

**INSIDE
SECRETS OF
A 20 MILLION
DOLLAR
NETWORK
MARKETER**

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INSIDE SECRETS OF A 20 MILLION DOLLAR NETWORK MARKETER

The following is a transcript of an interview with an MLM "Million Dollar Producer" who also generated over \$20 million in sales as President of his own network marketing company. As he's an active distributor in a network marketing company, his name and specific details about his previous and current opportunity have been disguised. However, what you'll learn from his experience as a network marketing distributor and the Founder and President of his own international MLM company is easily worth thousands of dollars.

Interview with an MLM Million Dollar Producer

Mr. X: Thank you for the introduction. I've really been passionate about network marketing since I was about 18 years old. In fact, I got chartered at my first networking company when I was 18 and in college.

I had never heard of network marketing before when I got started so I was like a lot of the stories you may have heard. I'd go to a meeting and I came home and I go back to my dorm room and I couldn't sleep because I'm seeing circles on the wall, circles on the ceiling, and I'm like, "Wow, if I can just refer this to five people and they refer it to five people who refer it to five, I'm going to be extremely wealthy." So I came in thinking, "Wow, I'm going to get rich."

What happened though was even though I went to the local meetings, my first two years in the business I sponsored three people. Two of those three I actually paid for myself to get in. One of those was my mom and I never even told her that I enrolled her. **So I was one of the worst network marketers there's ever been.** I was just really, really bad. I didn't get it at all. I think a lot of it is I had a lot of personal growing to do. **It was a frustrating process.**

If there are some people listening to this right now and you've been in networking for a little bit and you're frustrated, man, I get it. I get it 100% because it's like, you see all these people going across the stage and you read about them, you see them on videos and they're driving new sports cars, living in these big beautiful homes and you're like, "Man, I really want that." But it's like no matter how hard I try I'm not making it happen.

From age 18 to 24 I really didn't have much success at all. I actually went several years and seemingly tried everything, like direct mail. And even going back to—gosh, back when I was young when the Internet was first starting to be a tool that you can use—I was buying

these bulk emailing programs and stuff. So I've tried everything and gone through all the failures.

I've heard over the years from a lot of really successful people that one of the keys to success is knowing what NOT to do. So I think that more than anything in network marketing I've figured out what not to do. So that's a little bit of my story.

How-To's Are Not Enough

What I was always trying to figure out was what is the ultimate recruiting pitch? There's got to be some type of magical thing that you say to people and that gets everyone in. What is the magic closing line? What is the perfect email to write? What is it that these leaders know that I don't? I was so searching for the how-to's and it was like no matter how many how-to's I learned, nothing was working. A friend of mine wrote a book, *"If How-To's Were Enough We Would All be RICH, SKINNY, and HAPPY!"*

What I finally got was that the how-to's were not enough. What it took for me, more than anything else, was getting my mind wired right. Obviously you want to learn the how-to's. You want to learn all those things, but that's not what's going to ultimately make you a huge success in network marketing.

Commitment is Key

What made me a huge success in network marketing was finally getting to the point where I was just sick and tired of being sick and tired. Even though I was plugging into the trainings, I was reading a book here and there, I was never fully committed. I was always kind of putting my toe in the water. I was always kind of trying to see how it went.

I will tell you in network marketing it's not a business where you can try and see how it goes. It's a business where you have to figure out how you can throw your heart over the bar; you've got to figure out how to put all your chips in. That's what happened with me.

At age 24 I was working as a waiter at a steak house. I had been laid off from my previous job. I was always doing network marketing on the side. I had moved back in with my mom at age 24. So I was disgusted with my life, and that's one of the things that when they say, "What type of person are you looking for?" Well, in a lot of cases I'm looking for someone who's disgusted with their life; someone who's ready to make a big change.

So what I finally decided was that I didn't care what it took, I was going to do whatever it took to achieve success. **I put all my chips in finally.** It was like, "Man, I am so sick of living

this mediocre life and seemingly not getting anywhere." I'd done better when I was 21. I was living out of my car so I had had a little bit more success but not much as a waiter making \$300-\$400 a week. It wasn't going to get me very far.

What happened is I finally joined a new company that I was excited about. I had joined new companies in the past and it was always one of those, "Well, I'll see how it goes." Well finally I said, "I'm not going to see how it goes. I'm just going to do it. I'm going to work as hard as I possibly can for a short period of time and rock it." **So I went out and virtually enrolled 30 people in one month, which is by far more than anything I had ever done in network marketing previously.**

Turn 30 Personals into Thousands

It was really because I got my mind wired right. I said, "**You know what? I'm going to be the leader. I'm going to make it happen. I'm going to take 100% responsibility. I'm going to do it.**" So those 30 personals led to a team of hundreds and hundreds of people very quickly.

In fact, in 90 days I was making about \$2,000 a week; within six months I was making \$10,000 a week. If I had to look at how I made \$10,000 a week it really came down to the bulk of that was making the decision and having a lot of personal activity in a very short amount of time.

What I've been able to do over and over again with myself and with a lot of the leaders that I mentor with my current company is teaching them how to turn 30 to 50 personals into thousands. I've had it happen over and over and it's kind of like riding a bicycle. Once you figure out how to do it once, you can do it over and over and over again.

So just realize if you're struggling right now, I get it. I've been there. I was in multiple opportunities and tried everything I could think of. I just realized that the prize is worth the price—it's kind of a formula for achieving success. There is a way out, so to speak. Does that make sense?

Interviewer: Absolutely. The funny thing is I've heard that so many times from people who now are making six and seven figures in a network marketing opportunity. But before they'd been in a dozen or more different opportunities. They kind of dabbled here and there and they kept wondering why nothing worked.

But boy, I'll tell you what—as soon as they made that commitment and they said to themselves, "No matter what happens, no matter how long it takes, no matter what I've got to do, I'm now committing to this opportunity. I'm going to be successful in this opportunity." All of a sudden it's like the heavens parted and things started to happen and

they had that passion that it took to get out there and do what it took to build the business and have people actually want to join their team.

Mr. X: Yeah, see, I was an overnight success—it just took about five years to happen. [Laughs] I struggled for five years and then all of a sudden, it happened. It was amazing how that worked.

The biggest challenge for new people that I work with, and even for myself, last month I made over \$90,000 with my opportunity. I had a great month and things are rocking. But I'm really committed to going to the next level. So my goals are \$250,000 a month in the next two years through my network marketing opportunity aside from the other publishing businesses I have and the marketing businesses and so forth.

So my biggest challenge is wiring my mind right to get me to the next level. There are a lot of great how-to's and I read different books and when I see courses of other network marketers who I know have really had tangible success—not just in enrolling a bunch of people but in creating huge duplication, I buy it.

My attitude is always that the money that I don't spend in investing into the most important asset, which is my mind and the world within my mind, the money I don't spend could cost me hundreds of thousands or even millions of dollars by not spending that money. **So I am always investing in new stuff to learn more how-to's and all that.**

Wire Your Mind to Desire Success

That's important, but the biggest challenge—I realize for me to get to the next level it's all about my mindset. **How do I wire my mind to where I have to get \$250,000 a month?** If I don't have the mindset that I have to do it, it's probably not going to happen because I'm just going to let life get in the way. I'm going to get complacent with where I am. With my last company, it was a personal development company and product. We actually owned a network marketing company. We had over 100,000 customers.

Part of our product was training, personal development training. So I interviewed a ton of different speakers and multi-millionaires. I even did an interview with a billionaire, a guy who became the 24th wealthiest man in the world. I'm always asking these people, "What was it about your mindset? What was it that made you a success?"

Probably the most common answer is "Desire." They were like, "You know, I just wanted it. I just wanted it so bad." So that's it for me. I realize that for me to get to \$250,000 a month I've got to want it; I've got to make it to where it's not just an option, it's a must. So how do I increase that level of desire?

Well, there's a great book called, ***ALL YOU CAN DO Is ALL YOU CAN DO, But All You Can Do Is Enough!*** It's by A.L. Williams. He created his company A.L. Williams which became the largest term life insurance company in the world. They did it through a network marketing model.

One of the big pieces of his book is how to increase that level of desire. What he says in the book is that dreams are the fuel that fire desire. You've probably heard other speakers like John Assaraf for *The Secret*, for instance. He talks about making this vision board. I'm actually looking at mine in my office here. It's true.

What happens is when you have these massive, massive dreams, that fuels your enthusiasm. It fuels your desire. **So dreams are the fuel that fire desire.** So what you want to start doing is cutting out these images. Put them on a vision board. Keep your goal in front of you all the time.

The simple act of seeing your goal in front of you all the time gives you more desire. I'll give you one of the things that I did when I made that commitment. I finally got my mind wired right and I created these index cards. I wrote about a dozen of these 5" x 7" index cards and my goal was \$10,000 per week.

So I wrote "\$10,000 per week" on these cards and I put these cards up everywhere. When you sat down in my car, in the visor there right where you could see it, it said, "\$10,000 a week." When I walked in my apartment, on the mantel it said, "\$10,000 a week." When you walked into my kitchen, on the bar it said, "\$10,000 a week."

On the refrigerator it said, "\$10,000 a week." On the microwave it said, "\$10,000 a week." When you walked down the hall it said, "\$10,000 a week." Above my computer, "\$10,000 a week." On my mirror in the bathroom, "\$10,000 a week." Above my bed, "\$10,000 a week." Across from the toilet it said, "\$10,000 a week."

So everywhere I looked, I saw my goal in front of me. The simple fact of seeing that all over, it was like, "Wow, I've got to have it." So turn your goal into an obsession. You see it all the time. That was one of the things that really fueled me was seeing that goal in front of me and then seeing on my vision board a yacht with a helicopter landing pad on it, seeing a bit roulette slide, seeing a Dodge Viper and a Ferrari and a Lamborghini, a private jet, a family walking along the beach. These are the things that still motivate me to this day.

I've got to get it in my mind that I have to achieve it, you know? My mindset is it's not one of these things where I can just be okay with not having a private jet. I have to have a private jet. I just have to have it. It's not just an option for me, it's a must. I must do it. And because that's a must for me, I figure out a way to make it happen, right?

So anyway, I think that's a big piece of it, the mindset.

Choose the Right Company

I've been able to mentor a lot of people not just in my company but in other companies and I think choosing the right company is important. There are a lot of companies that I really, really respect but if I were to get into those companies today, I don't think I would have a whole lot of success.

My philosophy is that if you follow your passion, the money will come. So many people get involved in network marketing and they've got some product, some widget, and they're not all that excited about the widget, but if they create a huge downline selling the widget, then they're going to get rich.

So they join because the company has the best compensation plan out there, or they've got the new, hot whiz-bang fully-automated do-nothing get-rich marketing system. So they're expecting that to help them be successful. **I have very rarely seen someone who's created long-term success in network marketing without being passionate about the product.**

Now, a lot of people are really passionate about health and wellness. There are a lot of great companies out there that have amazing products in health and wellness. If you're really passionate about technology, that's great. But if you're not passionate about it that's probably not the right opportunity for you. So find a product and an opportunity that you can be really passionate about.

So I think if you're looking at a company or you're part of a company now, you need to be part of a company and a product that you can genuinely see yourself being excited about and being passionate about 10 or 20 years from now.

I think people get whether you've really bought into what you're selling or not. If you've not really bought in at the core level to what you're selling, it's going to be very difficult. It's the psychology of selling or psychology of network marketing that people get a sense and know if you've really bought in or not. If you're not really bought in, guess what? They're not going to follow you. So that's a big piece of it.

Personal Momentum Precedes Group Momentum

Here's something I've trained on and I'm always open to be proven wrong on this, but as of yet no one has convinced me otherwise. I personally believe that momentum in network marketing is created through belief. **Personal momentum always precedes group**

momentum. So personal momentum comes *before* group momentum. In order to get personal momentum, sometimes that can be created through shared excitement.

Typically, in order for you to get the kind of personal momentum, meaning you going out and personally enrolling enough people to find other people who are going to take the ball and run with it, you've got to have the belief not just in yourself but you've got to have the belief in the company and in the product.

So that's why I think you've got to have a product that you believe in. **Plus, you've got to have a product that other people will believe in as well.** So even if you're passionate about some sort of widget, that widget needs to be something that a lot of other people can get passionate about.

Group momentum is created through group belief. If you study the billion dollar companies out there, they create an amazing amount of belief through their culture and their training events. They bring people all together; they get thousands and in some cases tens of thousands of people together and that creates a large amount of belief.

So that's what I'm usually working toward because I have an organization that has thousands and thousands of people spread out all over the world. I realize in order to create momentum it's not going to be training my group on how-to. It's not going to be saying, "Here's what you say. Here's the email you send to people," or any of that. It's going to be through furthering the belief of my organization. That creates growth. That creates momentum.

You want to find a company that you can either create that culture, that belief-building culture, or find a company that already has that belief-building mechanism in place. Without a big belief-building mechanism it's going to be very hard to create massive duplication. You may be able to create a team of a few hundred people, but creating a team of tens of thousands will be very difficult. **Momentum and belief is a big thing.**

Systems are Duplicatable but People are Not

I know we talked before the call about duplication. Do we want to jump into that?

Interviewer: Absolutely. I know that's one key thing. You talked about people being able to bring other people in but sometimes duplication doesn't happen. I know that's a big sticking point for people. **How in the heck do I get people to duplicate what I'm doing?** I'm putting in all this time and effort and maybe I have the commitment and the passion, but how do I get other people to capture that and create little mini-me's all over the place?

Mr. X: The core of duplication can be summed up in one phrase. If you're taking notes, write this down. **It's that systems are duplicatable but people are not.** You've got to have a system in place where someone can join and they don't have to be a salesperson. Almost 95% of the people in the world hate to sell. They'd rather eat worms than have to sell something.

So if your company requires you to get in and then learn a presentation and give this presentation to someone else, you may be able to enroll other people, but they're not typically going to go out and enroll others because there's a learning curve of having to become a salesperson. **Most people just don't want to do that.**

What I talk about within my organization is our job description needs **not** to be a salesperson. Our job description needs to be that we are **information tour guides**. That's another one to write down. You're an information tour guide. Your job is to guide people through an information process so they can make an informed and educated decision whether to join the opportunity or not.

Now after doing tens of thousands of presentations on conference calls, webinars, live events in front of tens of thousands of people over the years, there's one question above all else that your prospect is most interested in knowing.

The biggest mistake that people make is they believe that they've got to get across the logic of the presentation, like all the reasons to join. The company has this and this. The product does this, this, and this. So they focus on selling the product. Or they focus on selling the compensation plan. Or they focus on the hotness of the company, or whatever it is.

"Can I do it?"

Those are all factors but realize the #1 question that people have when they're looking at your opportunity is "Can I do it? Can I be successful?" You can amaze them with a great product; you can amaze them with the great compensation plan; you can present leaders who are making a ton of money. But none of that matters unless they believe they can do it themselves. So they've got to get that they don't have to be a salesperson.

They don't want to be a salesperson. In fact, they probably joined other companies in the past that required them to be a salesperson and that's why they weren't successful. So you've got to get across the point that if you've joined a company in the past and you weren't successful, realize that may be in large part due to you joining the wrong opportunity that had the wrong system that didn't answer the question, **"Can I do it?"**

So if I'm doing a webinar, I'll typically point out to the prospect, "Let me ask you a question. Can you do what the person who invited you on this webinar is doing right now? Can you do that?" They're not doing anything. I'm doing all the work. I'm doing the explaining. In front of live audiences I always have people look. I say, "Look at the person who invited you here right now. If they're not here, look up to the sky. Can you do what they're doing right now?"

So I'm getting the point across that they can do it. They can become successful. That is a big, big challenge. You've got to either create a system on your own to facilitate the duplication process or the non-selling process to where something other than you explains it.

You are NOT a Salesperson

When I was 24, one of the reasons for having success is I found a mentor. I found a guy who had created million dollar results in the past. He had built organizations of tens of thousands of people.

He said, "When you join this company I don't want you to go out and be a salesperson. I don't want you to go through a PowerPoint presentation and explain how everything works. Here's the deal. You're 24 years old. You work as a waiter and you live at home with your mommy." He had the charisma to be able to say that without insulting me.

He said, "People aren't going to follow you because you don't have a background of huge success in network marketing. Even if you did, I would tell you the same thing. Even if you were a super salesperson or even if you had already made a million dollars, people will look at you and say, 'You know, he can do it because he's a millionaire, but I can't because I'm not a millionaire.' Or, 'I can't because I don't like to sell whatever it is.'"

So you've got to follow the system. The system is to invite. **Invite so that something else can present.** That's the deal. When you get in the present mode, that's where the system breaks down because it's not duplicatable. So anyone can learn to invite but not everyone can learn to sell and present.

You know what? That makes sense. The reason why I enrolled 30 people in a month was not because I was a great presenter. **I was a great inviter.** I became a professional inviter, either having people look at a presentation on the Internet or looking in person or whatever it was. I got a lot of people to see it. That was one of the reasons for my success.

Avoid Systems With Learning Curves

I see so many people online right now and I just want to say I've been able to build groups exclusively over the phone; I've built groups exclusively through the Internet; exclusively belly-to-belly during hotel meetings and luncheons and things like that. I've done it all. **I've built teams of thousands of people doing all that.**

I believe in marketing systems online. I just don't believe in a lot of what is being sold to the public right now. One of the most popular things that people are spending a fortune on is learning how to do attraction marketing. How is it that I'm going to create this presence online in order to attract people and get people to enroll in my business?

So people buy these attraction marketing systems and spend hundreds of dollars and then they have to set up a website; they have to set up a blog; they set up these Facebook fan pages; they set up ways that they're all linked and integrated. There's nothing wrong with that but if that's what you're counting on in order to have success, it's not going to work.

Here's the deal. **You've got to have a system that people can duplicate from the day they join.** There cannot be a learning curve.

If there's a learning curve, and most of the attraction marketing stuff has a huge learning curve—setting up your own blog and doing all these things. They make it sound easy when you're looking at the presentation. They make it sound easy so they can sell you the product. But once you get into it, you've got to set up all these things, it's going to take you 90 days. **If there's a 90 day learning curve, you are dead.** Ninety days from now you might be in a place where you can enroll a bunch of people.

So a bunch of these people selling these attraction marketing systems, they've enrolled a few hundred people but they've never created any duplication on their team. They enroll 300 people and then they claim that they're a network marketing expert. But they've never built a group of tens of thousands of people, because the system they've used to enroll the 300 was not duplicatable.

So now they make their money selling how to become successful in network marketing versus actually being successful in network marketing. So there can't be a learning curve. A one month learning curve is too long. If there's a one week learning curve, that's too long.

What we have with our company is very simple. Someone gets in. We have an online presentation that they can call people they know and they can have them watch a very compelling presentation that's going to get people in. We have Push Play DVD.

So if someone joins—let's say I enroll someone I know at the bank or my neighbor. I don't want to spend the next week training this person. I don't want to have to wait until they go to some major event or wait until they've read our 26-page manual that the company puts out. No.

Here's the deal. They join and if they join at lunch, my goal is that they've enrolled someone by the end of the night because we've got this Push Play DVD. So I'm going to give them the DVD and say, "Here's what you want to do. Show this DVD to 10 people in the next week." Anyone who shows it to 10 people in the next week, we've proven that that creates massive success.

We had a lady just the other day who had enrolled in the business and she is a stay-at-home mom and had never done network marketing before. She was kind of a plain lady, no one you would look at and go, "Wow, she's going to be a superstar."

My buddy sees her at an event and she introduces herself. He says, "Have you had a chance to show this to anyone yet?"

And she said, "Yes, sir. I have. Actually, I took this Push Play DVD and showed it to my friend and then I showed it to my neighbor. Then I showed it to someone else. The third person I enrolled, they wanted to borrow my DVD and they went out and showed it to two people and those two enrolled. I got five people on my team."

He said, "Wow, that's awesome. How long have you been in?" He's thinking she's probably been in for a few weeks.

She says, "I've been in for 48 hours."

I've got stories of me enrolling someone in the afternoon and then by the end of the night being three deep, because it's a system that anyone can follow immediately. If your system requires a long learning curve, you're not going to create duplication. You're not going to create momentum because momentum happens when you do duplication. You've got to have a system that anyone can do.

Cold Market Advertising

The other thing is cold markets. Earlier I think I said you've got to have a product that you're comfortable talking to your family about. Now I'm not saying you have to build your group by talking to your family, by enrolling your family and all that. That's not the way I built my groups. **Most of the growth that I've had has not been with people I knew before network marketing.** Now, I did go out and enroll two or three of my friends from before, pre-network marketing, but I never created any really big results from that.

I have enrolled a bunch of people through cold market advertising and so forth.

Realize though that that is a long process to create duplication because here's the rule. People typically want to enroll other people the way in which they were enrolled. I'll say that again: **People typically want to enroll other people the way in which they were enrolled.**

So what I used to do is run ads or put signs up on the side of the road or I'd do stuff on the Internet. I'd bring people in and you have to go through so many numbers because they want to set up the same advertising machine, right? They've got to run an ad so they've got to create the ad and then place it with the paper. That's going to take a couple of weeks before it runs. They've got to learn how to talk to people on the phone, blah-blah-blah.

Here's what I believe. **The reason why you go into the cold market is to get into their warm market.**

Cold market meaning people you don't know at all, warm market meaning people that you know. I had a guy named Shaun (in my downline). Shaun was a guy who had responded to an advertisement of mine. I enrolled him in the business and he did instantly, because I had a company and a product that was warm market-friendly. That's the deal. You've got to have a product that is warm market-friendly.

So even if you're not going to talk to your warm market about it, it's got to be a product that other people will talk to their warm markets about. So if you bring someone into a cold market, is it a product that people are going to be comfortable sharing with their friends? The answer was yes in this opportunity that I was in.

So I enrolled Shaun and Shaun immediately enrolls his dad, his chiropractor, his best friend, gosh, probably 15 people within his first few weeks in the business. He ended up creating a team of several thousand people, which was pretty much exclusively built through the warm market.

So if you're listening right now, you may not have a big warm market. You may not have a lot of people you can contact. I'm not saying don't do cold market. What I hate is trainers who say, "The only way to do this is to talk to your friends and family. If you run out of friends and family, then you go to the mall and you cold prospect people." Does that work? Yes, it works.

But the way I've built a lot of my groups is through Internet stuff or running ads or whatever. There's nothing wrong with that. Just realize that the reason you go cold is to get into someone else's warm market.

Leadership - Being a Steward of People's Dreams

What I'd love to talk about is leadership once you have the duplication process in place, and hopefully you don't have to create it. Hopefully the company or your upline leadership team has already created that duplication system. But realize you're never going to have success unless you have a duplication system.

The next piece of the pie is leadership. Even the duplication system is not enough. I'd love to say having a system that duplicates is enough, but the other element you have to have to create any kind of momentum is leadership.

This almost runs contrary to what I've been talking about because we talk about how you don't have to be a salesperson to get in and duplicate and so forth. You've got to have a system to where it can duplicate right away. But realize that leaders are not necessarily duplicatable. They are; they just can take a long time to duplicate.

So me, for instance. **It took me a while to become a leader in network marketing.** It took me a while to grow personally enough to where I could do it. As a leader, you're not an information tour guide any longer. This is where you do have to put on your salesperson hat. So leaders, make no mistake about it, leaders are salespeople. Look at the greatest leaders of all time. Most of those leaders were pretty dynamic salespeople.

You look at Martin Luther King. He was arguably one of the greatest leaders of all time, right? Well, he was someone who could really inspire others. He was a salesman. Make no bones about it, he was a salesman. That's the case of many other leaders out there. JFK, for instance. He was able to sell the American public; he was able to inspire. That is the case of leaders.

Leaders sell and the quicker you learn to become persuasive, the quicker you learn to sell, the quicker you will become a leader. So a leader is going to need to paint the vision—the vision of the company, the vision of your team. I love a lot of the leaders out there who do a great job of creating a company within a company. So it's not just their company but it's also their team within the company.

Personally, we do a good job of that but not as good as a lot of leaders out there where even if the company did go away they'd still have this core cohesive team. I do think leadership is one of those things that you have to increase your skillset. It really requires a lot of responsibility. **Someone said a long time ago that stuck with me that with great reward comes great responsibility.** I think that is as true in network marketing as it is in anything else.

I think you are a steward of people's dreams. So you being a steward of people's dreams, personally I take a lot of responsibility for the success or failure of the leaders in my group. Now, I say that with caution because if someone's not successful in your group, you can't look at yourself and beat yourself up and say, "Oh, it's my fault." But you can still take responsibility for doing everything you can to further the success of the people in your organization. So being a steward of people's dreams sometimes can be difficult.

Just realize that you have to take total responsibility for the duplication in your group. So what most people do in network marketing is they say, "Well, I've enrolled a handful of people but my group's not duplicating," as if it's their group's fault.

The Laws of Leadership

One of the laws of leadership, what I've done over the years, is I've created these laws over 15 years and well over 100,000 people in my group and helping tons of people make six figure incomes, I have these laws of leadership that I think are not suggestions but they're laws. **Anyone that I've ever seen create massive success in network marketing, they follow these laws and the people who don't follow these laws ultimately don't have the kind of success that they want.**

One of those laws is: **100% responsibility.** So if your group is not duplicating, what can you do to create it to duplicate? Maybe it's the fact that you haven't enrolled enough leaders. I'm not saying that if you've got a team of 20 people, you may have the wrong 20 people. You may need to personally enroll another 20 to find the leader.

I really believe that leaders are found, not created, which is a big source of debate among a lot of networking leaders. I say that they're found, they're not made. Well, you can look at me and say, "Well, you were made. You weren't a leader. It took you about five years before you ever made a six figure income." Well, I was a leader before. **I was a leader-in-training.** So they have to at least be a leader-in-training.

Anyone who's listening to this that has any size group knows that you probably have a lot of whiners and complainers in your group. It's just going to happen. So realize that they are not leaders and they are not leaders-in-training. Even though I was not having the kind of success, even though I was struggling, I was positive. I wasn't throwing up all over my upline.

I can't tell you how many people over the years that have come to me whining and complaining. And you know what my advice is to them? **It's to quit.** "This is probably not for you. You should probably go do something else." Why? Because if they're whining and complaining all the time, they're not even a leader-in-training. They're never going to have success anyway.

What I'm looking for is I don't care if someone has been with me for two years—I've got a guy I'm working with and he's been with me now for over a year. He's still not having tremendous success, but the guy is a leader through and through. He's got it. He just hasn't created the results yet. So I'm not saying you have to go out and find people who are already successful, but you've got to find people with the right mindset and so forth.

I'll go through a few of these Laws of Leadership:

1. One of the core principles of leadership is that people want a leader that they perceive as a higher level leader than themselves.

The key word in that is "perceive." **People want a leader they perceive as a higher level leader because people follow strength.** They don't follow weakness. So when you come across as being wishy-washy or not 100% committed, or putting your toe in the water, then people guess what? They don't follow you because they don't see your strength. What happens is you have to become a leader before you have the results.

The common thinking is that "I'll be a leader once I have a group of 100 people, or 1,000 people, or whatever it is." You have some bar where once you hit that bar, then you'll be a leader. Well guess what? You're probably never going to hit that bar. You're never going to hit that level unless you state from day one that you are a leader.

That's what I used to do before every meeting, before every call that I would do, whatever. I had never had virtually any success and I would go into meetings and I had my own personal rally cry. **My affirmation, if you will, was, "I am the leader that every other leader is looking for."**

I said that before I had any results because I realized that leadership is all about perception. So people need to perceive me as a leader if I want to enroll them or if I want them to follow me and if I want them to really go after the business.

2. Leadership is assumed; it's not granted.

No one is ever going to knight you as a leader. No one is ever going to say, "You know what? You've done the necessary things; you are now a leader." No. You just assume it. You take the leadership. If you wait for someone to give you the leadership, or if you wait to earn the leadership, you will not have it. This is important: If you wait to earn the leadership, you won't have it. You have to take it. **You have to assume the leadership and that's how you create the results.**

3. One of the things I see most great leaders doing in network marketing is a leader always has a dream larger than those that they lead.

That goes back to the formula for desire. So if desire is the key to winning, if desire is the key to really becoming successful, and then dreams are the fuel that fire desire, if you believe that to be true, which I do, then I want to have massive dreams for myself. What happens is energy is contagious. So big dreams are contagious just like little dreams are contagious. **Excitement is contagious just like negativity is contagious.**

I'm always talking about traveling around in my own private jet and having my own yacht with the helicopter landing pad. I'm always talking about the dreams and goals for my team because what does that do? It inspires my group to dream big. And when they dream big, what does that fuel? It fuels their desire.

See, there's a formula to getting the beliefs correct in network marketing. There is an art and science to network marketing when it comes to creating the right mindset for your group. So you want to have a larger dream. **You want to have a larger attitude or a better attitude, a superior attitude to those in your group.**

4. This is almost an unspoken rule: People are always looking for a reason to quit.

When you enroll people, they're looking for a reason to quit more than they're looking for a reason to succeed. That's kind of sad and I admit that it's sad. I wish that were not true. But people are looking for reasons to justify their own failure. So you've got to realize that if you're serious about this network marketing thing, you're going to have a group of thousands and thousands of people.

When you walk into a room, everyone is looking at you. When you're on a conference call, everyone is listening to your voice inflections. **They will want to know that you've really bought into this deal.** I flew into a market—we do regional trainings all around the country and we've got people who are just cranking it out. In fact, we just had a record month in the company last month.

Going back a few months, it was a market that was not having a lot of success. They had kind of plateaued. They had a lot of success and then it just stopped growing. Some of the leaders in the group were really struggling with "What is it that's causing the big challenge?" So I go in and I'm typically one of the first ones there in the room, and I'm watching the leaders come in.

The top money-earner in this group, I see him walk into the room and he walks in and does not have a smile on his face. He's got his head down. His whole posture, his whole being, was negative. Maybe he wasn't; maybe that was just his posture, but I watched him come in and I was like, "Man, that is a guy that is not fired up and excited right now. That's a guy that does not have a great attitude."

What happened is his team, the people in that city, they watched him come in and they said, "Oh. John (made up name) is not excited. There must be something wrong. If John's not excited there's no way I should be excited."

There's a great book called, **Primal Leadership** by Daniel Goleman. It talks about emotional intelligence and how emotions transfer. Realize that in network marketing, negative emotions transfer much faster and they duplicate much faster than positive emotions.

So the core of my training—I went through training throughout the day—but the core that I had to get across to that group was that it was all about the excitement of the leaders. **If you're bubbling over with excitement, your group is more likely to bubble over with excitement.** If you come into a room and you walk in not excited and not positive, guess what? The entire meeting your group's not going to be excited and positive. So there is definitely a lot to that.

5. Set the bar high.

People see better than they hear. The old rule is the speed of a group is determined by the speed of the leader. Here's what happens. People look up to their leader to determine what is possible for them.

There was an experiment that I did years ago. I told you earlier when I first went and enrolled 30 people in one month and ended up creating momentum, and I stopped personally enrolling anyone in my group. So those 30 led to several hundred. We're rocking along and all of a sudden my group started to plateau. It wasn't going backwards; it was still growing but it was growing really slow. On a percentage basis I wanted to see a much higher percentage of growth.

It was fascinating because I had put in 30 personals and I had a report in my back office. I could see who the top personal recruiters were within my organization. Out of hundreds of people in my organization, no one had personally enrolled 30 or more people. No one had done it and this was going on several months. So it's interesting. I'm doing meeting after meeting after meeting. I'm just supporting my team as much as I possibly can and I'm not doing personal activity.

So I said, "You know what I'm going to do? In the next 30 days I'm going to go out and personally enroll 10 more people and get up to 40 personals and let's see what happens

with my group." I'm going to raise the bar. So I went out and in that month I personally enrolled 10 people and got my personals to 40.

Within 60 days, something really interesting happened. I had several people who had enrolled more than 30. Now still, no one had enrolled 40 or more but several had enrolled more than 30. Because I had set the bar at 30, people believed that "Wow, if he can do 30 then I can probably do 20 or I can do 15 or whatever." So you want to set the bar really high if you want to create big, big results.

6. Make a commitment to personal growth not just for yourself but also for your organization.

My belief is that if you build your group mentally, they will build the business. If you build your group's mindset, they will build the business. If you build your group's belief, they will build the business. So that starts with you. The speed of the group is determined by the speed of the leader.

So I'm constantly reading books. In fact, I'm looking around my office here—we just moved into a new home and I've got this huge shelf full of books. The shelves are totally filled up and I had to bring in two more bookshelves. I've got boxes of books here. So I'm always reading, always developing myself.

I'm always coming up with new content that I can share with my organization, because you've got to build people's mindset way more than you do in how you build the business. Again, if how-to's were enough, we'd all be rich, skinny and happy. **It's about building people's beliefs and being able to transfer all of that to your group.**

One of the things I'm big on is holding my leaders accountable for reading. In many cases I'm buying gifts for the leaders in my organization and I'm buying them books for them to read.

When someone gets in, the first book I have them read is *As a Man Thinketh* by James Allen. They can read it in an hour or two. It's very quick to get through and it's got a lot of the core fundamentals of having the kind of mindset that you need to become successful in life. I have them read *Think and Grow Rich* (by Napoleon Hill).

So I've got a number of these books and so I'm always asking the leaders of my group, "What book are you reading?" So when people call me with challenges, I typically will give them a book to read. I know they're calling me for a how-to. They're calling me to learn how to close better. They're calling me to learn how to inspire someone or whatever. "What is it I need to say or do?" Well, typically I'm saying, "Read this book. And once you've read that book, call me and let me know what you got out of it."

That has been so much better of a training mechanism. What I used to do is I would just give them all the information. I'd try to give them everything they needed. When I turned it around and said, "No, read this book," and holding them accountable for developing themselves, that's when I started developing leaders on my team. So commitment to personal growth.

7. Have a commitment to integrity and character.

Never sacrifice people for profit. It's unfortunate but a lot of corporate America, the government, you name it, there's so much of a lack of integrity going on, people are sick of it. One of the things that I personally love about network marketing is, and from what I've found, is I've found a lot more ethical people, men and women of integrity, in network marketing than I ever did in any job that I ever had. So that's one of the things. People will stick with you long-term if they realize you're committed to always doing things right with them.

8. Realize that your team is going to do more for recognition and relationships than they will for the money.

They'll always do more for recognition than they will for money. So when I get a leader in my team, the most important thing for me to do if I get a stud or studette, is build a relationship. How do I lock in that friendship? Because by locking in the friendship, people are a lot less likely to quit on their friend than they are to quit on just some dude or associate, right? So lock in those relationships and take every opportunity possible to recognize your team.

Now here's something that if you have any group at all, something you should start implementing immediately. Chances are you're with a company that has a facility where you can email the organization. **You want to start, on a once a week basis, to email out recognition.** It doesn't even need to be for people in your group. Momentum is created through belief. So with these emails I'm trying to create belief throughout my organization.

One of the ways that belief is facilitated is through seeing other people perform at a high level. So when they see other people perform at a high level and achieve success, then they in turn believe they can achieve success as well. The more elements of proof that other people are having success, the greater their level of belief is. So you want to get to the tipping point, a belief tipping point, where finally it's like, "Wow, there is so much evidence of success here, there's no way I'm not going to do it."

I'm always trying to get the individuals in my group to hit that belief tipping point. That's one thing I think you should start doing immediately. I'll find people who are not even in my group. We just had a young guy out of Waco, Texas, not in my group at all, who went out and put in about 40 to 50 people in his first two to three weeks in the business. So

guess what I'm telling my group about? I'm telling them about this success story, even though it's not in my group.

What does that do? It's recognizing that person but it's also serving as a belief builder. So definitely, if you've got people in your group who are achieving success, take every opportunity possible to recognize them. The key is do not recognize people who are not succeeding. If someone shows up to the meeting, that's great, you can recognize them personally, but don't recognize them to the team. You want to recognize the results.

9. Use Persistence and Determination.

Realize that greatness in anything that you do, whether it's network marketing or anything else, is going to take time. **It's going to take persistence.**

Sometimes you're going to have to struggle. You're going to have to sometimes go down before you can go up. The key is when you're going down is not quitting. The key is realizing I may be going through a little slump now but the key is to keep going. There are peaks and valleys, no matter what level you're at in network marketing. Even if you get up to \$100,000 a month, you may have months where you may dip down.

Well, the key is not to let that shake your enthusiasm. You just get up and keep moving with as much enthusiasm and excitement as you ever have because there's always another peak to the mountain. You just keep going and keep going and keep going.

I am perfect proof of that. From 18 to 24, virtually no success. I spent way more money than I made. I was frustrated; I wanted to quit a thousand times. But thank goodness I kept going.

For me, the prize has definitely been worth the price. I've been able to travel all around the world, drive a Ferrari, live in a beautiful home, and just have unlimited time to spend with my two daughters to take them to the park every day. It's an amazing, amazing lifestyle.

In fact, we just hired a full-time nanny/chef/housekeeper. So she takes care of our house, keeps it clean, makes our bed every morning, makes breakfast, lunch, dinner. It's just an awesome situation.

And what does that allow? For me and my wife to spend more time with our daughters. So that dream is very, very possible if you have the persistence and determination.

Creating Long-Term Success

by Creating Relationships

If you are serious about creating long-term success, I remember reading a book that was all about leadership at a high level, and none of it applied to me. At least at that point I didn't think any of it applied to me, but it really did. The things that you do as a leader on a really high level are the things that you should do on a low level before you're there.

So one of my ultimate goals, and I don't want this to sound too soft, I guess, but one of the questions I'm always thinking is, **"What am I doing to cause my group to fall in love with me?"** So what are you doing to cause your group to fall in love with you?

Long-term success in network marketing is always built on relationships, whether you're part of an Internet deal and you don't do hotel meetings or face-to-face meetings, still the long-term success of your organization is going to be built on relationships. However you facilitate that, figure out how to do it.

I'll give you a great example. I have a leader of mine out in Cyprus. She's built up a team of thousands of people in Cyprus. I was out there doing meetings with her and we're just talking about dreams and goals and what we want with our lives. One of the things I'm always asking my leaders is, "What's your ultimate goal? What do you really want to do with your life? If you were making \$100,000 a month and could take all the time off, what would you do?"

This one leader said, "You know, this probably sounds silly but I want to have a treehouse, an awesome treehouse. I just think it would be so cool to have a really elegant treehouse. It's a silly goal, I know, whatever." So I was like, "You know, that's awesome. I like it."

So when I got home I went to the bookstore and I see a book and it's *Great Treehouses of the World*. In fact, I bought her two different books on great treehouses. A couple of weeks later I mail her these books, and she's beside herself. "I can't believe you were thoughtful enough to go buy these books based on something I told you while riding in the car together."

That made me feel good because hopefully you feel good about doing cool things for other people. But what did that also do? It facilitates a long-term relationship. You see, network marketing is a lot like dating and marriage. It is so much like marriage where marriages sometimes get complacent because you stop doing the little thoughtful things. You stop doing the things to woo them over. It is very true in network marketing.

One of the reasons why I believe I've been able to lock in a lot of long-term relationships over years and years and years is just doing little things that have a lot of meaning. It's like when we're dating and sometimes when we're married we buy flowers for Valentine's Day or for no reason.

If you've got a big group in network marketing, when's the last time you sent one of your female leaders flowers? If it's been a while, step it up. What are you getting the leaders in your group? What are some little things you can do to have them say, "Wow. They're awesome. Man, I love them. They're great." Because that is what's going to create long-term success for you.

The bottom line is there are going to be challenges. I don't care what company you're in; I don't care what opportunity; I don't care what country. People are always the same and opportunities are always the same. There are always going to be challenges. So what is it that's going to keep your group glued together when things get a little bit tough? Well, it's going to be the relationships.

I'm big on doing non-business building events. **I believe that the team that plays together stays together.** I was just in Norway and I was going to be there for two full days, so I said, "There are two options. Some leaders will say, 'We'll do two full days of meetings. We'll just work nonstop.' For me, I say, 'Nope. We're going to do one day of work and one day of play.' So we did one big meeting. We promoted to get everyone there. Then the next day we did a leadership-only ski retreat. So we went snow skiing.

Guess what the long-term success of my group of Norway will be? I'll have more results based on that ski trip than I did from doing the meeting. Most leaders, including myself, for years and years it was always about the work. It was always about packing in as many meetings or calls or whatever as we could and not focus on the relationships.

Well, realize that people get into network marketing for lifestyle and fun and to create their dreams. So if you're all about the business all the time, people are not going to want to stick with it. So you've got to make the business fun. Figure out ways to do non-business building type stuff.

Create a Great Culture Within Your Team

Long-term stability is all about culture. Hopefully you're part of a company that has a great culture. They have training events; they have ways to facilitate that. If not, you need to create it.

You need to figure out a way to create a great culture within your team. Organize a team trip where all of you go on a cruise together. Organize a trip where all of you go to a resort

together. If you've got a local team, get together for movie night. I've done movie nights; I've done all kinds of different basketball games or hockey games or even crazy stuff like going go-karting together. Why? Because it's all about creating the culture.

A long-term culture is really what builds it. Obviously it boils down to you creating that personal momentum, but in order for you to keep that group together long-term, it's just all about culture. So as much as you can do to facilitate that the better.

End of Transcript

I truly hope you got a lot of value from this transcript. The leader featured here is a published author and network marketing expert – who built his success from the ground up. As you can see from reading his “Secrets to MLM Success”, most of what will help you achieve success is based on your mindset, attitude, commitment, and willingness to become a leader.

I'm Looking for Leaders

I've personally reviewed a lot of wealth-building opportunities and I've finally uncovered a truly unique opportunity that I'm investing significant time and money into.

Now, I'm looking for motivated individuals who are willing to join me in this opportunity in order to build long-term financial freedom.

Here is Who I'm Looking For:

- Someone who is **passionate** about working for themselves and building a **profit-producing business** from home.
- Someone who is willing to take instruction and is an **action taker**.
- Someone who is **committed** to their success. Success happens when you're unwilling to give up. I'm looking for individuals who accept challenges and solve problems.
- Someone who is a **Team Player**. You'll be working with myself and others who will spend valuable time helping you build your business.

It doesn't matter if you're a million dollar producer with years of experience or a relative "newbie" who is just sick and tired of working for someone else. I believe the opportunity I've selected has the power to help you achieve the financial and lifestyle goals you've set out for yourself.

If you're looking for an exciting new opportunity, **click the link below** and take some time to review the "Recommended Opportunity".

[Click Here to See My Recommended Opportunity](#)

Thank you for reading this report.

I look forward to working with you in the near future.

Here's to your success...