can see things others can't see."

"For as long as I've known you, I've thought you were the best at what you do."

Example for cold-market prospects:

If it's someone you got from a group or got online, create a connection using the example below before complementing.

"Meanwhile, my name is [your name]. We belong to the same group [group name] in [whatsapp or facebook]. Would you mind if we connect?"

Wait for response before complementing.

"You've given me some of the best service I've ever received."

"You are super sharp. Can I ask what you do for a living?"

"I went through your profile and I like your account. Can I ask how you earn from it?" (Great for someone you got from social media)

"You have a natural charisma that draws people to you."

"I went through your account and I must confess, your creativity and talent are truly inspiring." (Great for someone you got from social media)

"Your smile is so contagious; it lightens up your whole face and spreads joy to those around you."

The key, it must be sincere. Look out for something you can use to compliment your prospect and use it. These simple steps will literally double your invitation results. When you start with urgency and a compliment, it becomes very difficult for a person to react negatively to your invitation. People don't hear compliments very often. It feels good. You will find your prospects will become very receptive.

The billionaires use compliments to make people happy and it helps build rapport, it helps to open people's minds, and mostly, it helps achieve their goal of education and understanding.

Step Three: Make the invitation

There are three kinds of invitation approaches for used by billionaires.

1. The Direct Approach

This is the most used invitation approach, and many people most times use it for all their prospects. It usually goes something like this: "I found a way for you to get rich! Let me tell you all about it. Blah, blah, blah." Like seriously, who's going to be excited about that, unless they're getting it from a millionaire?

It doesn't mean this approach doesn't work, it does. But it should be reserved for people who know and respect you or for people that you know are desperate for a change.

Examples for warm-market prospects:

"When you told me you (hate your job, need more money, wanted to find a new house, wanted a better sex with your wife etc.), were you serious or were you just joking around? (They'll almost always tell you there were serious.) Great! I think I've found a way for you to (get it/solve the problem/make that happen)." This is for situations where you know an area of their dissatisfaction, need or desire.

"I think I've found a way for us to really boost our cash flow."

"When I thought of people who could make an absolute fortune with a business I've found, I thought of you."

"Are you still looking for a job (or a different job)? I found a way for both of us to start a great business without all the risks."

"A quick one, if there was a business you could start working part-time from your home that could replace your full-time income, would that interest you?"

Examples for cold-market prospects:

"Have you ever thought of diversifying your income?"

"Do you keep your career options open?"

"Do you plan on doing what you're doing now for the rest of your career?"

You can follow these cold market scripts or any variation with the following: "I have something that might interest you. Now's not the time to go into it but..."

2. The Indirect Approach

The indirect approach is about asking the prospect for help, input or guidance. For someone who doesn't have any reputation and doesn't have much result, this approach is going to record great success for him.

Examples for warm-market prospects:

"I've just started a new business and I'm really nervous. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?" (Great for family and close friends)

"I found a business I'm really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy on you and let me know if you think I'm making the right move?"

"A friend told me that the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?"

Example for cold-market prospects:

When you meet someone from another city, state, or country, and if your company does business there, you can say:

"My company is expanding in your area. Would you do me a favor and take a look at it and let me know if you think it would work where you live?"

When you meet someone who might provide good input on your product, you can say:

"I've started a business with a product I think makes a lot of sense, but I'd like to get your input. Would you be willing to check it out and give me your opinion?"

3. The Super Indirect Approach

This approach is incredibly powerful because it works on a number of psychological levels. Here, you tell the prospects they aren't a prospect and you're just interested in finding out if they know someone else who might benefit from your business. It's very effective.

Example for warm-market prospects:

"The business I'm in clearly isn't for you, but I wanted to ask, who do you know that is ambitious, money-motivated, and would be excited about the idea of adding more cash flow to their lives?"

"Who do you know that might be looking for a strong business they could run from their home?"

“Who do you know that has hit a wall with their business and might be looking for a way to diversify their income?”

“I work with a company that’s expanding in this area and I’m looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?”

In most cases, they’re going to ask you for more information before they give you any names (behind that request will be curiosity and intrigue, thinking this might be for them, but they’re not going to admit that to you yet).

When they ask for more information, you can respond with:

“That makes sense. You’ll want to know more about it before you refer some of your contacts.”
Then you can move to step four.

Examples for cold-market prospects:

Use the same script for warm-market as the both are exactly same. Remember to be yourself.

Step Four: If I, Would You?

This question is the most powerful phrase used by billionaires in building a successful business.

“If I gave you a DVD, would you watch it?”

“If I gave you a brochure (or other printed material) would you read it?”

“If I gave you a link to a website with a complete presentation, would you check it out?”

“If I invited you to a special invitation-only webinar, would you attend?”

“If I invited you to a special invitation-only conference call, would you listen in?”

This question is SO POWERFUL, and for a number of reasons:

1. **It’s reciprocal:** You’re saying you will do something if they will do something. Human beings bound to respond positively to these types of situations.
2. **It puts you in a place of power:** You’re in control. You’re not begging. You’re not asking for favors. You are only offering value exchange.
3. **It implies that you have something of value to offer:** You are saying you will do something, but not unless the other person will do something in exchange. When you value what you have, people will respect you.

If you use **“If I, Would You”** it sounds like you are doing business and that the both of you are doing each other a favor but if you use *“I really, really, really want you.”* then you sound desperate and like you are

asking for a favor. Naturally people run away from a desperate marketer and they will be seeing it that they are doing you a favor.

After completing the first four steps and your prospects said yes, just know that it's only 5% of them will do what they said. So for you to get to 80%, you need to complete the invitation process professionally.

Step Five: Confirmation #1 – Get the time commitment

You've asked, "If I, would you," and they've said yes. The next step is to get a time commitment.

"When do you think you could watch the DVD for sure?"

"When do you think you could read the brochure for sure?"

"When do you think you could watch the presentation in the website for sure?"

Don't suggest a time for them. That's another mistake many amateurs make. Just ask the question and wait for them to respond.

About 90% of the time, they'll give you an answer. The other 10% of the time, they'll be vague, saying something like, "I'll try to do it sometimes." If they say that, then tell them, "I don't want to waste your time or mine. Why don't we just lock in a time when you'll have seen it for sure?" Remember, they already said they'd review it in step four. This is just confirming the time.

Step Six: Confirmation #2 – Confirm the time commitment

If they tell you they'll watch the presentation by Tuesday night, your response should be something like, "So, if I chatted or called you Wednesday morning, you'll have seen it for sure, right?"

They will either naturally say YES, or they will adjust the time slightly. In any case, the significance of step six is they've now confirmed three times and they are now much more likely to follow through – and ***"the key is, this isn't an appointment you've set. It's an appointment they've set."***

Step Seven: Confirmation #3 – Schedule the next call or chat

Just ask, "What's the best time for me to chat or call you?" They'll give you what works best for them, and now you have a real appointment. All you have to do is to be sure to keep to the time.

They've said YES four times. The whole invitation took a few minutes, and your chances of achieving your goal of education and understanding has gone from about 5% to about 80%.

Step Eight: Get off the phone or end the chat

Remember, you're in a hurry, right? Once you've confirmed the appointment, the best thing to say is "Great, we'll talk or chat then. Gotta run!"

Most people make the appointment and then unmake it by talking and talking and talking. Remember, our goal is education and understanding and we're going to let the third-party tool do most of the work.

Here are some examples of all eight steps: All the examples are done in WhatsApp

A person you know who hates their job – Direct Approach

"Hey, I don't have a lot of time to talk because I have a meeting to attend online, but it was really important I reach you. Listen, you're one of the most financially intelligent people I know and I've always respected that about you. When you told me you really didn't like your job, were you serious or were you just kidding around?" (They say they were serious.)

"Great, I think I've found a way for you to create an exit strategy. I have a presentation that describes what I'm talking about better than I can. If I gave you a link to a website that has a complete presentation, would you check it out?" (They say yes.)

"It's about 10 minutes long. When do you think you could checkout the website and watched the presentation for sure?" (They say Monday evening)

"So if I called you Tuesday morning, you'll have checked the website and watched the presentation?" (They say yes.)

"All right, I'll check back with you then. What's the best time for me to chat you up on Tuesday morning?" (They give the information.)

"Got it. We'll talk then. Here's the link [the website link]". Gotta run and thanks!"

A good friend – Indirect Approach

"Hey, I'm late for a meeting online, but I needed to talk to you real quick. Do you have a second?" (They say yes.)

"Great! Listen, you've always been so supportive of me and I appreciate that so much. I've just started a new business and I'm really nervous. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?" (They say sure.)

"Ok, If I gave you a link to a website that has a complete presentation, would you check it out?" (They say yes.)

"It's about 10 minutes long. When do you think you could checkout the website and watched the presentation for sure?" (They say Thursday.)

“So if I chat you up on Friday, you’ll have reviewed it for sure, right?” (They say yes.)

“Alright, I’ll check back with you then. What’s the best time for me to chat you up?” (They give you their information.)

“Great, here it is [the website link]. We’ll talk then. Gotta run and thanks!”

A highly successful person – Super Indirect Approach

“I know you’re busy and I have a million things going on too, but I’m glad I caught you. You’ve been wildly successful and I’ve always respected the way you’ve done business.” (You can wait for them to say respond or you can go to the next line)

“I’ve recently started something new and I’m looking for some sharp people. It’s clearly not for you, but I wanted to ask, who do you know who is ambitious, money-motivated and would be excited about the idea of adding a significant amount of cash flow to their lives?” (They say they do know some people or they will ask for more details.)

“I understand that you’d want to know more about it before you recommend people. I have a link to a website that contains a presentation that explains everything and the kind of people I’m looking for. It’s about 10 mins.”

“If I sent it to you, would you review it?” (They say they would.)

“Thanks. When do you think you could view it for sure?” (They say next Friday.)

“Okay, so if I called you next Saturday, you’ll have reviewed for sure, right?” (They say yes.)

“Okay, I’ll check back with you then. What’s the best time for me to chat you up?” (They give the information.)

“Okay then, here’s the link [website link]. I appreciate it so much. Talk to you next Saturday.”

A cold-market prospect who’s done a good job selling you something - Direct Approach

“Now isn’t the time to get into this and I have a very urgent meeting I have to go, but you are super sharp and I happen to be looking for some sharp people. Do you plan on doing what you’re doing now for the rest of your career?” (They say No.)

“Good. I have something that might interest you. Now isn’t the time to get into it, but I have a link to a website that has a video presentation that explains everything in great details. It’s about 10 minutes short. If I gave it to you, would you watch it?” (They say yes.)

“When do you think you could watch it for sure?” (They say Sunday.)

“So if I chat you up by Monday, you’ll have reviewed it for sure, right?” (They say Yes.)

“Alright, I’ll check back with you then. What’s the best time for me to chat you up?” (They give you their information)

“Okay, here is the link [website link]. Thanks again for the excellent service and I’ll talk to you soon.”

A cold-market prospect you got from an online group – Super Direct Approach

“Hey, my name is Godwin, I’m actually late for a meeting but I think it’s important I reached out to you. I got your number from a WhatsApp group we both belong to (The Young Millionaires). Would you mind if we connect and what’s your name?” (They say Yes and say their name.)

“Great. You are super sharp. Can I ask what you do for a living?” (They say what they do.)

“That’s awesome. The business I’m in clearly isn’t for you, but I wanted to ask, who do you know that is ambitious, money-motivated, and would be excited about the idea of adding more cash flow to their lives?” (They say they do know some people or they will ask for more details.)

“I understand that you’d want to know more about it before you recommend people. I have a link to a website that contains a presentation that explains everything and the kind of people I’m looking for. It’s about 10 mins.”

“If I sent it to you, would you review it?” (They say they would.)

“Thanks. When do you think you could view it for sure?” (They say next Friday.)

“Okay, so if I called you next Saturday, you’ll have reviewed for sure, right?” (They say yes.)

“Okay, I’ll check back with you then. What’s the best time for me to chat you up?” (They give the information.)

“Okay then, here’s the link [website link]. I appreciate it so much. Talk to you next Saturday.”

Are you feeling the flow of how this works? Obviously there are many possible variations for different kinds of prospects, but I hope these examples help you understand how everything comes together.

In terms of scripts, it’s best if you get the basic concepts down and don’t focus too hard on the exact script. Life doesn’t work that way. But if you learn to let your prospect know you’re in a hurry, then compliment them, then invite them, then pass on a tool with, “If I, would you,” then confirm using the process I described, and finally get off the chat, you’ll do just fine.

Remember, in sales and recruiting, there are no good or bad experiences – just learning experiences. On your journey to becoming a billionaire, the best thing that can happen is for you to develop the skills to recruit on demand, in any situation. Then you never have to worry about being lucky. So practice, practice, practice.

FOLLOWING UP WITH YOUR PROSPECTS

The fortune is in the follow-up, but most amateurs don't follow up at all, at least not as billionaires. You need to understand some important concepts if you're going to master this skill.

1. Follow-up is doing what you said you would do:

If you say you're going to call or chat at a specific time, then do it. Run your business through a physical or electronic calendar. Be the person who does what they say they will do and people will respect that. You either follow-up at that specific time or reschedule well ahead of your appointment.

2. The only reason to have an exposure is to set up the next exposure:

Never end any exposure with "What do you think?" whenever you use it, it opens people up for criticism and objections.

Remember we talked earlier on the invitation; the last step was scheduling a follow-up call or chat?

When you make the call or chat, you're going to ask them if they reviewed the material. They'll say, "No, I didn't," or they'll say, "Yes, I did." Let's discuss how you'll set up the next exposure in both cases.

- If they say **No**, it's important you don't show your displeasure at their lack of follow-through. It sounds funny, but a lot of people just jump on their prospects with, "I thought you said you'd be able to see it for sure!" Obviously, this won't help build that good relationship you're working on.

The best way to respond is, "That's okay. I understand sometimes life gets busy. When do you think you could do it for sure, for sure?" You can use your preferred language.

If you call at the scheduled time and they still haven't reviewed the material, just repeat the process until they do.

- If they say **Yes**,
"That's great, if I could show you how to get started immediately free of charge, would you sign up?" (They say yes.)
"Here's the sign up link [your sign up link]. Just sign up and get started immediately.

Handling Questions and Objections

At every step in the recruiting process, you'll come across questions and objections. This is natural. Most times prospects just bring up questions and objections just to sound intelligent. They don't want to seem easy, so they throw out objections to feel better. How you respond is extremely important. If you act defensive, you'll plant a seed of doubt in their minds. If you act offensive, you'll chase them away.

Remember, our goal is education and understanding not to win argument. When someone brings up a negative question or if they offer you an objection, all they are really doing is helping you to identify one of their blind spots. It's helpful to know what these are so you can assist your prospects in eliminating them.

The best concept for handling objections is **empathy**. The best way I know to relate to people is to let them know you're just like they are. You had the same doubts, the same questions, the same fears, and you overcame them. Believe it or not, your story (and the stories of others) will do more for you in overcoming objections than anything else.

The tactic for handling objections is "Feel/Felt/Found". It works with the concept of empathy.

Basically there are two categories of objections, which are

1. Prospects with limiting belief in their abilities:

The common objections in this category are:

"I don't have the money", "I don't have the time", "it's not my thing", "I'm not a salesperson", "I don't know anyone", or "I'm too old/too young/have no experience".

Some people teach fancy approaches where you make yourself seem smart and the prospect seem stupid.

"You don't have the money? Do you have a cable bill? Do you have a cell phone? Do you ever go out to dinner? You have lots of money. C'mon, wake up!"

Or,

"You don't have the time? How long do you want to have that reality in your life? You have to change if you want your life to change!"

How does it feel when you read that? How would it feel if someone were to say it to you? Pretty bad, right? A better approach is to relate to the person and tell your story.

When a person tells me, "I just don't have the money right now," I respond, "I had the same exact challenge. I didn't have enough money to pay my bills, let alone start a new business. But when I thought about it, I realized if I didn't have enough money to pay my bills now, how was I going to change that in the future? I was tired of being behind. I was tired of always scrambling. I wanted more out of life. So you know what I did? I found a way, and it was the best decision I ever made. Let me ask you something...if you really felt this was a chance for you to take control of your financial future, do you think you could find a way to make it happen?"

Nine times out of 10 they would agree they could find a way. Again, forget the exact words and focus on the concept. I told them I was the same as they were, with the same objection. I told them about my pain. And I told them I found a way to solve it. As a result, we bonded. We related to each other. We were in the same boat with the same hopes and dreams.

You can use your personal story or someone else's story that would compare with theirs. So when a prospect tells you their objection, you can say, "I know what you mean. I have a friend who had that same exact problem and let me tell you their story."

Can you see how that approach would work with all the objections based on a person's limiting beliefs about themselves and their lives? The concept is simple, it's proven, and the results are amazing.

2. Prospects with limiting beliefs about Network marketing:

This category includes: "Is this MLM?", "Is this one of those things?", "Is this a pyramid scheme?", "I'm not interested in MLM", "I don't want to bother my friends," and "How much are you making?"

Example when they say "Is this MLM?" or, "Is this one of those things?" or, "Is this a pyramid scheme?" or, "I'm not interested in MLM":

When amateurs here's something like this, there'd say "Like every corporation in the world? Like the government? You mean like THAT?!"

Instead of saying this, you should say "Wait a minute. You have a story. What happened? Were you involved in Network Marketing at some point?" Then just let them tell you their story. It opens them up. It lowers their defenses. And it allows you to ask some questions about their experience.

They say, "Yeah, I joined a company a few years ago, bought some product and lost my money." I reply, "What do you think was the reason you didn't have success?"

They say, "Well, my friend talked me into it. I didn't have a lot of time and I thought more people would join right away but they didn't. I guess I just lost interest." I reply, "Do you think you really gave it a fair shot?"

They say, "No, not really." I reply, "Do you think Network Marketing was the problem? Or do you think maybe your timing wasn't right?"

They say, "It was probably the timing." I reply, "Well I feel your pain, I felt the same way after failing in four different MLM business, but everything changed when I learnt that MLM is simply a marketing model used by almost every successful industry in the world but I found out that the reason why I have been failing was due to lack of proper education by the companies and my sponsor. So, if I could give you a complete blueprint that will give you 100% guarantee for success, would you be willing to sign up immediately?" You can use your own example.

They say yes, "Ok then use my link [sign up link] to sign up immediately."

You get the flow right? You don't need to bother so much on the exact words; you can use your own language or example. Just practice.

Example when they say "Is this a pyramid scheme?":

Instead of arguing with them or trying to convince or defending yourself, I simply say something like this "Oh no. Pyramid schemes are illegal, and I would never be involved with something illegal."

For people asking without the emotion attached, I usually say, “Yes, this is Network Marketing. Do you know anything about it?” Again, I’m asking questions and waiting for answers. From those answers, I ask more questions, and through the process I can achieve my goal of education and understanding.

Example when they say “I don’t want to bother my friends”:

I will say something like, “What makes you think you’d be bothering your friends?” or, “If you truly believed in the product, would you let your friends know about it?” and, “If I could show you how we share this product with others without it feeling or sounding like a sales pitch, would that help you?”

Example when they say “How much are YOU making?”:

- If you are making money already, this a great question.
- If you’re not, your answer depends on how long you’ve been involved.
- If you’re brand new, you can tell them you’re just getting started.
- If you’ve been around for a while and not making big money yet, you can tell them you are working this part-time and are really excited about your future. You could also say that you’re excited about your future with this company because you knew things weren’t going to change if you didn’t do something to change them.

You can as well answer the questions by sharing your story or stories of people making good money already. You can even suggest setting up a phone conversation with those people so they can feel more comfortable about the opportunity.

Everything here needs practice, but if you get the concepts down, you’ll find it become easy. The encouraging thing is that you will only have this handful of the same objections for the rest of your career. There’s nothing new here. What I’ve listed in this section is about all there is. Remember, our goal is education and understanding. This is a part of the process that makes the goal a reality.

The rest of the activities; presenting your opportunity, closing your prospects to become customers or business owners, helping your new recruits get started right, mentoring your new recruits to ensure profit as fast as possible, all of these have been handled by a tool so you don’t need to focus on them.

CHAPTER 4

WRAPING IT UP

YOU TIME	
25% Invite your own new prospects to take a look at the presentation	25% Follow-up on your existing prospects on your list to become members
Doing three-way calls/third-party prospect closing for your team or mentees 25%	Calling or chatting your team to promote something and inspire an action 25%

This brings us back to IPA (Income Producing Activities). If you are not talking to a prospect (yours or your team's) to bring them to a decision, you are not making money. No matter the amount of time you allocated to your building your business daily, 75 percent of your time should be committed to this, always. This is a strategy you must honor no matter how much you are earning because *what got you where you are will keep taking you up the elevator shaft*. 25 percent of your time should be focused on leadership/mentorship/management-type activity. Don't ever slow down on your prospecting and follow-ups, and focus more on motivating or mentoring your team. You should always strive for leading by example than telling people what to do else it will come to a point where they will start feeling like they are the ones working while you are getting richer. It is preferable to *show them* what you do, and ask them if they can follow your lead. Don't be lazy and always show your team you care about them achieving their goals. Connecting with your team has been made easy by technology; you can make use of a WhatsApp, Facebook group or other messenger to achieve this.

BE PATIENCE WITH THE PROCESS

If a person starts a traditional business, they expect to break even in their first few years and possibly pay back their initial investment in the first five years. But when a person starts a Network Marketing business, they expect to get their money back in the first month, make a profit in second month, and get rich by the third month. And when that doesn't happen, they blame Network Marketing and everything without blame themselves.

It's like people don't want the laws of the business world to apply to Network Marketing. Yes, we DO have a better way, but we're not selling magic beans here. Anything of value takes time to develop.

You may get into this business with the expectation of becoming rich within 3 months maybe because of what you saw or what you were told and when this eventually doesn't happen, your reaction will be to

quit and blame everyone and everything for your failure. The fact is this, to earn more, you need to become more. You need to work on your skills so you don't have to rely on luck or timing or positioning.

From time to time in your life, your income might take a lucky jump. You might be in the right place at the right time. But if you don't quickly grow as a person to that new higher level, your income is going to come back down to the level of who you really are. In the end, you only get to make what you are. **How many people do you know that hit it big and lost it all?**

Probably you might have heard or seen, "You can get rich quick," or, "You don't need to do anything," or, "Join now and start making money as you sleep without doing anything," or, "Start making 6 figures monthly" or any number of trumped up statements. But you must learn to give up those false and unrealistic expectations and go to work on YOU. Most of the statements actually aren't a lie though, just that they will come after you have done the work required.

MODEL SUCCESSFUL BEHAVIOR

Try to avoid reinventing the wheel when you get involved in this profession. The hard work has already been done. No matter what company you're in, it's easy to find someone who's very successful. It doesn't matter if it's getting customers, finding prospects, inviting, presenting, following up, closing, getting people started, building for events, or any other skill, there are people in your company right now who have them mastered. And unlike other professions, the successful people in your company are eager to share their secrets! All you need to do is model their behavior and you can begin to enjoy their results.

DEVELOP A LEARNING ATTITUDE

Once you make the commitment to focus on your skills, the next thing you need to do is figure out the best way to learn. There are no bad experiences and no good experiences, only learning experiences. In other words, let go of the outcome and focus on what you can learn from every experience. Instead of always looking for great experiences, focus on how MANY experiences you could have, because the more you had, the more you could learn.

Be an active student. Billionaires are always learning, always growing, always trying to get better. Lou Holtz said: "In this world you're either growing or you're dying so get in motion and grow". I think that's true. Never stop learning.

STUDY

Money does not go to people who need it, rather money goes to value. Value can't be created without knowledge and knowledge can be gotten through studying. The bible says in 2 Timothy 2:15 "Study to shew thyself approved unto God, a workman that needeth not be ashamed, rightly dividing the word of truth". This is going to give you hope, but more than that, it will give you direction in your continual

personal development. With the advancement of technology, there are now many ways you can study at your convenience:

1. **Books:** In our electronics-focused, attention deficit society, fewer people seem to read books. That's not true for leaders. Ask a billionaire if they are readers and what they are reading. In order to read up more books, just commit to 10 pages a day and you can read a 300-page book in a month. That's a great start. Book can be in hard copy or soft copy (eBook).
2. **Audio:** This has got so many people started and it can get you started as well. You can pay for license in some audio book platforms and listen to your preferred book as audio example of this kind of platform are *Audible*, *Audiobooks* etc. You can as well download *Pocket Reader* and use it to read any eBook you have downloaded on your smartphone. The advantage of audio is that you can still read at your free time eg. In the car, in the convenience, or even while eating.
3. **Video:** this is another great learning tool. Sometimes it is more preferable to watch a training program or tutorial instead of just listening.
4. **Online:** The internet has changed the way we learn and gather information. You can take advantage of online tutorials watch online videos attend online webinars, or even watch events "live" with streaming technology.
5. **Events:** The best way I know to really internalize life-changing information is to attend live events. Your best defining moments will come from events. On one side, there is always good information for a person who's listening. On the other side, when you eliminate all of the other distractions in life and just focus, like you do at an event, you have a chance to really hear. Both sides are good.

BE CAREFUL OF DISTRACTIONS

With all of the choices available to you in terms of studying your craft, now, more than ever, you must be careful about what you allow into your mind people everywhere will try to distract you with their latest and greatest breakthrough and it can be very tempting to jump at all those opportunities. You should be focused on a very narrow range of skills: Finding prospects, inviting, presenting, following up, closing and helping your team or mentees to become profitable. Make sure you master THOSE skills first before adding anything else to your "to do" list.

GET INTO THE "NO FEAR ZONE"

Let's face it, we are not soldiers deployed in combat. We are not athletes getting ready to take a hit on the football field or in a boxing ring. We are not surfers attempting to ride a 20 foot wall of water that could crush us. We are business builders who make a living by showing people a business that can save/change their life! We have what they need! The challenge is that most people don't know they need it, and those who get good at conveying this effectively can get wealthy. So what is there to fear in Network Marketing?

Fear of Rejection: What if someone tells you NO? What will that do to you? Can we agree that someone informing you that they are not interested in joining your business will not do bodily harm to you? OK, so no physical harm is coming your way. So, it is the emotional punch in the gut that you fear. Nobody

likes the feeling of being turned down or rejected. But this business is all about going through a game of large numbers, so how can you avoid the NO's? The truth is you can't. The great news is that you can frame the NO's so that it fuels you instead of upsetting you.

First of all, you are not asking them to marry you. If you were and they said NO, they would be rejecting *you*. But in this case, you are asking them if they would like to join your business. Their NO is being asserted towards the business itself, not you, the messenger. Always keep this in mind. Do you think a restaurant owner sits in his window watching the cars drive by all day crying because each passing car is rejecting the sign outside and the idea of stopping in to buy his food? No, they just weren't hungry. Or they just didn't care for his style of cuisine. But the owner still puts forth his best product and lets those who enjoy it indulge in his cooking. A few satisfied customers will multiply.

Every person who sells anything has to learn to take a NO and move on to the next call/presentation. The key to success in selling/recruiting lies in your ability to go from NO to NO without losing your enthusiasm. Remember that we are in the people attraction business. So we must keep our level of passion and excitement high as we sort through the prospects because part of what they are buying into is our "music" – our conviction and attitude about what we are a part of. It's not what you say; it's *how* it sounds that is most important. Don't worry about having the right words...that is secondary.

Have you ever fallen in love with a song on the radio that got you so fired up, yet you didn't even understand the lyrics? You even found yourself mumbling over the words you had no clue about while you sang it out loud! That's what we are talking about here. It's not the words that matter most. If you are excited, they will want to do what you do. If you are fearful, worried, and nervous, they will not want to do what do. So be *confident* and excited, knowing that you have something they need. Your business can change their life. And if they don't see that, it's *their* loss! I always reminded myself that NO simply meant "*Not now, try again later*".

Fear of Looking Foolish: Are you worried that you might not explain the information as well as some of the pros? Just remember, you know 100 percent more than your prospect knows about your business. So if you share the facts with conviction, they will buy in. If you are going to mess up the details, do it with swag and confidence! And, of course, use third-party tools so that the facts will always be right on point, regardless. And if you don't know answers to questions, tell them you aren't supposed to be the one who provides answers. You are supposed to introduce them to the company expert (using a three-way call from your mentor), or simply direct them to where they can find the answers (such as your website or your mentor).

Maybe you fear someone judging you, or making fun of you for starting a network marketing business. You will likely hear the word "pyramid, Ponzi or Scam" a few hundred times over the coming years. It's OK. Don't let their business ignorance affect your mood. I used to let that get to me in the beginning. But several years later, I can look at people who say that and smile knowing that I out-earn and out-fun them doing what they don't understand. You are not foolish going against the grain. The real fools are the ones stuck in the grain of mediocrity.

Fear of Success: This fear is one most people don't know they have, but many people have it. You say you want success. You want the homes, cars, boats, travels, shoes, clothes, and lifestyle. But if you achieve all of that, how will your friends perceive you? Are you afraid of what your friends and family are going to think when suddenly your life changes and theirs is still the same? Right now, you are likely on the same socioeconomic level with them. It's comfortable and you all can relate to each other. It's akin to "misery loves company". But you go off and become successful in your new business, and – *wham!* You are now driving a nicer car or moving into a nicer neighborhood. You take your kids out of the public school with their kids and put them into a private school. You now take expensive trips, but your friends can't afford to go with you. Now you start to sense a separation or divide. You are moving up, and they are choosing to stay stuck. You are up here, and they are down there. Your friends are looking at you with a bit of jealousy. Knowing this can happen, what are you going to do? Are you going to go for it and succeed anyway, or are you going to stay small with them so you don't make them feel inadequate?

You may have read this quote before from the book *A Return to Love* by Marianne Williamson.

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others".

For you to succeed, you must develop a *no fear* attitude! It is only through the NO's you will eventually find the YES. You cannot avoid rejection, but you can look past it. You cannot avoid being bad at the business before doing the activities enough to become good. You cannot help that most of your friends will choose to be complacent and stubborn while they watch you soar into a new lifestyle. The *No Fear Zone* is where you need to live. You know where you are going...so charge forward bravely and boldly!

TAKE ACTION

Almost all of the learning in MLM is in the doing. If you want to learn how to talk to people on the phone, then talk to more people on the phone. If you want to learn how to do a home presentation, then do more home presentations. You will certainly figure it out. That doesn't mean you shouldn't continue to seek knowledge on the skillsets for success in MLM, but it does mean you shouldn't wait for complete knowledge before taking action.

Part of the reason people avoid taking action is they are afraid they'll be embarrassed. If you want to be successful in Network Marketing, you must learn to set that fear aside. Here's why: It's very difficult to look good and get better at the same time. Instead of being afraid of how you look as you're learning and growing, be afraid of not taking action and living a life at a fraction of your potential.

Here's a simple way you can get better in a particular skill

1. Make a PLAN.
2. DO your plan.
3. REVIEW your results to see how you can do better next time.

Most people don't make plan, they just charge out and DO. Even more people never REVIEW their results to see how they could improve. Do you see how this connects with no good experiences and no bad experiences, only learning experiences?

1. Make a PLAN.
2. DO your plan.
3. REVIEW your results, good or bad, to see how you can do better next time.
4. Make a better PLAN.
5. DO that better plan.
6. REVIEW those results, good or bad, to see how you can do better next time.
7. Never stop applying plan-do-review and you'll eventually become an expert through trial and error.

This little "secret" to learning in MLM is one of the most powerful I've shared. It's become part of my DNA. I hope the same happens for you.

TEACHING

Would it surprise you to know that teaching one of the best ways to learn? It's true. If you want to really master something, teach it to others. Teaching burns a groove in your brain like nothing else can.

When you teach, you have to think about it, prepare, and present the message every day, so it helps keep you sharp and on top of your game. The lesson for you should be to find someone to teach, even if you just have one person in your group. Start there, and as your group grows, look for more and more opportunities to teach. You'll get the most benefit.

YOUR ASSOCIATIONS

The Law of Association states that you'll become the average of the five people you spend the most time with. You'll think how they think, act how they act, talk how they talk, and earn how they earn. Let me tell you something. This law is real. You can't fight it.

These are the 3 things you need to do over the course of your career when it comes to your associations.

1. Disconnect with the people who were toxic to your life. This is not an easy decision, but it's an important one. Some people will keep you down permanently.

2. Limit your associations with negative people or people who weren't helping you grow in the direction of your dreams. Learn to spend less time with those people and more time on positive influences.
3. Walk towards expanding your associations with people who can help you become a better person and a better billionaire. If you are trying to learn to become a billionaire in the Network Marketing Profession, doesn't it make sense to find a way to spend more time with the people who have the skills you're looking for?

I hope these suggestions on the learning process of becoming a billionaire have been helpful to you. It is okay to dream big, but you also have to be patient. Anything of value takes time. Continue to develop your skills. Become a permanent student. Those skills will make a place for you for the rest of your life.

There's one more concept need to understand. Billionaires work HARD. Don't get me wrong, they have a great lifestyle and they love what they do, but they work their butts off. If you want big success in MLM, you're going to have to do the same.

Network Marketing isn't about luck, timing, positioning, or signing that magic person who will make you rich. Freedom is possible, but isn't free. It will take hard work to stay consistent when the world tries to distract you. It will take hard work to learn the skills required for long-term success. It will take hard work to become the leader you were meant to be.

Some people in Network Marketing become unhappy when they realize work is involved. Most of them join for some sort of free ride. When they experience growing pains, they run for the hills. Be different. It might be hard work but it's good work and it's the best way I know for the average persons to enjoy true freedom.

CHAPTER 5

HAVE THEIR RESULTS

Network Marketing can be challenging. It is an emotional experience. The ups and downs can be dramatic. But in the end, your results are all worth it.

Create a Career

When you decide to become a Network Marketing Billionaire, you will not only create an income for yourself, you'll create a career. Think about the skills required to become a doctor, a lawyer, a big company CEO, or even a world-class musician or athlete. It's the higher the level of skill, the higher the level of income. Now consider the skills necessary to become a Network Marketing Billionaire, they are TINY in comparison! And yet many of them enjoy a higher level of income and most certainly a higher degree of freedom.

Enjoy Freedom

You will have choices. You will live the life you want to live instead of the life other people want you to live. Do you remember the imagination you had as a child? Imagine your life without limits.

- You wake up when you're done sleeping.
- You're doing work that is fulfilling and makes you happy.
- You get to work with people you enjoy.
- You don't have to compromise all the time.
- You work when you feel like working but you also play when you feel like playing.
- You get to spend tons of time with the people who are important to you.
- You are living a big life and not wasting away in a box.

When you get a clear picture of what freedom is all about, you'll find the price you'll need to pay to achieve it in Network Marketing is very low. Facing your fears and living a life that's free is easy while spending the rest of your days living half a life is hard.

Touch Lives

You will not only create freedom for yourself and your family, you will help someone else do the same. There are so many people struggling in this world. Now you have the ability to help people see a bigger picture for themselves. You can give hope to the hopeless, you can encourage their dreams, you can provide them with the inspiration necessary to face and overcome their fears.

Your greatest goal should be to appear in someone else's testimonial. It's great to hear that someone was lost, and in some small way you was able to help them find their way. Now you can help not just one person but hundreds or even thousands of people live a better life.

Meet People

You will be introduced to the most amazing people. You will have the opportunity not only to expand your group of friends, but also to be able to spend more time with them. You'll have the most passionate group of entrepreneurs. People that love life and spend their time lifting each other up. Here's an example of what it could mean to you; you could name virtually any state in your country and a friend instantly pops into your mind. More than that, you can also get connected to some of your heroes.

Go Places

If you build a large and successful business in Network Marketing, a few things will happen. First, you'll win some trips that will be trips of a lifetime. Second, you're going to need to support your organization as they expand into every territory or country where your company does business. And third, you're going to have enough money and time to go wherever you'd like.

Contribute To Worthy Causes

You might want to give to your parents or someone else in your family, or to an organization that means something to you. You can contribute through three ways.

1. **With your money:** You can write a check, and that's wonderful. Network Marketing can allow you to write bigger checks than you could ever imagine before.
2. **With your time:** You can dedicate a portion of your life to causes that are important to you. You can choose whatever amount of your time you can give. I don't mean just volunteering few hours here and there at the shelter or something, I mean give your time to creative thinking, raising awareness, and raising money.
3. **With your influence:** Take the time you're going to spend on your cause and put all of your influence behind it. Inspire your organization to do something great with you. Encourage your company to get involved. Leverage your network to do great things. You are powerful and more so because of your involvement in Network Marketing. Use that influence for good. It will change your life for the better.

Become A Better Version Of YOU

Network Marketing will force you to become a better person. The major purpose of a Network Marketing Billionaire is much deeper than just making money.

It is an incubator for personal growth.

1. You'll learn how to face your fears.
2. You'll learn how to solve problems.
3. You'll learn how to feed your mind with positives and protect your mind from negatives.
4. You'll learn how to grow stronger.
5. You'll learn how to lead.

The greatest benefit is not getting everything you want. The greatest benefit is what you will need to become in order to get what you want. I learned what was always there and what has been passed down for ages. The journey is everything.

APENDIX I

YOUR DREAM VACCINE SHOT

So that you don't catch the virus from others who are infected, doctors will give you a small dose/shot of the vaccine so that your body's immune system can build up resistance to it *before* you come in contact with the virus.

So, you have just started your network marketing business. Now it's time to inoculate you. When you joined your company, it all seems like such a no-brainer to you. The product/service is so valuable, needed, and inexpensive. And who wouldn't want to make extra money? Everyone will sign up for this, right? So instead of getting advice and training, you feel it's going to be easy to just pick up the phone and start calling your friends and tell them about it and sign them up.

But guess what ... here's your shot of the vaccine ... they don't all join! In the beginning, most won't. Some will even try to discourage you. They will say things like:

- I don't need the product/service.
- Is that a pyramid scheme or MLM?
- I don't have time for that.
- I don't have money to waste.
- It's a scam; I've seen many of them.
- I don't believe in online businesses, in fact all of them are scam.
- I know someone who joined and made no money.
- Nobody makes money in those businesses.
- Sure, I will come check it out (and they don't show up).
- Sure, I will watch the presentation (and they never watch it).

If you understand and expect this from the outset, you can effectively handle these responses and not let it hinder your success. If you have been vaccinated, you can get around people carrying the virus and not become infected yourself. Every billionaire in the business got these same responses every day, and *still do!*

Many people claim to be open minded, but in reality most have pre-conceived notions and closed minds. The key is knowing the *right way* to approach people. Coming right out and saying, "Have you heard of **House of Money** or "Do you want to make some money?" does *not* work. In fact, running out there without proper training will blow your chance at a good first impression. Of course you are excited and ready to start building your business, but don't sabotage your business on your first day. Learn from thousands of people who have already made the mistakes before you, and learn what works and what doesn't work. In other words ... STOP! Do not go talk to people yet!

Your friends know you for you, and not as a billionaire in this new business. They will not take the information properly from you. Don't let ego convince you otherwise. In the **Money Making Blueprint**, you will learn how to get prospect and invite the prospect to listen to the presentation from a neutral

person. There are ways to get people in front of the information where they do not feel like their friend is trying to sell/recruit them. The *approach* needs to be right. Then the presentation needs to be third party (video presentation). You will learn everything from the **Money Making Blueprint** and also by attending training events in your area etc. Your mentor will also coach you on what to say in your approach to your contact. Just remember, it's all about getting appointments, not explaining anything over the phone or chat. Get appointments to show them the whole presentation. This is the only way you will sign people up. (Maybe by the time you read this, you have already blown it with a few people. Don't keep making same mistake from here on out).

So make sure you do not catch the virus (get discouraged and possibly quit when people give you negative responses or objections)! People don't know what they don't know. How can they judge a movie when they themselves have never sat in the theater and watched it! They buy into one negative person who has been walking the country infecting everyone with their negative virus. Misery loves company. People love to spread negativity. What you will find is more than half of the people who actually see a whole presentation will sign up! The key is them seeing the whole presentation ... so get appointments! Don't talk to people about it. Be vague and get the presentation in front of them.

Now that you have read this, we hope your baby skin will begin to become rhino skin. Decide to become bullet-proof, and not let words from others knock you out of your faith, or your family, or your job. So don't let them talk you out of your vehicle that will take you to your dreams and goals. Get good at spotting dream killers and avoid them. Focus on why you started the business ... what you want success in this business to accomplish for you. When your Why is super strong, so will you resolve to work, grow and succeed. See you at the top!

APPENDIX II

YOUR DAILY AFFIRMATION

- I am building my own financial empire using the only vehicle that enables me to do so which is House of Money.
- I know by focusing my heart, my energy, my passion and my action on recruiting people every day, I am building my dream and I am financially independent and debt free.
- I am a leader of people.
- My work is my ministry, and I am changing thousands of lives.
- There is no other place where I can have fun, help others, and get rich while doing so than in House of Money.
- I am the top director in my company today.
- People are dying to be on my team and they want me to show them how to succeed.
- I get people to see the recruiting presentation every day.
- When others say NO, they do not reject me, they simply do not understand and for that I do not blame them.
- I remain strong and I resolve to help every person to realize that they need to be a part of this crusade.
- Every person I meet will one day soon be on my team.
- I am a champion, a warrior for freedom, an expert recruiter, a winning coach, a caring teammate, and a fearless leader.
- I am because I say I am, and today I will find the next me!
- So help me God.

Say this affirmation 5 times in a day:

1st time – Morning time after your devotion

2nd time – By 12 noon

3rd time – By 3 pm

4th time – By 6 pm

5th time – Before you go to bed

APPENDIX III

YOUR DAILY ACTION PLAN

Get a sheet of paper and write out the answers to the exercises below.

Exercise 1:

If you were to get started with House of Money on a part-time basis, approximately how much would you need to earn per month in order to make it worth your time?

- (a) \$50 monthly
- (b) \$100 monthly
- (c) \$200 monthly
- (d) \$500 monthly
- (e) \$1000 monthly

Write this => I need to be earning [put your answer here] from House of Money.

Exercise 2:

Approximately how much hours could you commit each day to develop that kind of income?

- (a) 1 hour
- (b) 2 hours
- (c) 3 hours
- (d) 4 hours
- (e) 5 hours

Write this => I will be working [put your answer here] every day.

Exercise 3:

How many months would you work those kind of hours in order to develop that kind of income?

- (a) 3 months
- (b) 6 months
- (c) 9 months
- (d) 12 months

Write this => I have from now till [use your calendar and get the date of your answer eg. If your answer is 3 months then it should be *23rd May, 2023*] to start earning [exercise 1 answer].

Therefore,

Write this => I must add 2 – 5 prospects to my contact list today.

Exercise 4:

Solve the simple equation below:

Let,

$$A = [\text{your exercise 1 answer eg. 50, 100, 200, 500, 1000}]$$

$$B = [\text{your exercise 3 answer eg. 3, 6, 9, 12}]$$

$$C = 0.5$$

$$D = 0.2$$

$$E = A \div C$$

$$F = E \div D$$

$$G = B \times 30$$

$$H = F \div G$$

$$I = H \div 2$$

Write this => I must get [H] prospects to see presentation today.

Write this => I must follow-up on at lease [I] prospects today.

Exercise 5:

Use a ruler and make a register like the one below.

Day	Date	Weekday	Added to contact list	Achieved		Numbers Attempted	
				Presentation	Follow-up	Presentation	Follow-up



*The table can be as long
as you wish*

Example: Assuming your answer in Exercise 1 is *\$200 monthly*, Exercise 2 is *3 hours* and Exercise 3 is *6 months*.

Solving the equation in Exercise 4

$$A = 200; \quad B = 6; \quad C = 0.5; \quad D = 0.2; \quad E = 200 \div 0.5 = 400;$$

$$F = 400 \div 0.2 = 2000; \quad G = 6 \times 30 = 180; \quad H = 2000 \div 180 = 11;$$

$$I = 11 \div 2 = 5;$$

Below is what your daily action plan will look like.

MY DAILY ACTION PLAN

I need to be earning \$200 monthly from House of Money.

I will be working 3 hours every day.

I have from now till 23rd August, 2023 to start earning \$200 monthly.

Therefore,

I must add 2 – 5 prospects to my contact list today.

I must get 11 prospects to see the presentation today.

I must follow-up on at least 5 prospects today.

Day	Date	Weekday	Added to contact list	Achieved		Numbers Attempted	
				Presentation	Follow-up	Presentation	Follow-up

Very Important Tasks:

- Place your **Daily Action Plan** on your vision board or on a wall where you can see them at all time.
- Mark the register by the end of each day.
- Snap your register every weekend and send the picture to your mentor.